



22.09.2020

Introduction: What is HiReach about?

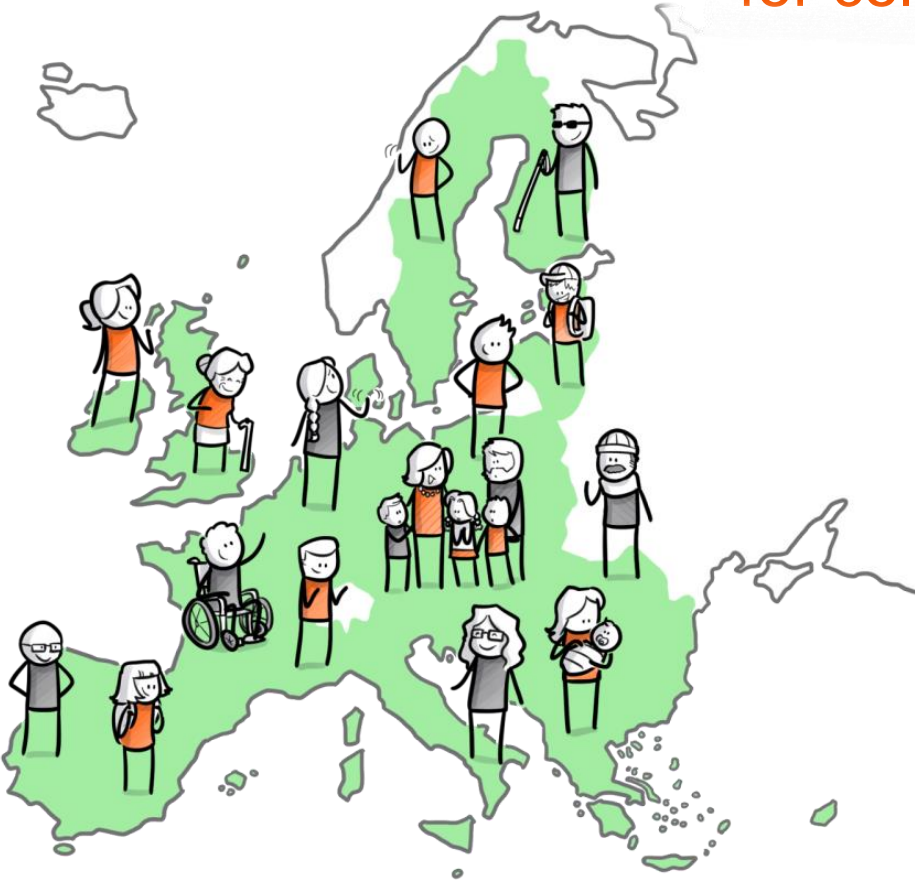
Simone Bosetti, TRT



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MAIN GOAL

explore and develop new business models
for collective passenger transport



USER-ORIENTED and not a
technology push approach

ANALYSE

EXPLORE

DEVELOP

7

TARGETED VULNERABLE TO EXCLUSION USER GROUPS



Children and youth



Elderly



Women



People with
reduced mobility



Migrants and
ethnic minorities



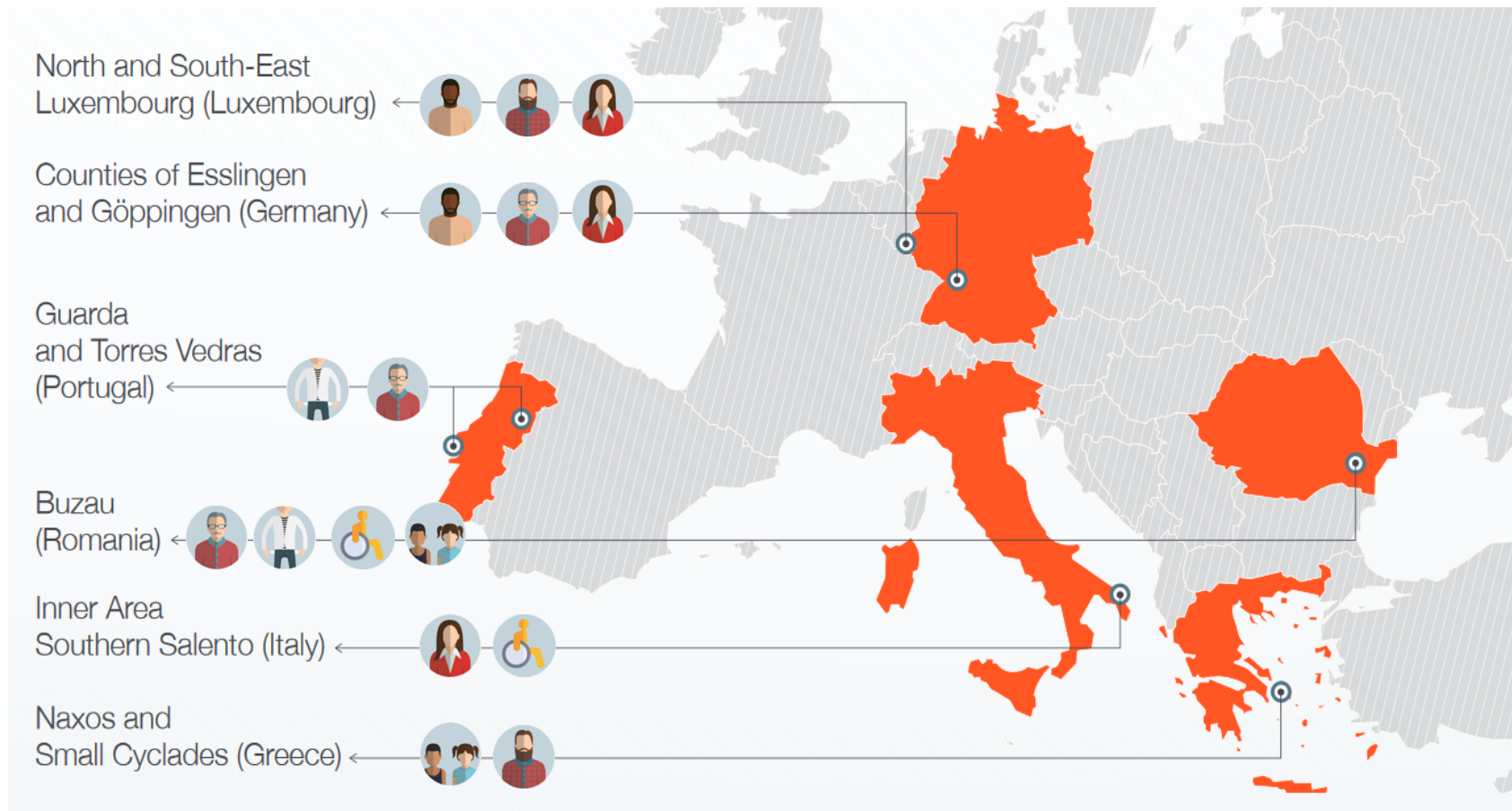
People living in rural
and deprived areas



Low income
and unemployed

6

STUDY REGIONS ACROSS EUROPE



20

CLUSTERED CASE STUDIES



This cluster, labeled 'Publicly contracted', contains logos for Bummelbus, Flextrafik, local link, TAD, Welcome to Berlin-Ticket, TÁXIS COLECTIVOS, ZOQ, and LOCO mobile.

Publicly contracted



This cluster, labeled 'Community-based', contains logos for DORPS MOBIL, BBA, DE FIETSMEESTERS, Village House Service, Nordregio, and Fairfahrt.

Community-based



This cluster, labeled 'Market-based', contains logos for bOleia.net, PickMeApp, GOOV, GoOpti, PINK, and Uber.

Market-based

EXPLORE

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STARTUPS ENGAGED IN THE HIREACH STARTUP LAB



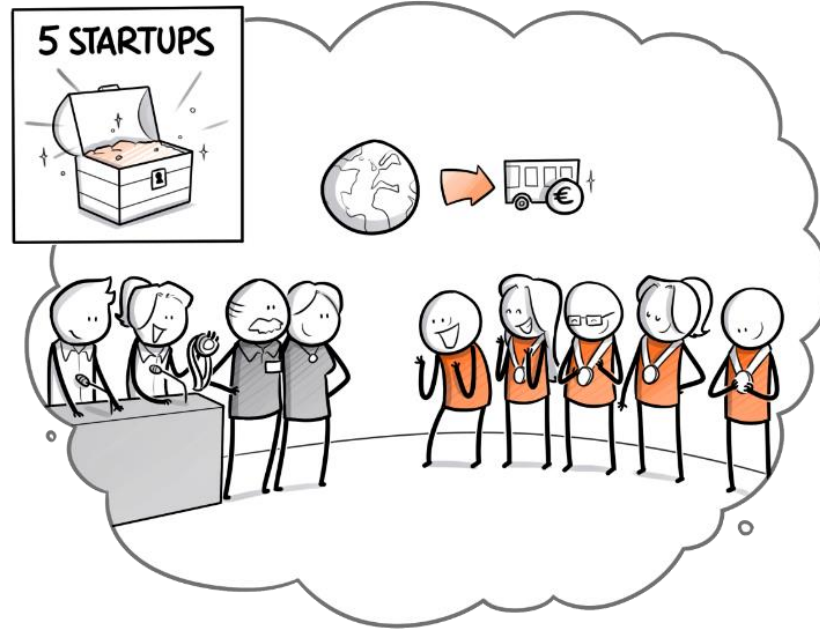
DEVELOP

5

INNOVATIVE SOLUTIONS DEVELOPED AND TESTED



Dreamwaves



CHILDIFY

8 PARTNERS



TRT TRASPORTI
E TERRITORIO (IT),
Coordinator



EUROPEAN
PASSENGERS'
FEDERATION IVZW (BE)



INTRASOFT
INTERNATIONAL SA (LU)



LUXMOBILITY
S.À.R.L. (LU)



PRODUCTIZED
MAKE VISIBLE
PRODUCTIZED
BRAVE
WIZARD (PT)



TIS.PT S.A. (PT)



TECHNISCHE
UNIVERSITÄT
BERLIN (DE)



POLITEHNICA
UNIVERSITY
OF BUCHAREST (RO)

22.09.2020

Thank you



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