

22.09.2020

Establishing the solutions: how did we get there?



01

The HiReach approach

Akrivi Vivian Kiousi, INTRASOFT International



All was a matter of asking the right questions



The goal of HiReach is to develop new business-oriented mobility products, capable of improving accessibility in urban and rural areas and adapted to the needs of vulnerable citizens. To do the partnership had to answer several questions and challenges.

Do we have the solutions that fit them better?

Do we have the consumer?

How we ensure a participatory process?

What is the correct recipe for success?

How can we ensure user acceptance?



All was a matter of asking the right questions



The goal of HiReach is to develop new business-oriented mobility products, capable of improving accessibility in urban and rural areas and adapted to the needs of vulnerable citizens. To do the partnership had to answer

Final Goal: Explore and develop new business models for collective passenger transport

...m better?

...ess?

Wh

How can we ensure user acceptance?

Identified and Translated Needs

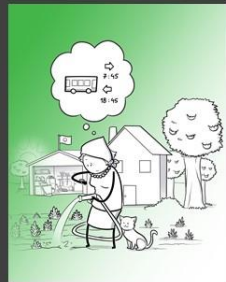
We needed entrepreneurs that are capable of designing solutions for these people and give them proposals according to their real needs.

Everything had to happen via a participatory approach

**Worked in Study Areas
Involved local communities
Policy makers and experts
Interviews
Focus Groups
Used Calibrated Personas**



18 Focus Group workshops



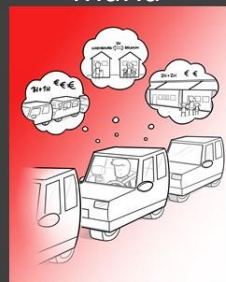
Maria



Konstantina



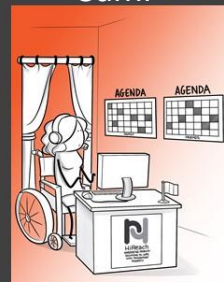
Sami



Thierry



Victor



Giulia



Explored ideas

- 20 handpicked innovative transport solutions assessed according to 4 dimensions:
 - ICT interoperability
 - Sharing economy principles
 - Attractiveness
 - New organizational and business models
-
- Complemented with Interviews with key players
 - Generation of ideas
 - European multidisciplinary workshop
 - 2nd Focus Group in study areas
 - Recommendations

20 handpicked solutions

Publicly contracted

- Bummelbus
- Flextrafik
- local link Your Local Bus Service
- EL TRANSPORT A LA DEMANDA
- TÁXIS COLECTIVOS
- ZOQV op maat
- LOCO mobile

Community-based

- DORPS MOBIL Kirchspiel Medelby e.V.
- BBA BürgerBus Aichwald
- DE FIETSMEESTERS
- Village House Service
- Nordregio
- Fairfahrt

Market-based

- bOleia.net Destacar-se tornou-se barato, ecológico e convivial!
- PickMeApp
- GoOV neemt je mee
- GoOpti
- PINK TAXI GROUP LTD. U.K.
- Uber

HiReach innovative mobility solutions to cope with transport poverty

Shortlisted Services

- Provided open software tools/APIs
- Motivated startups with Insights package
- “Solutions to transport poverty for startups”
- Kick started the “HiReach Startup Lab”
- Worked for transferability of the proposed and tested solutions

20 handpicked solutions

Publicly contracted



Publicly contracted solutions include:

- Bummelbus
- Flextrafik
- local link (Your Local Bus Service)
- TAD (EL TRANSPORT A LA DEMANDA)
- TÁXIS COLECTIVOS
- ZOOV op maat
- LOCO mobile (www.servicecomobile.be)

Community-based



Community-based solutions include:

- DORPS MOBIL (Kirchspiel Medelby e.V.)
- BBA (BürgerBus Aichwald)
- DE FIETSMEESTERS
- Village House Service
- Nordregio
- Fairfahrt

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- GoOV (neemt je mee)
- GoOpti
- PINK (TAXI GROUP LTD. U.K.)
- Uber

HiReach Startup Lab

Startup Bootcamp (Feb 2020)

- **23 Startups**
- Business model innovation, methodologies and tools
- Product validation
- Market potential

Startup Acceleration (Mar to Jun 2020)

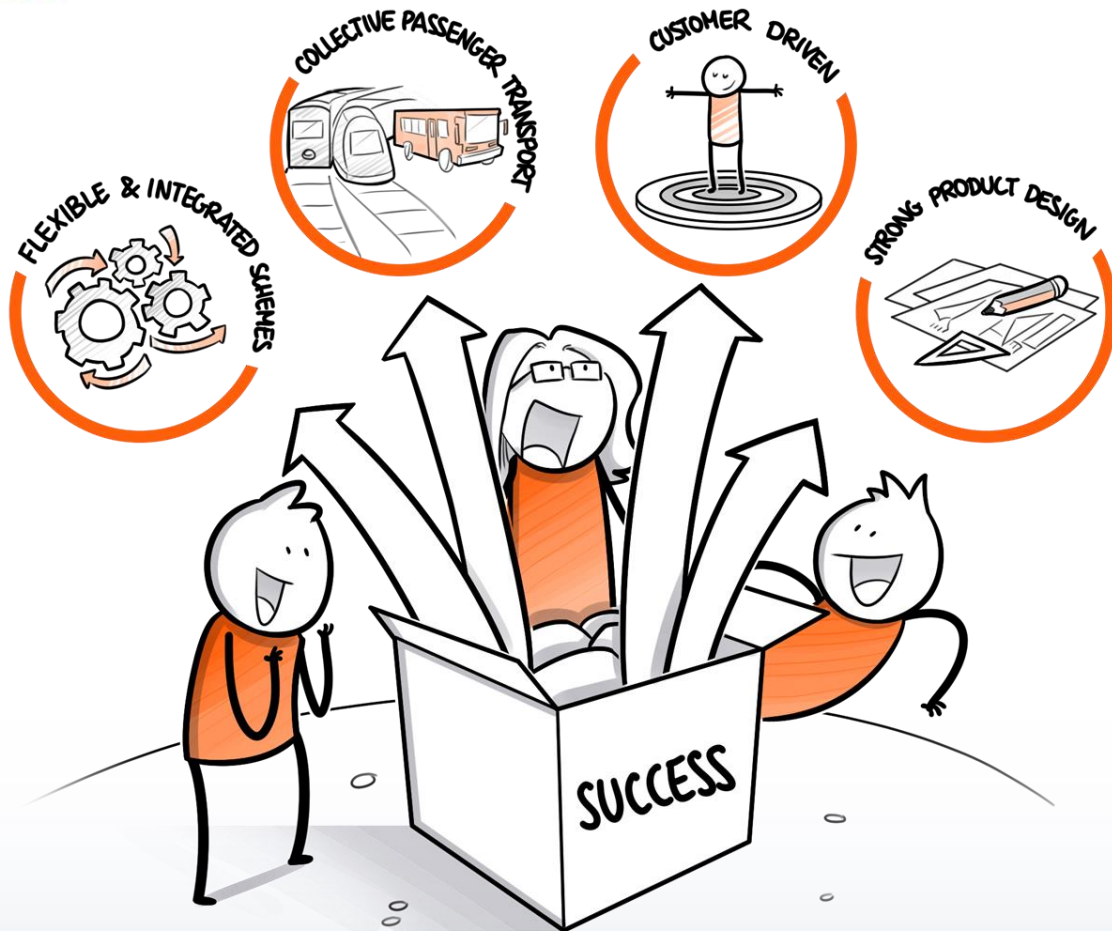
- **10 Startups**
- 3-month follow-up acceleration program
- Technical solutions and business model
- Open toolbox API compiled by HiReach

Piloting and Testing (Demos in Sep 2020)

- **5 Startups**
- Meetings and Networking between entrepreneurs and decision-makers
- Test-bed their ideas under real-life conditions
- International recognition



When it goes right how can we move further

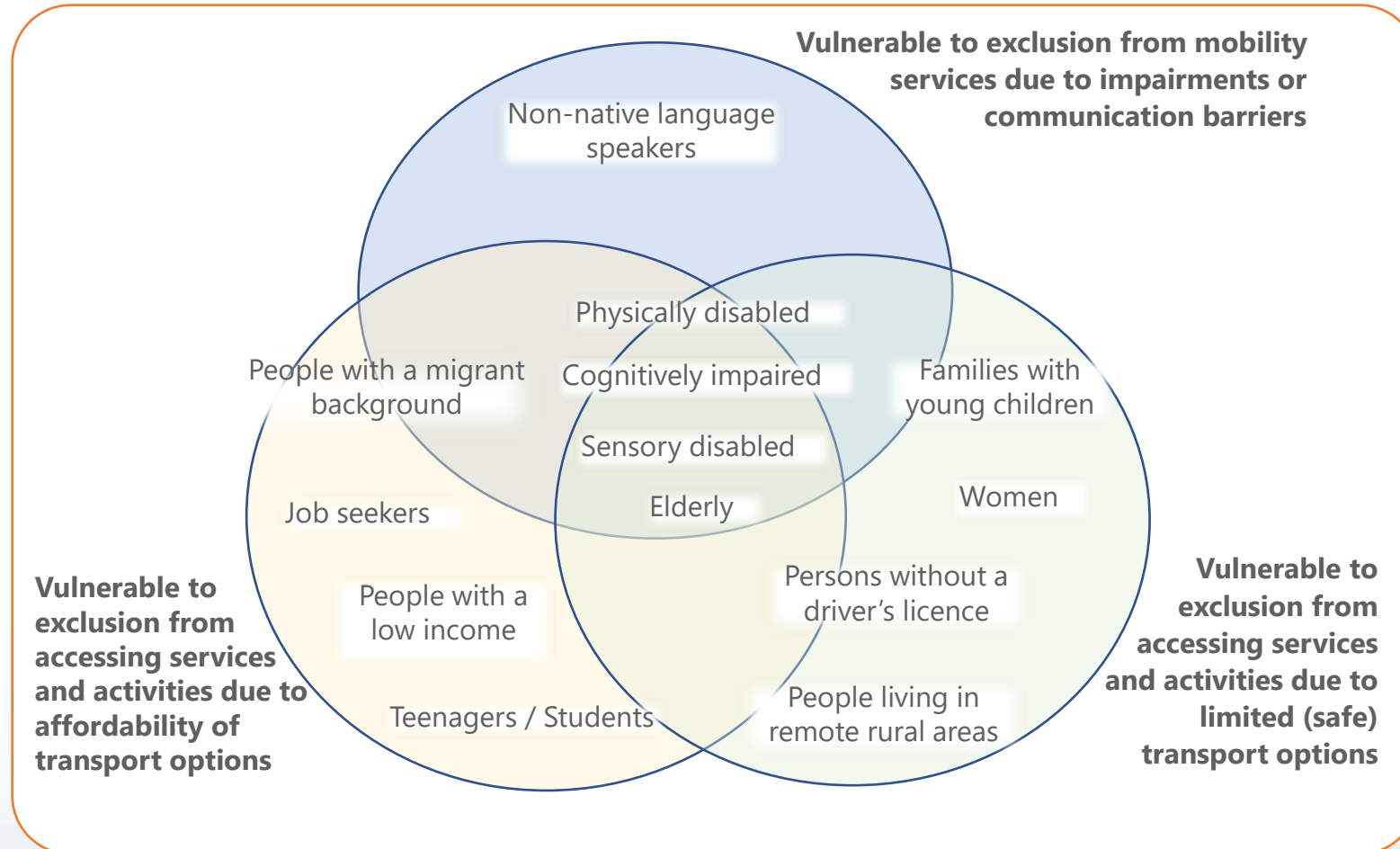


02

The INCLUSION approach

Caitlin Cottrill, University of Aberdeen

Recap on user's vulnerabilities



The INCLUSION approach

2. Understand

- what is needed
- what is missing

demand side: user needs

supply side: mobility gaps



1. Learn from existing experiences



3. Pilot + learn from new experiences



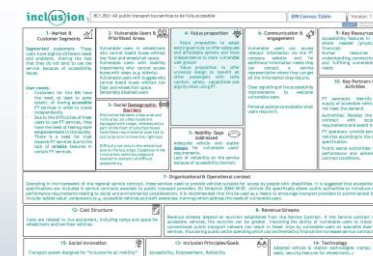
real-life demos of 13 measures in 6 countries

4. Evaluate what works well

- Where – in which types of area
- Who – for which vulnerable users
- How – which actors are involved (public, private, community organisations) and how can it be delivered in a cost effective way

5. Develop Business Models for best solutions

Brings together the key information for transferable delivery



Key differences in approach

← Increasing role for private sector

→ Increasing role of public sector

HiReach generally adopts a more market-led approach, fostering solutions initiated by private sector providers / entrepreneurs

INCLUSION, while recognising private sector opportunities, generally explores solutions with a more interventionist approach involving a stronger role for the public sector

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Thank you

