

# inclusion

Towards more accessible and  
inclusive mobility solutions for  
European prioritised areas

## INTRODUCTION TO THE PROJECT

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#TransportForAll  
#SUMP2019

INCLUSION open event | 18 June 2019 | De Oosterpoort, Groningen NL



6th European Conference on  
Sustainable Urban Mobility Plans  
17-18 June 2019, Groningen



This project has received funding from  
the European Union's Horizon 2020  
research and innovation programme  
under grant agreement No. 770115

the background

# TRANSPORT POVERTY

Where local bus services are reduced, passengers are often unable to make alternative transport arrangements.

- Changing needs of **people**
- Changing landscape of **transport services** (vehicle sharing, dynamic ride sharing, etc.)
- **Public Transport** still a **primary asset** for social inclusion

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TOWARDS MORE ACCESSIBLE AND INCLUSIVE MOBILITY  
SOLUTIONS FOR EUROPEAN PRIORITIZED AREAS

## Our objectives

- **find transferable solutions**
- ...to improve **accessibility and inclusiveness** of collective transport
- ...addressing **vulnerable users**,
- ...in **urban and rural** areas.

Research & innovation  
H2020-funded  
3-year

# inclusion

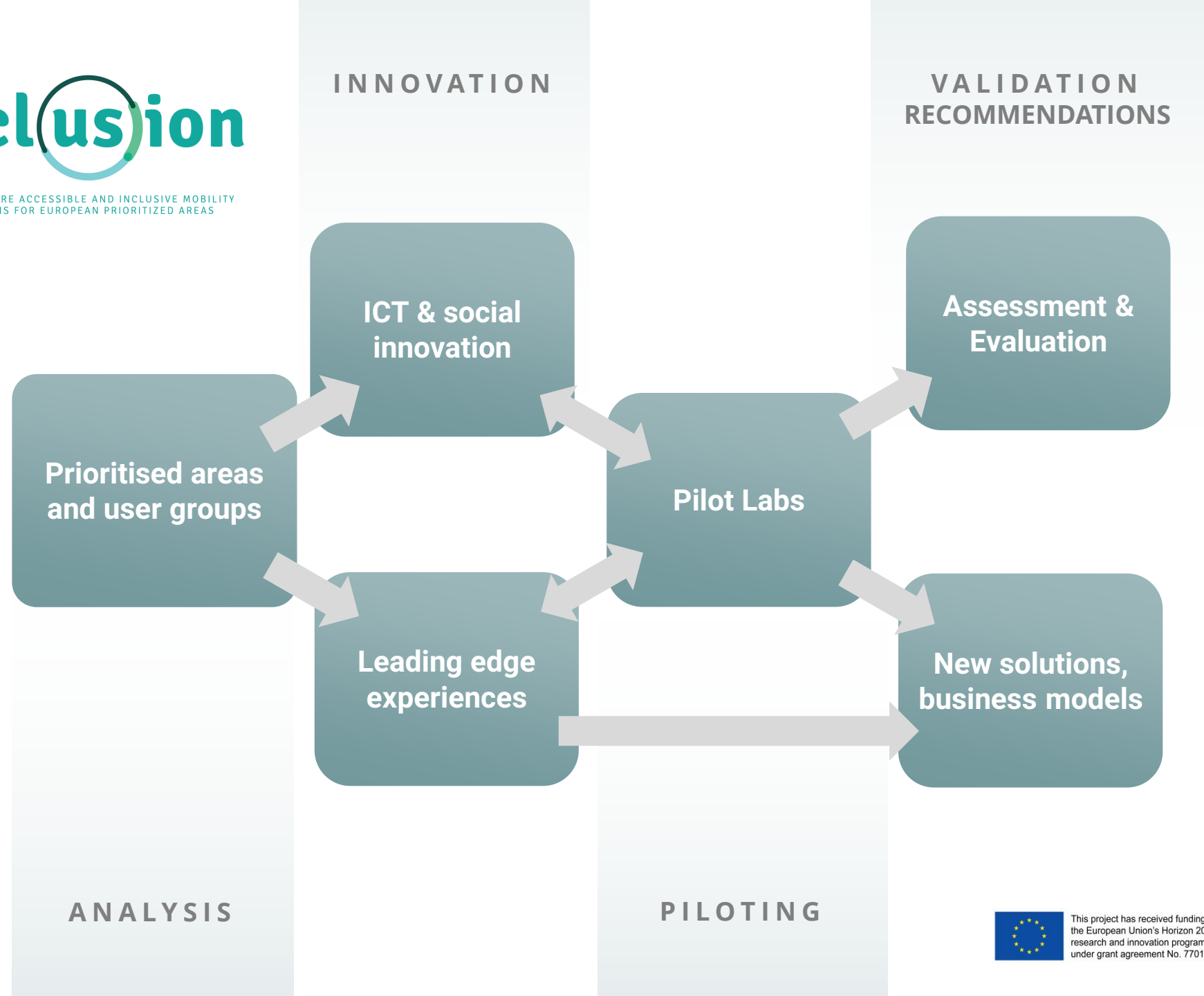
TOWARDS MORE ACCESSIBLE AND INCLUSIVE MOBILITY  
SOLUTIONS FOR EUROPEAN PRIORITIZED AREAS

## Our ambition

- Improve **access** to existing PT network.
- Facilitate transport and service **integration**  
connect journeys, data exchange
- Understand **needs/demands**  
open innovation, data analytics, social networks, ...
- Increase **uptake** of services  
awareness of travel options
- Foster **social innovation** for transport supply  
engagement and support , sharing platforms,...

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TOWARDS MORE ACCESSIBLE AND INCLUSIVE MOBILITY SOLUTIONS FOR EUROPEAN PRIORITIZED AREAS



ANALYSIS

INNOVATION

VALIDATION  
RECOMMENDATIONS

ICT & social  
innovation

Assessment &  
Evaluation

Prioritised areas  
and user groups

Pilot Labs

Leading edge  
experiences

New solutions,  
business models

PILOTING



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# PRIORITIZED USERS AND AREAS

## Analysis of **user groups** and related transport **issues**

### Multitude of factors

Introducing challenges and opportunities

- availability of **mobility options**;
- transport **infrastructure**;
- digital **connectivity**;
- limited **budgets**;
- key societal **trends**



Urbanisation  
Ageing societies  
Increased migration  
Labour market  
...

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### Multi-dimensional analysis

spatial, demographic, socio-economic

**unsatisfied needs and requirements**

# INNOVATION

## New efficient, inclusive, transport solutions

...to fill the gaps and priorities

Analysis of **existing innovative** and **inclusive** forms of public transport  
“Success stories” – How transferable are they ?

**Design of new, innovative concepts and viable solutions**

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# INNOVATION

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## Enabling technologies (ICT, ITS)

dynamic planning | **mobile Apps** | intelligent devices | social media | etc.

## New organisational and service provision forms

vehicle sharing | **co-ownership** | lift-sharing | **flexible transport** | combined mobility | **MaaS**, etc.

## ICT-Enabled Social innovation

Alternative transport economies | **crowdsourcing** cooperation | **social networks**, etc.

➔ **Poster session**



# PILOTING

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## Six Pilot Labs

Different characteristics and conditions,  
Socio-economic factors



➔ Poster session

# VALIDATION

IMPOSSIBLE

POSSIBLE

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## Impact and process evaluation

### IMPACT evaluation

quantitative assessment of the impacts of the different innovations implemented in the PLs

### PROCESS evaluation

get insight in the 'stories behind the figures' and to learn from them.



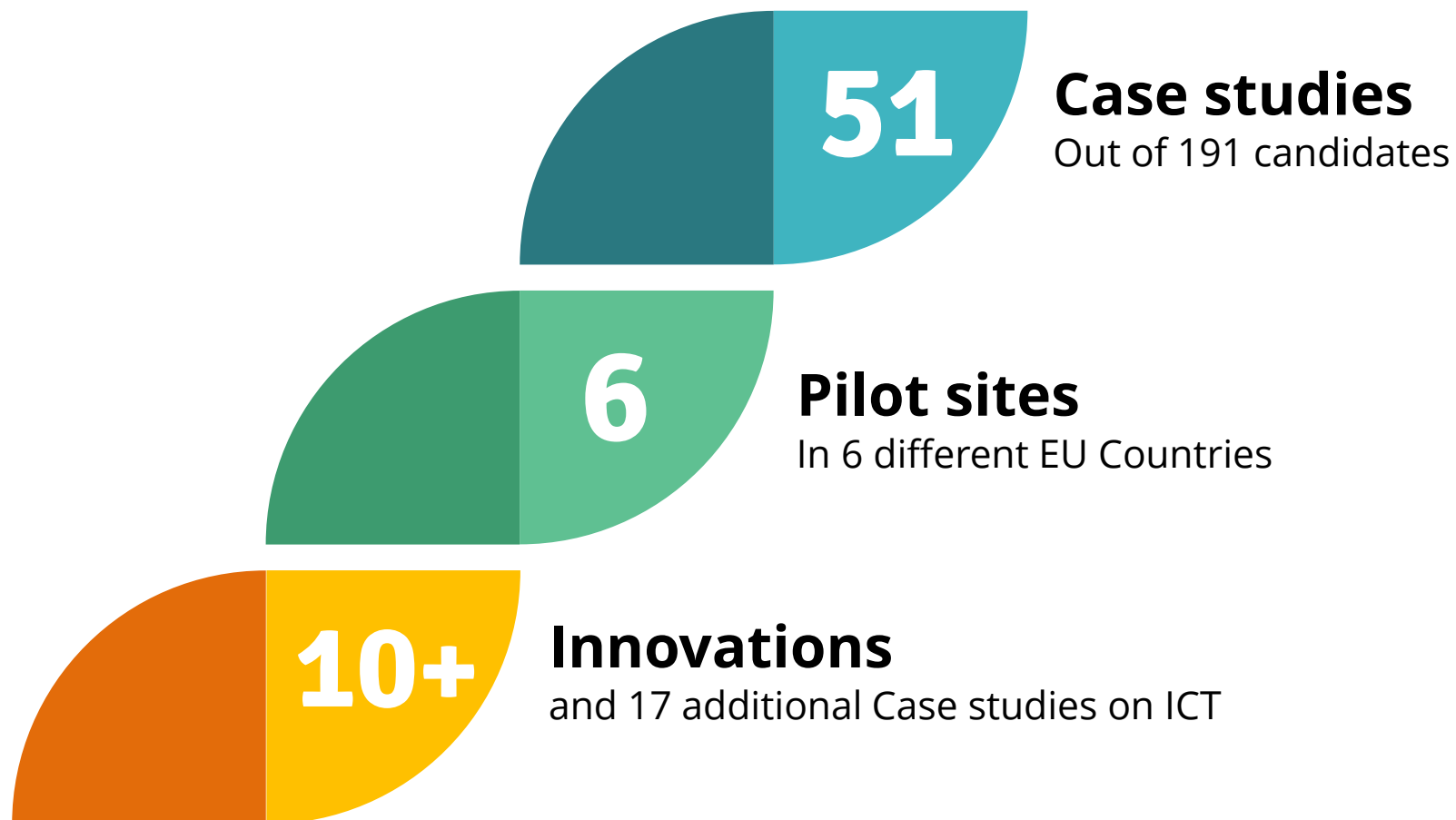
# IMPACT

## Transferability, business models recommendations

- **Transferability** as key requirement
- Development of **business concepts and models** for the assessed transport options
- **Promotion** of the **transferable solutions** and recommendations to other European contexts



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➔ **Poster session**



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SOLUTIONS FOR EUROPEAN PRIORITIZED AREAS

## Sister projects



**HiReach**  
innovative mobility  
solutions to cope  
with transport poverty

### HiReach

Innovative mobility solutions to cope with transport poverty

➔ **Poster session**



**MoTiV**

### MoTiV

Mobility and Time Value



**STARS**

Shared mobility opporTunities And  
challenges foR European citieS

### STARS

Shared mobility opporTunities And challenges foR European citieS



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# The consortium



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# Thank you !

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