



Editorial

Dear Reader,

Welcome to the fourth edition of the INCLUSION project newsletter.

The project has recently entered the third and final year of activities and is now focusing on collecting and processing the results from the innovative transport measures designed and implemented in the six pilot sites. The experience gained in the field, the initial analysis of existing contextual background, the qualitative and quantitative validation of the results, together with the definition of innovative business models, will contribute to formulate recommendations.

We are glad to say that INCLUSION received a positive evaluation from the intermediate review of the European Commission in terms of results linked to dissemination, exploitation and impact potential, with the delivery of “exceptional results with significant immediate or potential impact”, even if the full achievement of the objectives will occur only at the end of the project. The project consortium is committed to keeping a high quality of work, while at the same focusing on maximising the impacts of the project in line with the recommendations received by the Commission.

For now, we wish you a good reading of this newsletter!

To stay in touch, don't forget to visit the INCLUSION website, follow INCLUSION on Twitter, Facebook and LinkedIn, as well as subscribe to receive our newsletters.

Michele Masnata
Project Coordinator – Softeco Sismat

We encourage you to stay informed and sign up to receive our newsletters at www.h2020-inclusion.eu.

INCLUSION can also be reached through social media channels such as Twitter, Facebook and LinkedIn (H2020-INCLUSION).

For now, we wish you a pleasant read!

Polis network on behalf of the INCLUSION consortium



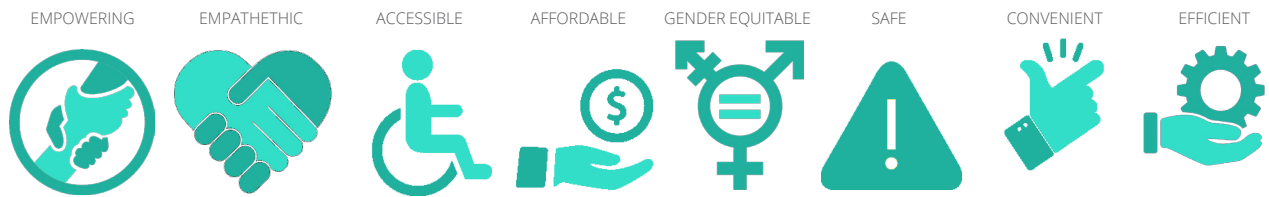
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770115

Hot news

Inspiration and guidance on developing inclusive mobility solutions coming in February 2020

How can we alleviate the risk of transport poverty for the most vulnerable users in rural, peri-urban, low-income and urban areas across Europe and beyond? The INCLUSION report, **“Typology and description of underlying principles and generalisable lessons”**, aims to answer this question by providing recommendations and inspiration for transport practitioners working in the public and private sectors, as well as interested community stakeholders. It is based on a thorough analysis of the **51 INCLUSION case studies** and sets forth eight principles of inclusive mobility, guiding the reader – via multiple entry points in the document

– towards the inclusive mobility solutions that could work best in each local context. The reader will gain new perspectives on vulnerable users’ needs, the gaps in existing transport networks, and inspiration for the actors and approaches that can fill them. It also serves as a guide to the INCLUSION report, **“Compilation of 51 case study profiles; overviews and in-depth investigations”** by linking to specific good practice case studies related to particular area types, vulnerable users, mobility gaps, and approach types. This report will be publicly released in February 2020.



INCLUSION Survey: Analysing the Transport Demand through Social Media. What are the Benefits?

INCLUSION aims to understand, assess and evaluate the accessibility and inclusiveness of transport solutions in rural, remote and deprived areas, to identify gaps and unmet needs for all and especially vulnerable users, and to propose and experiment with a range of innovative and transferable solutions. A key aspect of the work is to investigate how novel transport solutions involving social innovation and ICT tools can help raise the level of accessibility, inclusiveness, and equity of mobility in the reference areas and for the target users.

The project has been exploring how ICT-Social Innovation concepts could potentially be applied to the INCLUSION Pilot Labs. **Demand Analysis through**

Social Media is one of these concepts and it is used to identify, aggregate and manage groups of people sharing common needs and interests in areas where Public Transport services are not financially sustainable, due to low-demand or in areas served only in restricted time coverage. This concept (already applied in the Barcelona Pilot Lab) has potential application also in the Rhein-Sieg Pilot Lab, in order to gain further knowledge about the demand of ‘forgotten’ cycle routes and help to improve them.

INCLUSION is now seeking validation of such concepts and its application by several means, including the following survey. Please help the project to gather more information by responding to the survey [here](#).

INCLUSION at the CIVITAS Forum 2019

INCLUSION organised a session titled, “Transport for all: challenges, opportunities and new tools to improve mobility in rural and peri-

urban areas” for this year of the CIVITAS Forum Conference.

The Conference took place in Graz (Austria) from 2-4 October 2019. The session was moderated by Professor Laurie Pickup from Vectos and included presentations from various projects and initiatives that are focusing on key topics of INCLUSION, such

as, transport poverty, accessibility, gender and transport, peri-urban and rural areas, and more. INCLUSION’s representatives also welcomed visitors at the INCLUSION stand, which was shared with the sister projects of HiReach, MoTiV, and STARS. Check out the CIVITAS Forum programme here.

INCLUSION at “Human Flows”, the UN-Habitat’s URBAN THINKERS’ CAMPUS in Italy

INCLUSION was invited to join the Urban Thinkers’ Campus (UTC) titled, “Human flows”, promoted by the United Nations and organised by PUSH, a Lab for Social Innovation and Sustainability in Urban Areas, in collaboration with the Municipality of Palermo from 14-16 November 2019. The UTC is conceived as an open space where all stakeholders and partners can exchange views on sustainable urbanisation policies. The campuses organised in Palermo addressed various fields of mobility from three different points of view: **Infrastructure & Policies**; **Services & Data**; and **Rights & Laws**. INCLUSION’s partner Polis introduced the project to the public, which included the Mayor of Palermo, LeoLuca Orlando. The main focus of the presentation was on the importance of ensuring accessibility to all transport users, particularly the vulnerable-to-exclusion individuals, by giving some examples and inspiration taken from the 51 case study profiles and

the upcoming publication, “Typology and description of underlying principles and generalisable lessons”.

More information can be found here.



Partner in the Spotlight

POLIS: the network of cities and region on transport innovation

Polis is the leading network of European cities and regions working together to develop innovative technologies and policies for local transport. Polis turns 30 years old this year. Since 1989, European local and regional authorities have been working together within Polis to promote sustainable mobility through the deployment of innovative transport solutions. Polis’ aim is to improve local transport through integrated strategies that address the economic, social and environmental dimensions of transport. To this end, the network supports the exchange of experiences and the transfer of knowledge between European local and regional

authorities while facilitating the dialogue between local and regional authorities and other mobility stakeholders, such as, industry, research centres and universities, and NGOs.

Polis leads the communication of INCLUSION and supports the project in its various activities, for instance, the stakeholders’ engagement. Polis, together with other partners, was also involved in the initial stage of the project that focused on the identification of vulnerable users and prioritised areas, and in the writing of some of the case studies included in the 51 INCLUSION case studies. Learn more here.

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

The six INCLUSION Pilot Labs are on track

Over the last six months, all the **INCLUSION Pilot Labs**, coordinated by MemEx, have been implementing the measures identified and planned during the first period of 2019.

Different vulnerable user groups, including the elderly, mobility-impaired, people with a migrant background, teens, and low-income individuals have been benefitting from a range of **different measures** and solutions.

In the Flanders Region, a MobiTwin App and Olympus Mobility App have been tested. In the Italian Pilot Lab, a demonstration version of a new App, including rail timetables and a crowdsourcing tool has been tested with migrants. In the Summer of 2019, new on-demand bus stops and routes to attend the Canet Rock Festival in Barcelona have been developed, using the data gained through social media analysis. In Rhein-Sieg, a new map that highlighted different mobility options such as: bus lines; cycleways; 'forgotten paths'; and bike racks, was developed, printed and distributed to all households in the Pilot Lab area. An e-bike hiring service is now available in the Cairngorms, Scotland. The Jarokelo web platform in Budapest Pilot Lab for gathering users' feedback was successfully launched on 29 October 2019.

Data and information have been collected throughout the implementation period, in order to conduct an in-depth evaluation and assessment of the measures implemented over the upcoming months.

Have a look at the News Bites section later in this issue for more information.

Pilot Lab in the Spotlight

Barcelona peri-urban area: identifying potential users' demand through social networks analysis

If we talk about pop-rock in Catalan, it is indisputable to position Canet Rock as the pioneering festival that, from its

beginnings between 1975 and 1978, stood as a symbol of freedom in an era of wonderful changes in our country.

In 2014, it rose from its ashes and recovered this historical mark of the world of music in Catalonia.



After holding three annual events of the modern version of the festival, the organisation realised that due to its historical localisation in Canet de Mar (a small village 50km north of Barcelona), with its limited offer of public transportation services (only one train line) and, due to the outstanding success of the festival (18-20,000 yearly attendees), there were considerable **mobility challenges** that should be addressed in order to guarantee that their young attendees

(15-25 years old), coming from all over the region, could have an efficient alternative to car use and to ensure their safety while attending the event.

The INCLUSION partners BusUp provided successful **bus ride-sharing services for Canet Rock Festival** during the events of 2017 and 2018; the challenge for the 2019 event was to improve the offering of routes, stops and schedules, so as to keep increasing the utilisation of the bus

services. Therefore, the main goals of the Barcelona Pilot of the INCLUSION project are to: 1) identify potential users' demand through social network analysis; and, 2) identify potential geographical areas to propose the most suitable bus-stop locations for the revealed demand. The event took place last July and the pilot results show that the measures taken have proven to be a tremendous success, as routes, stops, and attendees have increased in at least double digits.

Project in the Spotlight

SMARTA:

Sustainable shared mobility interconnected with public transport in European rural areas

Mobility is a basic need for everyone. People should have the possibility to move with freedom because mobility means access to services and participation in society. What does rural mobility look like today in many rural areas? ... cars, cars and more cars. Commencing in May 2018, the SMARTA Project is one of the most interesting initiatives focused on rural shared mobility, undertaken by a Consortium of five partners and led by MemEx Srl. "Shared mobility" is an essential part of the solution set to deal with rural challenges by combining travellers more efficiently and by improving the mobility options for people in rural areas. In particular, SMARTA pays attention to shared mobility solutions that connect rural areas with the public transport network and hubs, which are mostly concentrated in towns and urban areas. In this way, people in rural areas benefit from improved access both to the extensive public transport network and to services at local hubs.

During 2018 and 2019, for each of the EU-28 countries, SMARTA has profiled the framework within which shared mobility services in rural areas sit, as well as the related policies, and produced a set of 'Insight Papers'. In parallel, the Consortium made a comprehensive overview of Good Practice in Europe and beyond, covering both the mobility services themselves and the supporting tools.

From now on, SMARTA will enter a 'demonstration phase'; engaging with a number of pilot sites implementing rural shared mobility solutions. Through the continuous networking with relevant stakeholders, SMARTA aims to give reliable guidance to develop suitable policies and efficient operational solutions for rural mobility in Europe.

For more information, visit <https://www.ruralsharedmobility.eu/>



News-bites from INCLUSION Pilots Labs

Aviemore and Grantown to pilot new e-bike hire project

Tourists and residents in Aviemore and Grantown-on-Spey are being given the chance to hire **electric-bikes to improve their fitness, mobility, and ability to get around their rural communities** more easily in a pilot scheme promoted by HITRANS, the regional transport partnership for the Highlands and Islands in Scotland, as part of the EU Horizon 2020 INCLUSION project.

HITRANS has worked in partnership with two local businesses, Mike's Bikes and BaseCamp Bikes, who have volunteered to deliver the pilots. There will be six bikes in each shop for local residents and tourists to hire and try out a different way of travelling around or simply getting fitter.

Highland Councillor Allan Henderson, Chair of HITRANS, said, *"It's so great to see HITRANS partnering with volunteer local businesses to deliver these pilot projects, that will hopefully encourage more people to try out an e-bike and potentially opt for a more sustainable way to move around the local areas for certain journeys in the future".*



Empowering less mobile elderly people in Flanders

During the Summer of 2019, Taxistop distributed surveys to users of the MobiTwin App and Olympus Mobility App. The results indicated that there is some fear of the new technologies from the target groups; especially for the MobiTwin App, which aims to provide less mobile elderly people real-time access to transport through volunteer drivers. It appeared that the elderly people were very hesitant to try out new technologies, such as the App. Based on these results, the Pilot Lab concluded that it is very important to build relationships of trust with the target group, so that the people involved in the Pilot Lab understand that there is a human being behind the new technology. It is now planned to organise focus groups within the Pilot Labs, in order to increase the personal contact with the target groups.

Involving a migrant community to design a fair transport system in Florence



The period from May to November 2019 was intensively dedicated to co-design activities with the active participation of migrants, one of the main identified vulnerable user categories of the urban lines no.30 and no.35 in the Florence metropolitan area. Two co-design laboratories have been developed: the first focused on the “physical touch points” of the service - namely the bus stops, the bus shelters and the bus itself; the second Lab concerned the “virtual/digital touch points” of the service - in particular the transport users’ information App available in Florence and surrounding areas. A strong user-centred approach was the key to success of both initiatives and to allow the collection of relevant feedback on issues perceived as critical. Such issues could include, for example: hindering migrants in appropriately understanding the bus service terms and conditions; the correct behaviour to have on board the buses; the use of the App functionalities, etc. The testing of the demonstration version of the new App of ATAF (the main public transport company of the Tuscan capital also operating in the outskirts of the city) was also made in consultation with vulnerable users in order to collect feedback and suggestions for improvements. The results of these activities were presented to the company management team of ATAF during a meeting held on the 29 November. Thanks to INCLUSION, Busitalia/ATAF were better able to understand migrants’ mobility requirements and will take these into account for improvements of the service in the next period.

Focus on behaviour change: it starts with children's mobility in Hennef Im Siegbogen

In the Pilot Lab Hennef Im Siegbogen, which is managed by the Verkehrsverbund Rhein-Sieg, the four planned measures have now been implemented:

- the range of bus trips in the afternoon has been extended
- the price for single trips to Hennef City has been reduced to a short-haul tariff
- the low-cost rental of pedelecs has been offered from June to November 2019
- a newly developed map with an overview of all mobility offers including „forgotten paths“ in Hennef has been printed and distributed to every household.

These four measures are all aimed at offering local residents more mobility alternatives for their daily trips beyond the car and, in particular, giving children more independent mobility in order to reduce the number of pick-up and drop-off trips. In order to adequately evaluate the effects of the various measures, the post-event survey is currently being prepared and will start in February 2020. It is based on the survey conducted in October 2018 in the Pilot Lab Hennef im Siegbogen, and is designed to compare the results. In terms of content, the questions focus on the measures implemented and the resulting possible changes in mobility behaviour.



A public announcement website is available for people with special needs in Budapest.

BKK, as the Mobility Manager of Budapest, and the local NGO Járókel Association, as the operator of online public announcement website, signed a cooperation agreement in early Summer, 2019. The aim of the joint campaign is to identify mobility-related problems and special needs of the INCLUSION target groups: the blind and visual impaired persons; the physically-impaired persons; travellers with luggage or baby buggy; tourists and foreigners staying in Budapest long-term.

The public campaign started in October 2019 under the name 'without barriers' and the dedicated public announcement webpage is available at jarokelo.hu/akadalyoknelkul. During this campaign, the INCLUSION project's target groups have the opportunity to report their issues in relation to accessible and barrier-free public transport use and also their best practices. During the campaign period, BKK will process the information gathered, which will then be incorporated into developmental recommendations of their public transport services at a later date.

Around Europe and beyond

Shared micromobility for all?

Shared micromobility is a hot topic. For many cities, it has been more of a 'hot potato', as the 'invasion' of e-scooters and e-bikes triggered a public outcry, inflamed debates in the media and put Mayors, Deputy Mayors, and transportation officials on the spot. Can shared micromobility be an asset for the underserved and peri-urban areas? Yes, but only if it improves accessibility for all citizens!

Read here the freshly released Polis discussion paper, "Macro managing micromobility".

Subscribe for the latest news about the project!

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Upcoming Events

MOVE2020: Mobility Re-Imagined

11-12 February 2020, London (U.K.)

Transport Research Arena 2020

27-30 April 2020, Helsinki (Finland)

ITS European Congress 2020

18-20 May 2020, Lisbon (Portugal)

EPOMM - New Mobility... New Governance... New Realities for People and Cities - AGAIN!

3-5 June 2020, Cascais (Portugal)

Urbanism Next

24-26 June 2020, Rotterdam (the Netherlands)

For more information:

For further information contact the Project Co-ordinators at SOFTECO:

Marco Boero

Email: marco.boero@softeco.it

Phone: +39 010 6026 1

Michele Masnata

Email: michele.masnata@softeco.it

Phone: +39 010 6026 1

Or the Project Communication Manager at Polis:

Pasquale Cancellara

Email: pcancellara@polisnetwork.eu

Phone: + 32 2 500 56 85

www.h2020-inclusion.eu

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INCLUSION partners



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