



22.09.2020

From pilot to inclusive Business Models: **Barcelona** and **Cairngorms** experiences

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INCLUSION project





THE PROBLEM



THE SOLUTION



CHALLENGES &
OPPORTUNITIES



KEY
TRANSFERABILITY

01

BARCELONA EXPERIENCE

FROM PILOT TO INCLUSIVE BUSINESS MODEL

THE PROBLEM

Occasional group or travellers
(particularly young people) moving
as individuals or small groups,
travelling to common destinations
as music festivals

When there is limited PT, **target user groups** are used to either **taking their own car** (if it is possible) or **not going to the festival**



Prioritised areas

Limited PT accessibility to go to the event:

- Inflexible, infrequent during night time
- Operated on a radial routes structures linking peripheries and Barcelona

Vulnerable users

Safety risk for the attendees

- 64% of the attendees are under 24 years old
- 69% of the attendees are females



THE SOLUTION

Goal

To reduce territorial accessibility barriers to attend cultural events located in peri-urban areas of the Barcelona Metropolitan Region, due to poor or inflexible transport offer.

Implemented Measures

Identify **potential users' demand** that want to attend to a socio-cultural event through social networks analysis.

Identify **potential geographical areas** to propose the most suitable bus-stops locations for the uncovered demand



Actors Involved



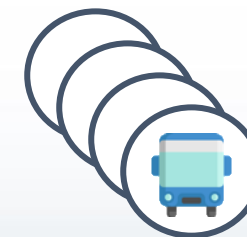
ICT service provider

On-demand service provider



Event organiser

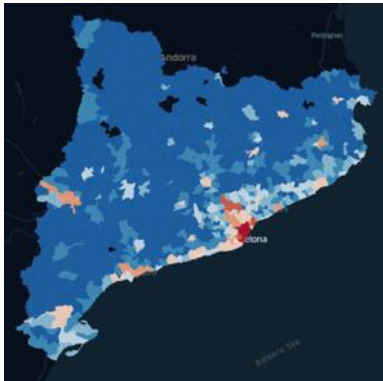
Local bus providers



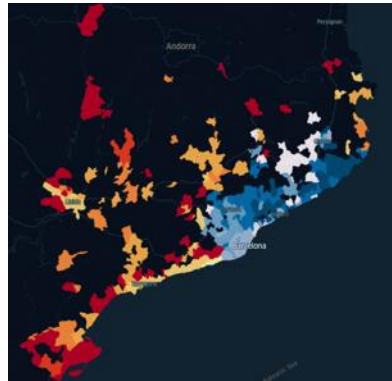
THE SOLUTION



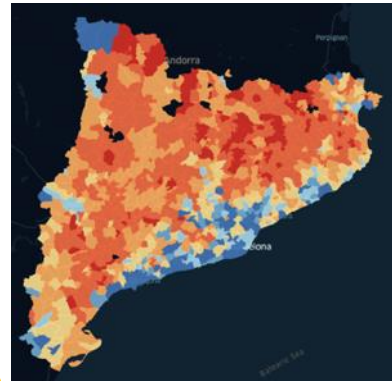
DEMOGRAPHIC DISTRIBUTION



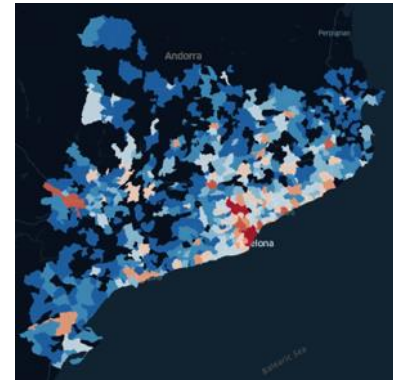
TRANSPORT CONNECTIVITY



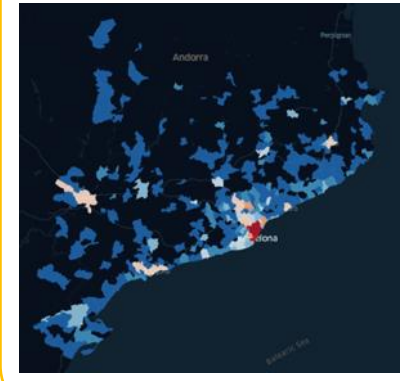
POLITICAL RESULTS



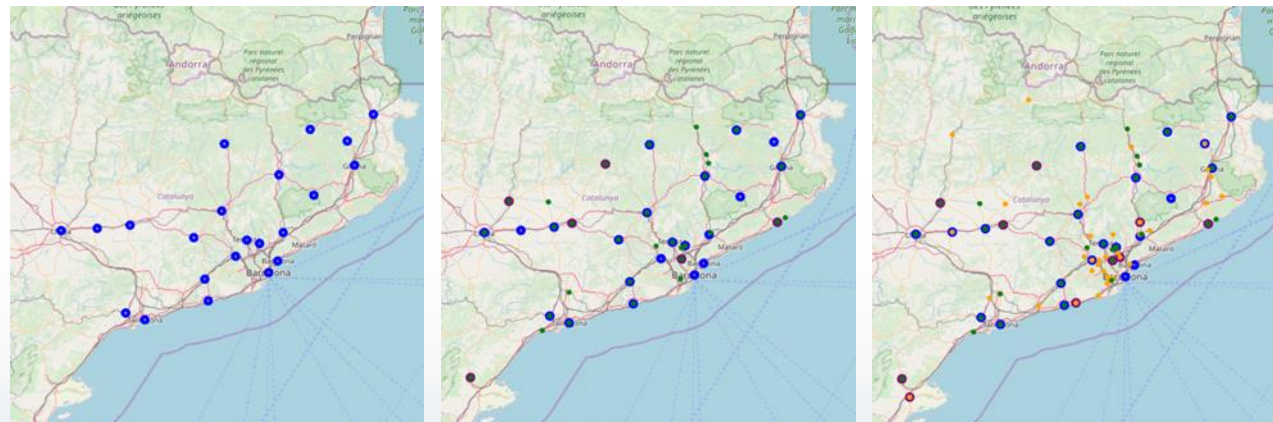
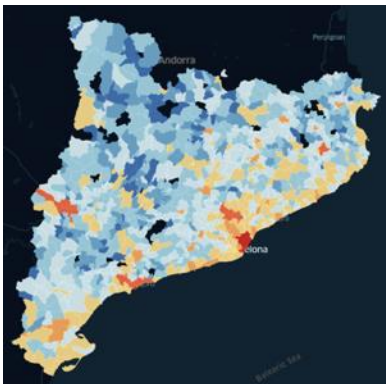
HISTORIC OF ASSISTANTS 2018



HIGH SCHOOL



INTEREST ON SOCIAL NETWORKS



CHALLENGES AND OPPORTUNITIES



On-demand PT operator

- Provide commercially viable services where there is low demand.

- Identification of vulnerable users' needs through social media or mobile phone data analysis.

Technology providers

- Understand mobility problems and trends in order to have a bigger impact in the model development.

- Routes optimisation based on confirmed bus stops.

Event organisers

- Give enough information about all the transport modes available to attend the event and emphasise the most sustainable and accessible ones.

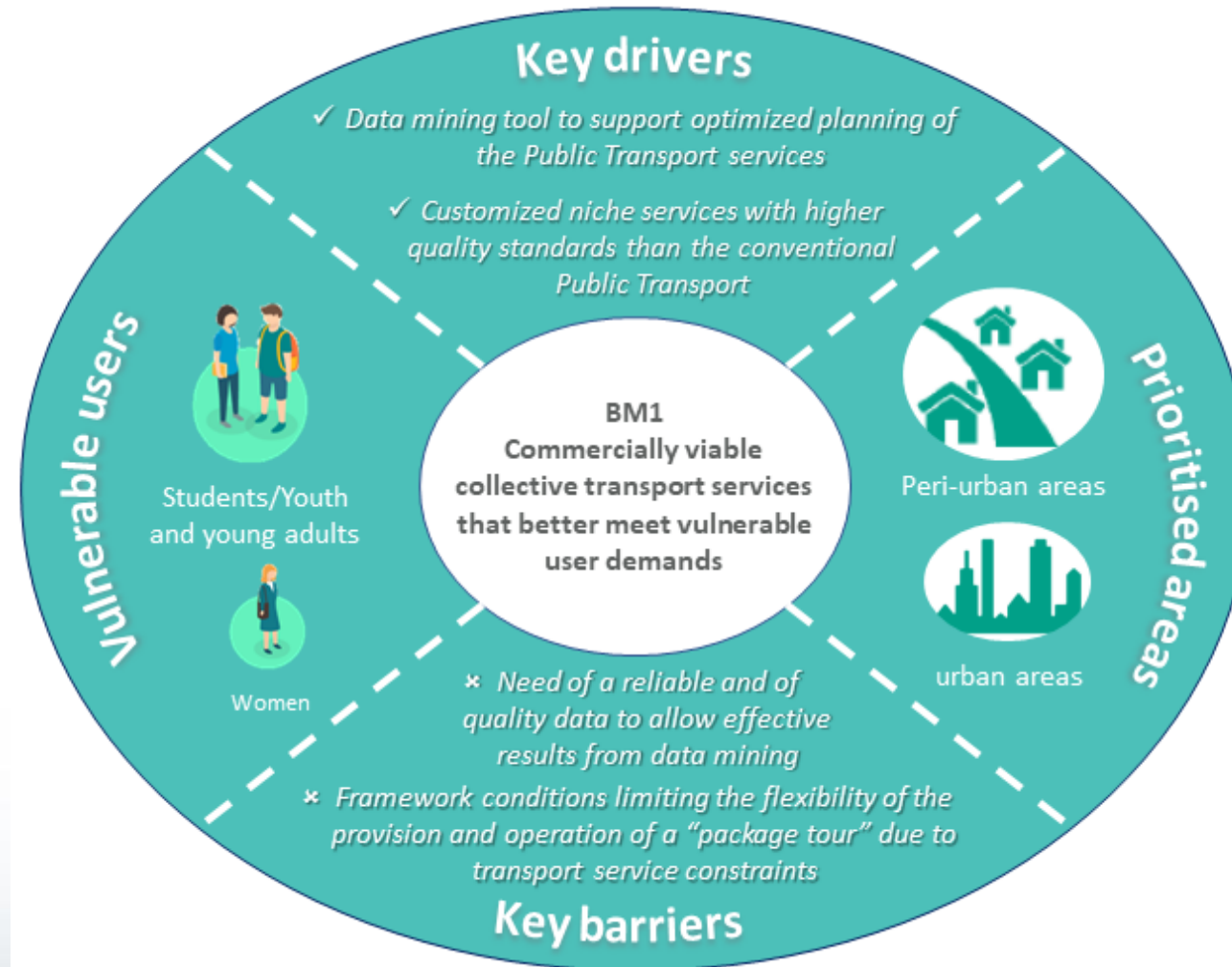
- Provide accessible transport service to vulnerable users that otherwise would not have an option to attend the event.

Users

- Switch from traditional transportation modes to others more innovative and sustainable.

- Affordable and reliable transport option, safer and tailored to vulnerable users' needs.

KEY RECOMMENDATIONS for long-term sustainability





THE PROBLEM



THE SOLUTION



CHALLENGES &
OPPORTUNITIES



KEY
TRANSFERABILITY

02

CAIRNGORM EXPERIENCE

FROM PILOT TO INCLUSIVE BUSINESS MODEL

THE PROBLEM

Cairngorms National Park: a large, hilly and diverse area that presents numerous public transport challenges:

Low density and dispersed population results in sparse PT service coverage

Infrequent services and longer journeys

An aging resident population in the area and

A large number of tourists in the summer and in the short ski season.

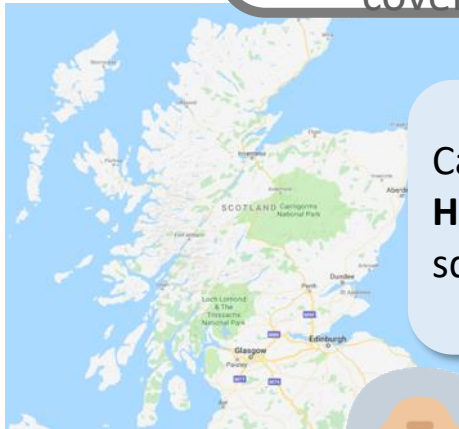
Prioritised area

Cairngorms National Park (CNP) is one of the **most popular tourism destinations in the Scottish Highlands – the most remote region in Scotland** – and comprises an area of 4,528 sq km (1,748 sq miles), making it the largest National Park in the UK.



Vulnerable users

- **Elderly people** and persons of **reduced mobility**.
- **Local residents** who face the challenge of **not having access to their own mobility solution**
- **Young people** who face the challenge of **not having access to their own mobility solution**
- **Inhabitants in dispersed settlements**



THE SOLUTION

Goal

- Improve **accessibility to public transport** both for residents and tourists to and within the protected rural landscape of the Cairngorms National Park with a particular focus on **infrastructure** that:
- Fosters connections for communities to and within the area
 - Delivers inclusive growth, especially from key towns which act as visitor gateways to the rural protected landscape of the Cairngorms.

Implemented Measures

Integrate e-bike schemes with public transport.

Integrate a lift sharing scheme and car club with public transport (MaaS).

Deliver an improvement of multimodal travel information services.

Actors Involved



Regional
Transport
partnership



CHALLENGES AND OPPORTUNITIES



Public Authorities

- Choose correctly which types of asset to purchase that meet the needs of each area.
- Difficulty of deploying such a service in rural areas without commercial environment.

- Fill the mobility gaps that are left by limited conventional PT services in rural and peri-urban areas.
- Provide sustainable and active transport modes to rural and peri-urban dwellers and consequently reduce car ownership.

Private Sector service providers

- Adaptation of facilities to provide maintenance and management of the services.
- Carry out operation of the service (i.e. booking, asset control).

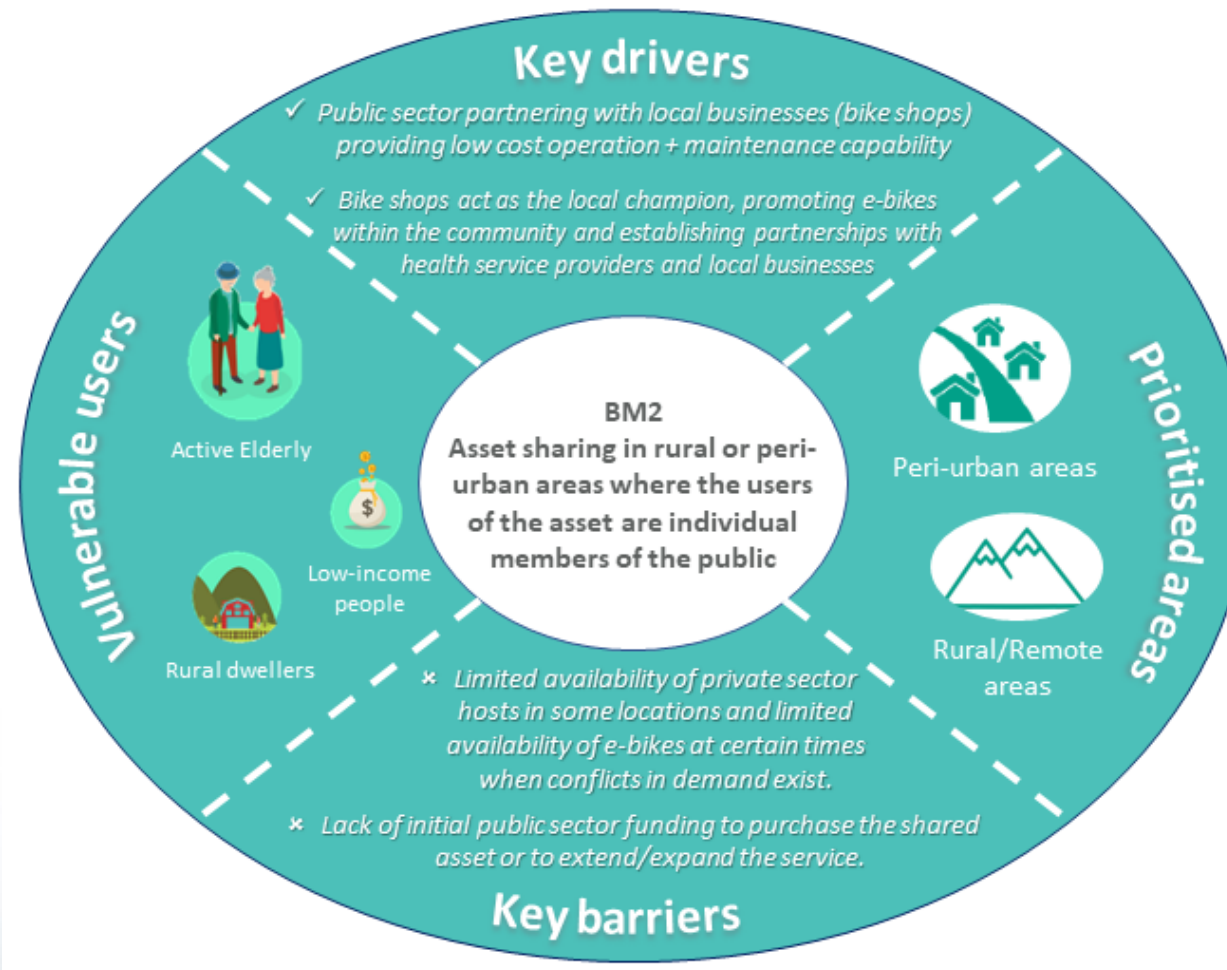
- Increase in the number and type of people using bikes, and therefore buying merchandise.
- Many people who try e-bikes through shared hire scheme go on to purchase an e-bike.

Users

- Change of behaviour by adapting to new mobility schemes that give less weight to private car and enhance collective and sustainable transport options.

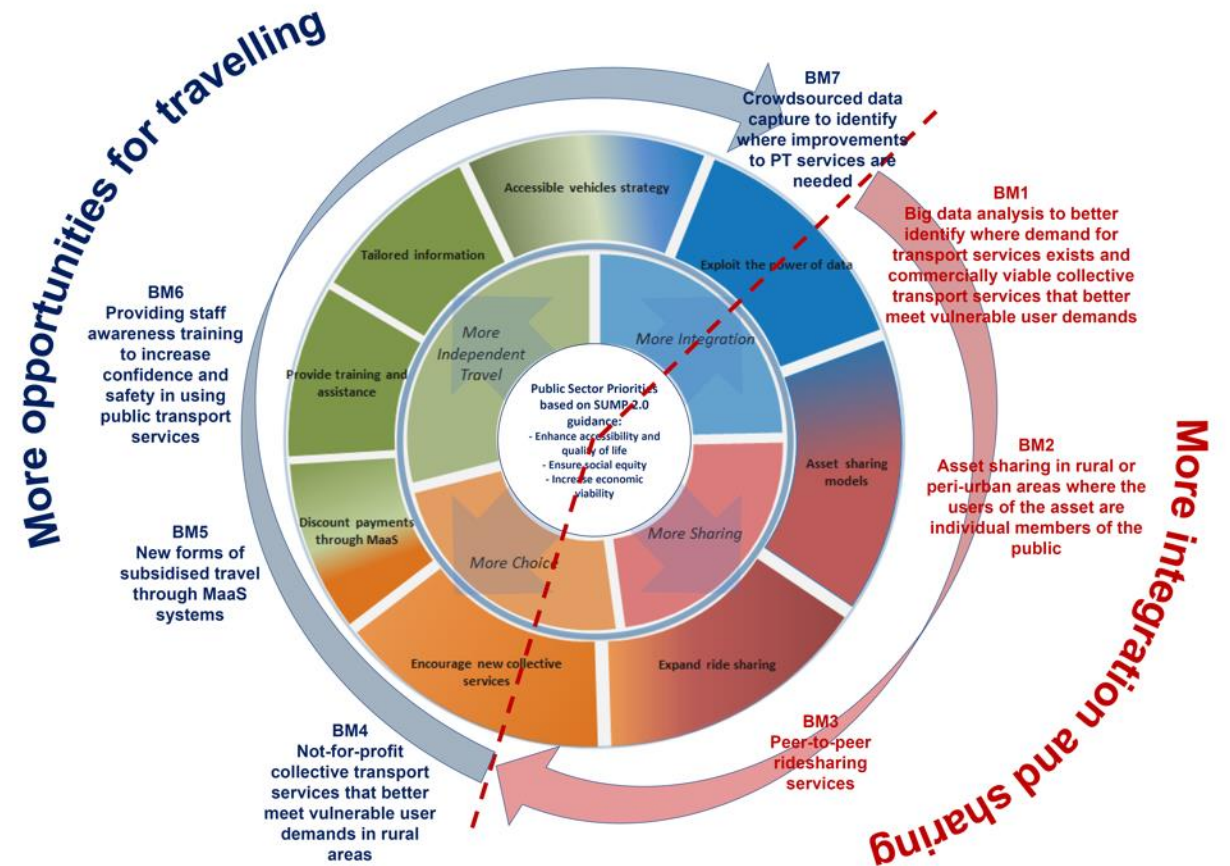
- More sustainable transport options that empower vulnerable users when travelling in rural and peri-urban areas.

KEY RECOMMENDATIONS for long-term sustainability



CONCLUSIONS

Primary actor involved in the delivery of the BM solution	In-depth Business Model selected
Private sector led	Big data analysis to better identify where demand for transport services exists to provide commercially viable collective transport services
Public sector led	Not-for-profit collective transport services in rural and peri-urban areas
Public-Private partnership	Asset sharing in rural or peri-urban areas
Community sector led	Peer-to-peer ridesharing services
Solutions to support multi-actor delivery	New forms of subsidised travel through MaaS systems



D6.1: Business concepts and models to support accessible and inclusive mobility
D6.2: Recommendations on the transferability of the proposed Business Models

22.09.2020

Thank you

