



22.09.2020

# Lessons learnt and key messages

Cosimo Chiffi (TRT)

Steve Wright (University of Aberdeen)



01

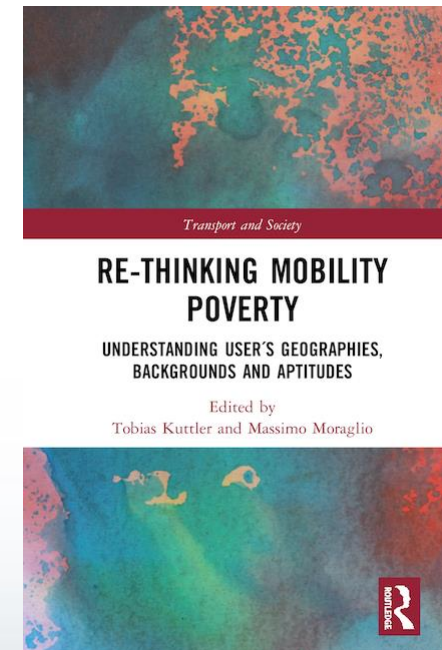
# Lessons learnt HiReach

Cosimo Chiffi, TRT Trasporti e Territorio

---

# Shifting the conceptualisation of transport poverty to *mobility poverty* was pivotal for re-calibrating research and policy making

- **Pillars:** underlying conditions of immobility | dynamics of high mobility | motility | context-related | multiple social disadvantages | links with social exclusion | deeper socio-spatial analysis | everyday life vs. meaningful life | virtual and physical mobility



# Extensive **fieldwork activities** and **micro-analysis** revealed all their power and potential

- Pioneering approach combining one-to-one interviews with key stakeholders and two iterations of focus groups activities with communities in 6 very diverse EU regions
- Personas > startups
- More than simply confirming assumptions and understanding user needs, it was fundamental for the design of new solutions and the assessment of their transferability



# Rigid, not-inclusive, not-optimised and inadequate solutions/frameworks are often **much more relevant** than scarce public funding and market size/constraints

- A world of untapped solutions and resources were/are already there
- There's a growing demand coming from a changing not-only-urban and healthy Europe



# Innovative businesses and prosumers have a role to play in extending the range of options but need support from both public authorities and investors

- Combining research with a startup acceleration programme added a bit of uncertainty but amplified innovation and results
- Design thinking and new business models favoured by full understanding of mobility poverty determinants
- From flexible PT to inclusive carpooling, data integration and assisted navigation



02

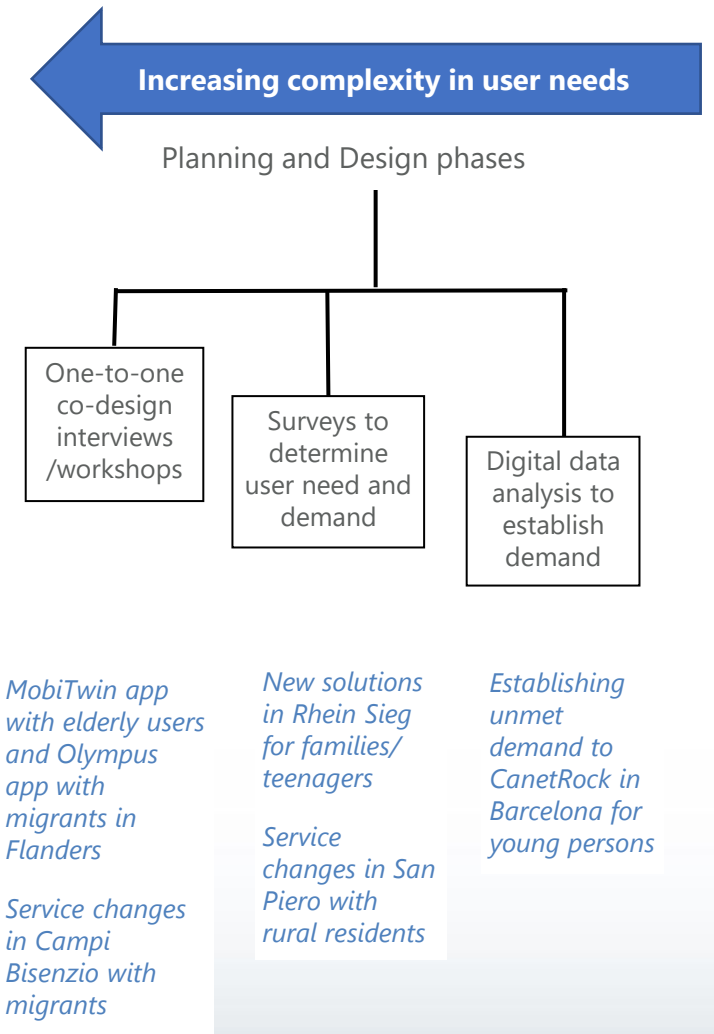
# Lessons learnt Inclusion

Steve Wright, University of Aberdeen

---

# Lessons learnt (1/4)

The most successful solutions are those where extensive **demand analysis or user requirements** work was undertaken and where **co-design** formed a key element of the process

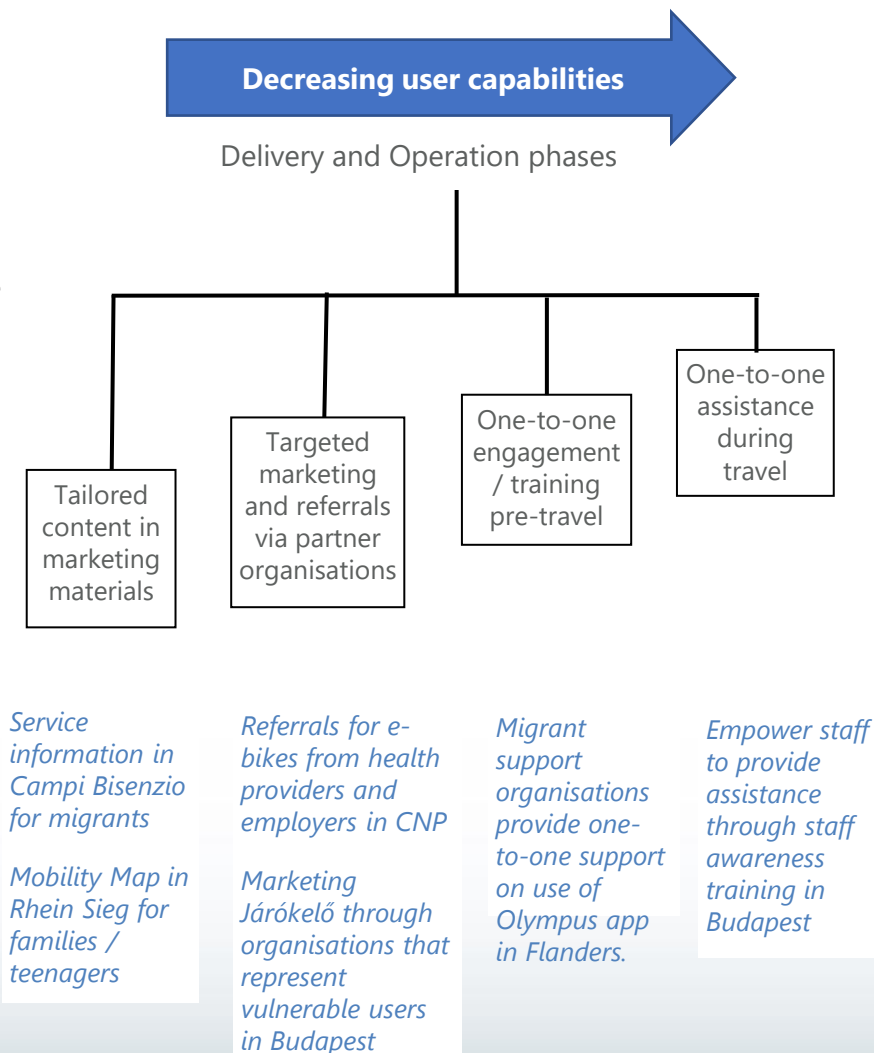




# Lessons learnt (2/4)

## Building partnerships and providing one-to-one support are essential for increasing user awareness, confidence and capability, leading to greater uptake

- Local businesses and community organisations have a key role here.
- Local champions are essential, especially for solutions where extra support and building partnerships in the community are required



# ICT solutions can play an important role if the **needs and skills** of vulnerable people are **fully comprehended**

- Involve vulnerable users in co-designing the tools from the start.
- ICT should be there to streamline and supplement the human touch.
- The human element of delivering mobility solutions is especially important for socially isolated vulnerable user groups.



## The **public sector** has a role to play through **financing, monitoring, assuring quality and safety**

- Public-Private Partnerships (or Public-Community Partnerships) often provide the best means of delivering solutions.
- The public sector funding provides the leverage to ensure vulnerable user needs are properly catered for.
- These partnerships also add value by increasing promotion and engagement within the local community.



03

# Key messages HiReach

Cosimo Chiffi, TRT Trasporti e Territorio

---

# Key messages

- Support social innovation

○ Secure and combine funding streams

○ Develop a clear vision across sectors

- Extend the power and scope of mobility organising authorities

○ Support entrepreneurs to reduce investment risks

○ Develop an integrated social pricing system

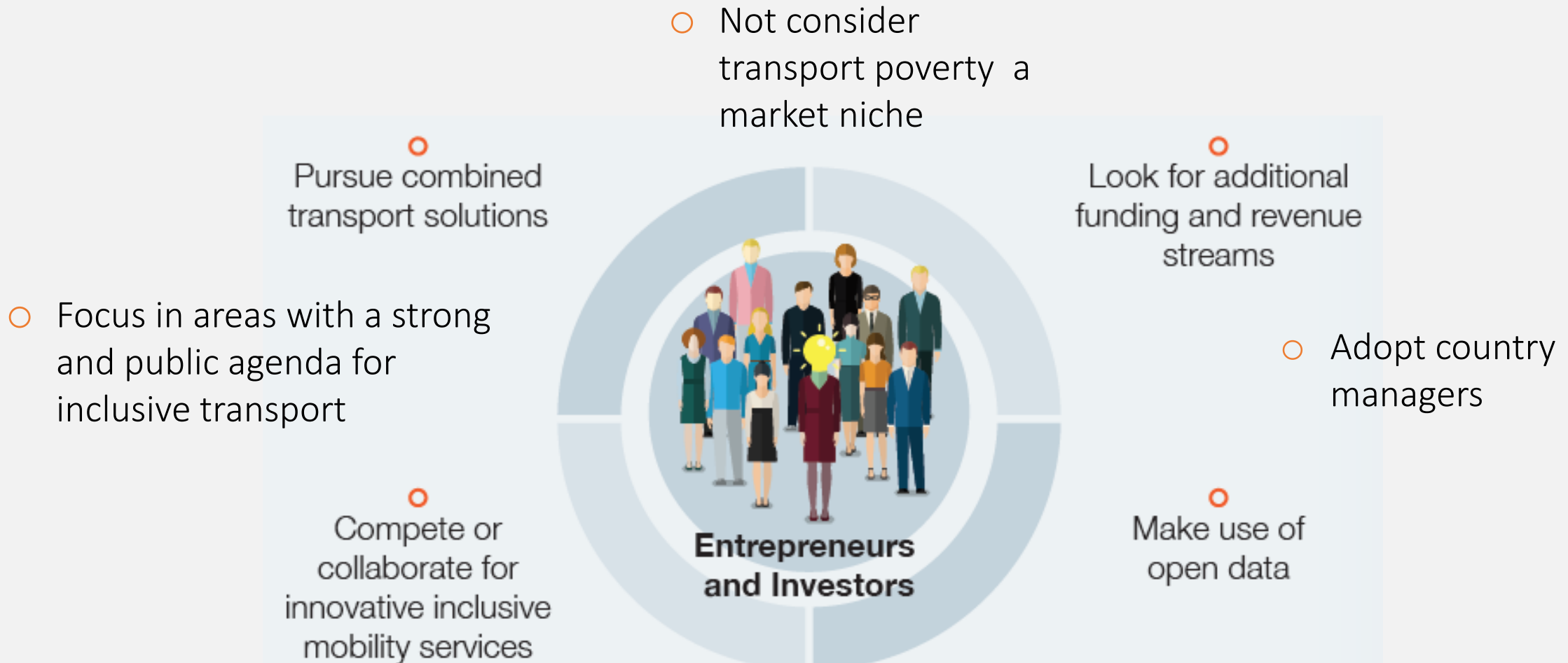


○ Understand mobility needs and potential supply

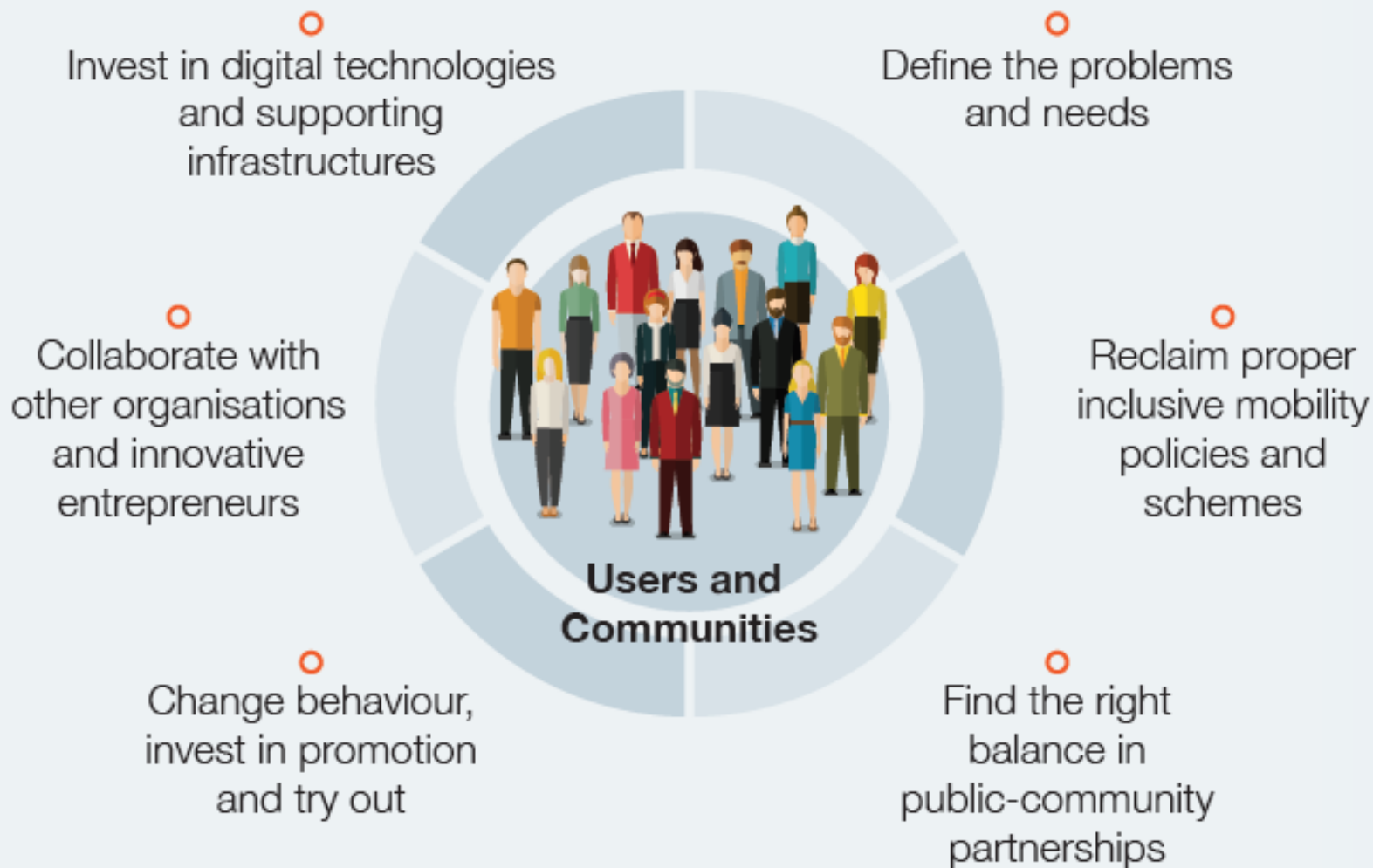
○ Enlarge and integrate different inclusive mobility options

○ Foster Open data policies

# Key messages



# Key messages



04

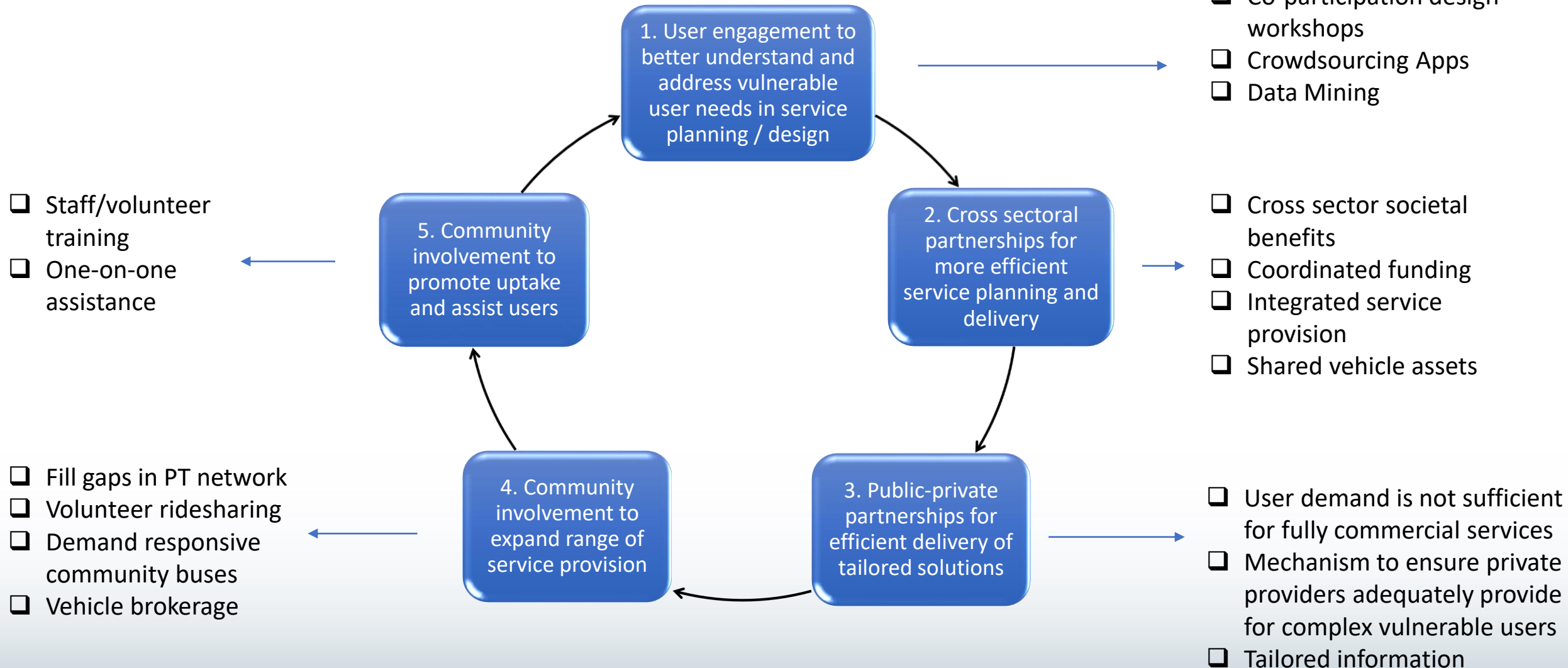
# Key messages Inclusion

Steve Wright, University of Aberdeen

---



# Key messages



# User involvement / engagement is essential + Partnership working is crucial



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

Public-private-community partnership solutions

Public-private-community partnership solutions

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

22.09.2020

# Thank you



Cosimo Chiffi  
chiffi@trt.it



Steve Wright  
s.d.wright@abdn.ac.uk

