

# inclusion NEWSLETTER

# #02



## Editorial

Dear Reader,

Welcome to the second issue of the INCLUSION project newsletter!

INCLUSION is a EU-funded project focusing on improving transport accessibility for vulnerable user groups living in remote urban and rural areas across Europe. In this newsletter you will learn more about the work carried out so far, including our participation to the 2018 CIVITAS forum, the second INCLUSION Stakeholder forum meeting taking place in Brussels at Polis, updates on each Pilot labs' activities and much more. To stay in touch, you can visit the INCLUSION website ([www.h2020-inclusion.eu](http://www.h2020-inclusion.eu)), follow INCLUSION on the social media channels such as [Twitter](#), [Facebook](#) and [LinkedIn](#), as well as subscribe to receive our **newsletters**.

We hope you enjoy this update and we wish you a pleasant read!

We encourage you to stay informed and sign up to receive our newsletters at [www.h2020-inclusion.eu](http://www.h2020-inclusion.eu).

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

## INCLUSION at the 2018 CIVITAS Forum

INCLUSION joined the 16th edition of the CIVITAS Forum Conference that took place in Umeå (Sweden) from 19-21 September 2018. The title of this year’s conference was “Mobility for U and Me” and focused on how to make mobility more inclusive, how to recognise the growing importance of transport’s social dimension, and how people enjoy and shape mobility, and vice versa. It couldn’t be a better occasion for INCLUSION to be there! Visitors could both visit a dedicated stand which was shared with three other ‘sister’ projects (funded under the same H2020 call) MoTiV, HiReach, and Stars, as well as join the session called ‘Inclusive mobility and urban regeneration in European cities and regions’ represented by the INCLUSION partner BKK Budapest. To learn more, please visit the [CIVITAS Forum website](#).



## 51 case studies from across Europe shed light on what’s possible for inclusive mobility

In Spring 2018, INCLUSION searched far and wide for good practice examples of initiatives, projects, measures, business models (in short: ‘cases’) that have alleviated the risk of mobility exclusion for a broad range of vulnerable users. The process started with a public request for good practice nominations. This, plus the suggestions received from INCLUSION partners, led to creation of a database of over 170 potential cases, ranging from infrastructure improvements, to volunteer-driven schemes, to training transport service providers, among many others.



The aim is to identify patterns for transferability (e.g. what type of approach works in which kind of setting for certain types of beneficiaries). These findings should inform the activities of INCLUSION’s six Pilot Labs and serve as inspiration for other organisations across Europe who are working towards a more inclusive mobility system. The 51 case studies selected were discussed with members of INCLUSION’s Stakeholder Forum and cover the following solution types and user groups:

### Vulnerable user groups:

Children/youth/students	Parents with young children
Individuals with a cognitive disability	People without a driver’s license
Elderly	Individuals with a physical and/or sensory disability
Job seekers	Residents of poorly served areas (e.g. rural)
Low-income individuals	Women
Migrants/ refugees	

### Solution types:

Subsidised, lower cost Public Transport offers	Routes / new offers	Vehicle types
Solutions for workers and jobseekers	Ride-sharing	Training for transport providers
Free Public Transport	Demand Responsive Transport (DRT)	Training for transport users
Ticketing	Volunteer-run schemes	Stations/ stops
	Car and bike sharing	Information provision
	Fixed-route services	

## Are we on the right track? The second INCLUSION Stakeholder Forum meeting in Brussels

INCLUSION is holding the second **Stakeholder Forum meeting** on 13 November 2018. The event will take place at the Polis network premises in Brussels. The purpose of the event is to gather external experts who have joined the board, to give feedback and advise on specific activities and topics of the project. After a short introduction to the project, the participants will divide into groups in order to join different focused discussions according to the World Café approach. The INCLUSION Stakeholder Forum comprises different organisations from the mobility arena and recognised experts who can provide valuable input to validate the project's results, in addition to enhancing networking activities and triggering discussions on accessibility in transport. Over three years, the Stakeholder Forum will organise up to two face-to-face meetings each year, focusing on various themes that are relevant to the project.

## Status update on the Pilot Labs

One year on from the start of the project, the six **INCLUSION Pilot Labs** are deeply involved in the consortium activities. In the last months, each Pilot has been focused on analysing the local context, identifying vulnerable user groups within their local Pilot areas, and analysing the needs and requirements of the user groups. This activity has been guided by the first WP1 outcomes, which set the context of INCLUSION, by defining the project conceptual background and analysing the mobility challenges of prioritised areas and their target user groups. Each INCLUSION pilot site has now begun drafting promising ideas, measures and solutions to be demonstrated, with the aim of improving accessibility and inclusivity of the Pilot areas. First discussions were held last July during a virtual kick-off meeting. These talks deepened during the Aviemore meeting in October, where the consortium partners' expertise tried to help the Pilot Sites to organise strategies and plans to be implemented in 2019. Before the end of this year, the measures and solutions to be implemented will be drafted in full; thereby enabling smooth progression towards the demonstration phase at the start of next year.

## Pilot Site in the Spotlight

### The INCLUSION Pilot Lab in Florence Metropolitan Area (Italy)

Busitalia and its controlled company ATAF Gestioni Srl, that manages the bus Public Transport (PT) service in **Florence metropolitan area**, are involved in the Florence Pilot Lab; the aim of which is to improve the public transport accessibility of vulnerable users in a peripheral area of the city. The Pilot activities in Florence metropolitan area concern two urban conventional bus lines, n° 35 and n° 30, which connect the main railway station with the northern suburbs of the city and are mainly used by immigrants and low-income residents. There are currently no data available related to users in this segment. A goal of the Pilot Lab is to make an assessment of the service utilisation by these vulnerable groups and to better understand their needs, in order to improve and offer a more targeted and accessible PT service. During this first period of the INCLUSION project, an initial survey of the users' categories on these two lines has been carried out. In the next few months, Busitalia/ATAF will meet with users, voluntary associations, and National Government Organisations (NGOs) to obtain further relevant feedback and information on users' requirements and habits. To further improve the inclusion of and accessibility to the PT service, the mobile app ATAF 2.0,

providing information on public transport service provision, will be updated with additional functionalities. Currently the new version of the app is being designed and it will have specific functionalities dedicated to the trip diary, users' questionnaires for PT evaluation, and functionalities for individuals with visual impairment to facilitate their use of the app.

In June 2018, ATAF added 37 new generation buses to increase and renew the existing fleet. Two important innovative features of the new buses are the on-board video surveillance system and the information panels. The first will increase the safety of travellers and drivers, while the second will provide accurate information and news on the offered PT service. The new buses were exhibited during an official ceremony attended by the Mayor of Florence, Dario Nardella, by Florence Council Member for public works and local public transport, and other local stakeholders. The ceremony was organised in the prioritised peripheral area of Florence (called "Le Piagge"), served by the urban line n°35 (featured in the INCLUSION Pilot Lab). In the next few months, Busitalia/ATAF will co-operate with users' associations and NGOs, in order to define the most useful information to be provided on the new panels.





## INCLUSION at the Go Mobility Conference

INCLUSION will be participating in the Poster Exhibition Area, together with other European projects, in the Go Mobility Conference, which brings together individuals and organisations involved in sustainable and intelligent mobility in Southern Europe.

European Project Poster Area

inclusion

Visit us at



GO  
MOBILITY

Basque  
Sustainable Mobility  
Industry Exhibition

27-28 November 2018 - FICOBAS San Sebastian Region Spain

Register here: [www.gomobility.eu](http://www.gomobility.eu)

This year, Go Mobility takes place in Irún (Spain) on 27 – 28 November 2018. For more information, please visit: <https://gomobility.eu/en/>

## News- bites from INCLUSION Pilots

### New approaches to mobility in Rhein-Sieg

In October 2018, a survey of the residents of the new development area Hennef Im Siegbogen will commence in the Pilot Lab Rhein-Sieg. All households in the new development area will receive a personalised letter and an eight-page, specially developed questionnaire. The **Rhein-Sieg district**, the City of Hennef, and the Verkehrsverbund Rhein-Sieg would like to use the results of the **survey** to improve the local mobility offer for all family members according to their actual needs. The first question asks households to indicate the number and type of vehicle(s)

owned (e.g. scooters, bicycles, cars). The participants also indicate which means of transport they usually use and for which routes. If certain means of transport are rarely used, the reasons for this are asked in order to identify possible barriers. A further, essential, part of the survey focuses on the mobility of children living in the household. How independently can they achieve their goals (such as attending a sports club, visiting friends, etc.)? Do they have to be taken and picked up by parents/adults? If so, what are the reasons for this? What is necessary so that more

children can achieve their daily goals independently?

The survey is expected to end on 12 November 2018. A supplementary survey will be conducted for the Blumenhof development area in Eitorf. Following the surveys, the results will be evaluated and serve as a basis for potential **measures to improve mobility** in Hennef Im Siegbogen and in Eitorf Blumenhof. The survey will be anonymous, and the data collected will be used exclusively for INCLUSION and the plans associated with the project.



Credits:  
Christoph  
Gronecka

## Accessibility to cultural and leisure events in Barcelona

The Barcelona Pilot Lab is aiming at increasing the accessibility to cultural and leisure events of young groups of travellers in peri-urban areas that have limited transportation options. Target users of Barcelona Pilot Lab are occasional groups of travellers, from medium-sized cities and small cities, that have limited **access to cultural and leisure events** located outside their municipalities, and that also have considerable public transport limitations in terms of stops and schedules. These young groups of travellers, particularly young females, are in need of new on-demand transport services that would allow them to attend these events in a safe manner. This Pilot Lab is aiming to provide a more personalised and increased on-demand transportation offering by better identifying the potential users' demand through social network analysis. Starting in October 2018 and running until July 2020, different iterations will be carried out, including studies related to demographic distribution, transport connectivity or interest in social networks, to identify and prioritise potential geographical areas which will be suitable for locating new on-demand bus stops to satisfy the actual identified demand.



## E-bikes to complement the transport offer in Scotland

HiTRANS will be running electric bike pilot projects in Cairngorm National Park; placing e-bikes in locations where public transport might be difficult to access, with the hope that **e-bikes could assist users in reaching public transport from outlying areas**. It is expected that an e-bike central hub will be present in Aviemore, and other locations will be selected based on existing infrastructure and cycle routes for practicality, with Kingussie and Newtonmore favourable choices. INCLUSION partner HiTRANS plans to engage with car clubs, such as Enterprise Car Club, to assess whether car clubs would consider extending their model to Aviemore, Grantown and Kingussie. HiTRANS would also like to engage with Liftshare to investigate if there are ways of better integrating the HiTravel portal with buses in the area. The final wish of the Pilot is that these activities will contribute to more inclusive, sustainable transport in Cairngorm National Park. More updates will follow in the next newsletter.



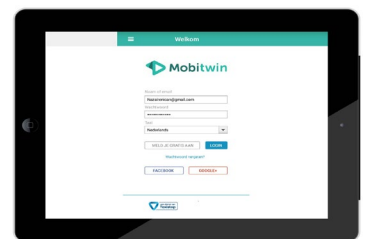
## BKK Budapest helps visually impaired people to get around



Drivers of public transport, operators, and staff of BKK participated in a **sensitisation training** in October 2018. The training was organised by a school which trains guide dogs, in order to provide knowledge about the challenges visually impaired people face when travelling on step-free or not step-free buses. The companies will collaboratively develop guidelines to ensure this crucial knowledge reaches more employees. Furthermore, BKK will use citylight posters with the aim of demonstrating the transportation requirements of guide dogs and their owners.

## Improving access to jobs through transport – the INCLUSION Pilot in Belgium

Taxistop is collaborating with Manpower, Compaan, Groep INTRO & Web within the STEP project. The STEP project has officially kicked off. A



press event was organised to launch the project together with Taxistop. The aim is to **improve access to jobs while providing better transport options**. Taxistop provides the Olympus app to jobseekers to apply for work. Immigrants get the opportunity to try all kinds of different sustainable transport in Flanders. Also Taxistop is testing its new app Mobitwin. This is an app for ride-sharing for low income elderly people and/or individuals with a disability. It is a website and web-based application that seniors and disabled people can use to order a ride. The system is based on the existing less-mobile services. It is already being used in almost every municipality in Flanders and is based on voluntary drivers. The INCLUSION partner Taxistop is aiming to test the app in at least four cities.

## Partner in the Spotlight



### Taxistop

Since Taxistop was founded in 1975, the organisation continues to develop new services which enable the optimisation of use of personal goods.

**T**axistop's motto 'doing more with less' is reflected in all proposed projects. For 40 years, Taxistop has been looking for ways to innovate in order to respond to people's needs and offer them alternative solutions to save time and money.

This also benefits the environment (such as, reduced CO2 emissions, more available space, etc.) and society (for example, by strengthening social bonds, encounters, opportunities for persons with disabilities to be mobile again, etc.). Taxistop continues to

develop new projects and expand its network by being part of the sharing economy.

Due to its position as a social innovator, Taxistop is involved in the Horizon 2020 project



<https://www.taxistop.be>

INCLUSION. Taxistop wishes to experiment by adding value to its existing social services within the project. Two Pilot Lab projects have been set up: MaaS as a tool to improve better access to the job market and Mobitwin.

Mobitwin is the digitalization of the existing 'less-mobile services' which is currently being used by almost every municipality in Belgium.

A Less Mobile Service connects people with a mobility need to voluntary drivers in order to meet their needs.

With the MaaS Pilot Lab, Taxistop is working together with the STEP project. STEP connects expertise of temporary work office ManpowerGroup with talent accelerators and social employment NGOs Groep Intro Vzw Compaan and Web.

## Project in the Spotlight



### MoTiV Project – Mobility and Time Value

<http://motivproject.eu/>

**M**oTiV is a 30-month Research and Innovation Action within Horizon 2020, running from 2017 to 2020 and working as a 'Sister project' with INCLUSION.

MoTiV addresses the emerging topic of exploring the dynamics of individual preferences, behaviours and lifestyles that influence time use in mobility contexts. It brings an updated and holistic approach to Value of Travel Time (VTT) estimation for researchers and policy makers.

MoTiV's objectives are to broaden the definition and assessment of VTT beyond the 'time and cost savings' consideration, in light of the key factors influencing travel decisions. This includes gaining an understanding of travellers' motivations for travel choices, in line with their valuation of travel time and assessing how ICT connectivity and transport services/infrastructure affect VTT across leisure and work activities and within cultures and generations. As a result, the project will elaborate actions and recommendations for

mobility policy makers and solution developers to plan transport from the perspective of travellers' needs and preferences.

The MoTiV conceptual framework for the estimation of VTT will be validated through a European-wide data collection campaign in at least 10 European countries engaging a minimum of 5,000 participants for at least 2 weeks in different contexts (urban, sub-urban, rural) across all transport modes. The mobility and behavioural data collected through the MoTiV app will provide an insight into the changing perception and experience of VTT.

The MoTiV app will enable travellers to easily track, understand, and re-evaluate their travel decisions, helping them make best use of their own travel time in line with their personal preferences and lifestyle.

To learn more about the project, see <http://motivproject.eu/>

#### MoTiV activities are based on four pillars:

- **Conceptual:** elaboration of a conceptual framework introducing a new definition and methodology for the estimation of VTT.
- **Technological:** development of the MoTiV app used to collect data about travellers' mobility behaviour, with a special focus on the experienced value of time.
- **Organisational:** European-wide data collection campaigns through the MoTiV app.
- **Analytical:** analysis of the changing VTT from an individual traveller's perspective based on the collected mobility and behavioural data.



## Around Europe and beyond

### Women's Safety and Security: A Public Transport Priority

A new publication from the International Transport Forum assembles voices from the transport sector on the critical issue of safety for women in public transport and transport more generally. Surveys show that a majority of women who use public transport feel exposed to physical or verbal aggression, sexual harassment and other forms of violence or unwelcome behaviour, leading to personal stress and/or physical harm. Since women often rely on public transport for access to employment, education and other public services, such issues around safety and security can create mobility challenges and, thereby, reinforce inequality.

[Read the full publication here.](#)

Subscribe for the latest news about the project!

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### Inequality in Transport by David Banister

What is inequality in transport and how can it be addressed? Do all individuals have the same transport needs when they move around? What are the transport policies and investments aiming to alleviate the disparity between the poor and the rich? The new book by Professor Emeritus of Transport Studies at Oxford University, David Banister, argues that there must be a much wider interpretation of inequality in transport and that today's transport policy benefits the rich more than the poor.

[More information can be found here.](#)

### For Disabled Travellers, Technology Helps Smooth the Way ... but not all of it.

### Lyft is making it easier for individuals with visual impairments to obtain a ride

Lyft is making it easier for everyone to obtain a ride, and that includes persons with visual impairments. This week, the ridesharing company announced a new partnership with Aira, an assistive community focused on those who are blind or have impaired vision. Together, the two organisations are looking to make transportation more accessible to all.

[Read the full article here.](#)

Technology is swiftly changing how people with disabilities travel to and navigate airports and train or bus stations. BTechnology can only go so far, however; its advantages usually stop at the door of the plane, train or bus.

[Read the full article here.](#)



## Upcoming Events

### 2018 Annual Polis conference

**22-23 November** (Manchester, UK)

### Urban transitions 2018

**25-27 November** (Sitges, Spain)

### Go Mobility

**27-28 November** (Irún, Spain)

### International Transport Forum Summit

**23- 24 May 2019** (Leipzig, Germany)

### ECOMM - The European Conference on Mobility Management

**29 May - 1 June 2019** (Edinburgh, U.K.)

### 2019 UITP Global public transport summit

**10-12 June** (Stockholm, Sweden)

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## INCLUSION partners



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