



# HiReach

innovative mobility solutions  
to cope with transport poverty



## Project overview

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[www.hireach-project.eu](http://www.hireach-project.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 769819.

# Partners, duration and institutional framework



3-years: **Oct 2017- Sept 2020**

Research and Innovation Action (RIA) - Topic MG-8.4-2017, ***“Improving accessibility, inclusive mobility and equity: new tools and business models for public transport in prioritised areas”***

Project coordinator: **TRT Trasporti e Territorio (Italy)**

# Addressing the needs of potentially vulnerable groups to favor INCLUSIVE MOBILITY



Children and youth



Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



Low income and unemployed

# Analysing geographical and spatial elements affecting mobility poverty

## Target areas



Rural



Peri-urban



Urban peripheral



Remote



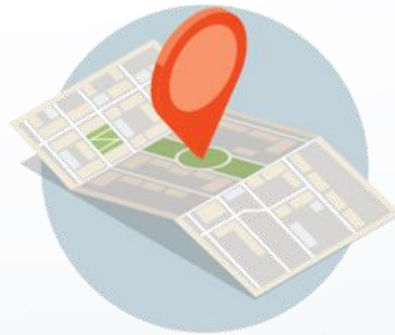
Deprived

# Explore and develop new business models for collective passenger transport

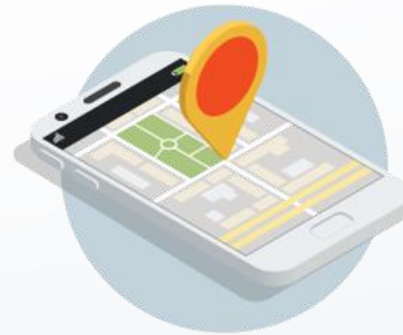
Small scale, modular and easily replicable mobility services provided at affordable prices or with minimum subsidies



Informal ride-sharing and van pooling



Community transport services



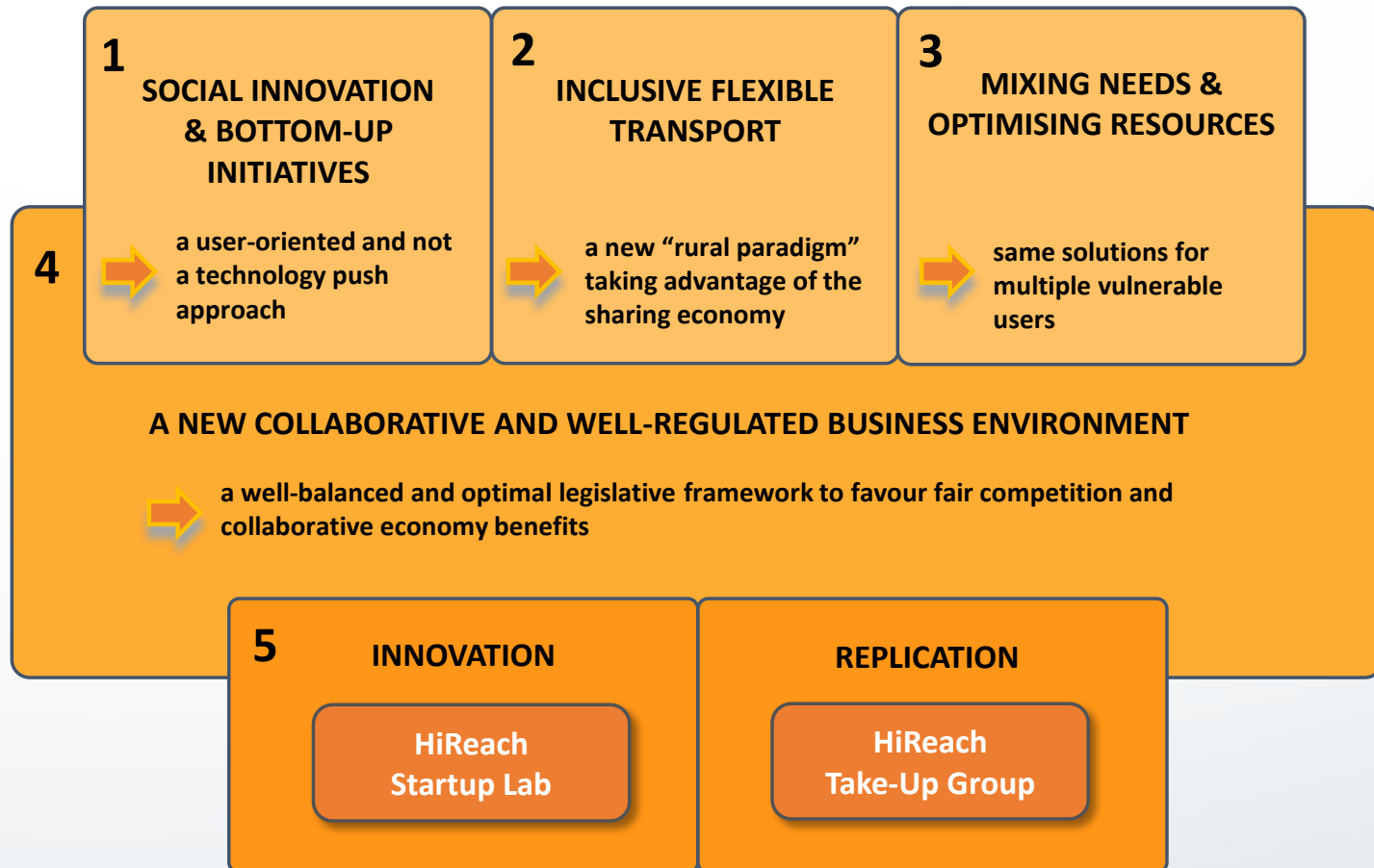
Innovative ride-hailing mobility services



On demand flexible public transport



# HiReach approach: Main pillars



# Mobility transition through bottom-up initiatives and social innovation



HiReach works as a component of the *transition city*



Enriching the role of vulnerable social groups and individuals as responsible producers and co-users of mobility solutions

USER-ORIENTED and not a  
technology push approach

# Rural transport schemes as the basis for inclusive flexible transport

A reframed new «rural mobility paradigm» focused on:



Informal and community based transport services



ICT and business models plugged into grass-rooted local initiatives



How rural transport is subsidized in Europe?



# Mixing needs and optimising resources

- Bundling and mixing dispersed, special and non-coordinated trip requests and needs
- Enlarging the customer base and tackling the limitation of scale of mobility solution
- Sustain the offer of different mobility options by a multitude of players
- Improved organisational schemes

Social groups  
and individuals  
as RESPONSIBLE  
PRODUCERS  
AND CO-USERS  
of mobility  
solutions

# A new collaborative and well-regulated business environment

Well-balanced and optimal legislative framework to favour fair competition and collaborative economy benefits



# HiReach Start-up Lab

Explore and test new solutions based on the creative work of startups, innovative entrepreneurs and local communities



Provide open source tools, guidance and support to developers as well as testbeds for new inclusive mobility solutions

Open call for startups



20

startups to benefit from  
a one-week follow-up period

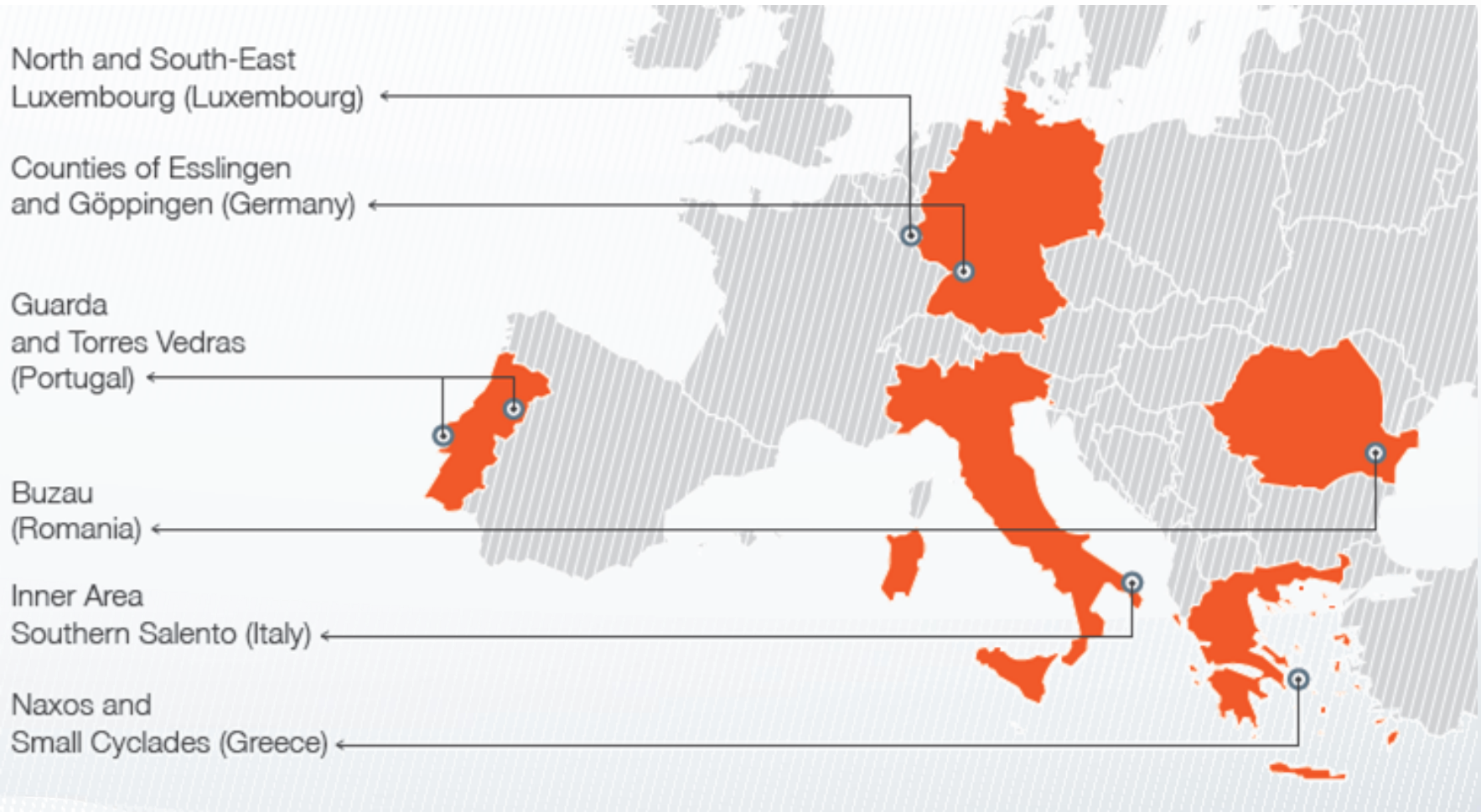
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startups to benefit from  
an in-depth three-month  
follow-up period

4

new inclusive mobility  
solutions being tested

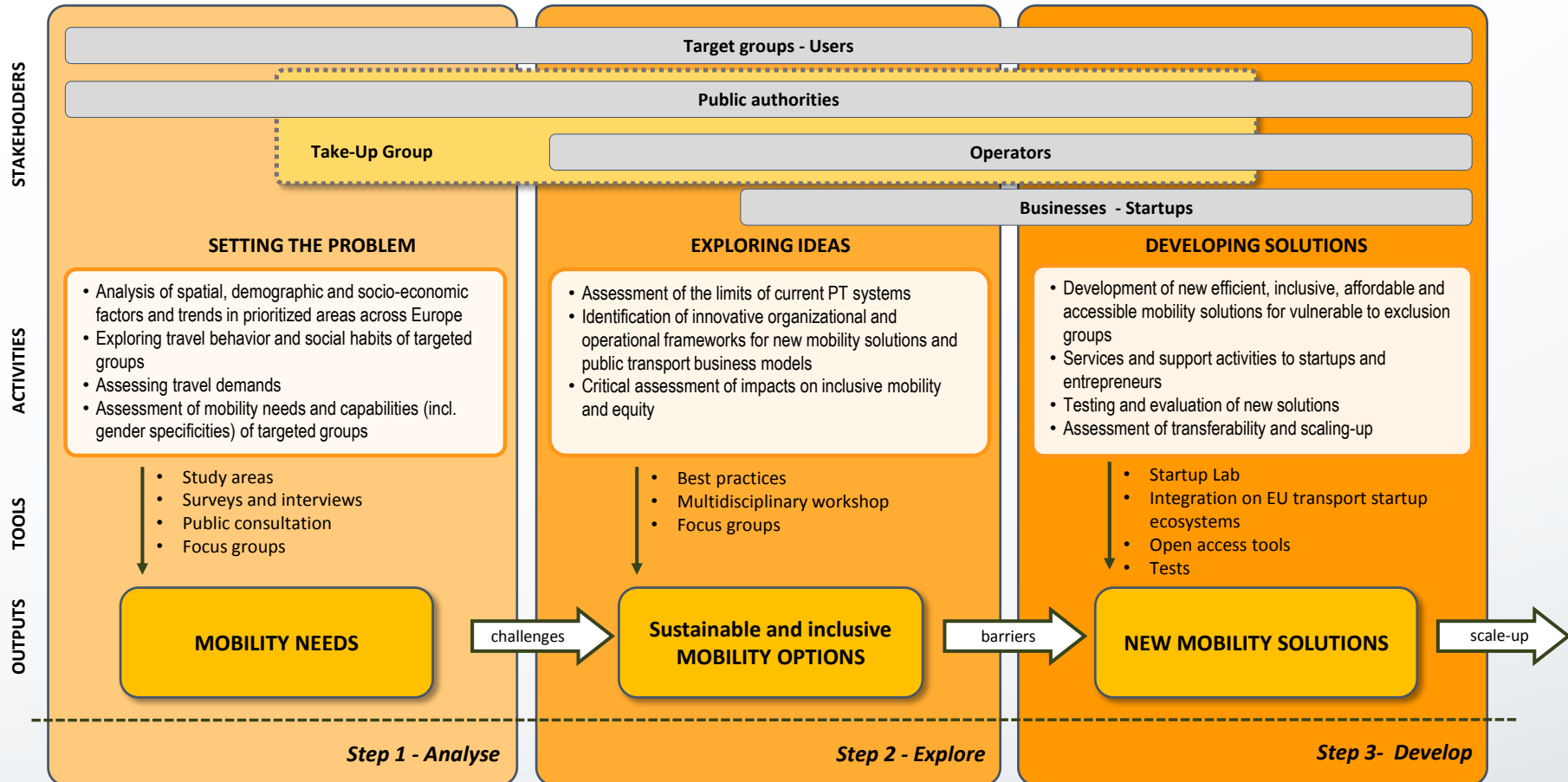
# HiReach Study Regions



# The HiReach Take-Up Group



# Workflow





# First step : Setting the problem

- Analysing mobility attitudes of vulnerable social groups via desk research and fieldwork activities

## The work in study areas

- involvement of local communities and policy makers
- Interviews with local experts
- 1<sup>st</sup> Focus Group



Differentiated study areas



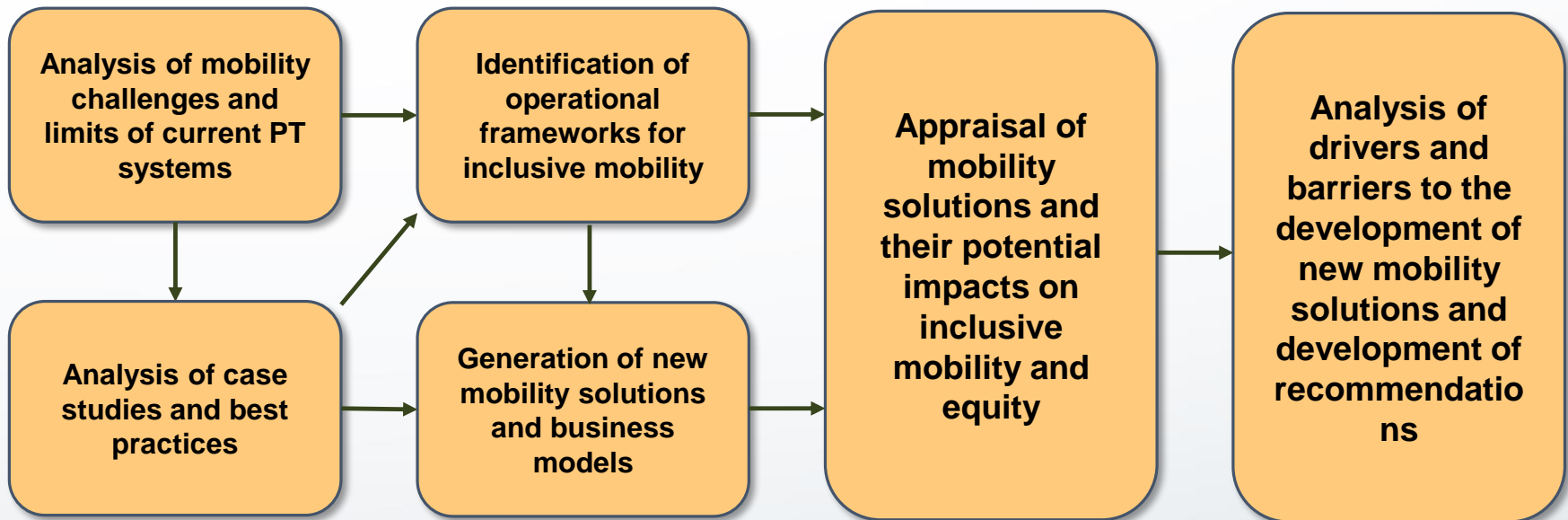
Micro-analysis



**18** Focus Group workshops

# Second step : Exploring ideas

Explore and critically assess existing innovative organizational and operational frameworks



# Second step : Exploring ideas



20 handpicked innovative transport solutions assessed according to 4 dimensions:

- ICT interoperability
- Sharing economy principles
- Attractiveness
- New organizational and business models



Generation of ideas

- European multidisciplinary workshop
- 2<sup>nd</sup> Focus Group in study areas

Interviews with key players

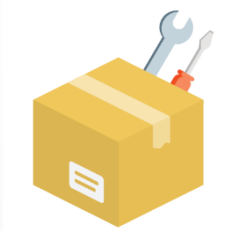


Recommendations



## Third step : Developing solutions

- Pre-acceleration for ideas involving startups, innovative entrepreneurs and local communities



- 2 to 3 open software tools/APIs
- Insights package “Solutions to transport poverty for startups”
- Integration with the European transport startup ecosystems
- HiReach Start-up Lab



Selection of 4 new inclusive mobility solutions for testing



Transferability of the proposed and tested solutions



**HiReach**

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# THANK YOU



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