



# HiReach

innovative mobility solutions  
to cope with transport poverty

## WHO we target

Addressing the needs of potentially vulnerable groups to favour **INCLUSIVE MOBILITY**



Children and youth



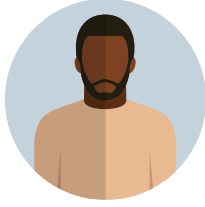
Elderly



Women



People with  
reduced mobility



Migrants and  
ethnic minorities



People living in rural  
and deprived areas



Low income  
and unemployed

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

## WHERE we focus

Analysing geographical and spatial elements affecting transport poverty

Target areas:



Rural



Peri-urban



Urban peripheral



Remote



Deprived

## WHAT we do

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



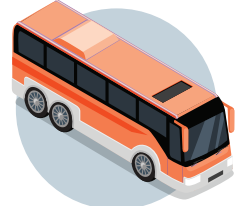
Informal ride-sharing  
and van pooling



Community  
transport services



Innovative ride-hailing  
mobility services



On demand flexible  
public transport

**USER-ORIENTED APPROACH,  
not a technology push approach**

Key HiReach **OUTCOMES**  
and how **YOU** can be involved

Startup Lab



20

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

5

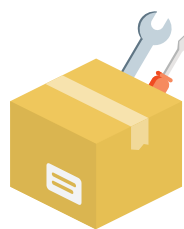
startups to benefit from  
an in-depth three-month  
follow-up period

4

new inclusive mobility  
solutions being tested



18 Focus Group  
workshops



Insights package  
Solutions to transport  
poverty for startups



European  
multidisciplinary  
workshop



Showcase  
event



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