



HiReach

INNOVATIVE MOBILITY SOLUTIONS TO COPE WITH TRANSPORT POVERTY



www.hireach-project.eu

WHAT IS TRANSPORT POVERTY?

The social dimension of transport has received little attention in academia and policy-making in recent decades. Increased focus on the relationship between social disadvantage and mobility-related disadvantage has led to the term “transport poverty”, representing a concept that still needs to be fully defined.

Inadequate transport facilities negatively affect personal mobility. The availability of transport options is vital for employment and basic services, as well as for maintaining social ties and leading a meaningful life.

Transport-related deficiencies affect individuals and groups differently according to different economic, social and cognitive parameters. Socio-economic,

socio-demographic and gender considerations must be factored in when designing suitable solutions, as well as people’s perceptions and aspirations. As transport access and social inclusion are mutually interdependent, transport poverty can feed social exclusion, spurring a vicious cycle that further disadvantages those in need.

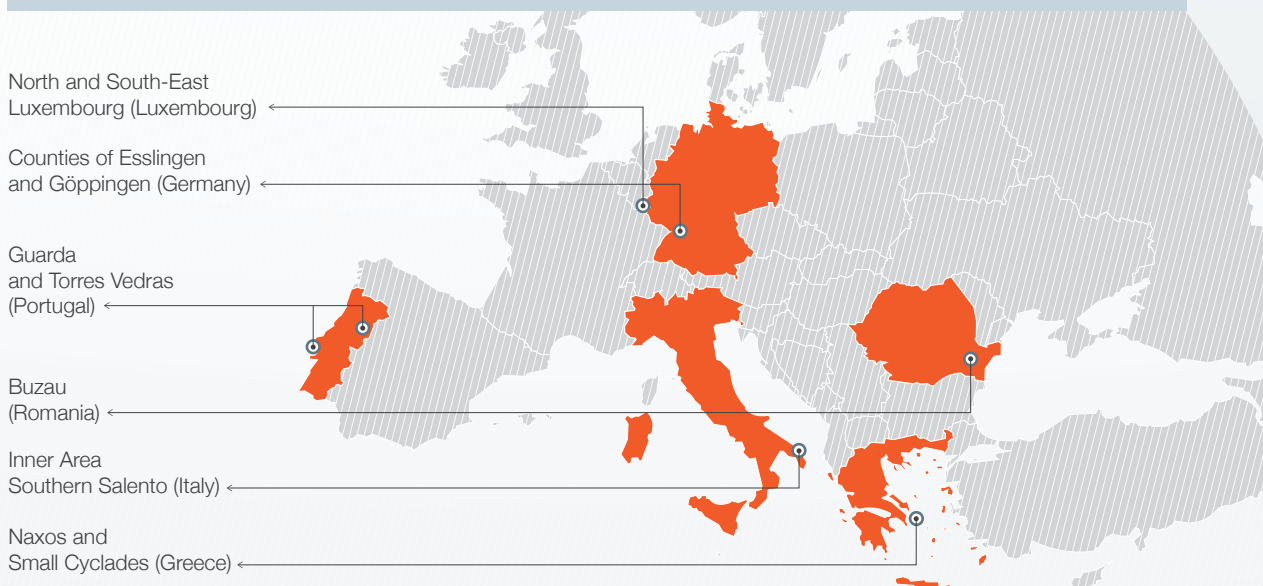
Living in urban, rural or peri-urban areas which all have different needs also affects both an individual’s transport difficulty and social position. Furthermore, spatial and social conditions vary significantly across and within European member states. Hence, it is important to view transport poverty in a local context, identify common transport poverty elements across Europe and design joint solutions to eliminate it.

The HiReach SOLUTION

HiReach focuses on the **development of new tools and business models to improve accessibility for special areas and communities**. HiReach builds on the potential of **bundling and mixing** dispersed, special and non-coordinated/optimised

trip requests and needs from different vulnerable user groups to favour inclusive and participative mobility rather than exclusive/special and geographically-limited mobility.

HiReach STUDY REGIONS



WHO we target

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



Children and youth



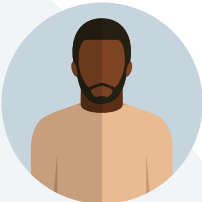
Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



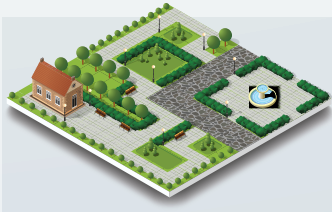
Low income and unemployed

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



18 Focus Group workshops



Insights package
Solutions to transport poverty for startups



European multidisciplinary workshop



Showcase event

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

HiReach will

- Explore and develop viable business models for **small scale, modular and easily replicable mobility services** at affordable prices and/or with minimum subsidies
- Foster **social innovation processes** through an in-depth (micro) analysis of capabilities and attitudes of different social groups and their direct involvement as co-users and co-owners of the proposed solutions
- Explore and test new solutions based on the **creative work of startups and innovative entrepreneurs**
- Provide **open source tools, guidance and support** to developers as well as **testbeds** for new inclusive mobility solutions

Available for startups and innovative entrepreneurs interested in developing mobility solutions to transport poverty

- **Open software tools** that solve basic technical challenges specific to transport poverty solutions
- **Insight package** on “Solutions to transport poverty for startups”, a guide describing trends, technical advances, barriers, and potential paths of opportunity for market exploitation
- Integration on **European transport startup ecosystems**
- **HiReach Startup Lab** to involve startups in developing solutions for transport poverty



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HiReach Project



HiReach



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