



HiReach

innovative mobility solutions
to cope with transport poverty

Innovative mobility solutions for rural areas: the HiReach approach

CIVITAS Forum

*Transport for all: challenges, opportunities, and new tools to
improve mobility in rural and peri-urban areas*

October 3rd, 2019 – Graz

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www.hireach-project.eu



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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)**

HiReach in a nutshell

HiReach aims to eliminate **transport poverty**:

- New mobility solutions for **mixed needs** and a new paradigm of **low-density mobility**
- **Mobile information technologies** and **social innovation**
- **Open tools, technology transfer** and **start-up** development techniques
- New business ideas for **low accessibility social groups and areas**



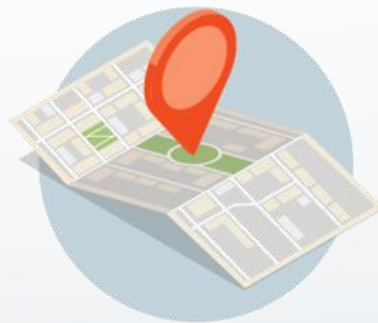
Final goal: explore and develop new business models for collective passenger transport

USER-ORIENTED and not a technology push approach

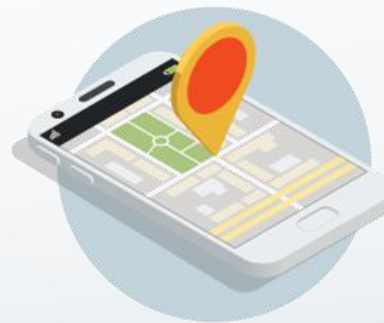
- Small scale, modular and easily replicable mobility services provided at affordable prices or with minimum subsidies
- Bundling and mixing dispersed, special and non-coordinated trip requests and needs



Informal ride-sharing and van pooling



Community transport services



Innovative ride-hailing mobility services



On demand flexible public transport

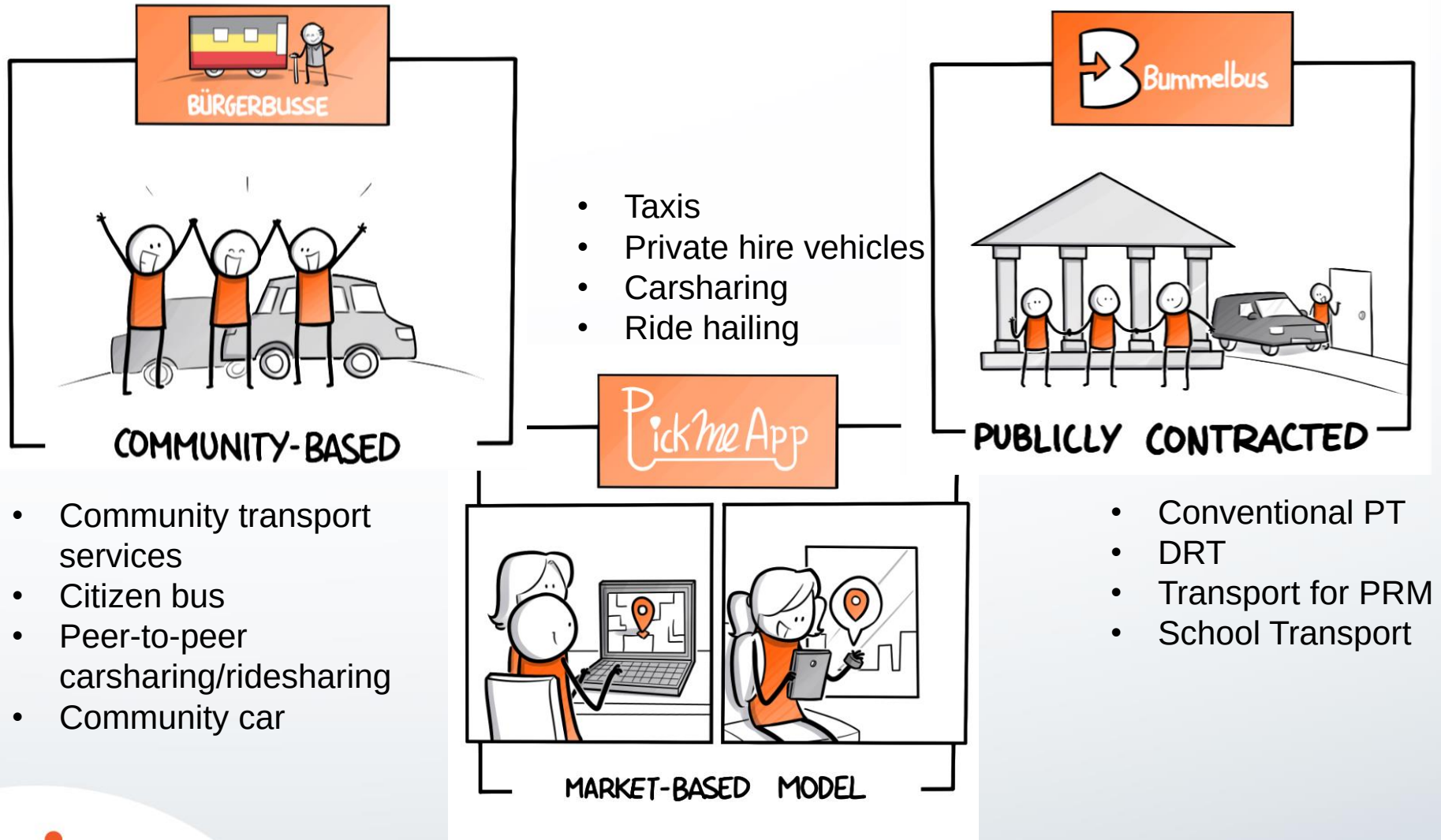
Transport poverty: a definition

An individual is **transport poor** if, in order to satisfy their daily basic activity needs, at least one of the following conditions apply:

				
Availability:	Accessibility:	Affordability:	Time budget:	Adequacy:
No suitable transport option available	Transport options do not reach destinations and opportunities	High cost burden	Excessive amount of time in travel	Travel conditions are dangerous, unsafe or unhealthy for the individual.
				

Source: Own elaboration after Lucas et al 2016

How inclusive mobility is provided in Europe



Limits and drawbacks of the current transport offer

- Flexible and inclusive mobility options still **not a key component** of the transport system
- Limits of **different regulations**
- Absence of a well-balanced and fair **competition**
- **Lack of adequacy** of available mobility options



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

Fieldwork in 6 study regions across Europe

47 interviews with experts and stakeholders

23 focus group sessions

> 170 people involved

North and South-East

Luxembourg (Luxembourg)



Counties of Esslingen

and Göppingen (Germany)



Guarda

and Torres Vedras
(Portugal)



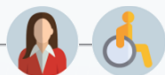
Buzau

(Romania)



Inner Area

Southern Salento (Italy)



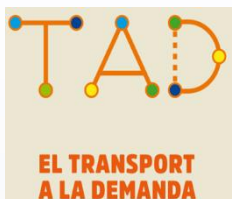
Naxos and

Small Cyclades (Greece)



20 handpicked solutions

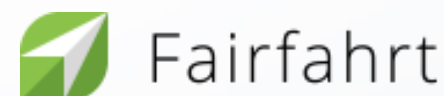
Publicly contracted



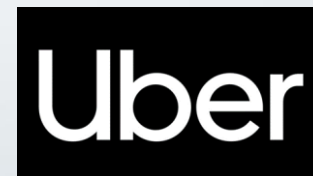
TÁXIS COLECTIVOS



Community-based



Market-based



Examples of solutions for rural areas

Bummelbus

Door-to-door on demand service in rural Luxembourg



Boleia

Community carpooling platform in Portugal



Burgerbus

Community transport scheme in rural Germany

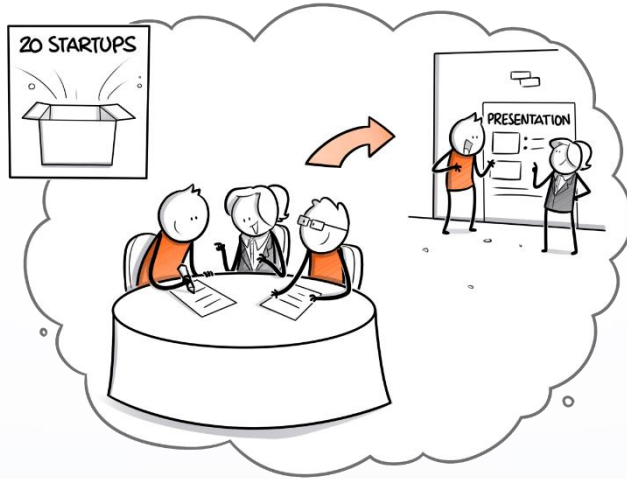


Recommendations for rural areas

- Optimize system utilization
- Integrate all travel modes into a diverse, multifaceted, **intermodal platform**
- Embrace **crowd-based** solutions
- Connect individual **demand and supply**.
- Integrate **peer-to-peer** mobility solutions with other modes
- More **flexible service offer**, optimized (peak times) and minimized (low demand).
- The existing, well-established solutions to be adapted to rural needs

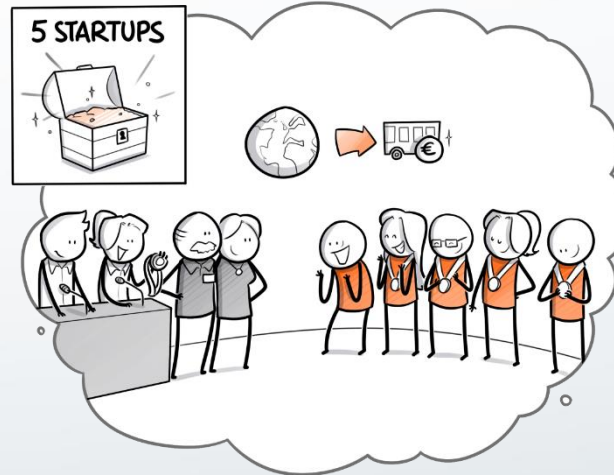


HiReach Start-up Lab



1 Startup Bootcamp

- 20 startups
- 1-week bootcamp
- Ideas and prototypes evaluated based on market-potential



2 Startup Acceleration

- 5 startups
- 3-month programme
- Detail the technical solutions
- Open toolbox for new mobility products



3 Testing and Transferability

- 4 inclusive mobility solutions for testing
- Transferability of tested solutions

Opportunity to get involved

Open Call for Startups

**Willingness to host a
HiReach Pilot**



<https://hireach-project.eu/content/opportunity-get-involved>

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THANK YOU



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