



Results from road transport research in H2020 projects



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www.hireach-project.eu



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Project overview

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)**

Total EU contribution: **€ 2,024,875.00**

Take-Up Group

- A permanent table composed of public and private actors **supporting project research activities** and **interested in replicating the new tool and business models** developed within HiReach beyond the project
- 10 members: local authorities (linked to the study regions), PT operators and service providers

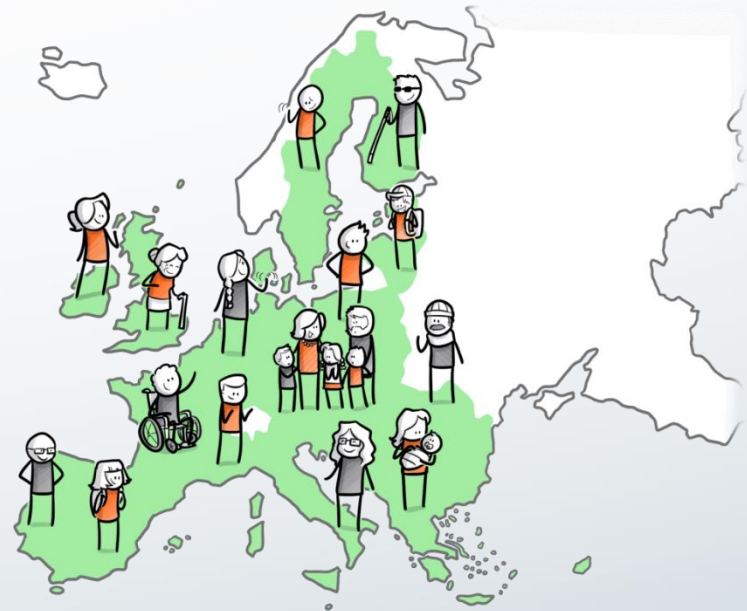


HiReach in a nutshell

[When people no longer fully can participate in society because of mobility issues, we call it 'transport poverty']

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**



Main objectives

- Identifying **all symptoms of transport poverty**
- Understand **mobility and accessibility needs** of different groups and potential impact on **social exclusion**
- Identify and assess **sustainable and inclusive mobility options**
- Develop and research a series of **effective, efficient and affordable mobility solutions**
- Elaborate **new business models** for public transport
- Test and evaluate the **solutions** in **selected areas**



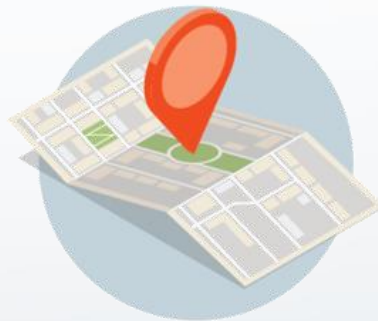
Final goal: explore and develop new business models for collective passenger transport

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

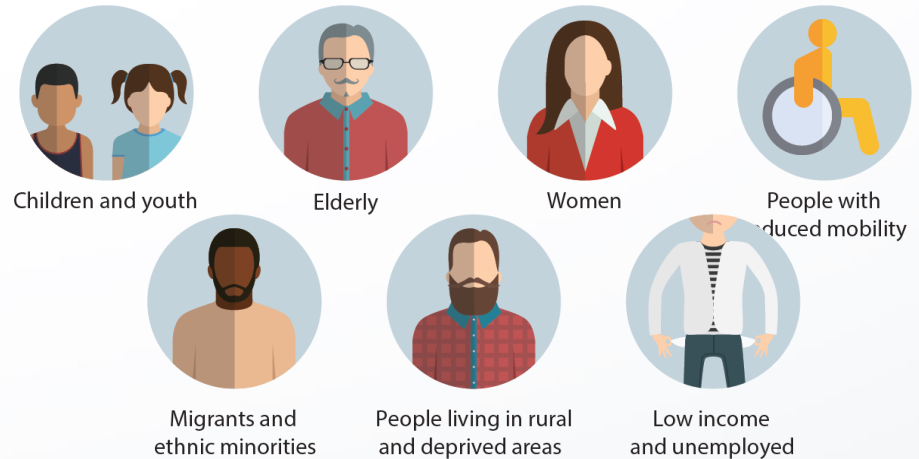
Main achievements (so far)

Desk research on the topic of “transport poverty” (social and spatial elements)

D2.1 Mobility in prioritised areas: mapping the field

- Results of desk research on the topic of “transport poverty” (social and spatial elements)

Social



Spatial

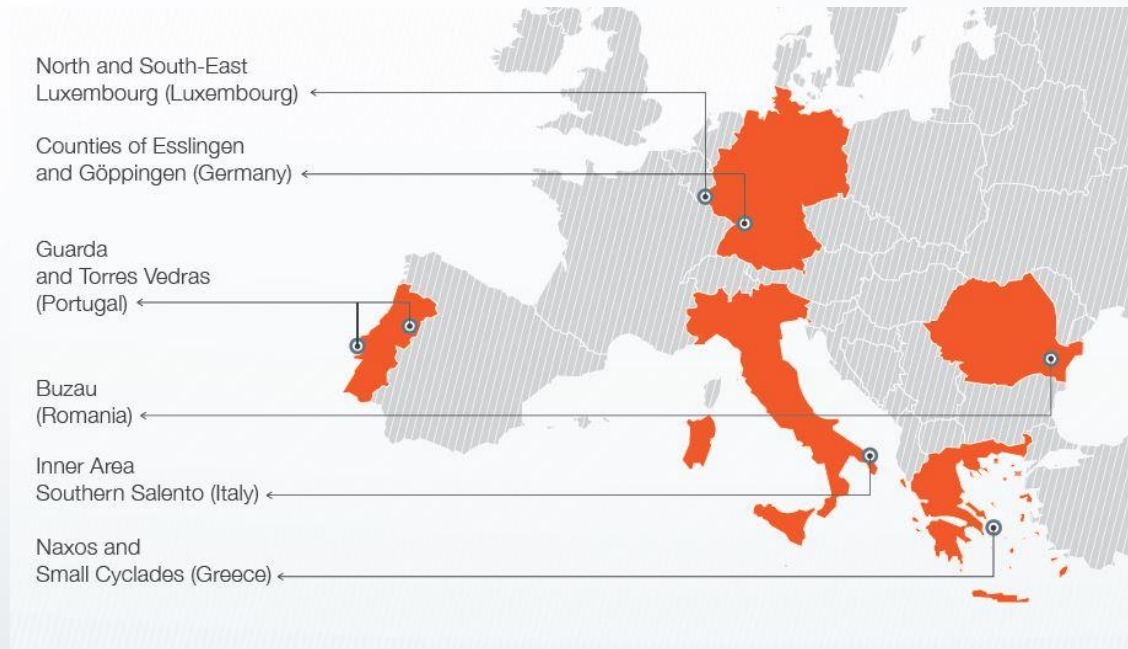


Fieldwork in 6 study regions across Europe

- 47 interviews with experts and stakeholders
- 23 focus group sessions
- More than 170 people involved

D2.2 Mobility in prioritised areas: inputs from the final users

- Results of the fieldwork in the 6 study regions (involvement of local stakeholders and final users – vulnerable groups)



How inclusive mobility is provided in Europe

D3.1 *Analysis of the limits of current transport offer and frameworks*

- Review of (potentially) inclusive transport solutions, with limits and drawbacks

Types of services:

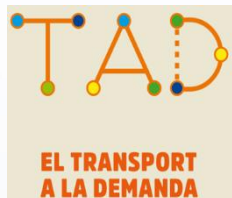
- Publicly contracted mobility services
- Market-based mobility services
- Community-based mobility options

Limits and drawbacks:

- 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

20 Case Studies analysed

Publicly contracted



TÁXIS COLECTIVOS



Community-based



Village House Service



Fairfahrt

D3.2 Innovative mobility solutions: case study description and analysis

- 20 case studies analysed (relevance, performance, operational frameworks, business models etc.)

Market-based



Mobility solutions' impacts on inclusive mobility

D3.3 Mobility solutions and estimation of their potential impacts on inclusive mobility and equity

- Assessment of the acceptance of innovative solutions, change of behaviour, expected impacts



Drivers and barriers of mobility solutions

D3.4 Drivers and barriers of organizational frameworks aimed at delivering innovative mobility options

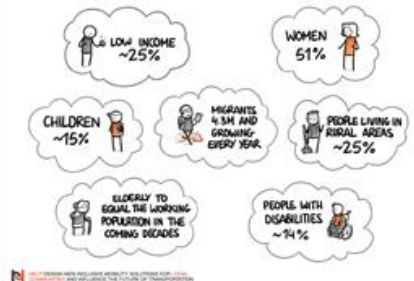
- Recommendations and guidelines on how to implement innovative mobility solutions
- Tailored for different stakeholders: public authorities, transport operators, users



Solutions to transport poverty for startups

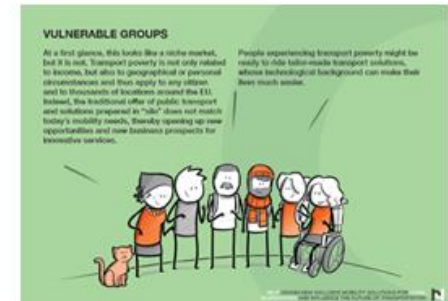
D4.2 Solutions to transport poverty for startups

- Guide describing trends, technical advances, barriers, and market opportunities



Get to know our personas better and together we can find the solutions that suit them best

HELP DESIGN NEW INCLUSIVE MOBILITY SOLUTIONS FOR LOCAL COMMUNITIES AND INFLUENCE THE FUTURE OF TRANSPORTATION

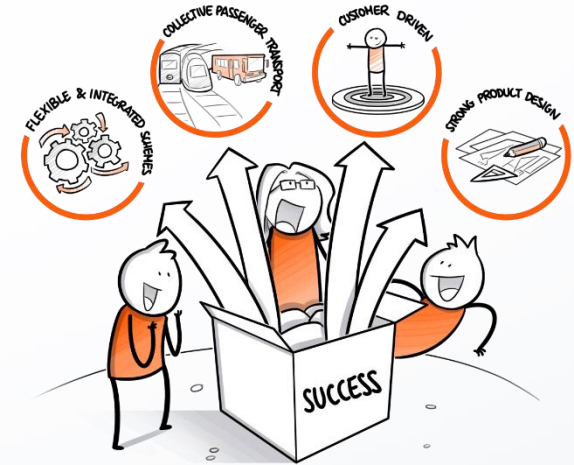


Next steps

HiReach Startup Lab

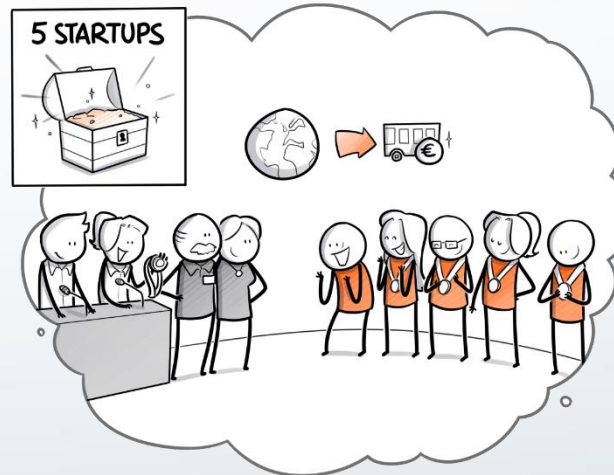
2) Startup Acceleration

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



1) Startup Bootcamp

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



3) Testing and Transferability

- 4 inclusive mobility solutions for testing
- Fast track to enter the market
- Transferability of tested solutions

Open call for startups

WHAT YOU GET

PARTNER COMPANY MATCHING

BUSINESS COACHING, EXPERT ADVICE, AND NETWORK

FINANCIAL SUPPORT

SHOWCASE OPPORTUNITIES


To see more program benefits be sure to download our info packet!

PROGRAM TIMELINE

SUBMISSION DEADLINE	SELECTED STARTUPS ANNOUNCED	BOOTCAMP IN VIENNA	ACCELERATE & TRIAL PERIOD	SHOWCASES AT ITS LISBON & BRUSSELS
January 8, 2020	January 24, 2020	Feb 17 - Feb 21, 2020	Feb 24 - Sept, 2020	May 19-20, & Sept TBD, 2020

LEARN MORE

Please fill out the form below to receive our info packet, all the relevant program dates, information about who to apply, and a link to our application platform



Open Call till January 8th 2020

First name


Last name

Company name*
What is the name of your venture/project?

Country/Region*
In which country is your venture/project based?

Tell us what your venture/project does in 140 characters or less.

Email*

powered by reCAPTCHA 

Submit



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HiReach

innovative mobility
solutions to cope
with transport poverty

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