



## HiReach project: Analysis of innovative mobility solutions & fieldwork research on the mobility needs of vulnerable groups

HiReach project is pleased to announce the publication of two major deliverables. The first one focuses on **mobility in prioritised areas based on the inputs from final users**. The second one depicts an **in-depth analysis of existing innovative mobility solutions**.

HiReach project is a 3-year Research and Innovation Action (RIA) from 2017 to 2020 funded under Horizon 2020 focusing on the development of new tools and business models in order to improve accessibility within specific areas and communities.

HiReach has conducted fieldwork studies in six different countries, covering a large range of social layers and geographical diversity (urban, peri-urban and rural). It is the first time such fieldwork results have been obtained for the mobility needs of various vulnerable groups. These results – and the discussions that followed within the HiReach Take-up Group – are extremely valuable as we move forward to the next stage of the project.

The goal of the [Mobility in prioritised areas: inputs from the final users report](#) is to compare the results of HiReach desktop research on transport poverty (see [Deliverable 2.1](#)) with those obtained on the field, and to provide the foundation for the project's next activities: i) identification of new mobility options and business models and ii) development of mobility solutions. This deliverable constitutes a final output of our Work Package 2 (Analysis of mobility needs and capabilities) and reports in detail the fieldwork conducted, and the findings obtained with regards to the mobility needs of different vulnerable groups.

**Read the whole deliverable at <https://bit.ly/31hEUSC>.**

Another important project's milestone has been the review of relevant existing European and worldwide initiatives, research results, business cases and projects to identify and analyse the innovative mobility options. The results of this study have been included in the [Innovative mobility solutions: case study description and analysis](#) report.



In this deliverable, twenty handpicked transport solutions were scrutinized to understand their accomplishments (and limitations). Based on the information gathered, the study evaluated the different business models, the original management solutions, the social/technological innovations, and the organizational/operational frameworks. The outcome of such analysis allowed to better understand the advantages and limitations associated with each mobility solution and to identify the initiatives with the highest potential to be replicated in other regions or countries.

**Read the whole deliverable at <https://bit.ly/2R2mqRh>.**

Having the outcomes these studies in mind, HiReach has also successfully conducted a **Multidisciplinary Ideation Workshop** in Brussels on March 27-28. More than 40 transportation experts, industry professionals, entrepreneurs, start uppers, researchers, and public officials from all over Europe gathered together with the common goal of addressing issues related to inclusive mobility and transport poverty.

The workshop participants explored business ideas to design new products, services, and practical solutions suitable to tackle transport poverty and to make mobility more inclusive. These solutions specifically addressed the needs of the seven social groups particularly vulnerable.

**Read more about the workshop at <http://bit.ly/2Z5NfY5>.**

For every HiReach update, check the project's website at <https://hireach-project.eu>.

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