



WELCOME TO THE THIRD HiReach NEWSLETTER!



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We are pleased to announce the publication of the third issue of the HiReach newsletter. If you are interested in transport innovations with social character and new business models favouring inclusive and participative mobility, you are at the right place!

This issue presents the main findings of the HiReach project so far.

HiReach 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 successfully conducted a Multidisciplinary Ideation Workshop in Brussels on March 27-28 to address issues related to transport poverty. More than 40 transportation experts, industry professionals, entrepreneurs and start-uppers, researchers, public officials from around Europe gathered together to design and implement new products, services, and solutions to tackle transport poverty and make mobility more inclusive. Check the outcomes of this workshop in the following pages.

In this issue, we also continue publishing the most interesting cases from the selected innovative mobil-

ity solutions implemented in different EU regions we analysed.

Currently, the second round of the fieldwork studies in six selected European regions has just been completed. The outcomes of these studies will enable the HiReach team to estimate the acceptance of the innovative solutions by the wider social groups as well as to estimate the change of behaviour and the expected impacts on inclusive mobility and equity.

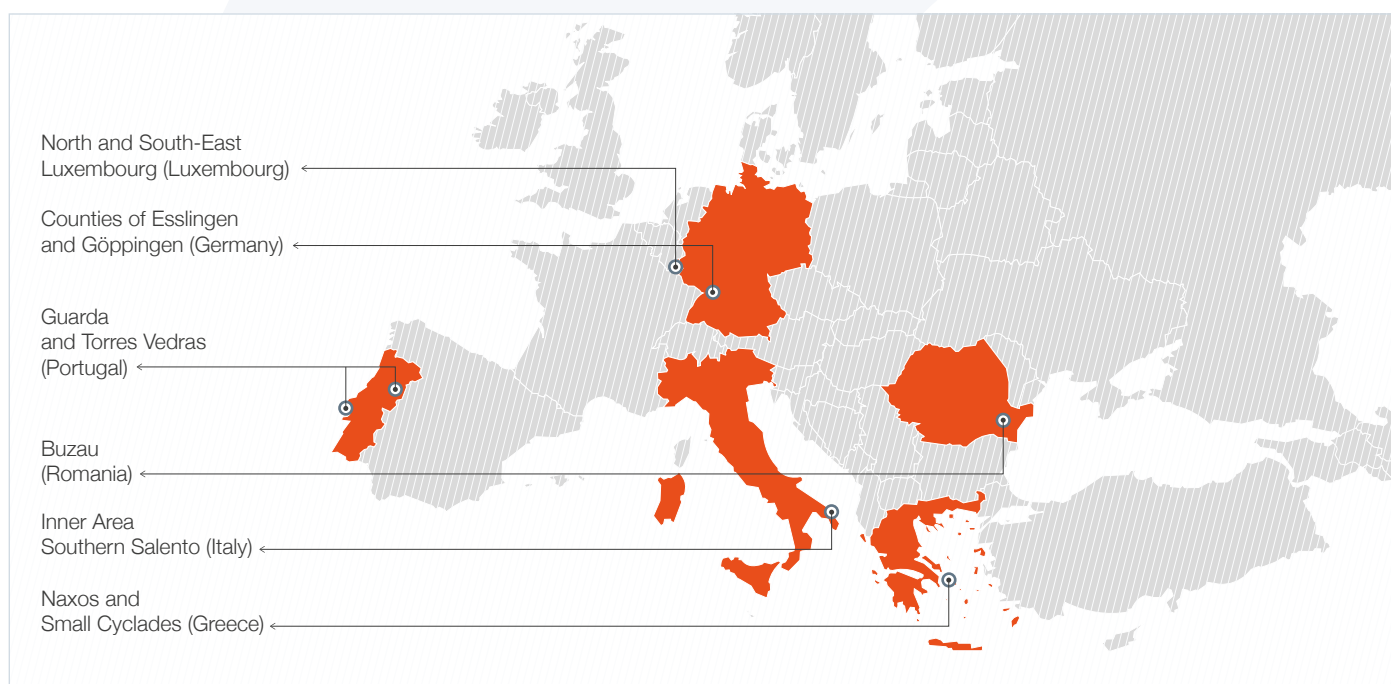
STAY TUNED

Stay updated on all our latest news, developments, research and general information regarding the HiReach project. Make your voice heard and participate in the development of the new mobility solutions for transport poverty. Exciting information is coming your way!!

Stay tuned
@ www.hireach-project.eu



HiReach FIELDWORK: THE SECOND ROUND OF ACTIVITIES IN THE STUDY REGIONS HAS BEEN COMPLETED!



Last year, we conducted a first year of focus groups, aimed at understanding the transport and accessibility problems that are being experienced in different European regions by the people who live and work/study there. In the past few weeks, we have realized a second round in order to propose to the same groups of people a series of innovative transport solutions which could help solving some of the mobility issues identified during the first round. These focus groups have been an occasion to see how these proposed solutions might fit the vulnerable groups living in the area, as well as to understand to which degree these innovations could affect their

mobility behavior, reduce the transport poverty condition, and contribute to enhance social inclusiveness.

In each of the 6 study regions, four different mobility solutions were presented. Such solutions were either selected from the pool of 20 case studies previously analyzed or from the 6 new mobility solutions developed during the HiReach multidisciplinary workshop. After displaying these innovative ideas, the participating vulnerable groups were asked to respond to a specific survey. It included questions related to the perceived ease of use, perceived usefulness, intention of use, and potential impact of

the mobility solutions just illustrated. After the survey, all participants were involved in an open conversation around the innovative mobility options and how they could be tailored to better fit local people's needs.

As anticipated, the outcome of the focus groups allowed the HiReach consortium to estimate the acceptance of the innovative solutions by the vulnerable groups, to understand their potential adoption in each area, to evaluate the change in travel behavior and to measure the expected impacts on inclusive mobility and social equity.

Find out more about our work in the study regions in their respective languages at <http://hireach-project.eu/content/study-areas>

ANALYSING THE EXISTING INNOVATIVE MOBILITY SOLUTIONS

What are their advantages and limitations?

In this issue some other interesting cases are presented.

Three different mobility solutions in three different countries offering vulnerable people a more flexible way to travel and making their daily life easier:

- A mobile shop and service moving to the clients and not the other way around
- A demand-driven service optimizing each individual trip the best as possible.
- A ride hailing service offering transport solutions specifically tailored for children, elderly, and disabled people.

Buurtkar – Mobile shop and social service

The 'Buurtkar' ('neighbourhood cart') in Bornem, a municipality of 20.000 inhabitants in the province of Antwerp in Belgium, serves the following main objectives:

- **mobile shop** where people can buy fresh produce and other goods;
- **social service** center on wheels that people can turn to with all kinds of questions about health, welfare, municipal services, etc.;
- offers **employment opportunities** for vulnerable groups;
- **meeting place** that stimulates social contact among local residents;

- **allows elderly people to live at home** and remain self-reliant for a long time.

The Buurtkar was introduced in 2016, considering that elderly people want to live at home and be self-reliant for as long as possible, but that has become problematic especially in rural areas because basic services (e.g. a local grocer) are disappearing.

The Buurtkar was launched by the municipality of Bornem's social department, together with Ecoso (then WRAK), a non-profit organisation promoting social employment. Even after ending the cooperation with Ecoso, it was decided to continue as the evaluation was positive. Since the beginning, the functioning of the Buurtkar has changed a lot. Several additional projects have been linked

to the Buurtkar's basic services, e.g. every fortnight, there is a meal service in each neighbourhood which is a big success.

Mainly elderly people and less mobile citizens use these services, but in essence the Buurtkar is there for every inhabitant of Bornem. On average, the Buurtkar has **45 to 50 clients per day**, who spend around 13€ on average. In total, more or less 400 inhabitants of Bornem use its services.

One advantage of the Buurtkar concept is the **cooperation with local producers and traders** to offer high quality, fresh, local products. A limit was a quite **long preparation time** because there were no concrete examples to follow and the municipality had no experience in shop keeping.



ANALYSING THE EXISTING INNOVATIVE MOBILITY SOLUTIONS



FlexTrafik in Denmark – A demand-responsive transport scheme

FlexTrafik is the name given to **all demand-responsive transport services in Denmark**, particularly those addressed to citizens who cannot use or have no access to traditional public transport.

It serves the following main objectives:

- demand-driven service, which is **organized according to citizens' needs** and not to a fixed route or timetable.
- based on a nation-wide ICT infrastructure and management centre, called FlexDanmark, that **optimizes each** individual trip, in the best possible way, based on all available vehicles, needs and (in)convenience of the individual customer.

A first coordinated FlexTrafik system was established in 1997. The flexible services are defined by special norms and operated in substitution of traditional scheduled bus lines using taxis, car-hire with driver, minibuses or DRT buses. The principal element is constituted by the FlexDanmark software whose core responsibilities are to acquire, maintain and develop the IT systems in support of FlexTrafik operations.

In 2017, FlexDanmark handled more than **6 million of FlexTrafik trips** by moving more than **250.000 passengers** using more than **5.000 vehicles** and 750 transport operators. The main users of the service are either **any person who needs a flexible and tailored alternative to the use of regular public transport** (open service) or specific categories of people who, for various reason, require the use of FlexTrafik (closed service). These categories include **elderly, children, persons with disabilities and persons requiring medical care**.

FlexTrafik is an integral part of the public transport provision organized by the **five Danish public transport organizations** (PTOs), who act as mobility advisors and operators for the local authorities in the respective geographical area. In Denmark, the mobility authority and responsibilities are held by the local municipalities and regions. However, a law allows for the transfer of responsibilities to the PTOs. This structure enables cross-border collaboration and coordination of mobility. FlexDanmark's success was possible thanks to the **favourable and integrated regulatory and organizational environment at all levels** (national, regional and county/municipal level) in Denmark.

The possibility to handle first mile/ last mile connections to regional transport services would potentially generate significantly higher levels of service productivity.

ANALYSING THE EXISTING INNOVATIVE MOBILITY SOLUTIONS

PickMeApp – Ride-hailing service

PickMeApp is an **on-demand transport service** that offers transport solutions specifically tailored for children, elderly, and disabled people in the Italian city of Potenza.

The following main objectives are:

- integrates innovative mobility elements, including **flexibility** of a door-to-door service, **online** booking and payments, **GPS traceability** of the vehicles and quality of service offered.
- An algorithm **optimizes** multiple bookings and shared routes in order to make journeys suitable and affordable.
- **Born to satisfy the mobility needs of non-autonomous individuals such as children (9-14 years), the elderly (over 65) and users with reduced mobility but is also used by other citizens.** Every PickMeApp vehicle is equipped for the transportation of people with disabilities or with reduced mobility.

Launched in September 2017, PickMeApp has obtained the following performance in the city of Potenza:

- Over 4,500 downloads of the



PickMeApp Mobility App;

- Approximately 3,800 registered users on the App and 1,300 profiled travellers;
- Over 1,000 users have used the service at least once;
- Approximately 5,000 uses in 2017 and approximately 13,500 uses in 2018;
- 100 trips on average per day.

Through the smartphone App "PickMeApp Mobility", users can book one or more trips by simply entering the departure/pick-up point, the destination address, date and desired travel time or time of arrival of the needed trip. Registered users

can also book their trips by phone via the PickMeApp call center. The user-side app allows passengers to view the precise pick-up time and estimated arrival time. They are notified of promotions and news on the service and receive notifications of reminders a few hours and a few minutes before the booked trip. The users have to pay **4€ per single trip**.

The advantages of the PickMeApp mobility solution are its door-to-door collective transport configuration that makes the service **very competitive** and personalized for the users and of course the IT elements that makes the service functioning in a smart and innovative way. Currently, the main limit is to **increase ridership** to combine more trips together thus increasing revenues and profitability of the service.



HiReach EVENTS

New mobility solutions derived from the HiReach Multidisciplinary Ideation Workshop



On March 27th and 28th more than 40 transportation experts, industry professionals, entrepreneurs and start-uppers, designers, researchers, public officials and representatives of vulnerable groups from around Europe gathered in Brussels to address issues related to inclusive mobility and transport poverty.

The concept of transport poverty embraces all kinds of human, social and geographical limitations stemming from mobility challenges. Those most affected are persons with reduced mobility options, including children, elderly, women, low-income, immigrants, people with reduced mobility and persons living in rural areas.

Through extensive fieldwork HiReach has identified the multiple faces of transport poverty that can have different mobility needs according to different socio-economic background and origin. 6 HiReach Personas have been created (check each Persona at <http://hireach-project.eu/content/get-know-hireach-personas>).

Using learn service development methodologies, the participants at the HiReach Multidisciplinary workshop explored business ideas to design new products, services, and practical solutions to tackle transport poverty and make mobility more inclusive addressing the needs of each of the HiReach Personas.

The ideas that came out of this workshop lead to solutions that address specific mobility issues on a financially sustainable way.

Check the videos from the solutions for each Personas derived from the workshop and presented in an informal "playful" way:

- Sami from Germany: transport service carrying people to the city's hubs
- Victor from Romania: a platform managed by the public transport operator sharing information about the desired routes, destinations and the best location of ticket vending machines among others

- Maria from Portugal: a platform aggregating all transport services existing in the municipality (incl. public and private transport options)
- Thierry from Luxembourg: a carpooling app with seamless integration with public transport, that would allow local people to share a segment of their daily commuting
- Giulia from Italy: a combination of a door-to-door flexible transport service (provided by a professional driver/operator), a ridesharing platform (accessible also to PRM) and an incentive scheme for people who can offer them a lift
- Konstantina from Greece: a Mobility as a Service (MaaS) approach in which the public administration, private initiative as also social initiatives (carpooling) could be mingled into an integrated MaaS for all

HiReach EVENTS

HiReach at the European and International events – the highlights

Award Ceremony of the European Startup Prize for Mobility 2019

The Award Ceremony of the European Startup Prize for Mobility 2019 took place on April 11 in Brussels. The European Startup Prize for mobility is one of the biggest awards in Europe for sustainable mobility initiatives and supports breakthrough innovations that will shape the transport and mobility landscape in Europe and beyond!

[Read more](#)

ITF Summit 2019

The International Transport Forum (ITF) Summit is the world's largest gathering of transport ministers and the premier global transport policy event. The Summit took place on May 22-24 in Leipzig, Germany. HiReach scope was explained in a roundtable discussion during the fishbowl session focused on Ensuring access for remote & rural communities.

[Read more](#)

ITS European Congress 2019

The 13th ITS European Congress 2019, the largest event entirely dedicated to smart mobility and digitalisation of transport is organised by ERTICO – ITS Europe on June 3-6 in Brainport Eindhoven, the Netherlands. HiReach was there sharing the project's brochure and explaining to the interested stakeholders the scope and the latest results of the project.

[Read more](#)

Catalan Mobility Conference

The Catalan Mobility Conference is organized every year by AMTU, the Catalan association of municipalities for the urban mobility and transport, which is also one of the HiReach Take-Up Group members. This year, the conference took place in Caldes de Montbui on April 10-11 and registered about 450 participants and more than 40 speakers.

[Read more](#)

European Disability Forum's Annual General Assembly

On June 1-2, the European Disability Forum's (EDF) Annual General Assembly (AGA) in Brussels gathered representatives from the disability movement from all over Europe together with representatives of European institutions. HiReach representatives presented the work being done in the project.

[Read more](#)

EPF Conference 2019

The European Passengers Federation's Annual Conference took place in Stockholm on June 7-8. The event gathered more than a hundred European public transport operators, passenger organizations, politicians and officials at EU level. HiReach latest findings were presented with regards to the needs, barriers and expectations of the vulnerable to transport poverty social groups.

[Read more](#)



Discover more events where HiReach was present at http://hireach-project.eu/events_hireach

HiReach EVENTS

Upcoming Events

MoTiV Workshop

18/09/2019
Barcelona, Spain

CIVITAS Forum Conference 2019

02-04/10/2019
Graz, Austria

AUTONOMY & The Urban Mobility Summit

16-17/10/2019
Paris, France

Smart Mobility Congress

19-21/11/2019
Barcelona, Spain

2019 Annual Polis Conference

27-28/11/2019
Brussels, Belgium

3rd European conference

"RESULTS FROM ROAD
TRANSPORT RESEARCH
IN H2020 PROJECTS"

04-05/1/2019
Brussels, Belgium

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HiReach Project



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