



Improving Rural Mobility in The Cairngorms National Park: the INCLUSION pilot in Scotland (U.K.)

**Smarta workshop
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www.h2020-inclusion.eu

Transport accessibility

- **Public Transport** is still a **primary asset** for people needs
 - e.g. in most deprived urban neighbourhoods, remote rural areas, specific users' communities, ...

**TRANSPORT
POVERTY**  **limited participation in social life due to
limited means of transport**



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Objectives of the project

Bring **organisational, social, technological innovation** to ensure **accessible, inclusive** and **equitable** transport and mobility conditions **for all**, especially for **vulnerable user categories**

- Understand and evaluate the **accessibility and inclusiveness** of **transport solutions** in European prioritised areas, identify **gaps** and **unmet needs**
- Propose and experiment a range of **innovative** and **transferable solutions**, including **ICT-enabled elements**
- Assess how **novel transport solutions** can help raise the level of accessibility, inclusiveness and equity of mobility → new service and business models



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Transport innovation

Innovating the way transport is designed, organised, operated for the targeted user groups

Two main investigation strands

- **Enabling technologies (ICT, ITS)**
 - dynamic planning, optimisation, operation; mobile Apps; IoT, wearables; social media; etc.
- **New organisational and service provision forms**
 - vehicle sharing, co-ownership, lift-sharing, flexible transport (DRT), combined mobility, MaaS, Social Innovation, etc.



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Case Studies and Pilot Labs

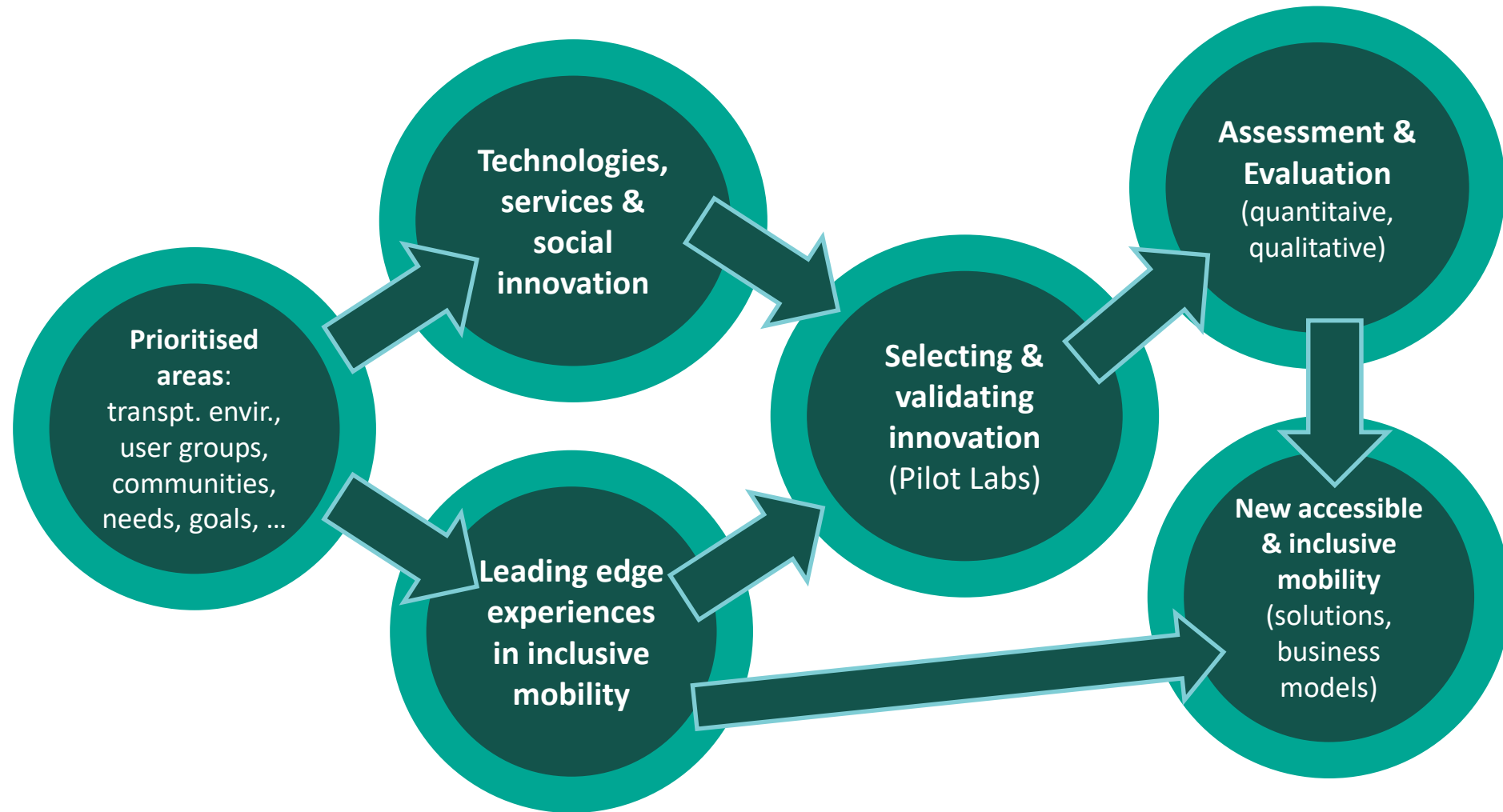
- Investigation based on a **large set of case studies**
 - different forms of geographical areas and transport contexts, demographic categories, population groups and mobility solutions.
- Innovative solutions **tried out and validated** through **real-life experiments (Innovation Pilot Labs)**.
 - Pilot Sites in **Belgium, Germany, Hungary, Italy, Spain** and the **UK**



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INCLUSION in a nutshell



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The INCLUSION Pilots

Cairngorm National Park, Scotland, UK

Area type: Geographically isolated area with a seasonal economy and declining population

Target Users: Residents and tourists and several vulnerable groups

Objectives: Integration of lift sharing scheme, car club and/or e-bike scheme with public transport & improvement of multimodal travel information

Barcelona conurbation, Spain

Area Type: peri-urban areas with a stable population and mixed economy

Target Users: Students, younger, family with children,

Objectives: investigation of the target groups transport demand through info mining from Social Networks and organization of dedicated transport services.

Flanders, Belgium

Area type: Variable, ranging from rural to urban areas

Target Users: elderly and disable people with a low income and immigrants who are seldom jobseekers.

Objectives: Modify current application through user feedback and training target group as jobseekers to MaaS services

Rhein Sieg Region, Germany

Area type: Traditionally deprived area in economic growth, with an increasing population (new housing estate)

Target Users: Families with young children

Objectives: improvement of mobility opportunities for target users; improvement of the integration of different means of mobility with public transport

Budapest, Hungary

Area type: Urban area with complex geography, stable population and employment

Target Users: Elderly, mobility impaired people, immigrants, occasional users

Objectives: Training staff to improve knowledge about mobility needs of people with reduced mobility and launching campaign for public transport users to create a stimulus environment for social inclusion.

Florence Metropolitan Area, Italy

Area type: Urban area located in hilly area with stable employment and population

Target Users: Immigrants, Commuters

Objectives: Improve mobility to access jobs and services for target users (young, low income, migrants) in suburban and peripheral areas.



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Site description

- **Area type:** Geographically isolated area with a seasonal economy and declining population
- **Area covered:** $> 2000 \text{ Km}^2$
- **Population density:** $< 10 \text{ inhabitants/Km}^2$
- **Target Users:** Residents and tourists and several vulnerable groups (elderlies, persons of reduced mobility, residents suffering from fuel poverty, young people).



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Curent supply of mobility services

- PT (fixed bus routes and rails) service not sufficient
- Rails connetcting Aviemore to biggest Scottish cities
- Community car scheme run by volunteer drivers
- Carsharing schemes run by HiTrans



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Rails connecting Aviemore to biggest Scottish cities



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Main objectives of the pilot

- Integration of e-bike scheme and car clubs with public transport & improvement of multimodal travel information
 - The two services complement each other to replace private car use for first/last mile in dispersed settlements
- Experimentation of Mobility as a Service (specially for tourists, last mile)
 - Joint effort with MaaS Scotland and local stakeholders
- Investigate and address governance issues related to mobility management
 - To conduct user-centred research with rural users



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Improving of mobility services

- New mobility services to enhance social inclusion
- Provision of new customers oriented services
 - New modalities to book, register for services, marketings it as a new service
- Integration of sustainable modes (active travel) with public transport
- Integration of ride sharing services with public transport



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Thank you for listening!

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