



**TIME TO**  
**RE**  
**TH**  
**INK**  
**RURAL**  
**MOBILITY**

*30-31 January 2019*

Albert Borschette Congress  
Center (CCAB)  
Rue Froissart 36, 1040 Brussels (BE)



# *How rural societies are changing*

*Professor Laurie Pickup*  
**Vectos**

[www.ruralsharedmobility.eu](http://www.ruralsharedmobility.eu)





A group of five young adults, three men and two women, are smiling and posing for a selfie outdoors. They are holding a smartphone together, and the background is a soft-focus natural setting. The word "MILLENNIALS" is overlaid in large white letters with a black outline.

# MILLENNIALS



# PRIME BUSTERS





# BABY BLOOMERS





# MASTER BOOMERS



A photograph of an elderly person from behind, wearing a light-colored coat and trousers, using a black four-wheeled walker. They are walking on a cobblestone path. To the right is a large, rounded stone bollard. In the background, there are dark metal posts and a blurred bicycle. The scene is brightly lit, suggesting daytime.

# SILENT GENERATION



# PHYGITAL MOBILITY





# *WHAT IS A RURAL COMMUNITY TODAY?*

We have to develop new ways to reconnect rural society – not only relying on virtual contact

Rethink rural society into smaller redistributed communities with empowerment

# *RURAL SOCIETY 1*

United Kingdom, Berkshire

A double commuter belt









# RURAL SOCIETY 2

United Kingdom, Cotswolds

The rise of the telecommuter













# *RURAL SOCIETY 3*

Communities in graceful  
decline







# *RURAL SOCIETY*

## Lost Generations



# RURAL SOCIETY

## 5

### The European dynamic





# *THE RURAL VOTE EUROPE*



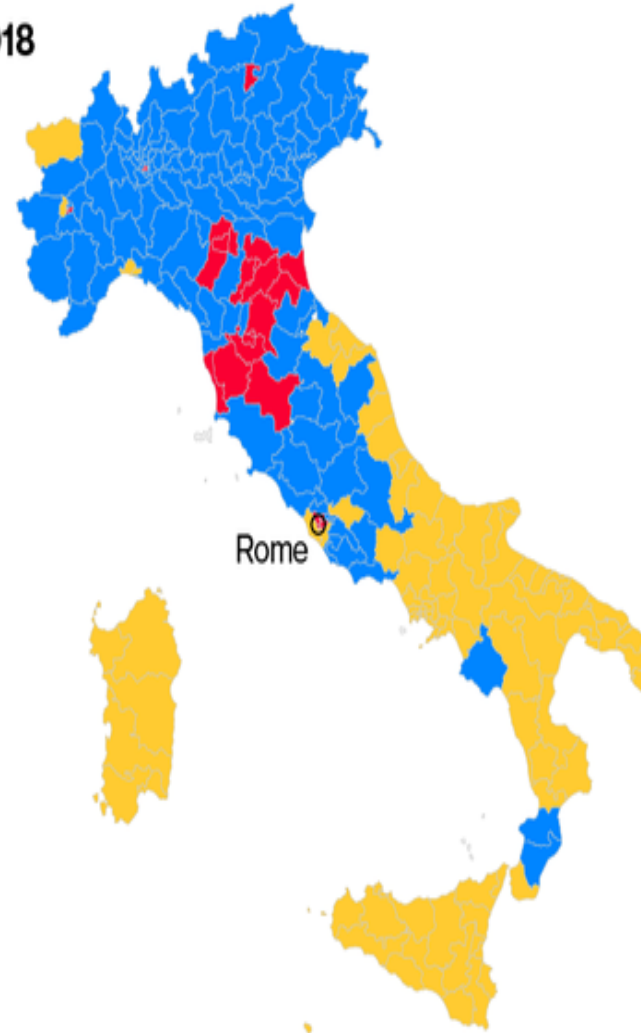
# THE RURAL VOTE IN ITALY

## Color Revolution

The 2018 election resulted in a wave of Five Star yellow south of Rome

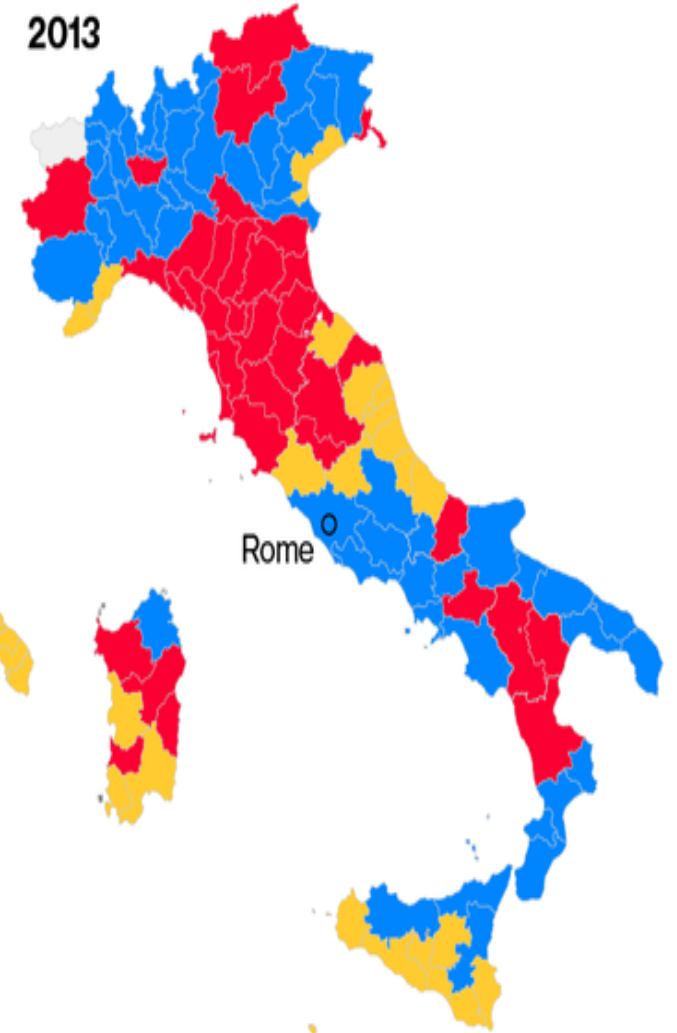
■ Center-right ■ Five Star Movement ■ Center-left

2018



Rome

2013



Rome

Sources: La Repubblica, Italian Interior Ministry

Bloomberg



# *RURAL SOCIETY A NEW NARRATIVE*

There has been a change in the way we look at rural and urban areas and the opening of new doors

The idea of building new rural communities is now accepted

# *RURAL MOBILITY SOLUTIONS*

Glass half empty or half full?





# *RURAL MOBILITY*

## *A ROLE FOR **SUMPS** OR DEDICATED RURAL MOBILITY PLANS*

# *BEST PRACTICE TO BEST FIT*

## *THE 8Ms*

Mood

Mechanisms

Motivation

Measures

Mass

Methods

Momentum

Money



8Ms



# GRAZ

*November 2018*

The urban  
transport  
sustainability  
“survivors”



# BRUSSELS

*January 2039*

The rural  
transport  
sustainability  
“survivors”







# TIME TO REFRESH OUR RURAL MOBILITY

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# *Thank you!*

**Contact details**

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