

MAMBA

Mobility • Accessibility • Innovation

Brussel 2019 January 30-31th

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Road Transport Administration

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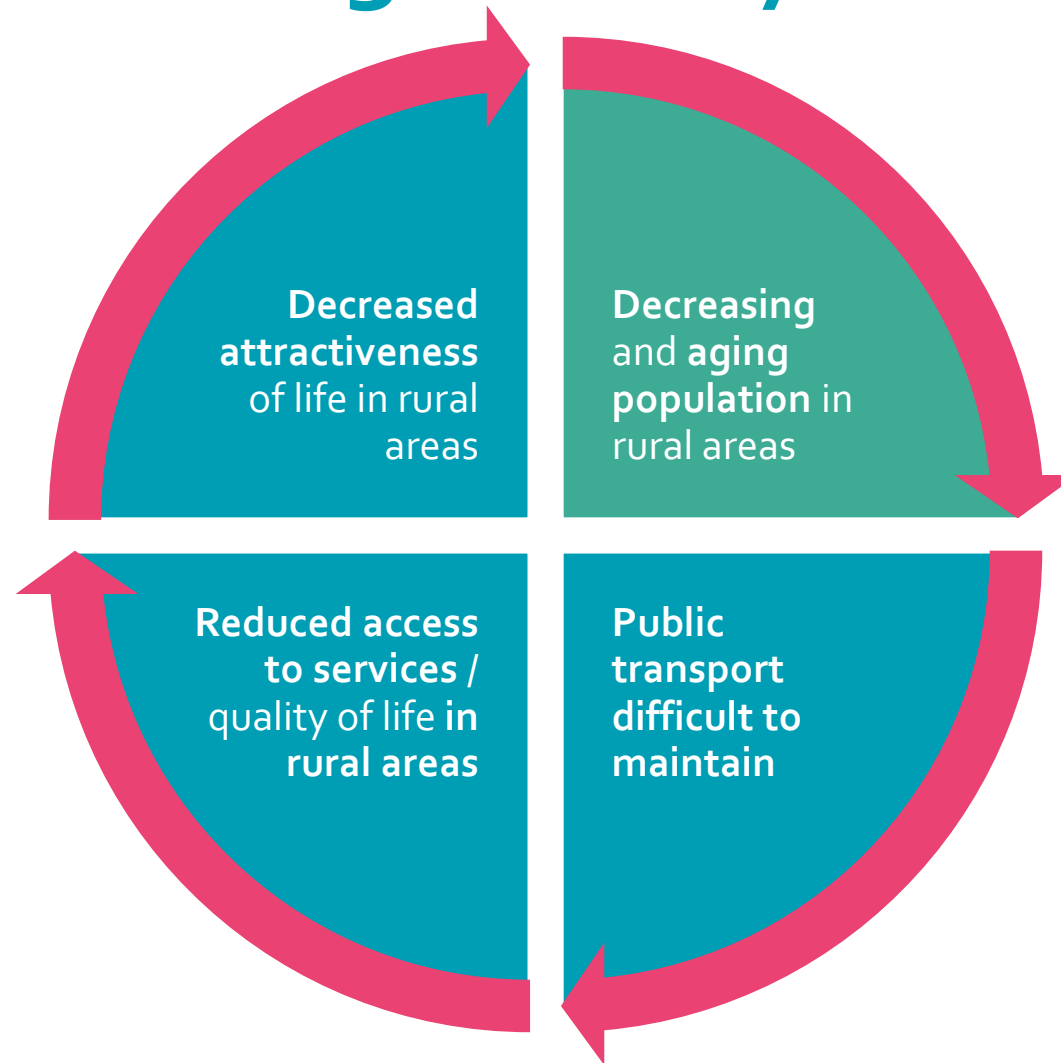
Trelleborgs kommun

Why maximizing mobility in rural areas?



CHALLENGE

Why maximizing mobility in rural areas?



How do we go about it?



KEY FACTS

How do we go about it?

Evaluate and transfer concepts

- Study and analyse innovative Rural Mobility Solutions existing in other places | Pre-Studies
- Collect sustainable ways of managing and financing rural mobility challenges | Inventory
- Conduct Rural Mobility Seminars and exchange with experts
- Install public database to disseminate knowledge

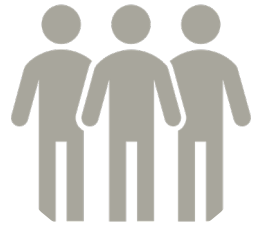
Involve users to assess demand

- Conduct local workshops and seminars
 - promote participation
 - improve sustainable mobility solutions
- Create manual for self-organized mobility

Mobility Centres – Piloting of new mobility concepts

- Address mobility demands in respective area
- Create platforms for private and public actors to coordinate transport services
- Launch innovative mobility pilots , e.g.
 - Transport on demand
 - Car sharing/ride sharing
 - Mobility as a service

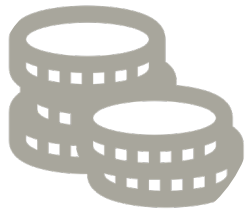
MAMBA Key Figures



15 Partners, 6 Countries



10/2017 – 10/2020



3.54 million €

Project Partners



1. Diaconie Schleswig Holstein | GERMANY
2. Nordregio | SWEDEN
3. Vidzeme University of Applied Sciences | LATVIA
4. Vidzeme Planning Union | LATVIA
5. County of Ploen | GERMANY
6. County of Cuxhaven | GERMANY
7. Regional Council of South Ostrobothnia | FINLAND
8. Seinäjoki University of Applied Science | FINLAND
9. Regional Council of North Karelia | FINLAND
10. Vejle Municipality | DENMARK
11. Municipality of Trelleborg | SWEDEN
12. Bielsko District | POLAND
13. Bielsko-Biala Regional Development Agency | POLAND
14. Institute for Climate Protection, Energy and Mobility | GERMANY
15. Road Transport Administration | LATVIA

Actions and outputs of MAMBA



ACTIVITIES

A photograph of a man in a dark blue t-shirt and denim shorts carrying a woman on his back. They are in a park setting, jumping over a shallow water obstacle. The man is wearing black sandals, and the woman is wearing a patterned top and blue jeans. In the background, there are green trees, a wooden bench, and colorful playground equipment. The word 'ACTIVITIES' is overlaid in large white capital letters on a teal rectangular background.

Mobility Centres

- **interconnected** facilities and/or service providers,
- which offer **information and services** around personal mobility,
- **combining** all available transport modes.

„Traditional“ MC

central physical facility
or hotline

+ - user-friendly for close-by residents or phone advice only
- human advisors beneficial in rural environments

- costly as they require space at prime locations /qualified staff
- limited value to rural areas through central location

„Advanced“ MC

virtual facility or
smartphone app

- access to a variety of transport modes (information, tickets and other services)
-available 24/7 at no extra cost

- growing proportion of older people in rural areas can mean that purely digital solutions exclude potential passengers

„Local“ MC

physical location without
staff

- organized around existing bus stops/train stations with bike-/ carsharing, parcel boxes, etc.
- offers range of services locally

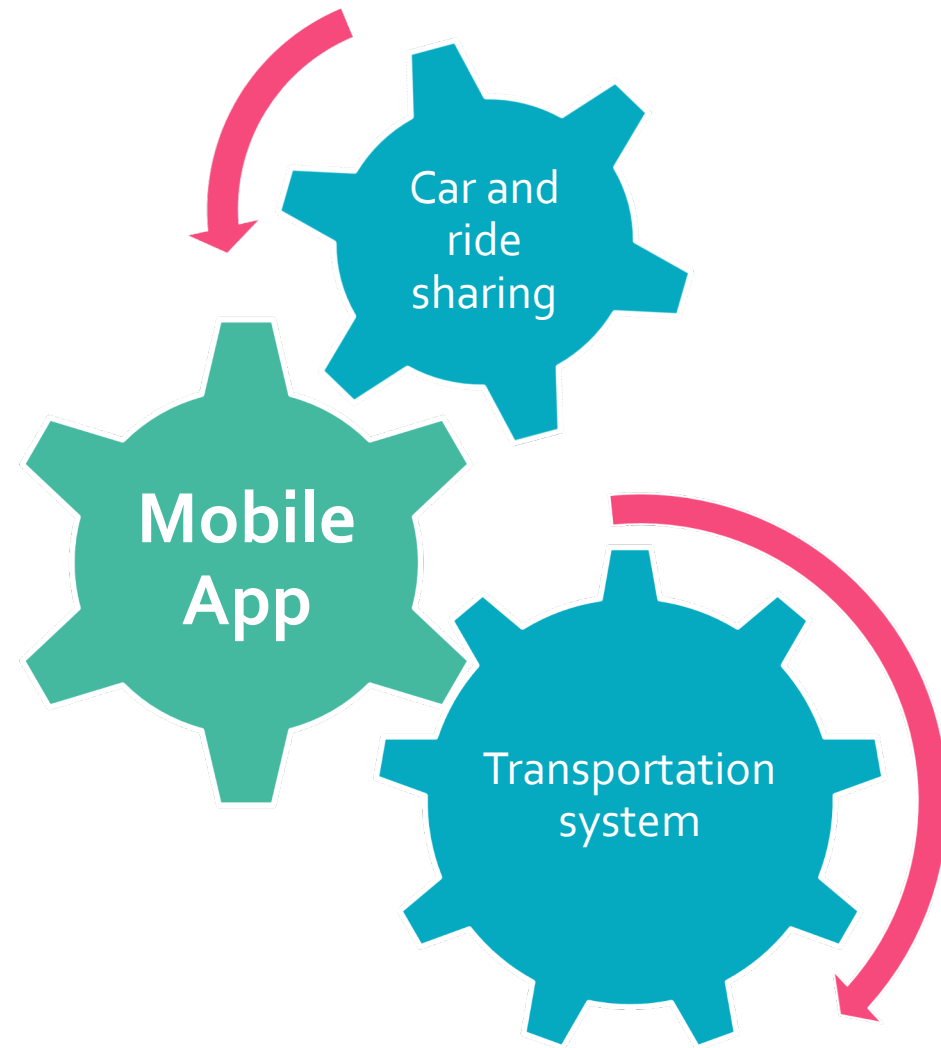
- coordination needed for multiple local MCs
- combination with traditional and advanced MCs necessary

MAMBA Pilot Project

Bielsko District | Poland

**Rural ride sharing +
transport-on-demand (ToD)**

- Transfer people **from home to public transport** stations
- **Increase flexibility** in commuting via **mobile app**
- Limit private car use
- Allow single persons and elderly to **move freely**
- **Inhibit social exclusion**

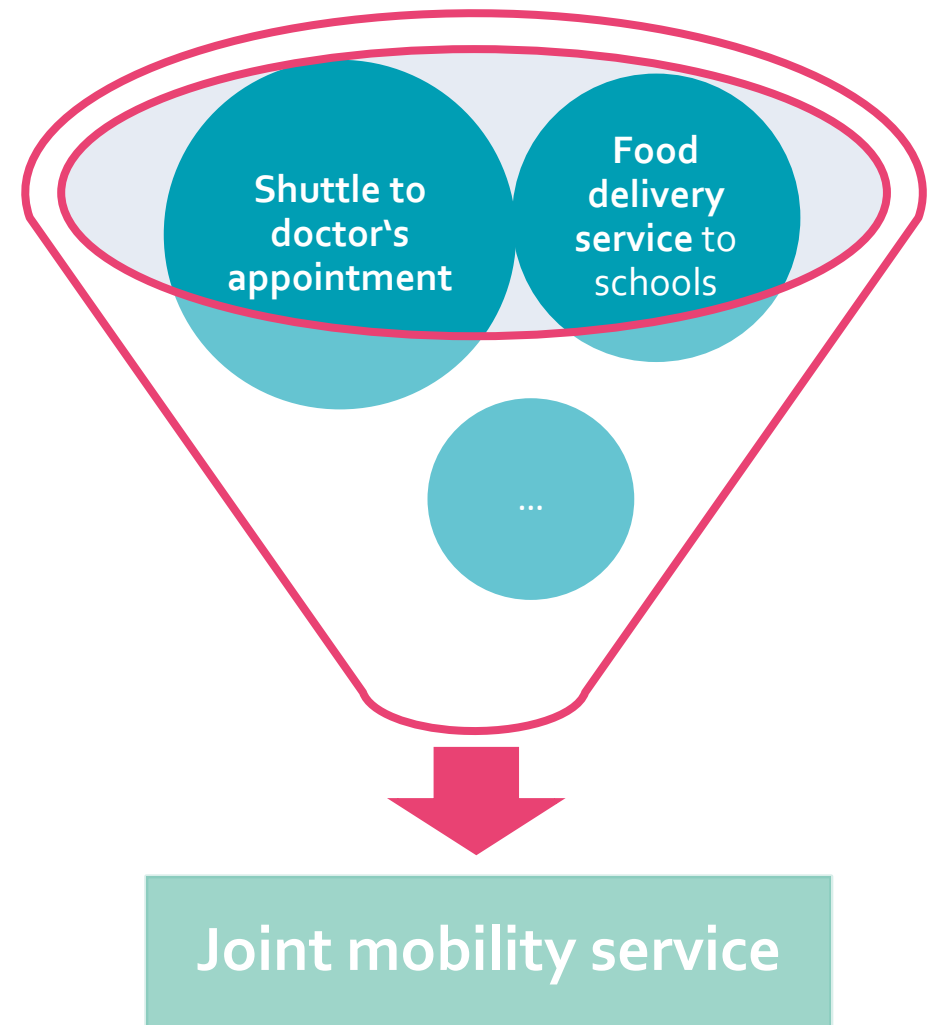


MAMBA Pilot Project

Municipality of Trelleborg | Sweden

Combined mobility
Service-to-people & People-to-
service

- **Improve mobility services** by collaboration of different **mobility providing departments and companies**
- **Platform to host / implement collaboration**
- Establish **new routines** in daily practices



Innovative and sustainable mobility solutions

Rural mobility
seminars



Transnational
knowledge database

Manual for self
organized mobility



Guidance document
for policy-making and
mobility planning

Rural Mobility Seminars

Register now:
21 February 2019
in Vejle, DK

INNOVATION

Innovative
mobility solutions:
Only for cities?

Riga, Sept 2018

GRASSROOTS

Rural mobility
between top-down
and bottom-up

COHESION

Rural development
and mobility –
more than just
transportation

DIGITALISATION

Rural mobility in
the digital age

RESPONSIBILITY

Rural mobility
between public
and business
interests

FINAL CONFERENCE

The state-of-the-
art of rural mobility
and its future | incl.
MAMBA results

MAMBA Database

- Part of MAMBA's purpose is to provide access to knowledge about other and previous activities with similar focus, to disseminate knowledge, best practices and provide a platform to establish contacts between similar interests and organizations.
- Knowledge dissemination is done in several ways, one of which is through a database where project participants gather information about relevant projects and activities in the immediate area.
- In a first draft there is an excel file with about 80-100 described projects.

MAMBA Database



Why a database?

Its quite hard to find inspiration.

Lost in translation.

Provide knowledge.

Living function.



MAMBA Database

- The database should include the projects and activities that are considered valuable in the context of the project and the information is collected within the project framework. <https://www.mambaproject.eu/map/>
- After completion of the project, the database will still be available. Possibly more information will be added, but we expect a modest growth of new material.
- Users: Primarily it is MAMBA's project participant who contributes information to the database. If other actors would like to add content it will be channelled through MAMBA participants.

Questions?

CONTACT



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mobility – accessibility – innovation

www.mambaproject.eu



EUROPEAN UNION

EUROPEAN
REGIONAL
DEVELOPMENT
FUND



AUTOTRANSPORTA DIREKCIJA



TRELLEBORGS KOMMUN