



**TIME
TO
ACT
FOR RURAL
MOBILITY**

*Webinar series
June–July 2020*



Locals, incomers, home
comers and visitors –
changing mobility
lifestyles in rural areas

www.ruralsharedmobility.eu

**RURAL AREAS ARE AREAS OF RAPID SOCIAL
CHANGE**

**A NEW MIX OF MIND-SETS, VALUES AND
EXPECTATIONS**

**MOBILITY INNOVATION HAS THE POTENTIAL TO
BE ONE STRONG FOUNDATION FOR ECONOMIC
GROWTH AND SOCIAL COHESION RURAL AREAS**

WE HAVE TO BE PROACTIVE

IT IS 'TIME TO ACT'



A starting proposition for discussion

Rural areas feed the cities – farm to fork

Rural areas provide cities with the renewable energy sources of the future

Rural areas are the “lungs of cities” providing city residents with oxygen at the weekends or for holidays

So perhaps, with the EU Green Deal, it is payback time?



- What has changed in the last 50 years?
- Most of the profession has been dragging its feet on rural transport – making the best of what we have
- NGOs and community groups have been the backbone of rural transport, based on local commitment
- What is the scenario for rural transport post-COVID19 in the 2020s – it is easy to kill the animal at the base of the food chain
- There is a new political momentum in Europe
- The need for a new mind-set based on rural mobility as a necessary catalyst for positive social development and green economic growth.
- Pro-active planning that fully includes the rural community

BUT WHAT IS A RURAL COMMUNITY IN 2020?



Locals

- The backbone of the rural economy
- The core of rural society and cultural roots
- Building policy from the perspective of rural development not urban sprawl – not an extended SUMP.



Incomers

- 'Clean' Range Rovers
- Country style clothes
- 'Urban' conversations



- Mopeds
- Older cars
- Bicycles
- Integrating?



Home comers

How rural are you?

‘You can take a girl out of the village but you cannot take the village out of the girl’ (FLONE conference on women and transport, Addis Ababa, 2019)

The process of ‘moving back’

Tomi’s place



Visitors



Our webinar

Rural transport needs and expectations are increasing and more diverse

- Transport justice for rural areas – how to balance transport efficiency appraisal with achieving better social cohesion and economic growth
- Rural citizenship and belonging – what role can collaborative mobility solutions play – working across social divides
- Turning social diversity in rural areas from an issue to an opportunity for mobility innovation.





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Thank you!

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