Towards more accessible and inclusive mobility solutions for European cities and regions

Rhein-Sieg region - Germany
Flanders region - Belgium
Budapest urban area – Hungary
Florence metropolitan area – Italy
Barcelona peri-urban area and neighbouring conurbation – Spain
Cairngorms National Park rural area – Scotland, UK

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770115
What is INCLUSION?

INCLUSION is a 3-year European project that aims to address a number of challenges related to the accessibility of public transport in prioritised areas (i.e. isolated urban and rural areas where, according to spatial, demographic and socio-economic characteristics, accessibility, inclusive mobility and equity challenges are greatest). In a fast-changing transport environment, where individuals’ mobility requirements have become more complex and the role of new types of mobility services is increasing, public transport continues to be a key requirement for people with specific needs. In some deprived urban neighbourhoods or remote rural areas across Europe, an efficient and inclusive public transport means greater access to jobs, educational and social opportunities.

For these reasons, INCLUSION will:

- Understand, assess and evaluate the accessibility and inclusiveness of transport solutions in European prioritised areas;
- Identify gaps and unmet needs;
- Propose and implement a range of innovative and transferable solutions, including ICT-enabled services;
- Assess how novel transport solutions can help raise the level of accessibility, inclusiveness and equity of mobility;
- Deliver new service and business models related to public transport.

Methodology

The project will conduct a wide investigation of accessibility, inclusivity and equity issues of transport and mobility conditions in specific areas in Europe. This will include:

- An analysis of the main gaps and needs to be met;
- A review of existing experience, with a focus on ICT and definition of new ideas and concepts;
- Real-life experiments in the INCLUSION pilot labs, where innovative mobility solutions will be tested;
- Evaluation, assessment and recommendations on new business models and solutions.
INCLUSION innovative mobility solutions will be tested in six Pilot Labs with the aim to transfer best practice approaches across Europe. The Pilot labs have different characteristics in terms of geography, demography and existing services. This will allow for testing the solutions in different local contexts.

<table>
<thead>
<tr>
<th>Site</th>
<th>Type of Area</th>
<th>Target Users</th>
<th>Main gaps and needs for improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhein-Sieg Germany</td>
<td>Part rural / part peri-urban</td>
<td>Families with young children</td>
<td>Limited public transport options for multi-purpose trips</td>
</tr>
<tr>
<td>Florence Metropolitan Area</td>
<td>Metropolitan</td>
<td>Night commuters, migrants, modest income groups</td>
<td>Service coverage; lack of integrated payment options; data on service usage</td>
</tr>
<tr>
<td>Cairngorms National Park</td>
<td>Rural, touristic</td>
<td>Elderly people, people with reduced mobility; local residents who suffer from fuel poverty; young people</td>
<td>Lack of existing services and transport options according to different needs</td>
</tr>
<tr>
<td>Flanders Belgium</td>
<td>Rural</td>
<td>Drivers of on-demand transport service; individuals with mobility issues</td>
<td>Lack of door-to-door service, cost-efficiency, limited user groups</td>
</tr>
<tr>
<td>Barcelona conurbation</td>
<td>Metropolitan</td>
<td>Commuters, leisure travellers</td>
<td>Lack of data on service usage</td>
</tr>
<tr>
<td>Budapest Hungary</td>
<td>Metropolitan</td>
<td>Citizens and staff of public transport</td>
<td>Re-educate wider public on accessibility and social inclusion for disabled people</td>
</tr>
</tbody>
</table>
Outcomes

- An understanding of the main challenges affecting transport provision and accessibility in the different prioritised areas.
- A set of recommendations for the development and deployment of mobility solutions that address the needs of vulnerable user communities in European cities and regions.
- New service and business models related to public transport.

INCLUSION partners

More information:
Please contact the Project Co-ordinators at Softeco:

Marco Boero
Email: marco.boero@softeco.it
Phone: +39 010 6026 1

Michele Masnata
Email: michele.masnata@softeco.it
Phone: +39 010 6026 1

Or the Project Communication Manager at Polis:

Pasquale Cancellara
Email: pcancellara@polisnetwork.eu
Phone: + 32 2 500 56 85

Or visit the project website and sign up to our newsletter here:

www.h2020-inclusion.eu

The sole responsibility for the content of this leaflet lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the Agency nor the European Commission are responsible for any use that may be made of the information contained therein.