

Rural Pact Conference

15-16 June 2022



Innovations for better rural mobility

Learnings from the ITF/OECD Expert Working Group

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**Innovations for Better
Rural Mobility**



How can we improve mobility in rural communities where conventional public transport is difficult to sustain?

Approach:

- One-year Working Group project 2020/21
- 30-50 active and loosely involved members from ministries, academia and private sector from over 20 countries, 5 thematic sub-groups
- Collection of 80+ rural innovative mobility case studies (pilots, mob. services) through questionnaires and interviews and distribution of a country questionnaire among participating ministries



How can new mobility approaches respond to the diverse needs of rural areas, while at the same time, remaining politically and financially viable in the long term?

Economic

- High cost of service provision
- Economic restructuring

What financial models are most suited to supporting environmentally friendly rural mobility approaches?

DIGITALISATION
GLOBALISATION
URBANISATION

Social

- Ageing populations
- Out-migration of active population
- Increasing rural-urban inequalities
- Diversity within rural areas

Environmental

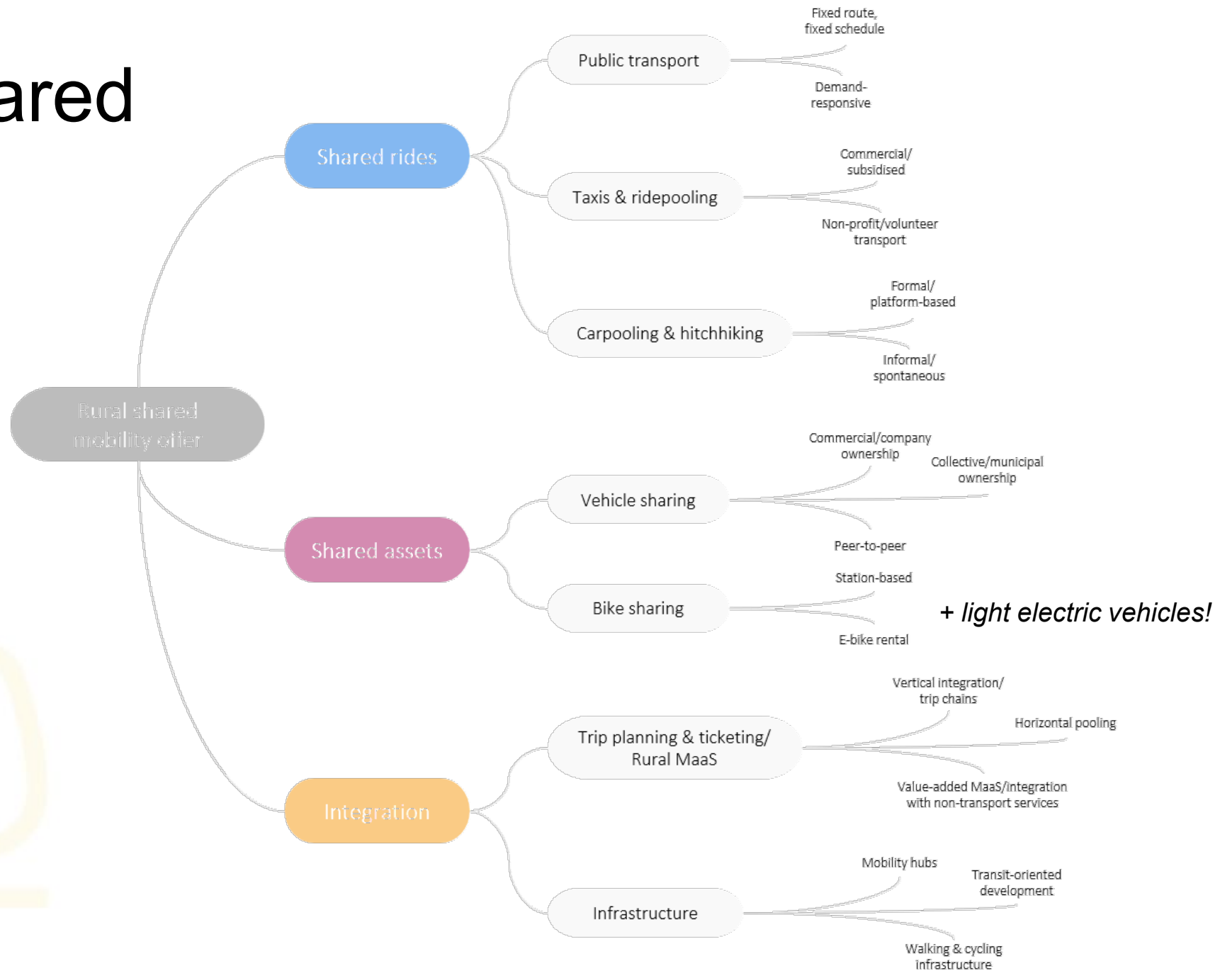
- High carbon intensity trips
- Lack of acceptance/ critical mass for shared mobility

How can rural mobility approaches support an environmentally friendly transition, while improving access to opportunities, services and activities?

Innovations should contribute to sustainable development from a social, environmental and economic standpoint.

(based on Edwards-Schachter & Wallace, 2017)

The rural shared mobility landscape



Barriers to more innovative rural mobility



→ Lack of frameworks!

- No country-wide accessibility standards
- Legal blockages
- Insufficient funding
- Small scale trials
- Limited integration with the broader transport network
- Urban copies



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Rural innovations need strong policy!



1. Formulate a countrywide accessibility policy and implement Sustainable Regional Mobility Plans (SRMP)

2. Create coherent governance and funding frameworks (transport regions)

3. Restructure public transport networks and integrate different sustainable mobility options with the core transport network (mobility hubs & MaaS)

4. Make regulations more flexible to allow for the development of innovative, cost-effective mobility solutions

5. Use sandbox funding and prioritise financial support for innovative services according to impact levels rather than high tech

6. Provide technical assistance for rural mobility at the national or regional level



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Thank you

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