

No future for rural Europe? Breaking the vicious circle with successful mobility and accessibility ideas

Welcome to the MAMBA webinar series “*No future for Rural Europe? Breaking the vicious circle with successful mobility and accessibility solutions*”. Let’s explore the conditions and challenges for innovative mobility solutions in rural Europe, get inspiration from forerunners in the field and learn how all of us can make a change – be it as citizens or decision-makers. This webinar series invites you to a journey that leads from awareness through understanding up to readiness and motivation for real changes. If you want to embark with us on this journey, we recommend that you sign up for all three webinars, but you may also decide for individual sessions.

03 September 2020

[Webinar #1: Setting the scene, exploring the challenge](#)

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Join us in exploring the challenges and conditions for mobility and accessibility in rural Europe! Following the keynote of Laurie Pickup, our MAMBA partners will walk through the social, economic, legal and cultural conditions that influence the success and failure of rural mobility innovations. Finally, you may join our honoured guest speakers in breakout sessions, where you can choose from a range of topics, including gender questions, transport poverty and more.

- (1) **Keynote address** (Laurie Pickup, International Projects Director Vectos Ltd., Honorary Professor of European Transport Policy at the University of Aberdeen)
- (2) **Exploring the challenge:** Brief MAMBA intro, socio-cultural, economic and legal considerations for successful rural mobility innovations (Julien Grunfelder, Head of GIS department and Linda Randall, Research Fellow, Nordregio)
- (3) **Breakout Sessions - Delve deeper: What challenge are you most interested in?**
 - **What is transport poverty and how to eliminate it?** (Tobias Kuttler, Technical University Berlin, HiReach Project)
 - **Why does gender matter in rural mobility?** (Melanie Herget, Thünen Institute, Federal Research Institute for Rural Areas, Forest and Fisheries)

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- **Urban vs. Rural? What makes genuinely rural mobility solutions and why are they necessary?** (Jenny Milne, University of Aberdeen; Independent Consultant)
 - **Mobility and Exclusion** (Jessica Berg, VTI - The Swedish National Road and Transport Research Institute)

(4) Closing remarks

10 September 2020

[Webinar #2: Breaking the vicious circle with successful mobility and accessibility solutions – Stories from MAMBA and beyond](#)

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In the second webinar, we want to move from awareness and understanding to local action. Four inspiring stories from different parts of Europe will showcase how they succeeded in making their region a better place. Their stories will be embedded in a panel discussion and the launch of MAMBA's brand new publication, "Everybody's Guide to Collaborative Mobility and Accessibility Solutions in Rural Areas". If you are a committed citizen or represent an NGO or a local public authority and want to tackle the mobility challenges in your region, then this manual is made for you. Join our webinar for the full story.

(1) Keynote: "Everybody's Guide to Collaborative Mobility and Accessibility Solutions in Rural Areas" (Launch of publication, Rupprecht Consult)

(2) Inspirational stories from MAMBA and beyond

- **Bringing ridesharing to rural and suburban Denmark: Nabogo Apps** (Marianne Pedersen, NaboGo)
- **City vs. village? KoDorf unites the best of both worlds in new rural communities** (Frederik Fischer, Ko-Dorf)
- **Lessons learnt from the first-ever Transport-on-Demand service in rural Latvia** (Līga Puriņa-Purīte, Vidzeme Region)
- **ACCESS'R improves the accessibility of services in rural areas** (Marie de Bizien–Le Gac, ACCESS'R)
- Your most favourite grassroots mobility solutions: Award Ceremony Twitter Poster Session

(3) Panel and Q&A

17 September 2020

[Webinar #3: How can mobility policies open the road for better mobility and accessibility in rural areas?](#)

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During the previous webinars we developed an understanding of the situation and learned how everyone could make a change on the very practical level. But mobility is not just a local responsibility of practitioners on the ground. Let's switch one level up: how can decision-makers contribute to better conditions for innovative approaches to mobility and accessibility in rural Europe? We will gather experts from politics, administration and academia to discuss how decision-makers can contribute to tackling these challenges.

(1) Keynotes:

- **Presentation** (Merja Kyllönen, Member of the European Parliament, Member of the Committee on Transport and Tourism, Former Minister of Transportation, Member of the Parliament of Finland)
- **Beyond 2020 - EU Funding and the German EU Council Presidency** (Dr. Katharina Erdmenger, Permanent Representation of the Federal Republic of Germany to the European Union)
- **The importance of policy to enable stakeholders to develop Rural Mobility** (Brendan Finn, SMARTA project)

