





Mantras are
powerful things

Rural areas across Europe are places of rapid 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 IN RURAL AREAS**
- **WE HAVE TO BE PROACTIVE**
- **IT IS 'TIME TO ACT'**





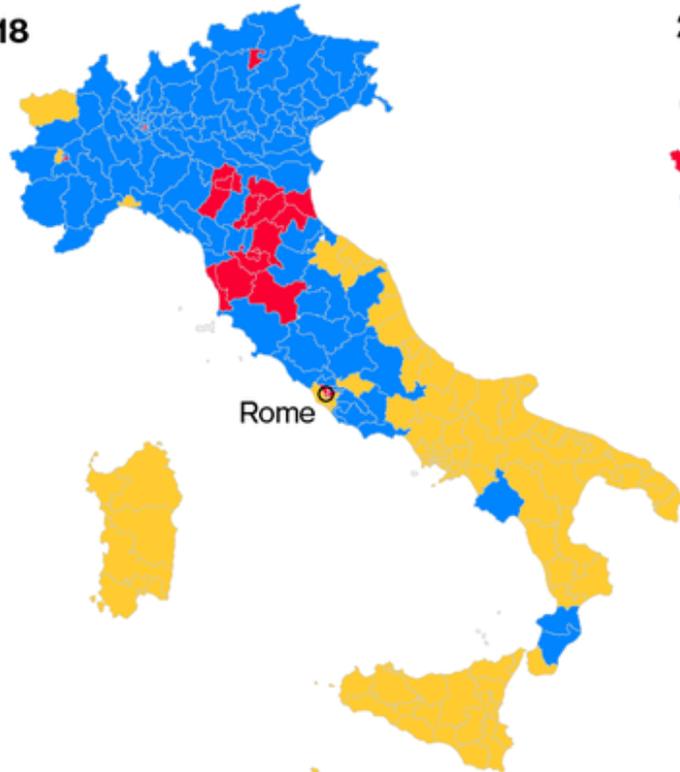
Rural areas have political power

Color Revolution

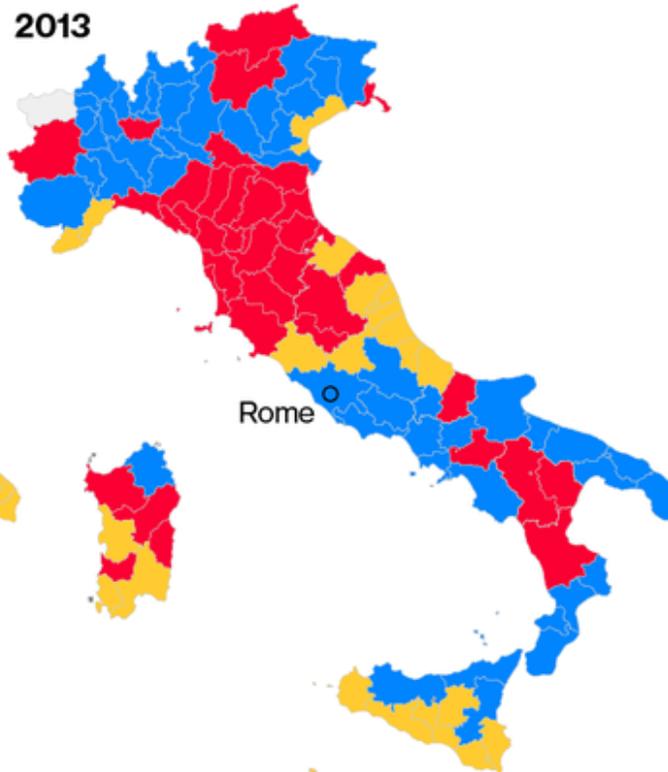
The 2018 election resulted in a wave of Five Star yellow south of Rome

■ Center-right ■ Five Star Movement ■ Center-left

2018



2013



Sources: La Repubblica, Italian Interior Ministry

Bloomberg

The rural
vote - Italy

What is rural?

- 27% EU population lives in rural areas
- 'Anything not urban'
- Huge range of definitions in different member states
- Denmark – 300 persons - 70% Danish population live in small (urban defined) settlements
- So the rural percentage quickly moves from 25 to 33%+
- Rural areas are at the core of the European Green Deal and the challenge to achieve low/zero carbon
- Time to redress the imbalance

HOW RURAL ARE YOU?

Do you live in a rural area?

Do you live in a 'peri-urban' area?

Do you have a country home or older family members still residing in the countryside?



Rural areas in planning strategies

- Regional development studies
- Social inclusion action plans
- Transport strategies
- Ignored by most EC transport programmes
- Double impact on the Eastern member states

Rural transport development – what has changed?

- RUTEX
- Rural accessibility studies
- Dial-a-ride
- Car pooling
- SAMPO/SAMPLUS projects - a new wave of ITS enhancements
- 2004 - ARTS
- 2010+ the app. Generation starts



Rural transport innovation in 2020

Local initiatives – from the ground up

- MAMBA
- SMARTA
- HIREACH
- INCLUSION
- The best practices of 2020, the 1970's revisited with new technology and the challenge of a new rural society
- The need for a rural ELTIS
- Ethics – hitchhiking
- Most popular mode is a car owned by somebody else – shared mobility always has been major mode





Where are
we in 2020?

“While interest in smart mobility technologies and services has been very strong.... to date smart mobility services remain an insignificant element of overall European transport and mobility supply: this is despite their high and disruptive profile”.

(Strategic Transport Research and Innovation Action – STRIA report, March 2019)



Turning innovations into solutions

- Catwalk to sidewalk
- Transport solutions are not solutions until they are solving problems
- We look at the wrong end of the process – focus on ‘adoptability’ – local rural contexts
- Local DNA is important (Know thyself) – how you normally do things
- Getting the balance right will increase adoptability and accelerate green market growth
- Bottom-up approaches are vital – this is a strength in rural communities



Best practice into best fit –the 8Ms



How do we currently plan rural mobility?

- We don't – SMARTA only 4 countries
- When we try it is an offshoot of urban mobility issues
- The end of the food chain and yet the source of the food
- Can the SUMP process help? – not really.

• **Rural Blueprints**

What would cities look like if they were designed by those with a rural mind-set?





Reverse the
mind-set: How
should we plan
for rural areas?
*Plan from rural
areas not urban
areas*

- 
- If there is the political will to do it and finance it
 - You have to start with the rural areas themselves – reverse the mind-set
 - Start with rural communities – **STRONG COMMUNITY ENGAGEMENT**
 - The different needs of rural communities in 2020
 - The needs of rural economies – farm to fork, fishing, forestry, mining, tourism
- ‘Pro-active planning’ not ‘Afterthought planning’**

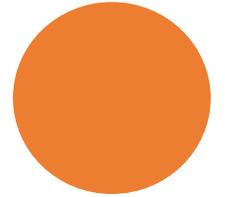


Locals

- 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)
- Reconnecting
- Digital homecomers



Visitors

- 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.



The 2020s – from SUMP's to Low carbon planning

- The need to implement sustainable mobility measures are now taken for granted – the agenda is moving on
- We have to plan for phigital mobility and accessibility
- The focus is shifting to low carbon and cross-sector benefits (SUMP-**PLUS**)
- From Predict and Provide to Vision and Validate
- To the footprints of the younger generations – the climate emergency
- To the whole urban to rural continuum

Transport has to be the third question to meet our low carbon ambitions, not the first.

Integrated planning for low carbon lifestyles

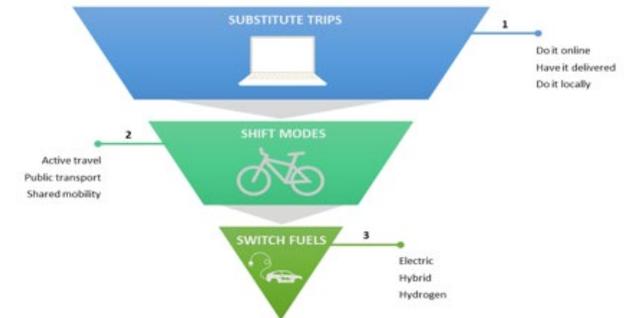
- A change in the way we look at rural areas and the opening of new doors
- Green development planning – the idea of building new rural communities is now accepted
- New lifestyle packages based on **phygital** access
- The ‘village effect’

Vectos approach: SAM framework



Sustainable Accessibility & Mobility (SAM) framework

- Simple decision-making hierarchy for transport planning and land use
 - Design low carbon neighbourhoods



Impacts of the COVID19 eruption

- Austerity - With an 'urban first' planning process, the impact of CV19 on rural mobility could be disastrous
- New fertile volcanic soil – but when will new vines emerge?
- New digital incomers and homecomers





Finance - Should urban areas pay for rural transport

- Feed the cities
- Provide the new sustainable energy sources for greener, lower carbon cities
- Provide the cities with lungs to breathe

The 2020's - Payback time

Coordinated planning and operations – can it be done?



LACK OF A RURAL
TRANSPORT VISION



FRAGMENTED PLANNING



FRAGMENTED
TRANSPORT OPERATIONS

Meeting the challenge

- There is a new political momentum in Europe for rural areas
- Green Deal context will add power to the rural voice
- Rural mobility is a necessary catalyst for positive social development and green economic growth
- Top-down: The need for strategic rural mobility plans
- Bottom-up: Projects like MAMBA are demonstrating what rural communities can achieve
- The collective intelligence of these projects need a home





Take-away point

- **Rural investment in access and mobility should be planned by those with a rural mind-set**
- **The end of the financial food chain and yet the source of the food**
- **The 2020s - Payback time**



Thank you

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