

## MAMBA Final web conference:

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

*(3, 10 & 17 September 2020)*

### Conference report I

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The web conference series of the Interreg BSR project MAMBA has invited participants from the Baltic Sea Region and beyond to 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! The conference series has been delivered as a three-parted event, each with a different scope and focus – **Session #1 sets the scene** by providing an analytical framework and discusses the multi-disciplinary aspects of the challenge, **Session #2** dives into tangible **examples of mobility and accessibility solutions** realised on the ground, and **Session #3** addresses the **policy dimension of the rural mobility and accessibility** challenge, to discuss and promote regulatory frameworks to support bottom-up solutions as have been explored in the previous session. A total of almost 300 international participants have joined the different sessions!

All sessions have been graphically recorded by **Kitty from Ellery Studio**, which you can see below each of the conference days. We invite you to access the knowledge and get inspired by this conference report and further dive into the challenge to “maximise mobility and accessibility of services in rural areas” by delving into our outputs, available on our [website](#).

### **Session #1** Setting the scene, exploring the challenge (3 September 2020)

At this session, we have explored the challenges and conditions for mobility and accessibility in rural Europe. The session was **chaired and moderated by Hakan Uraz, Project manager at REM Consult** and coordinator of the MAMBA project in tandem with the lead partner Diaconie of Schleswig-Holstein.

Warm welcome words were provided by **Heiko Nass, Director of the Diaconie of Schleswig-Holstein**, who not only highlighted how essential MAMBA’s objectives are for deprived rural areas which face manifold gaps in essential services. But he also reminded everyone how important mobility, accessibility of service and social contacts with family and friends are, especially in these challenging times during a pandemic.

Afterwards **Laurie Pickup, Honorary Professor at the University of Aberdeen** and **International Projects Director at Vectos Ltd.** delivered his **Keynote “Destroying the urban myopia: Towards a positive rural vision for Europe”**. He thereby claimed that while cities have always been in the centre focus of development in general, which of course also goes for transport and mobility policy, there is a gradual change towards developing rural areas and coming up with strategies, policies and solutions crafted for rural mobility. Laurie explored the current situation in the realm of rural transport and underlined the importance of having a bottom-up approach and planning with a rural mind-set. So, the road has been bumpy for rural mobility but

the outlook is not all bleak when the positive signs such as the number of rural transport projects, new policy initiatives and other developments are considered.

The keynote was followed by **Linda Randall, Research Fellow at Nordregio** on [“Exploring the challenge”](#), where she introduced the reasons why MAMBA was developed as well as the diverse socio-cultural, economic and legal considerations which are important for the implementation of successful rural mobility innovations in MAMBA’s pilot areas and beyond – three key questions to be addressed she defines in brief as the “who”, the “where” and the “how”! Furthermore, she weighed in on the different aspects to introduce innovative mobility solutions such as car- and ride-sharing models in rural settings and, lastly, echoing Laurie’s keynote, underlined the importance of understanding the local settings and the importance of the social process itself, which is often the real innovation.

The session was then split into breakout rooms where participants could delve deeper into topics of their interest – tackling transport poverty, the role of gender in (rural) mobility, finding genuinely rural solutions and access to public transport in socially deprived areas.

# NO FUTURE FOR RURAL EUROPE ?

Breaking the vicious circle with successful mobility and accessibility ideas

# Setting the scene, exploring the challenge

Session 1  
03.09.2020



## Keynote LAURIE PICKUP

VECTOS, LTD. / UNIVERSITY ABERDEEN

Mantra 2000-2020  
URBAN AREAS ARE GROWING

RURAL TRANSPORT IGNORED FOR SOCIAL INCLUSION

**BUT**

POLITICAL POWER

27%  
EU-POPULATION LIVE IN RURAL AREA

PRO-ACTIVE PLANNING:  
How would transport look like if we had a rural mindset?

INCOMERS  
HOMECOMERS  
GUESTS

Social diversity as a benefit  
distribute transport between sectors

Strong Community ENGAGEMENT

1. IS IT NECESSARY TO GO?
  2. WHERE TO GO?
  3. WHAT TRANSPORT TO USE?
- third question to meet low carbon ambitions, not first

2020 IS PAYBACK TIME

Rural areas are lungs of the cities

LOW ZERO CARBON GREEN DEAL  
RURAL AREAS AT CENTER

LINDA RANDALL, NORDREGIO

MAXIMIZING MOBILITY & ACCESSIBILITY OF SERVICES IN REGIONS AFFECTED BY DEMOGRAPHIC CHANGE = **mamba**

EXPLORE CHALLENGE

WHO?

- AGE 
- HEALTH 
- GENDER 
- DIGITAL ACCESS 

WHERE?

- SAFETY 
- SOCIO-CULTURE 

HOW?

LEGAL  
e.g. Transport Law

Car sharing  
Ride sharing  
Service-to-people

ECONOMICS  
How much money is there?

IT'S ABOUT SOCIAL INNOVATION!

BREAKOUT SESSIONS

TRANSPORT POVERTY  
  
Tobias Kuttler

Technical University Berlin

GENDER IN RURAL MOBILITY  
  
Melanie Herget

Federal Research Institute for Rural Areas, Forest & Fisheries (Thünen)

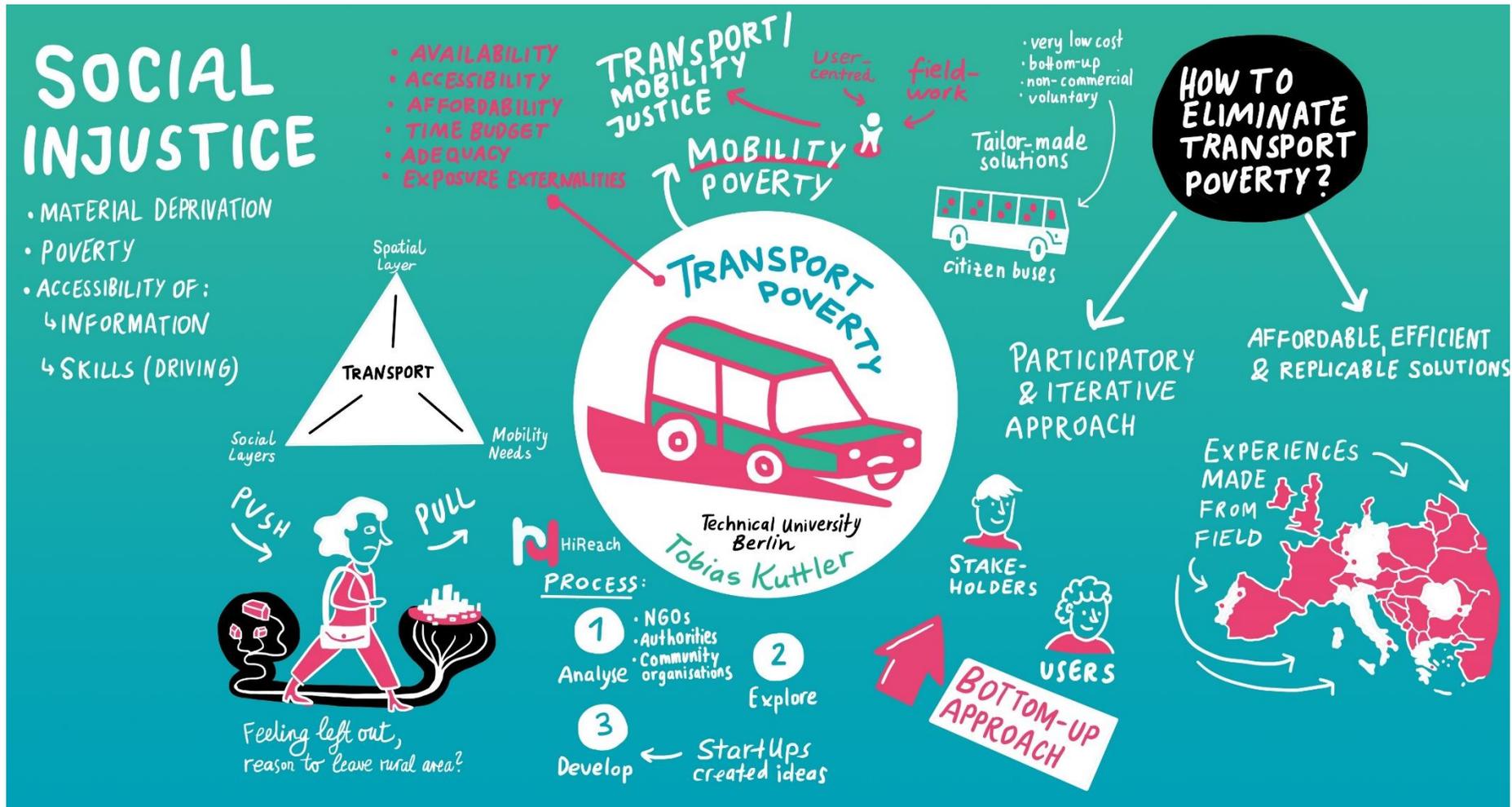
URBAN VS. RURAL?  
  
Jenny Milne

University of Aberdeen / Independent Consultant

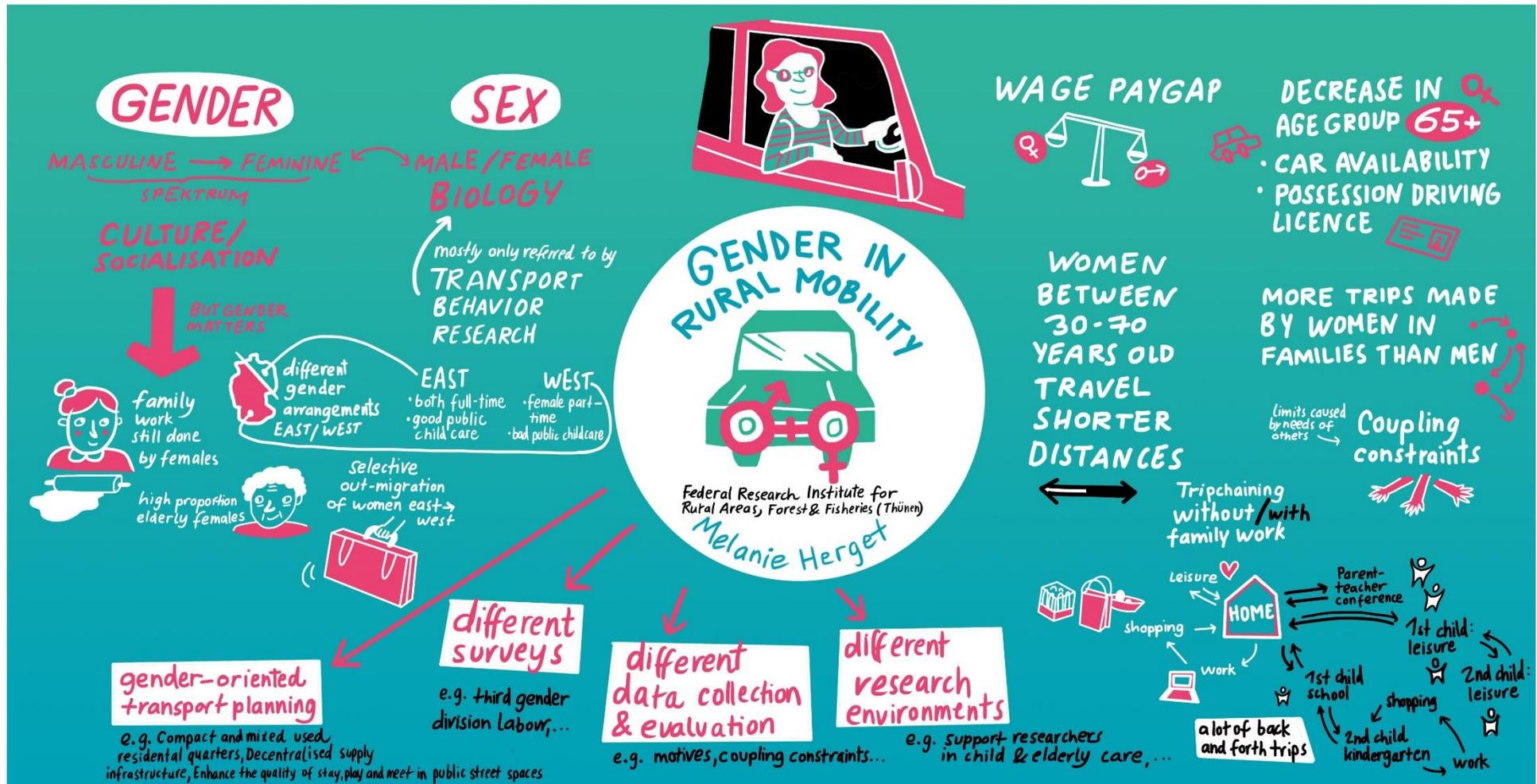
MOBILITY & ACCESS  
  
Jessica Berg

Swedish National Road and Transport Research Institute (VTI)

Tobias Kuttler, Technical University Berlin and HiReach Project, in his presentation “What is transport poverty and how to eliminate it?” explained the different forms of transport poverty, how it affects the people in varied contexts, not only in deprived countries and not only in the rural context – as a multi-dimensional phenomenon. Possible solutions as well as the approach of the HiReach project were laid out, which at the core aims to understand, and tackle transport and mobility poverty with a very dynamic, entrepreneurial approach. His presentation was followed by a discussion on the relation between poverty, deprivation, and transport poverty as well as other topics. Find the video and his presentation [here](#).



Melanie Herget, Thünen Institute, German Federal Research Institute for Rural Areas, Forest and Fisheries explored the reasons and factors for “Why does gender matter in rural mobility?” as well as the differences between urban and rural settings in the context of gender studies and (rural) mobility. The empirical evidence is overwhelming towards discrimination of women in transport planning, and thus her insights on gender-sensitive transport behaviour research, planning and mainstreaming were very enlightening. The presentation was then followed by a discussion which included questions relating to gender-varied (in)formal car-sharing trends in Germany, and the possible shift in gender-sensitive planning for different modes of transport. Find the video and her presentation [here](#).



Jenny Milne, part time PhD student at the University of Aberdeen and Independent Consultant, told in her presentation “Urban vs. Rural? What makes genuinely rural mobility solutions and why are they necessary?” the story of how habits, lifestyles, as well as technology and thus the needs of the people in rural areas for public transport have evolved over time. She explained the diverse factors that affect rural mobility, elaborated on the dramatic changes experienced and explored possible solutions for mobility in rural areas. A core message was, that the dichotomy between urban and rural mobility should be broken and the siloed approach should give way to a collaborative spirit. The presentation was followed by a discussion which underlined the need for implementing a platform for sharing knowledge and good practice cases. Find the video and her presentation [here](#).



Jessica Berg from The Swedish National Road and Transport Research Institute (VTI) presented the topic of “Mobility and public transport access in socially deprived urban areas in Sweden”, in which she introduced a case study of two areas in Sweden that are at risk for social exclusion. The case study analysed interviews with young unemployed individuals, students and assistant nurses. Even though the dire situation in urban areas are very specific to these contexts, some lessons for the rural population in risk of exclusion can be drawn. The presentation was then followed by a discussion on topics such as socioeconomic factors and differences in transport planning in different cultures. Find the video and her presentation [here](#).

