



**HiReach**

innovative mobility solutions  
to cope with transport poverty



## What is transport poverty and how to eliminate it?

MAMBA Final Conference  
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[www.hireach-project.eu](http://www.hireach-project.eu)



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# Transport poverty has many faces



[www.bertelsmann-stiftung.de](http://www.bertelsmann-stiftung.de)



# Transport poverty has many faces



[www.tag24.de](http://www.tag24.de)



# Transport poverty has many faces



[www.20min.ch](http://www.20min.ch)



# Transport poverty has many faces



[www.vvs.de](http://www.vvs.de)



# ...and needs tailor-made solutions



Citizen buses

Schiefelbusch/NVBW



[www.berlin.de](http://www.berlin.de)

## الحافلات والقطارات في شتوتجارت والمناطق المجاورة معلومات للاجئين



### وسائل المواصلات العامة في شتوتجارت والمناطق المجاورة

العلاقات والقطارات المتحركة داخل اتحاد النقل وتعريف المواصلات في شتوتجارت

لتطبيق تذكر السفر على جميع وسائل المواصلات التابعة لاتحاد النقل وتعريف المواصلات في شتوتجارت. وسائل المواصلات هي الترام أو القطار الإقليمي أو القطار أو الحافلة في منطقة شتوتجارت (النظر جدول شبكة خطوط السكك الحديدية)

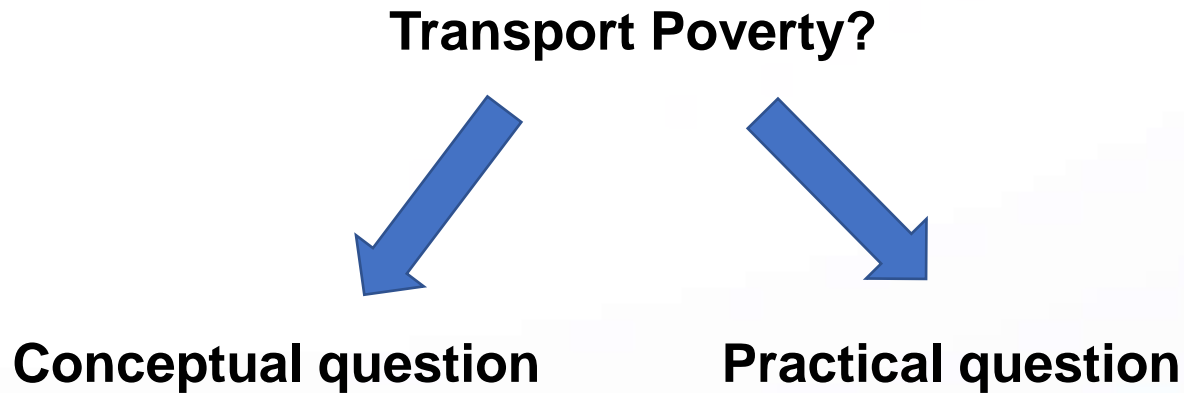
1 اشري تذكرة قبل بداية رحلتك

إنه لمن الضروري أن تمتلك تذكرة صالحة لاستخدام الحافلات والقطارات. إذ أن السفر من دون تذكرة صالحة يعرضك لغرامة قدرها 40 يورو. السفر من دون تذكرة قد يقودك إلى المأجأة. الأطفال ما دون سن السادسة يسافرون مجاناً.



[www.vvs.de](http://www.vvs.de)

# What is Transport Poverty?








## Aim of HiReach project:

- **Advance of concept: From Transport Poverty to Mobility Poverty**
- **Hands-on approach: Identifying the many different experiences of mobility poverty in the field**

# From Transport Poverty...

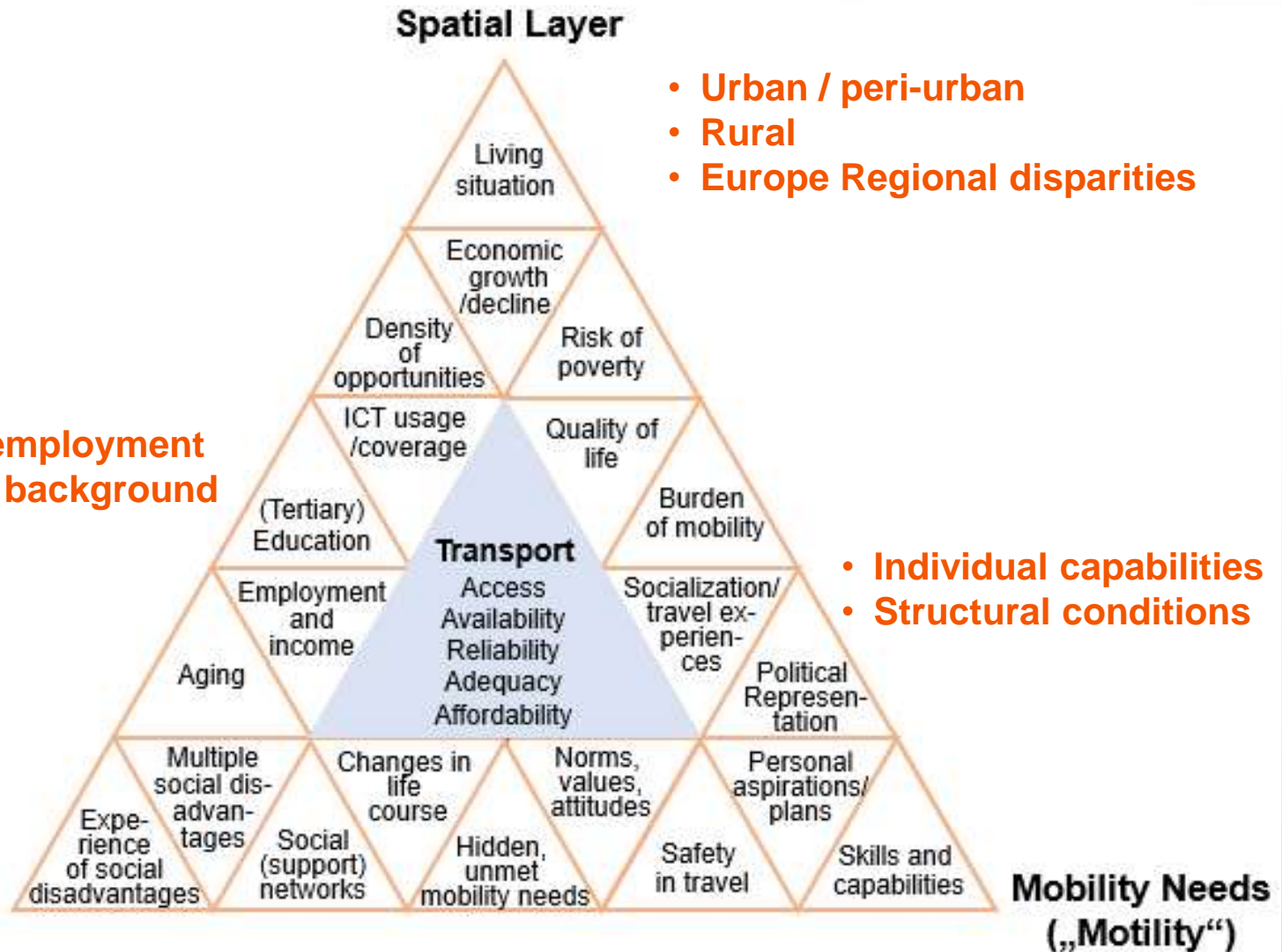
An individual is transport poor if, in order to satisfy their daily basic activity needs, at least one of the following conditions apply:

| Transport Poverty   |  |   |  |   |  |
|---|--|---|--|---|--|
| <b>Availability</b><br>No suitable transport option available<br> | <b>Accessibility</b><br>Transport options do not reach destinations and opportunities<br> | <b>Affordability</b><br>High cost burden<br> | <b>Time budget</b><br>Excessive amount of time in travel<br> | <b>Adequacy</b><br>Travel conditions are dangerous, unsafe or unhealthy for the individual<br> | <b>Exposure to Transport Externalities</b><br>Unequal distribution of the risks, benefits, and possible harms of transportation (e.g. pollution, noise)<br> |



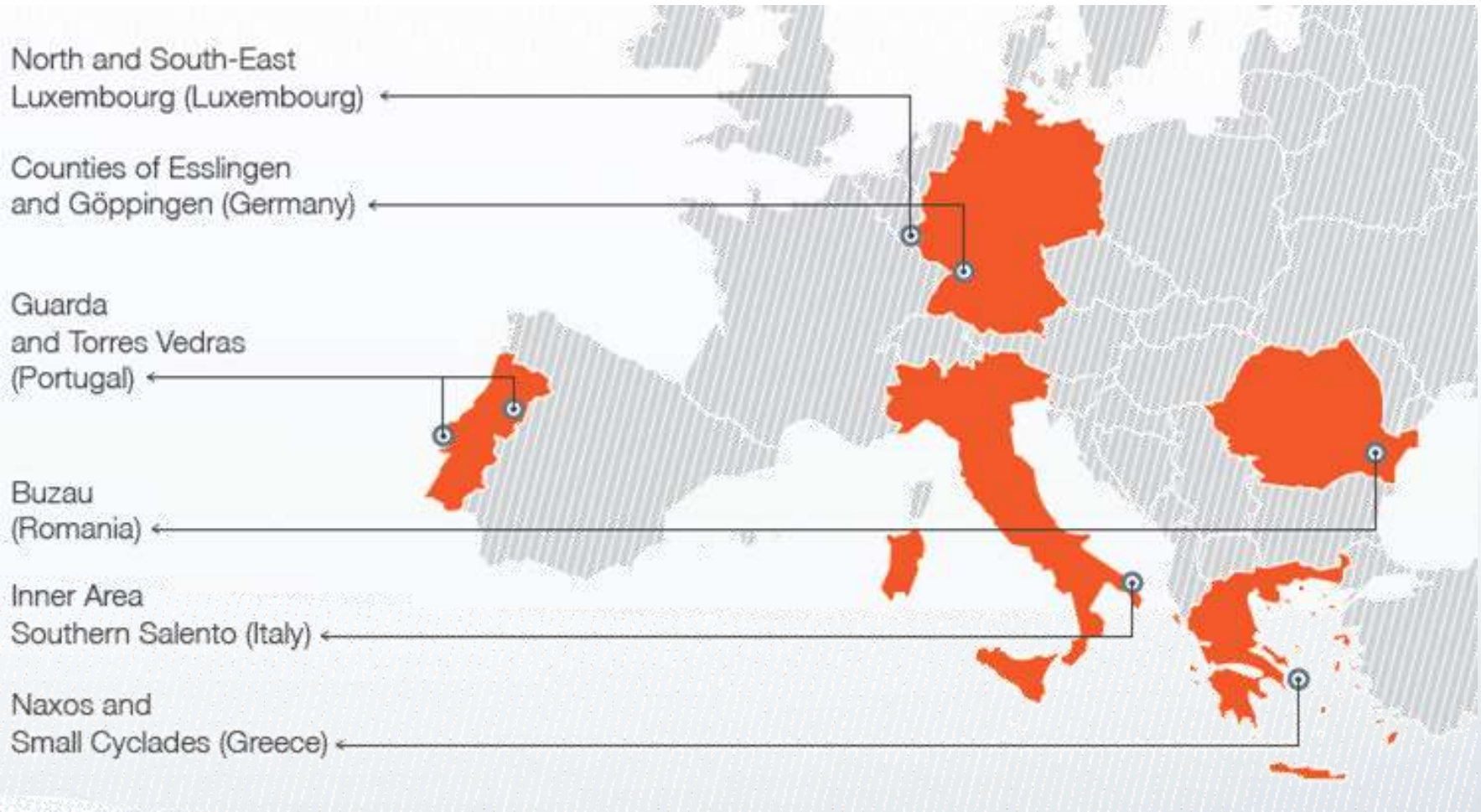
# ...to Mobility Poverty: HiReach approach

- Low income/unemployment
- Migrant/refugee background
- Gender
- Age
- ...



→ complementing the transportation system perspective with user-centric and social justice perspectives

# Experiences from the field



HiReach Project: Oct 2017-Sept 2020

# Experiences from the field



**Focus group sessions with refugees  
(Esslingen/Germany)**

**Summer / Autumn 2018**

**Summer 2019**



Kuttler/TU Berlin

# ... and how to eliminate it?

## How to eliminate Transport Poverty?



**1. Iterative and participatory approach to problem solving**



**2. Affordable, efficient and replicable solutions**

PICTURE

PICTURE

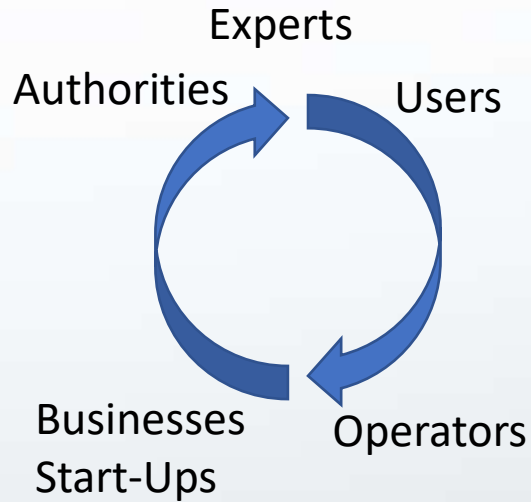
# ... and how to eliminate it?

## 1. Iterative and participatory approach practised in HiReach

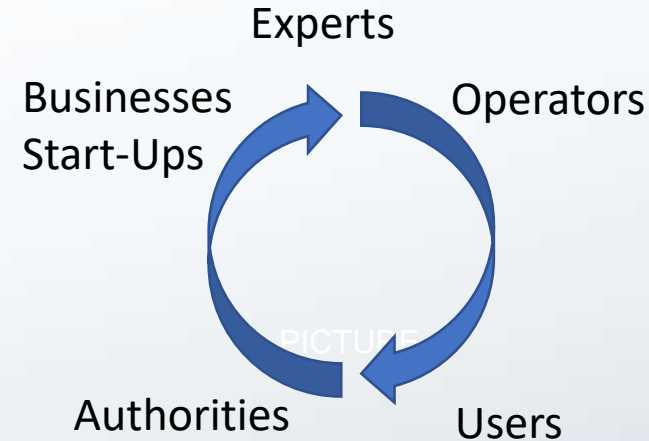
**1. Analyse the problems and identify the needs**



**2. Explore ideas and review best practices**



**3. Develop, test and evaluate solutions**







# ... and how to eliminate it?

## Timeline of the Startup Lab Programme








# ... and how to eliminate it?

## 2. Affordable, efficient and replicable solutions

| Solution  | Scope   | Target Group             | Pilot Region            |
|---|---|--------------------------|-------------------------|
|              | Pharmacy-to-home deliveries, by bike            | Elderly, disabled        |                         |
|  <b>Nemi</b> | Transport on-demand management software         | Peri-urban, rural        | Southern Salento, Italy |
|              | Carpooling service to hospital workers/patients | Hospital patients, elder | El Escorial, Spain      |
| <b>CHILDFY</b>  | Pooling children's trips                        | Children                 | Malaga, Spain           |
|            | Optimization of delivery services for Covid-19  | Covid-19 vulnerable      |                         |

# ... and how to eliminate it?

## 2. Affordable, efficient and replicable solutions

| Solution   | Scope  | Target Group           | Pilot Region            |
|--|--|------------------------|-------------------------|
|  <b>B2RIDE</b><br>Business Ridesharing  | Carpooling for workers, esp. Disabled people     | Disabled, low-income   |                         |
|  <b>CITY MAAS</b><br>MOBILITY REDEFINED | Navigation / information assistance for disabled | Disabled               | Northern Portugal       |
|  <b>Dreamwaves</b>                      | Navigation for blind people                      | Blind                  | Vienna, Austria         |
|  <b>Mobito</b><br>mobility of tomorrow | Mobility data integration                        | All urban              | Valongo, Portugal       |
|  <b>tandem</b>                        | Turning local taxis into shared micro-busses     | Low-income, peri-urban | Lincolnshire County, UK |





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# THANK YOU

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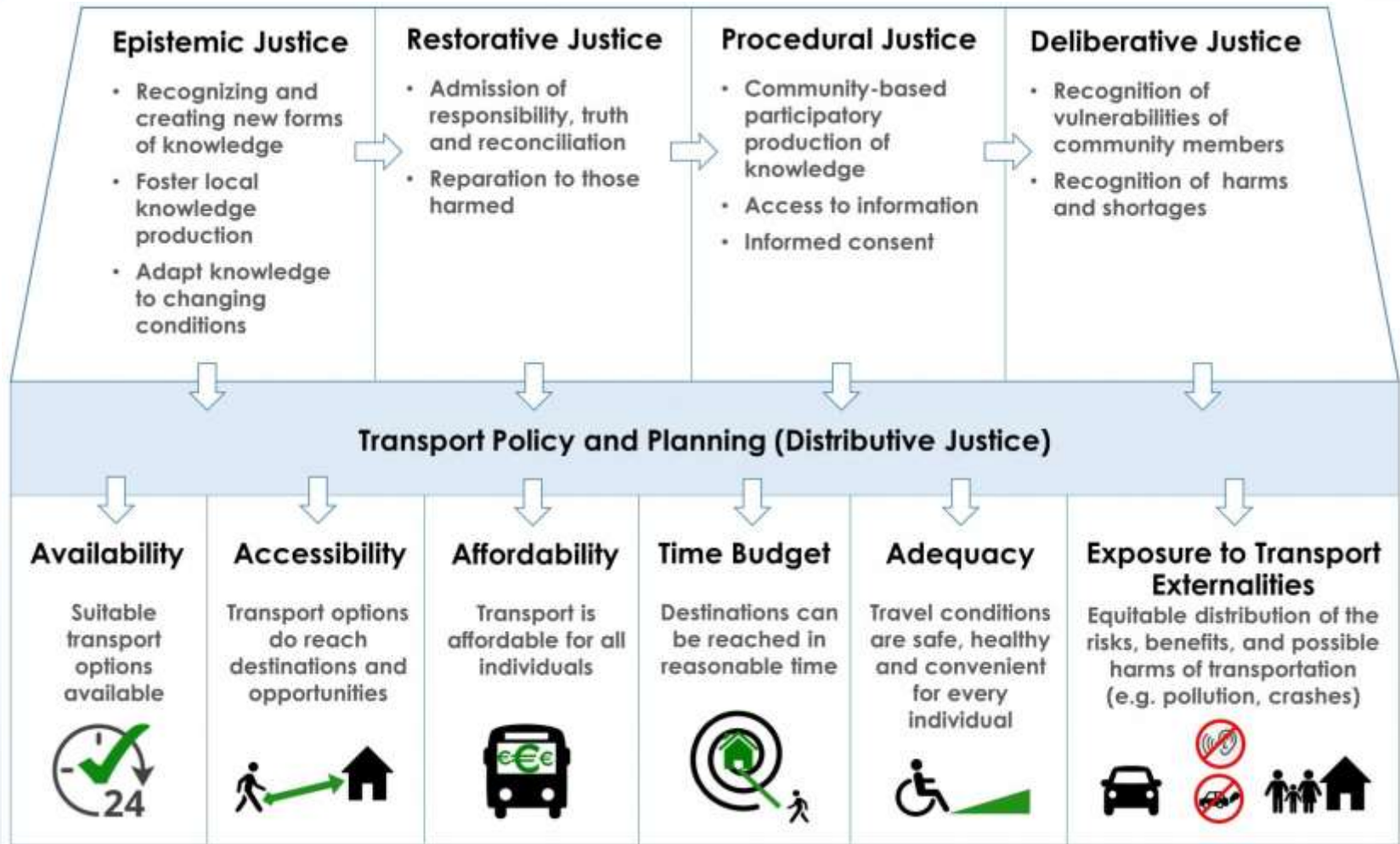
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# Q & A Discussion

# Backup

# ...to Mobility Poverty: HiReach approach



Source: HiReach Project, based on Sheller 2018 and Lucas et al. 2016

# Fieldwork study regions

| COUNTRY  | AREA                                | GEO LAYER                             | SOCIAL LAYER |                |                              |       |                                |                           |  |
|----------|-------------------------------------|---------------------------------------|--------------|----------------|------------------------------|-------|--------------------------------|---------------------------|--|
|          |                                     |                                       | CHILDREN     | ELDERLY PEOPLE | PEOPLE WITH REDUCED MOBILITY | WOMEN | MIGRANTS AND ETHNIC MINORITIES | LOW INCOME AND UNEMPLOYED | POPULATION LIVING IN REMOTE RURAL AND DEPRIVED AREAS |
| Germany  | Counties of Esslingen and Göppingen | Peri-urban with mixed rural and urban |              | ●              |                              | ●     | ●                              |                           |  |
| Greece   | Naxos and Small Cyclades            | Remote rural                          | ●            |                | ●                            |       |                                |                           | ●  |
| Italy    | Inner Area Southern Salento         | Remote peri-urban                     |              | ●              | ●                            | ●     |                                |                           | ●  |
| Luxemb.  | North and south-east Luxembourg     | Peri-urban and rural                  |              |                |                              | ●     | ●                              |                           | ●  |
| Portugal | Guarda                              | Urban and remote rural                |              | ●              |                              |       |                                | ●                         | ●  |
| Romania  | Buzau                               | Urban/Sub-urban                       | ●            | ●              | ●                            |       |                                | ●                         | ●  |

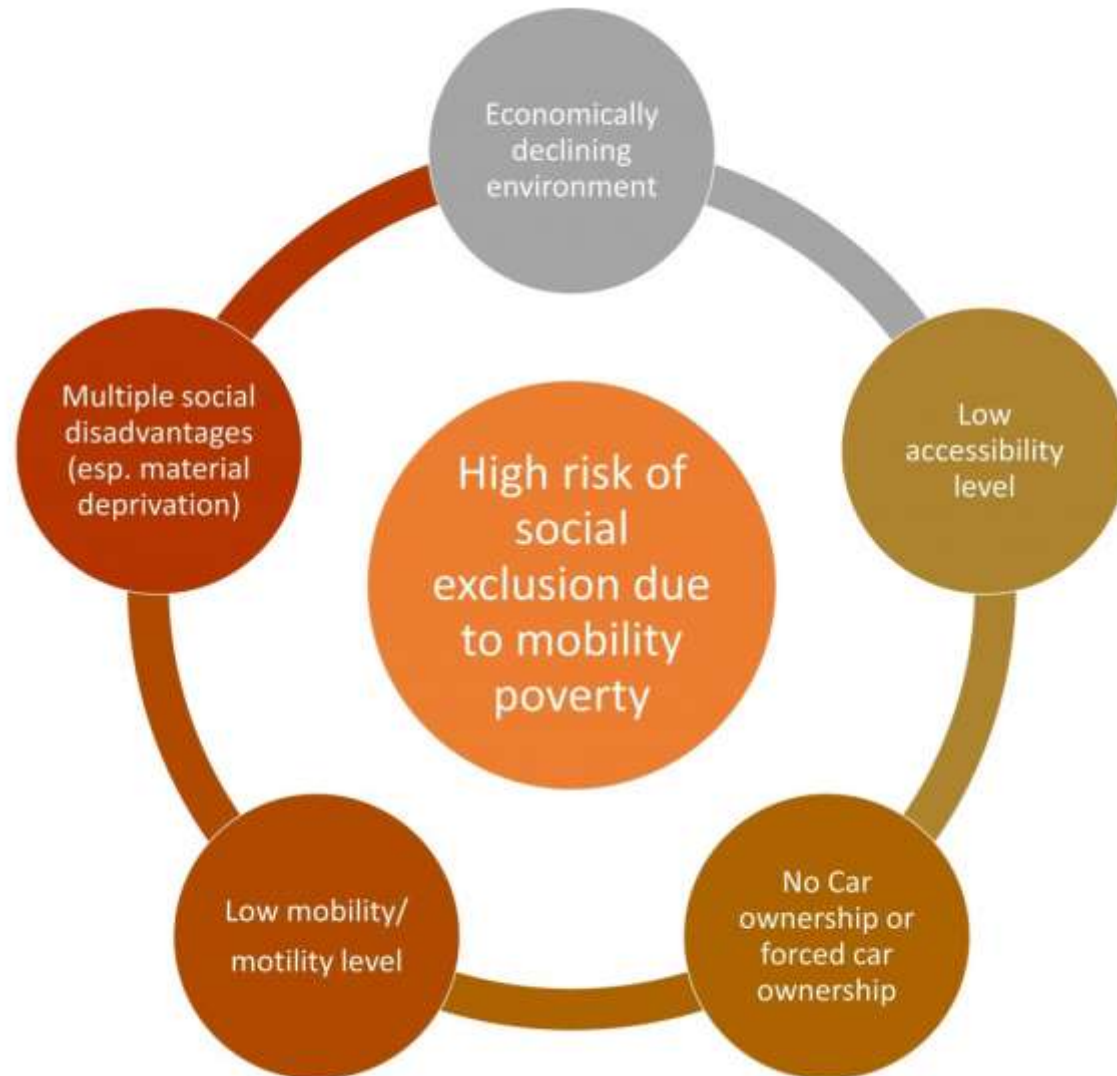
Main target



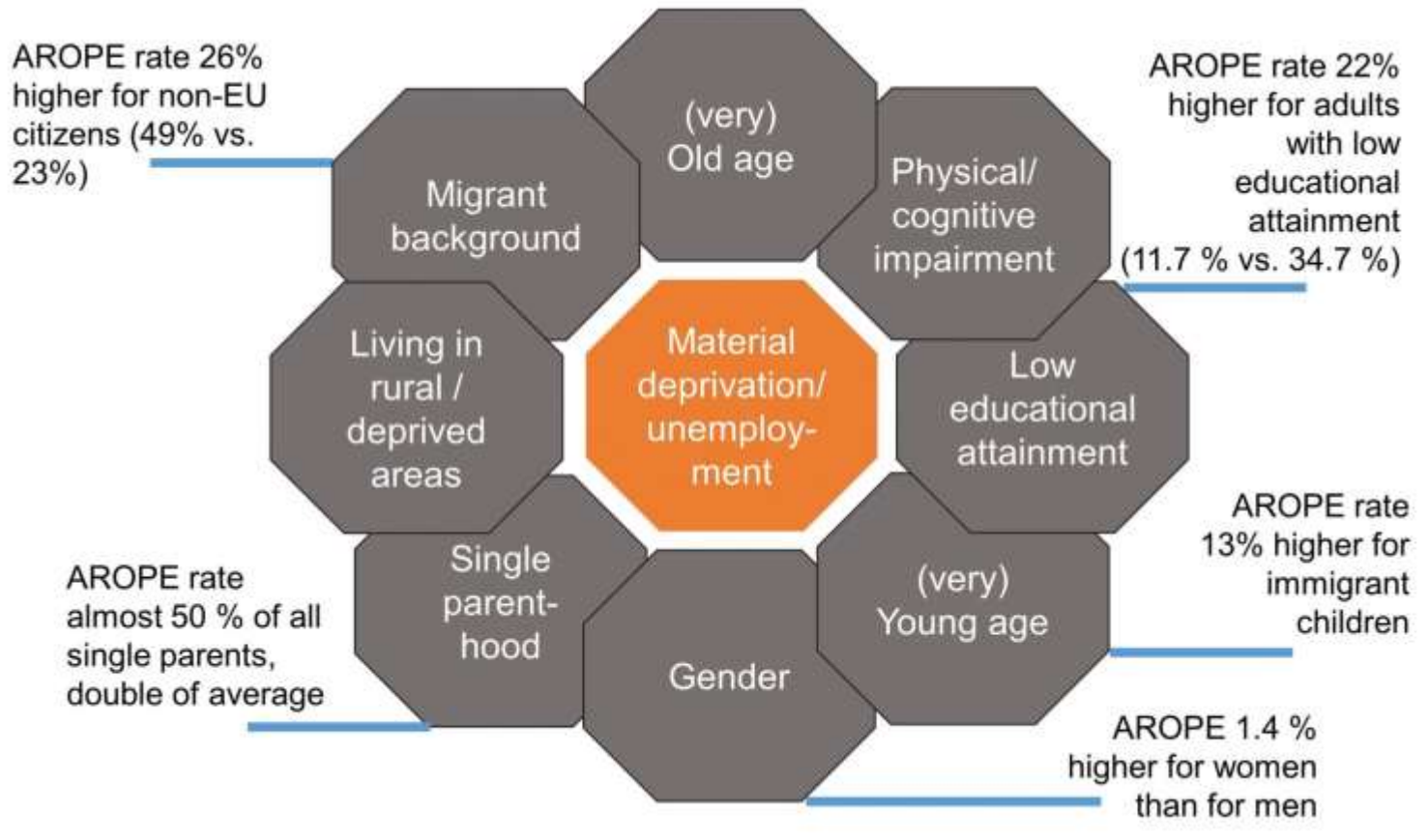
Secondary target



# ...to Mobility Poverty: HiReach approach



# ...to Mobility Poverty: HiReach approach



## Impact of multiple social disadvantages