

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 II

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 #2 Breaking the vicious circle with successful mobility and accessibility solutions – Stories from MAMBA & beyond (10 September 2020)

In this session, we explored several projects and initiatives that have aimed to improve mobility for people in rural areas. Firstly, the **chair and moderator** of the day, **Ralf Brand from Rupprecht Consult** where his role is team leader for people-focussed mobility solutions welcomed everyone to this session. Next, he gave the keynote speech whereby he introduced one of the MAMBA project’s major outputs – **A Guide to Collaborative Mobility Solutions in Rural Areas**, which has been launched along with other main **outputs**. The guide lays out a step-by-step process that can be implemented collaboratively by different actors – public sector, businesses, NGOs and citizens – to achieve sustainable and effective mobility and accessibility solutions. Moreover, the Guide suggests to work in a cycle of four phases when implementing rural mobility solutions: **phase 1** – understanding the local context, **phase 2** – articulating the vision and idea, **phase 3** – planning the solution in detail and **phase 4** – implementing and monitoring the solution. Additionally, Ralf Brand introduced the listeners to a number of other inspiring initiatives that assure that the future of rural mobility is bright.

Following the keynote, an inspiring video showcasing the MAMBA [database of good rural mobility practices](#) was screened. A particular focus was on one of the MAMBA pilot actions in Trelleborg, Sweden. Hereby, a

mobility service for the elderly trying to utilising idle municipality resources and fight social isolation, as well as a co-working space was developed in Södra Åby, a rural centre outside of the city of Trelleborg.

The first case study presentation of the day “[Bringing ridesharing to rural and suburban Denmark: NaboGo Apps](#)” was given by **Marianne Pedersen, project leader of NaboGo**. She introduced the NaboGo peer-to-peer ridesharing concept which has been implemented in Vejle, Denmark. The solution facilitates connecting people who need a ride and those who drive via an app. Marianne explained how the initiative was developed, underlining the involvement of the locals which resulted in success in Vejle. Furthermore, it is planned to implement the solution in other countries as well, since ridesharing has proven to be a promising solution for rural mobility.

Afterwards, **Frederik Fischer, founder of KoDorf** delivered a presentation titled “[City vs. village? KoDorf unites the best of both worlds in new rural communities](#)”. He introduced the co-living and co-working concept of KoDorf project which has been developed as a response to mitigate urban sprawl. KoDorf villages comprise of ecologically built houses and elaborate infrastructure with cafes, co-working spaces, workshops and a community kitchen. Importantly, the KoDorf [concept](#) focuses on social and connected living, embracing an urban atmosphere in rural settings. Together with other similar projects, KoDorf indeed provides an inspiring outlook on the future of living in rural areas.

The next up was “[Lessons learnt from the first-ever Transport-on-Demand service in rural Latvia](#)” by **Līga Puriņa-Purīte, project manager at Vidzeme Planning Region**. Līga elaborated on the experiences from implementing the rural Transport-on-Demand pilot in Mazsalaca and Alūksne, Latvia. She shared the successes and learnings from the project, while, similarly as heard before with the case of NaboGo, underlining the importance of including the end-users in the planning process. She also shared an inspiring and heartfelt video from the pilot areas of rural Latvia, where the end-users, predominantly elderly individuals, expressed their gratitude for the service which has enabled them to access vital services and connect with others.

The next presentation was by **Marie de Bizien–LeGac** from the **Association LEADER France** who is involved in the ACCESS’R project – “[ACCESS’R improves the accessibility of services in rural areas](#)”. She demonstrated the work of the ACCESS’R project which promotes good practices and innovative approaches that facilitate accessibility, maintenance and revival of services to people living in rural areas. Additionally, she gave a glimpse into various projects that provide services in rural territories in France and other countries which focus on different themes, such as itinerant services and mobility solutions, public-private partnerships, cooperation and solidarity as well as digitalisation and e-services.

The session was then followed by a panel discussion. Some of the discussed topics were long-term funding and future of the services after the end of the project, the participation of administration and political decision-makers, the social return of investment in rural mobility, the impact of the current situation due to COVID19 on (rural) mobility and further thought-provoking topics.

NO FUTURE FOR RURAL EUROPE ?

Breaking the vicious circle with successful mobility and accessibility ideas

Stories from MAMBA and beyond

Session 2
10.09.2020



Ralf Brand, Rupprecht Consult



Marianne Pedersen, NaboGo



Frederik Fischer, Ko-Dorf



Līga Puriņa-Puīte, Vidzeme Planning Region



Marie de Bizien-Le Gac, Association Leader France, ACCESS'R project

