



EU policy on rural mobility

SMARTA-NET 2nd ERMN MEETING IN BINGEN (DE)

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Rural challenges

- Rural areas represent 83% of the EU's area
- 30.6% of its population live in rural areas
- significant natural, human, economic and cultural potential
- leisure and tourism potential too

BUT

- Chronic isolation of remote areas,
- loss of cultural and economic dynamism,
- ageing population,
- strong mobility dependence on individual transport

Long-term vision for the EU's rural areas up to 2040

- Identified areas of action towards **stronger, more connected, resilient and prosperous rural areas** and communities.
- Development of rural areas is dependent on them **being well connected** between each other as well as with peri-urban and urban areas
- Need to improve **access to a wider range of services** for rural communities
- Need to **support public transport services** and connections while ensuring the roll-out of digital infrastructures.





EU Rural Action Plan

- Includes **specific actions** aimed at addressing the issues of rural mobility:
 - **support rural municipalities** in identifying **best practices** building on the Commission's experience with urban mobility networks.
 - promote the roll-out of **digital platforms** allowing people to use different modes of transport to reach their final destination (multimodal digital mobility services).
 - **rural revitalisation platform** as a one-stop shop for rural communities, rural project holders and local authorities alike to collaborate.

Sustainable and Smart Mobility Strategy



AN IRREVERSIBLE SHIFT TO ZERO-EMISSION MOBILITY

-  90 % reduction in transport emissions;
-  All transport modes are made more sustainable;
-  Sustainable alternatives are available;
-  Right incentives are in place for sustainable choice






ACHIEVING SEAMLESS, SAFE AND EFFICIENT CONNECTIVITY

-  Seamless **multimodal** transport based on digital solutions;
-  Unleash full potential of **data**;
-  Develop and deploy **connected**, cooperative, and automated mobility services;
-  Paperless freight transport in favour of fast, digital procedures.



A MORE RESILIENT SINGLE EUROPEAN TRANSPORT AREA: FOR INCLUSIVE CONNECTIVITY

-  Reinforced Single Market:
 - more investment in infrastructure and fleets;
 - deepening and enforcing internal market;
 - making our system crisis proof.
-  Fair and just mobility (that is affordable and accessible);
-  Enhanced safety and security.

Sustainable and smart mobility strategy

- **Mobility evolution should leave nobody behind**
 - Flagship 3: “**Making interurban and urban mobility more sustainable and healthy**”, a **clearer guidance is needed on mobility management** at local and regional level, including on better urban planning, and **on connectivity with rural and suburban areas**, so that commuters are given sustainable mobility options.
 - Flagship 9: “**Making mobility fair and just for all**” states that in **rural, peripheral and remote areas**, including the outermost regions and islands, **improved public transport links is essential** to guarantee unhindered access to mobility for all.

DG MOVE initiatives

- The revised Regulation for the development of the trans-European transport network (TEN-T)
- Digital Mobility Initiatives:
 - Revised Intelligent Transport System (ITS) Directive
 - Common European mobility data space (EMDS)
- Mobility as a Service (MaaS)

BARCELONA DECLARATION

- Political push signed by EU Ministers of Transport on 22 Sept 2023
 - The EU transport ministers :
 - **AGREED on the importance of recognizing sustainable rural mobility needs in the regional and national transport system plans.**
 - **RECOGNISED (...)** [need for] **investments in safe urban and rural road infrastructure and public transport systems**
 - **DECLARED to make effective use of the funding made available under the Social Climate Fund in order to improve rural connectivity**, thus also contributing to a socially fair transition towards climate neutrality.

Smarta 1 and 2 projects



- Focused on rural mobility and, in particular, on rural shared mobility.
- Support sustainable shared mobility, interconnected with public transport.
- More than 30 mobility initiatives were identified, divided into 3 groups: **ride sharing, asset sharing and flexible transport services.**
- The project came up with a 3-stage/12-step model of the lifecycle of implementation rural mobility schemes,
- The need for a European-level initiative in the domain of rural mobility

Other projects



- Maximizing mobility and accessibility of services in rural areas of the Baltic Sea Region
- Sustainable mobility for the last mile in tourism regions
- Support to transnational cooperation between public authorities and their transport entities
- FUMObil – regional masterplan for the future of mobility



Thank you

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