



Guidance on financing options for rural communities



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Scope

- Develop **clear and accessible** guidance on **funding sources, investments and business model options to finance and operate sustainable rural mobility and tourism solutions**
- Provide **capacity building to local implementers** (authorities and communities of the network of municipalities) to use the available funding instruments
- Provide **feedback to European/National** policy-makers and program managers about the challenges in financing rural mobility



Target objectives

The guidance will support rural municipalities to identify:

- National, regional and local **funding sources** (i.e. non-European);
- **Local resources** that can be mobilised (assets, labour, professional skills, sponsorship, ...);
- **Private sector investment**, including start-up and venture capital;
- **Commercial income** including sales, User fees
- **Blending of private** financing and **public** sector financing



By gathering a large body of information in one place, the Guidance will also help funders and policymakers to see how support is structured and to notice any shortfalls



Target objectives

Moreover, specific **enabling factors for solutions implementation** will be assessed. Most of funding opportunities for rural areas are due to rural development programs. The plans foreseen in the related subsidy instruments (e.g., the CAP Strategic Plan) are focused on specific interventions (e.g. investments in basic services – funding for rural roads as part of a CLLD), and can hardly be used for funding mobility solutions.

Nevertheless, they can be used to:

- i) bring together both local and national stakeholders to develop a community vision and a business case for the solutions required, thanks to LEADER and other form of cooperation (including the Smart Village approach);
- ii) test new or alternative solutions and to invest in smaller scale but vital last mile connections

A stepwise approach

1. What is the nature of the lead proposer

- Municipality;
- Transport authority;
- Community group;
- NGO/NFP;
- Commercial entity;
- ...

2. What is primary type of your project

- General mobility service for an area;
- Mobility service for a specific destination;
- Development/activity project that needs a mobility element;
- Niche commercial mobility (e.g. car-sharing); ...

3. What type of mobility services do you propose for funding

- Bus service;
- DRT;
- Car/van-based shared transport;
- car/bike sharing;
- cycle trails;
- walking trails;
- customer-facing services (info, booking, payment, ...); ...

A stepwise approach

4. What type of funding do you seek

- Concept and design,
- Capex,
- Opex,
- Pilot,
- Start-up phase only, ...

5. What is the funding mix

- Target single source;
- multiple support sources;
- private sector investment;
- commercial sponsors;
- other public sector and volunteer inputs;
- user fees

6. What scale of funding do you need/seek

- <€50K;
- €50-100K
- €100-250K
- ...

A stepwise approach

7. What authorisations do you need for the type of mobility service

- Permit or Business license
- Vehicle and driver Insurance
- Commercial agreements
- Safety
- ...

Who has legal, organizational and financial capacity to provide rural mobility services?

	Planning/service definition	Organisation, financing and Mobilisation	Operation
Flexible-route DRT			
Door-to-door DRT			
Shared taxi			
Car pooling			
Volunteer lift-giving			
(e-) Hitchhiking			
Car sharing			
(e-) Bike-sharing			
Physical infrastructure			
Digital customers services			
Integration with main PT			

A stepwise approach

8. Guidance on developing business plans

- with links to more comprehensive references

9. Guidance on how to put values on benefits associated with rural mobility

- Societal cost-benefit analysis, with links to projects that already addressed the issue (e.g., MASCARA)

10. Guidance on how to apply for funding

- Eligibility criteria
- How can you make a stronger application



THANK YOU



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