



What key messages emerged from yesterday's exchanges?

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Day 1 with focus on stakeholder engagement

To present the **outcomes of SMARTA-NET** and discuss with stakeholders – especially with rural municipality representatives – what the **specific needs of rural inhabitants** are, and **how to best address them**.



Key topics & solutions explored (world café)

- Building Demand-Responsive Transport services
- Mobility hubs – more than just a transfer point
- Tourism and leisure: Shared public bicycle schemes
- Cycling as a mode of transport
- Mobile services planning
- Many **challenges** exist in rural areas terms of creating transport services to access employment and basic services
- However, there are also several **inspiring solutions** (e.g. in mobility hubs, promotion of taking up cycling, mobile services, etc.)
- We need further **experimentation** (pilot sites to test integrated solutions) and then scale them up more widely
- We all know that rural mobility issues are important, but **still not enough is being done in the context of policies** that take the challenges of (small) rural communities seriously.
- Need for better awareness-raising and communication at all levels



Workshops on key topics of interest

- Accessibility & inclusivity for those who don't have a car
- Accessibility and inclusivity in rural tourism
- Systemic aspects of climate change adaptation
- Empowering rural communities: collaborative capacity-building
- Need to differentiate between the challenges of different types of rural areas/ different stakeholder needs: from challenge of “access to food of elderly people” to how “we lock our e-bikes safely”
- Accessibility is in some cases for the “survival” of rural people as they don't have access to basic services (e.g. shopping for elderly). Mobile services and caretakers are important
- Climate impact: Adaptation in mobility is important, better to invest now than to invest in addressing the climate damage later
- We should not forget the links and synergies between rural mobility and tourism (mutually supporting)
- Communication & awareness raising is key. Incentives (e.g. tax)
- To better understand mobility issues: need for better diagnosis and data (also measure social impact)



Overall messages and next steps

- Need for **more targeted policies**, focus on rural areas beyond words
- Need to **continue experimentation** / pilot sites - needs time to understand real impact (e.g. change habits)
- Need to **continue networking** and ERMN / momentum





THANK YOU



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