

inclusion NEWSLETTER

#01



Editorial

Dear Reader,

Welcome to the first issue of the INCLUSION project newsletter!

INCLUSION is a three-year project funded under the Horizon 2020 programme of the European Commission. The project's research focuses on improving transport accessibility for vulnerable user groups living in remote urban and rural areas across Europe. The lack of public transport options often means less access to goods, services, job markets, education, and recreational activities, all of which have a strong impact on individual wellbeing and social cohesion. Vulnerable user categories, such as: mobility impaired and elderly people; young people; low income and unemployed persons; socially excluded or poorly integrated communities and migrants; could be automatically excluded from reaching a wider range of opportunities if transport options are not accessible or available.

The INCLUSION newsletter aims to keep you informed about the project's progress and activities. In this first issue you will learn more about the INCLUSION objectives, expected outputs and the work completed so far. Each issue will also place the spotlight on a project partner, a Pilot Lab and on a European project that addresses common challenges.

We encourage you to stay informed and sign up to receive our newsletters at www.h2020-inclusion.eu.

INCLUSION can also be reached through social media channels such as Twitter, Facebook and LinkedIn (H2020-INCLUSION).

For now, we wish you a pleasant read!

Polis network on behalf of the INCLUSION consortium



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 770115

Introducing INCLUSION

INCLUSION stands for Towards more accessible and inclusive mobility solutions for European cities and regions.

The project officially kicked off in Genoa (Italy) in October 2017 and will address a number of challenges related to the accessibility of transport in remote urban and rural areas for vulnerable user categories. The core of the project is to assess how novel transport solutions involving social innovation and **ICT tools** can help raise the level of **accessibility, inclusiveness** and **equity of mobility**.

Innovative solutions will be tested in innovation **Pilot Labs** comprising a mix of urban, peri-/sub-urban and rural target areas in Europe. The six Pilot Labs are: Rhein-Sieg region (Germany); Flanders region (Belgium); Budapest urban area (Hungary); Florence metropolitan area (Italy); Barcelona peri-urban area and neighbouring conurbation (Spain); and Cairngorms National Park rural area (UK).

The project will:

- Understand the main transport challenges in different types of prioritised areas in Europe;
- Provide an in-depth examination of ten innovative public transport approaches and a wider catalogue of at least forty case studies of accessible, inclusive and equitable transport solutions;
- Deliver a set of recommendations and mobility solutions for vulnerable users' communities that could be transferred to other cities and regions across Europe.

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The project's consortium is co-ordinated by Softeco Sismat, an innovation company in the ICT domain based in Italy and comprises a well-balanced combination of transport and mobility stakeholders, industry, scientific, and Small Medium Enterprises (SME) partners. Five partners (Softeco, MemEx, Rupprecht Consult, Mosaic and BusUp) are SMEs that have strong experience in design and development of innovative mobility services. The University of Aberdeen is a research organisation with a renowned, longstanding track record in transport research and particularly on sustainable

and accessible mobility. Verkehrsverbund Rhein-Sieg (VRS), BusItalia, Taxistop, Highlands and Islands Transport Partnership (HITRANS) and the Centre for Budapest Transport (BKK) are transport and mobility organisations' representatives of the INCLUSION local Pilot Labs. Networks of cities and regions such as Polis and EMTA bring a wide and solid experience of existing mobility services, strategies and requirements, while at the same time greatly enlarge and enforce the contacts with external stakeholders, cities and service providers for a broad analysis and dissemination.

To learn more, download the project's leaflet online or visit www.h2020-inclusion.eu

What is the INCLUSION Stakeholder Forum?

The INCLUSION Stakeholder Forum is a platform where stakeholders can express their views, visions, ideas and concerns related to current and future mobility solutions. In particular, the INCLUSION Stakeholder Forum gathers together organisations from the mobility business and recognised experts who can provide valuable input, feedback and resources to validate

the project's results. The INCLUSION Stakeholder Forum also has the purpose of enhancing networking activities and triggering discussions on issues related to transport accessibility. Over three years, the Stakeholder Forum will organise up to two face-to-face meetings each year based on the particular topic addressed within the project.

The first INCLUSION Stakeholder Forum workshop took place in Ghent (Belgium)

on the 23rd March 2018, back to back with the project's second consortium meeting. The main purpose of the workshop was to obtain valuable feedback and validate the outcomes of the work carried out within the first strand of activities of the project regarding the identification of prioritised areas, user groups and needs assessment.

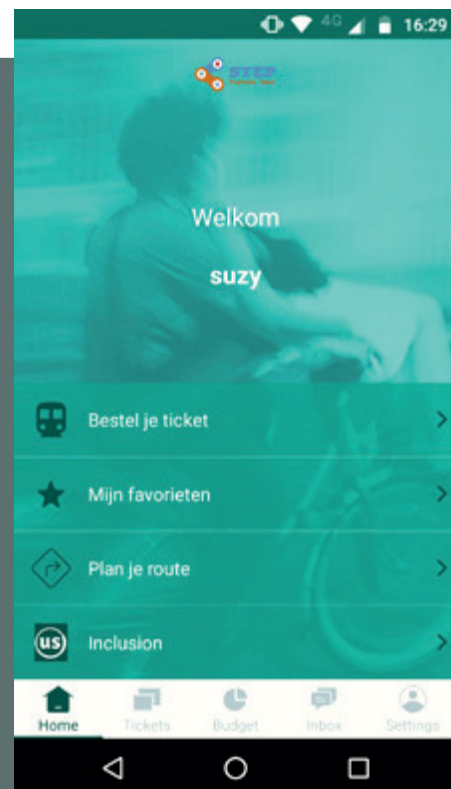


Pilot Site in the Spotlight

Flanders region

The INCLUSION partner and mobility provider Taxistop is setting up a pilot scheme for jobseekers, which is ready to be tested. Jobseekers with a migration background who are already part of the STEP project - a collaboration between Manpower and three Non-Governmental Organizations (Compaan, Groep INTRO & Web) - would be provided with a budget and a Mobility-as-a-Service app (MaaS) thanks to INCLUSION.

The INCLUSION app is developed by Taxistop together with Olympus Mobility and has the purpose of addressing the mobility challenges that jobseekers often encounter. The budget available will provide jobseekers with a different range of sustainable travel opportunities. They can, for instance, buy a train, a bus, or a metro ticket, or rent a shared bike. The INCLUSION app will be the first Mobility-as-a-Service scheme used for social purposes. Approximately 100 people will test the app that will be evaluated at a later stage by Taxistop. The final purpose is to demonstrate that MaaS could address social exclusion challenges with regard to certain target groups and to provide innovative solutions to tackle transport poverty.



INCLUSION at the Shared Mobility Rocks Conference in Aalst

INCLUSION had its own (jam!) session on transport inclusiveness at the “Shared Mobility Rocks” conference in Aalst, Belgium on 20th - 21st March, 2018. The “Shared Mobility ROCKS” was organised by the INCLUSION project’s partner Taxistop. It gathered international experts, keynote speakers and European projects to provide new insights on topics related to shared mobility.



INCLUSION organised a session around the question of whether and how shared mobility can contribute to tackling the risk and problem of exclusion in the area of mobility. It included presentations from fascinating projects, which enable, for example, people living in poverty, Mobility impaired individuals, to participate more fully in societal activities, thanks to various sharing approaches. This information will feed into the case study research task of INCLUSION, through which we will describe and analyse good practice cases about efforts to include truly everyone in our mobility system. The project has already selected 30 particularly interesting cases for further study over the course of Summer/Autumn 2018, and will finalise the full selection of 50 cases (including 10 for in-depth study) by the end of June. Check back then on the INCLUSION website!

The INCLUSION presentation is available online.

News-bites from INCLUSION Pilots

Hennef Im Siegbogen and Eitorf: the INCLUSION Pilot Sites in Germany



Hennef Im Siegbogen and Eitorf are the INCLUSION Pilot Sites in Germany. They are located in the Rhein-Sieg Region, not far from the cities of Bonn and Cologne. Hennef Im Siegbogen is a new development area within the municipality of Hennef and it provides more affordable housing for families with children living in the area. Eitorf is a town where several redevelopment projects are taking place

and with local recreational areas for walking and cycling. Both sites have good access to public and private transport for commuters to nearby cities of Bonn and Cologne, but access for the daily multi-chain trips for families with younger children is not at the same level. Among the planned measures within INCLUSION, the German pilots will be conducting surveys to identify the needs of families with young

children. After the analysis of the survey, the current status of the public transport offer should be adapted, and/or conceptual changes need to be established, according to the following question: “What kind of offer, services and support do families with young children need in order to be able to participate fully in society?” The identification of these needs will help in shaping a new public transport offer.

News- bites from INCLUSION Pilots

BusUp: new commuting Pilot

BusUp is a Spanish start-up company involved in the Barcelona Pilot Lab, together with MOSAIC, which aims to improve the on-demand bus service offering and increase the number of passengers served. Last May 2018, BusUp launched its first commuting Pilot in the metropolitan area of Barcelona. This innovative bus-sharing service connects commuters who share the same destination and arrival time, and enables them to share the same bus ride. Thanks to its demand aggregation algorithms, routes are created upon users' requests, in terms of stops and arrival times. Thanks to BusUp, users can enjoy more direct and personalised trips, which considerably reduces trip duration, travel costs, and significantly contributes towards reducing congestion and pollution.

Would you like to learn more? Watch this [video!](#)

New tables to help blind and visually impaired people at public transport stops in Budapest



INCLUSION partner Centre for Budapest Transport (BKK) will equip selected trolleybus, bus and tram stops with awareness raising and educational tables. These tables will contain pictograms showing traffic situations involving blind and visually impaired people. The pictograms will explain how to help people with disabilities in different situations throughout their journeys. The tables will be deployed as of October 2018.

BusUp at the Axel Springer NOAH Conference 2018 in Berlin



The INCLUSION partner BusUp has been selected from among more than 500 companies to take part in the 2018 NOAH Conference in Berlin (a preeminent European event where Internet CEOs, executives and investors gain deep insights into the latest proven concepts, network with senior executives and establish new business relationships). BusUp was invited to pitch on stage on 6th June and present their innovative bus-sharing platform that is currently being tested in the INCLUSION Pilot Lab of Barcelona peri-urban area in Barberà del Vallés (15km from Barcelona). The presentation and the streamed video-recorded from the NOAH conference can be viewed online.



Partner in the Spotlight

EMTA

European Metropolitan Transport Authorities – Celebrating 20 Years of European Co-operation.

EMTA, the Association of European Metropolitan Transport Authorities, was established in 1998 to enhance co-operation between public authorities responsible for planning, integrating and financing public transport services in and around the larger European cities. A general assembly took place in Paris on 6th-8th June 2018 to celebrate the 20th Anniversary of the network. EMTA was honoured to welcome Mr Maroš Šefčovič, Vice President of the European Commission, for this celebratory occasion. Together with political representatives from various metropolitan areas, the network engaged in a high-level discussion on public transportation's transition towards a zero-emission system.

After contributions from Mr Young Tae Kim (Secretary General – International Transport Forum), Mr Matthew Baldwin (Deputy Director of DG Mobility of the European Commission) and several delegates, the conference led to a Declaration of Intent on the promotion of



Delegates and Political Representatives at the EMTA 20th Anniversary Assembly in Paris



<http://www.emta.com/>

clean public transport. Today, in the year of its 20th anniversary, the EMTA network brings together 26 such authorities, forming a venue for exchange of knowledge, joint research and discussion. Through these efforts, EMTA supports the improvement of mobility for the 85 million Europeans going about their lives in the areas presented in the network.

Within INCLUSION and together with the project's partner Polis, EMTA brings wide and solid experience of existing mobility services and strategies while expanding and maintaining contacts with external stakeholders, cities and service providers. EMTA brings the topic of inclusive transportation to the daily agenda of its members, while directly providing key insights and tools that can contribute to make transport systems accessible to everyone.

Project in the Spotlight

HiReach

HiReach is a 3-year Research and Innovation Action (RIA) running from 2017 to 2020 and funded under Horizon 2020. HiReach is a "sister project" of INCLUSION. It focuses on the development of new tools and business models to improve accessibility for areas and communities in need. HiReach builds on the potential of bundling and mixing dispersed, special and non-coordinated/optimised trip requests and needs from different vulnerable user groups to favour inclusive and participative mobility. The

vulnerable user groups within HiReach include people with disabilities, low income and unemployed persons, children and young, elderly, migrants, and people living in rural and deprived areas, as well as other vulnerable-to-exclusion citizens.

The project research activities are supported by a Take-Up Group, a permanent Table composed of public and private stakeholders interested in replicating the new tools and business models developed within HiReach beyond the project.

HiReach will:

- Explore viable business models for small **scale, modular and easily replicable mobility services** at affordable prices and/or with minimum subsidies;
- Foster **social innovation processes**, explore and test new solutions based on the **creative work of start-ups and innovative entrepreneurs**;
- Provide **open source tools, guidance and support** to developers as well as **testbeds** for new inclusive mobility solutions.



HiReach
innovative mobility
solutions to cope
with transport poverty

Six study regions are explored, aiming to provide an in-depth understanding of transport and accessibility problems experienced in different countries, both at urban and rural levels: Counties of Esslingen and Göppingen (Germany); Naxos and Small Cyclades (Greece); Southern Salento, inner area (Italy); Guarda and Torres Vedras (Portugal); North and South-East Luxembourg (Luxembourg); Buzau (Romania).

To learn more about the project, please visit: <http://hireach-project.eu/>

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project!

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Around Europe and beyond

Income Inequality, Social Inclusion and Mobility

The International Transport Forum has released a report on mobility and social inclusion with regard to vulnerable travellers, such as those in lower-income groups.

The report is based on evidence across countries and contains a set of recommendations to address mobility challenges for lower-income populations who cannot afford accessible transportation.

[Read the full report online.](#)

Gender and Urban Transport

Transport is often seen as gender neutral. But women and men have different needs and restrictions when using public transport.

This new study is shedding light on the links between sustainable mobility and equal access to transport across different groups. To be effective, urban mobility needs to be more gender-sensitive.

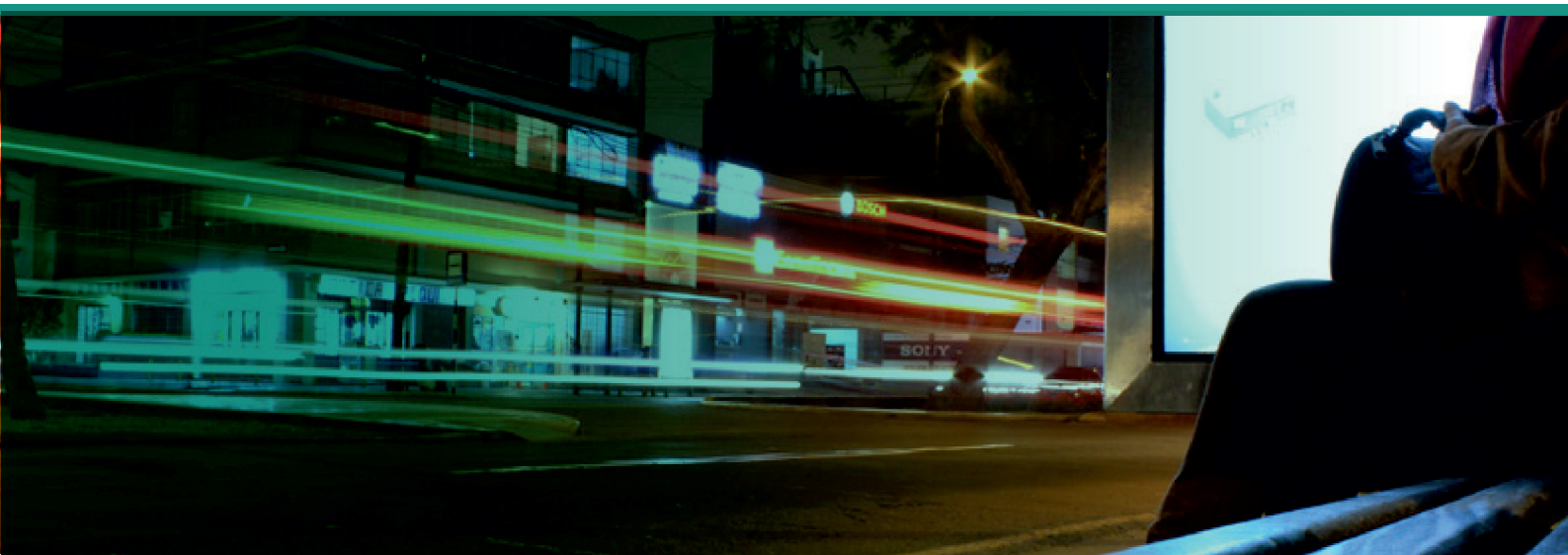
[Read the full report online.](#)

CIVITAS Thematic Policy Note: Transport Poverty

This CIVITAS thematic policy note investigates the role that transport plays in tackling social exclusion.

An equitable transport offer for everyone means more possibilities for individuals to find jobs, and access services and social networks.

[Read the full study online.](#)



Upcoming Events

CIVITAS Forum 2018

19-21 September (Umeå, Sweden)

INCLUSION and HiReach will have a joint session on new mobility approaches to fight transport poverty and improve accessibility in European cities and regions.

<http://civitas.eu/forum2018>

Autonomy and the Urban Mobility Summit

25-26 October (Paris, France)

<https://www.autonomy.paris/en/>

2018 Annual Polis conference

22-23 November (Manchester, UK)

<https://www.polisnetwork.eu/events2/2018Conference>

Urban Transitions 2018

25-27 November (Sitges, Spain)

<https://www.elsevier.com/events/conferences/urban-transitions>

For more information:

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INCLUSION partners



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