

EUROMONTANA Improved mobility in rural and mountain areas

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18th January 2022, webinar:

Technology and innovation as allies for a smart rural environment



EUROMONTAN

Content

A-1/ ADD Stand (2)

European context
How can I get inspiration?
Take away messages



What is Euromontana?

European association of mountain areas to improve quality of life of mountain people(since 1996)

Around 65 members from 15 countries

► Comprising :

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- regional and local authorities
- regional development agencies
- chambers of commerce and industry
- agriculture organisations
- environmental organisations
- research organisations
- training institutes...



Diversity of members = strength → increased interest from institutions



EU Sustainable & Smart mobility Strategy

Communication, presented in December 2020



"The evolution should leave nobody behind", how?

See the Long-Term Vision for Rural Areas



A new Long-Term Strategy for Rural Areas

- Communication, published in June 2021
- Commission calls on Member States and regions to develop sustainable rural mobility strategies"



An initiative on improving multimodal mobility best practices for rural areas



Some EU funding schemes interesting

Horizon Europe:

MA-TALANS & CAM (2)

-Research, innovation

► ERDF:

- Different investments at local and regional levels
- Linked to Climate change / digitalisation

► EAFRD:

- Linked to rural development



Get inspired!

and the second second

Montana174, mobility brochure: <u>https://www.euromontana.org/wp-content/uploads/2021/12/Mobility_BrochuresMontana174_EN_FINAL.pdf</u>

12th October 2021: conference: Daily mobility: how to improve the quality of life of mountain inhabitants?

https://www.euromontana.org/en/e vents/daily-mobility-how-toimprove-the-quality-of-life-ofmountain-inhabitants/

THE COHESION POLICY PROMOTES MOBILITY IN MOUNTAIN AREAS

DID YOU KNOW?

Mountain sreas are one the European territories with the highest rate of car use. For instance, in the Alps, each day 500,000 people cross a national border to go to work, individual car and road dependency is traditionally high in these regions, whereas other mobility options are used. This is due to several obstactes such as the high cast of infrastructure, longer distances with fewer inhaltains and the lack of public instagor.

WHY IS MOBILITY SO IMPORTANT?

Cardependency, combined with a lack of adequate public transport, imposes social and territorial exclusion on certain segments of the population, such as the young, eldenty and residents without cars. Mountain residents have limited opportunities to travel and get to other pisces, whether for work, education or lessue. Poor provides of transport services also hinders the attractiveness of a region. Thus, solutions are needed to develop transport services also hinders the efficient, high quality, respective of the natural environment and accessible to locate and visitors alloc.

WHAT SOLUTIONS ARE BEING FOUND IN THE MOUNTAINS?

The need to increase the quality and financial visuitity of mobility options as well as enhance multimodality and controllity are a source of perpetual intovation. In the mountains. Some mountain regions are testing shared mobility options and the development of integrated mobility services - for both smaller and bigger towns - while others are developing on-demand transport and slow mobility.

Thanks to the European Cohesion Policy, the European Union is encouraging the development of more mobility offers in the mountains.

Looking for inspiration? Turn the page!







Get inspired! Le bus des Neiges

Between 2-6 persons to enjoy (winter) sports



Need to book in advance and pay online

Martin South La



Get inspired! Rezopouce

Smart hitchhiking, carpooling
Dedicated stops
With or without web and mobile

app

Security

and a local faith and





Get inspired! Reversed mobility at La Exclusiva

Improved quality of life of older adults

- Deliver food, newspapers, electronics and medicines
- https://www.youtube.com/wa tch?v=xWKMumwx4t8







Take away messages

- Mobility is key for the attractiveness
- Take rural and mountainous aspects into account
- Solutions not 1 solution
- Connect different mobility solutions (public transport, bikes, private car, trains...)
- Be ambitious
- Time to implement!



Thank you !

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Let's keep in touch

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