



EUROMONTANA

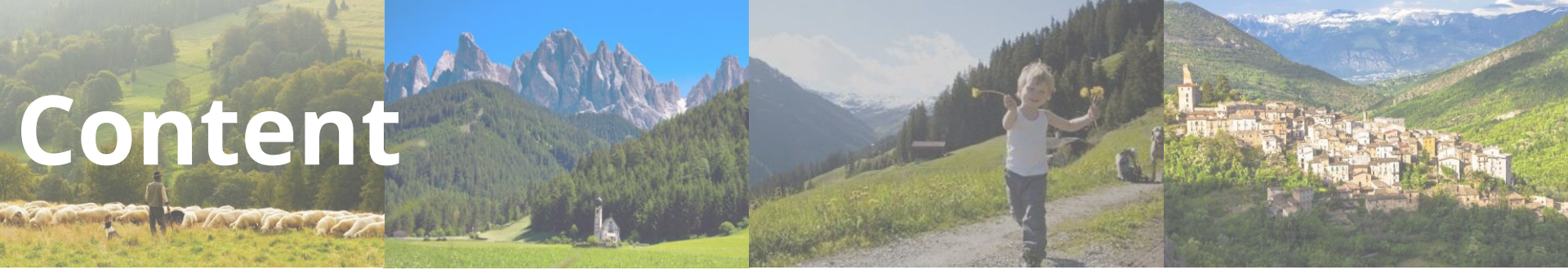
Improved mobility in rural and mountain areas

Marie Clotteau, Director

18th January 2022, webinar:

Technology and innovation as allies for a smart rural environment

Content



- ▶ European context
- ▶ How can I get inspiration?
- ▶ Take away messages

What is Euromontana?



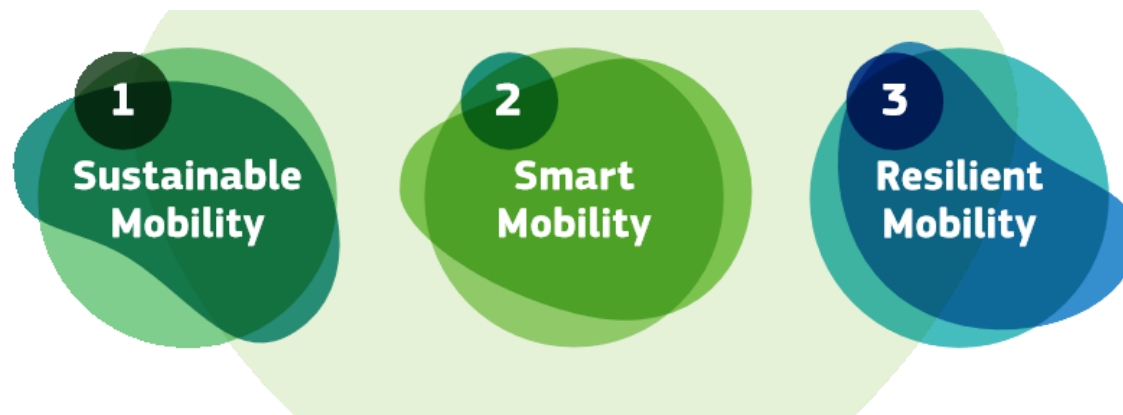
- ▶ European **association of mountain areas to improve quality of life of mountain people**(since 1996)
- ▶ Around 65 members from 15 countries
- ▶ **Comprising :**
 - regional and local authorities
 - regional development agencies
 - chambers of commerce and industry
 - agriculture organisations
 - 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:

- Research, innovation

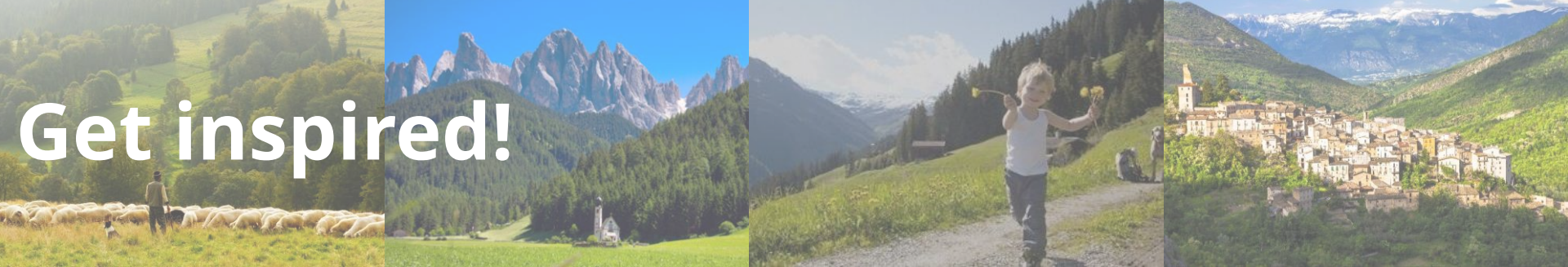
► ERDF:

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

► EAFRD:

- Linked to rural development

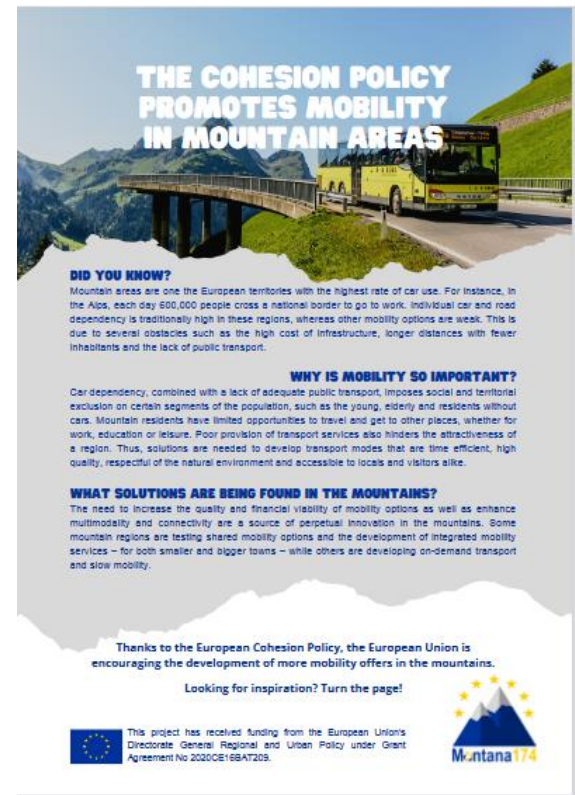
Get inspired!



► [Montana174](https://www.euromontana.org/wp-content/uploads/2021/12/Mobility_BrochuresMontana174_EN_FINAL.pdf), mobility brochure:
https://www.euromontana.org/wp-content/uploads/2021/12/Mobility_BrochuresMontana174_EN_FINAL.pdf

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

<https://www.euromontana.org/en/events/daily-mobility-how-to-improve-the-quality-of-life-of-mountain-inhabitants/>



Get inspired! Le bus des Neiges

- Between 2-6 persons to enjoy (winter) sports
- Need to book in advance and pay online



Get inspired! Rezopouce

- ▶ Smart hitchhiking, carpooling
- ▶ Dedicated stops
- ▶ With or without web and mobile app
- ▶ Security

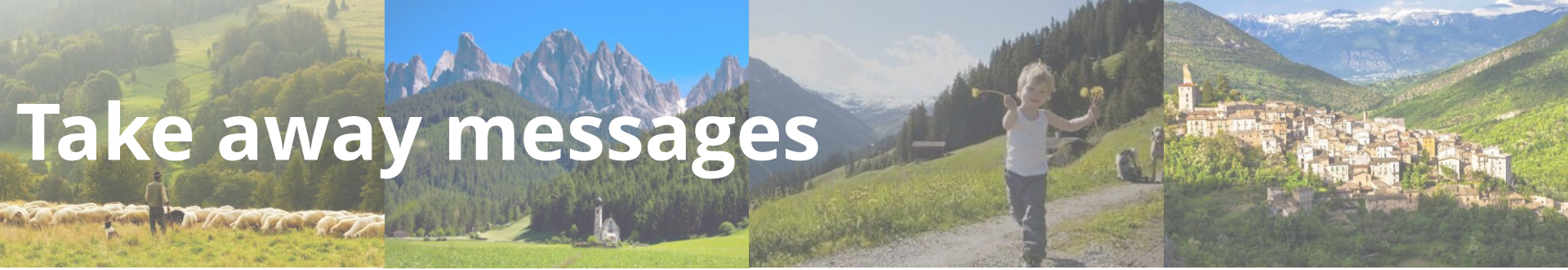


Get inspired! Reversed mobility at La Exclusiva

- ▶ Improved quality of life of older adults
- ▶ Deliver food, newspapers, electronics and medicines
- ▶ <https://www.youtube.com/watch?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

