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EU policy on rural mobility

Enhancing rural mobility through local action

Good Practice Webinar

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Rural challenges

- Rural areas represent 83% of the EU's area

- 30.6% of its population live in rural areas

- significant natural, human, economic and cultural potential

- leisure and tourism potential too

BUT

- Chronic isolation of remote areas,

- loss of cultural and economic dynamism,

- ageing population,

- strong mobility dependence on individual transport

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Long-term vision for the EU's rural areas up to 2040

- Identified areas of action towards **stronger, more connected, resilient and prosperous rural areas** and communities.

- Development of rural areas is dependent on them being well connected between each other as well as with peri-urban and urban areas

- Need to improve access to a wider range of services for rural communities

- Need to support public transport services and connections while ensuring the roll-out of digital infrastructures.

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EU Rural Action Plan

- Includes specific actions aimed at addressing the issues of rural mobility:

  - support rural municipalities in identifying best practices building on the Commission's experience with urban mobility networks.

  - promote the roll-out of digital platforms allowing people to use different modes of transport to reach their final destination (multimodal digital mobility services).

  - rural revitalisation platform as a one-stop shop for rural communities, rural project holders and local authorities alike to collaborate.

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Sustainable and Smart Mobility Strategy

Objective 1

Sustainable Mobility

Objective 2

Smart Mobility

Objective 3

Resilient Mobility

AN IRREVERSIBLE SHIFT TO
ZERO-EMISSION MOBILITY

- 90 % reduction in transport emissions;
- All transport modes are made more sustainable;
- Sustainable alternatives are available;
- Right incentives are in place for sustainable choic

ACHIEVING SEAMLESS, SAFE
AND EFFICIENT CONNECTIVITY

- Seamless **multimodal** transport based on digital solutions;
- Unleash full potential of **data**;
- Develop and deploy **connected**, cooperative, and automated mobility services;
- Paperless freight transport in favour of fast, digital procedures.

A MORE RESILIENT SINGLE EUROPEAN
TRANSPORT AREA: FOR INCLUSIVE CONNECTIVITY

- Reinforced Single Market:
  - more investment in infrastructure and fleets;
  - deepening and enforcing internal market;
  - making our system crisis proof.
- Fair and just mobility (that is affordable and accessible);
- Enhanced safety and security.

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Sustainable and smart mobility strategy

- Mobility evolution should leave nobody behind

    - Flagship 3: "Making interurban and urban mobility more sustainable and healthy", a clearer guidance is needed on mobility management at local and regional level, including on better urban planning, and on ==connectivity with rural and suburban areas==, so that commuters are given sustainable mobility options.

    - Flagship 9: "Making mobility fair and just for all" states that in rural, peripheral and remote areas, including the outermost regions and islands, improved public transport links will be essential to guarantee unhindered access to mobility for all.

    - New EU Urban Mobility Framework The EU to contribute to efficient and inclusive connectivity between rural, peri-urban and urban areas (including cross-border) via sustainable mobility options.

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DG MOVE LEGAL INITIATIVES

- The revised Regulation for the development of the trans-European transport network (**TEN-T**) puts a reinforced emphasis on better connectivity of rural and other remote and sparsely populated regions and a seamless and efficient multimodal transport network across the Union.

- The recently agreed revised Intelligent Transport System (**ITS**) Directive will make, for the first time, the location of all bus stops, train stations and nodes for all other scheduled modes available on the entire road network, also including rural areas.

- A common European mobility data space (**EMDS**) will identify crucial data from existing and future transport and mobility data sources and increase their availability to support transport services.

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BARCELONA DECLARATION

- Political push signed by EU Ministers of Transport on 22 Sept 2023

    - The EU transport ministers :

        - AGREED on the **importance of recognizing sustainable rural mobility needs in the regional and national transport system plans**.

        - RECOGNISED (….) [need for] **investments in safe urban and rural road infrastructure and public transport systems**

        - DECLARED to make **effective use of the funding made available under the Social Climate Fund in order to improve rural connectivity**, thus also contributing to a socially fair transition towards climate neutrality.

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Automation

- More than 50% of all EU road fatalities are caused by crashes on rural roads

- Rural areas are testbeds for CCAM innovation - tests in rural areas with self-driving shuttle

- Particular challenges for rural roads to higher levels of automation.

  - Mixed traffic (incl. wildlife, agricultural machinery etc.), and large variations in road infrastructure types and conditions

  - Quality of digital map data and connectivity is often poor in rural areas

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Smarta(s) projects

- Focused on rural mobility and, in particular, on rural shared mobility.

- Support sustainable shared mobility, interconnected with public transport.

- More than 30 mobility initiatives were identified, divided into 3 groups: **ride sharing, asset sharing and flexible transport services.**

- The project came up with a 3-stage/12-step model of the lifecycle of implementation rural mobility schemes,

- The need for a European-level initiative in the domain of rural mobility

Other projects

- Maximizing mobility and accessibility of services in rural areas of the Baltic Sea Region

- Sustainable mobility for the last mile in tourism regions

- Support to transnational cooperation between public authorities and their transport entities

- FUMObil – regional masterplan for the future of mobility

INTERREG

- **Interreg** is a key European Union (EU) instruments that strengthens cooperation between regions and countries within the EU, **promoting regional development**, **cohesion, and reducing economic disparities**.

- For the 2021-2027 period, Interreg is focused on addressing current challenges like climate change, digital transformation, and **social inclusion**

- With a budget of nearly **EUR 10 billion**, around 100 Interreg programmes operate across borders, both within and outside the EU, contributing to the implementation of the EU's main cohesion policy priorities

Thank you

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