

**Group 3**  
**Enhanced mobility for territorial and social cohesion**

### Challenges

lack of individual, private mobility options + lack of funds	<b>mobility poverty</b>	overreliance on cars even when free public transport options are available
lack of proper infrastructure		<b>migration flows</b>
divergent contexts & needs across different types of territory	gender role not consistently addressed in every strategy	<b>car (&amp; licence) ownership - low among elderly</b>
single-parent families at risk	access to jobs & transport options in two-parent families	<b>low overall use of public transport</b>
	cross-border mobility driven by need of access to services	difficulty of recruiting drivers on weekends & evenings for on-demand service

### Practical solutions

vehicles & operation based on volunteering to keep costs low	<b>free transport service for rural elderly</b>	cooperative society to supply common goods & services
shared mobility solutions (sustainability aspect)	social innovation aspect of Smart Village initiatives	create more links b/n urban & rural
		cooperation among communities/municipalities
vocational training aimed at local dev-t actors (agents) - who are based in the area & work governance structures		<b>e-training platform (courses) on mobility</b>
	digitalisation: mobility as a public service - a platform allowing to organise, plan, book	<b>on-demand mobility for public transport</b>
organise & promote excursions to mountains - campaign to boost public transport use		<b>Blabla car daily - free for passengers</b>

### Lessons and recommendations

coordination b/n national & local level through a tendering approach	Smart Villages as a local, needs-based, community-level action	
mobility options should be developed to respond to locals' needs, not tourists'	<b>local Rural Pacts on mobility topic</b>	Europe-wide network of public & private agents - transferability
understand the needs of the population - when, why, how they move	regional mobility plans (mostly rural) - addresses accessibility	<b>cover various needs - ex. leisure for youth</b>
enhanced coordination among all involved administrations & relevant themes	<b>public-private partnerships</b>	