

MobiRural enhancing rural mobility through local capacity and innovation

SUMMARY

MobiRural project addressed sustainable rural mobility in Italy, Spain, Romania and Germany. It developed practical solutions such as demand-responsive transport, shared mobility, low-emission options and digital platforms. A key innovation was the 'rural mobility agent' role. Project engaged 1 200 stakeholders, delivered events, trained mobility agents, providing a scalable framework to improve access to services and enhance transport resilience.



CONTEXT

MobiRural was implemented across rural areas in Italy, Spain, Germany and Romania, where limited transport infrastructure, geographic isolation and lack of tailored mobility solutions restrict access to services, jobs and social opportunities. Rural communities often depend on private cars, while sustainable alternatives are scarce or not adapted to local needs.

The project addressed these challenges by strengthening local capacities and promoting sustainable rural mobility approaches.



OBJECTIVES

- > Improve mobility in rural areas by developing local capacity and promoting sustainable, innovative solutions adapted to territorial needs.
- > Create and validate a training programme for Rural Mobility Agents, equipping them with practical skills to design and implement mobility solutions.
- > Foster European cooperation and knowledge exchange through an online platform and stakeholder engagement activities.
- > Support the transition towards environmentally friendly mobility systems, contributing to climate goals and better quality of life in rural communities.
- > Influence local practices and policies and establish the Rural Mobility Agent role to support rural mobility development.



Themes: Transport and mobility

Countries: Italy, Spain, Romania, Germany

Organisations:

- > Fondazione Fenice Onlus (coordinator), non-governmental / civil society organisation
- > Innogestiona Ambientale, private business
- > Institut für Klimaschutz, Energie und Mobilität (IKEM), research institution
- > Diputación de Badajoz, public authority
- > ITS Romania, non-governmental organisation

Start & end date: 02/2022 - 07/2024

Budget: EUR 269 998

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ACTIVITIES, KEY ACTORS, AND TIMELINE

The project started with a needs assessment phase, including research, surveys and stakeholder consultations across partner countries to identify rural mobility challenges and opportunities. Based on the findings, the partners together developed a training curriculum and handbook of good practices covering innovative mobility solutions.

A key milestone was the creation of an online platform, led by Innogestiona Ambiental, providing access to training materials, case studies and a networking space for stakeholders. This enabled continuous exchange and learning beyond the project duration.

Throughout the project, transnational meetings ensured coordination among partners, while multiplier events in Italy, Spain, Germany and Romania engaged a wider audience, including policymakers, practitioners and community representatives.

Key actors included NGOs, public authorities, research institutions and SMEs, while beneficiaries were rural development agents, local stakeholders and communities.



RESULTS

- > MobiRural project developed a comprehensive training programme and handbook of good practices, providing practical tools for rural mobility agents. 10 agents were trained directly, with the training expected to reach over 100 additional stakeholders through dissemination.
- > An online platform was created as a long-term resource for knowledge sharing, offering training materials, case studies and networking opportunities. It supports continued collaboration beyond the project's lifetime.
- > The project engaged more than 280 participants directly through multiplier events and reached approximately 1 200 stakeholders overall, including policymakers, experts and community members.
- > The introduction of the rural mobility agent role helped to professionalise local mobility planning.
- > Long term, MobiRural contributes to improved accessibility, reduced environmental impact and more inclusive rural development by promoting sustainable mobility solutions and enhancing local capacities across European rural areas.



SUCCESS FACTORS/LESSONS LEARNT

- > Strong involvement of local stakeholders ensured solutions were grounded in real needs and contexts. Participatory workshops and consultations enhanced relevance and acceptance of project results.
- > The combination of training, practical tools and digital resources created a comprehensive capacity-building framework. The online platform enables long-term knowledge exchange and collaboration.
- > Innovation came from introducing the rural mobility agent role, focusing on human capacity rather than infrastructure alone, supporting scalable and adaptable solutions across different rural contexts.
- > Challenges included engaging remote communities with limited digital access and coordinating partners across countries, addressed through hybrid communication methods and regular coordination meetings.
- > The practice is highly replicable, as the training content, platform and methodology can be adapted to other regions.
- > The initiative is sustainable, relying on capacity building, open-access resources and stakeholder networks rather than heavy infrastructure investments.
- > A key lesson is that improving rural mobility requires not only technical solutions but also empowered local actors; strengthening skills and networks is essential for long-term impact.



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