RURACTIVE Open Call - Challenge 2

Title of the challenge	**Digital platform for bettering logistics (finding synergies and organising transportation of goods) in remote rural areas**
Dynamo (pilot location)	Northern Ostrobothnia, Pudasjärvi villages, Finland
RDD (Rural Development Driver) *addressed by the challenge*	Sustainable multimodal mobility
Overall context description and specific context to be addressed by the challenge	Pudasjärvi is a vast and sparsely populated municipality with 14 remote villages. Distances for commuting and transporting goods and people are therefore time and resource intensive. Locals already help each other, for example by transporting goods for their neighbours. People living in remote villages already use e.g., village WhatsApp-groups and village Facebook groups to communicate transportation needs. These transportation activities could be expanded, reorganised, and made more accessible. Often the challenge is to organise needed delivery due to long distances and small scale of actors. An easy-to-use and low-cost "Local deliveries" portal could connect delivery needs and delivery providers in large remote areas. Digital mobile and/or desktop logistics platforms/apps and tools could be used to reorganise small transportation needs of local products like food, handcrafts, consumption commodities, or recycling/waste management or even delivery of medication in remote areas. This could be done for example by rearranging and providing a new communication systems for transportation networks in such a way that commuting traffic could be utilised in delivering secondary cargos as a side product of everyday commuting or business and public travels. By finding synergies and organising better the transportation of goods, emissions due to transport can be lowered, having a positive impact both on climate mitigation and on the protection of biodiversity, while fostering community networks and awareness.
Scope of the Challenge	Create a digital platform/app/tool for remote rural areas where transportation of goods (e.g. commodities, recycling, local products, medicine, etc.) can be re-organised relying on

	the organising of private commuter's traffic. The system must provide an easy way for people who benefit from transportation of goods (e.g. waste from home or goods to their homes), and people who are driving across the region to connect and find transportation synergies. Residents of the remote villages might not be particularly technology savvy, which needs to be considered when developing new digital solutions.

Solution requirements	• A digital platform/system to organise transportation of goods that should include:
	  ○ An easy-to-use map-based digital approach with an intuitive and accessible match making system to connect people in need of transportation services and transport providers (Municipality of Pudasjärvi and regional traffic hubs e.g. City of Oulu, Syöte tourism resort).
	  ○ A mobile networked system to quickly and reliably organise transporting goods on a centralised easy-to-use digital tool.
	• Ensure open access and utilise open data sources.

Specific objectives and expected outcomes	• To connect delivery needs and delivery providers in an organised, easy to use and accessible manner. • To make rural transportation systems more effective by harnessing synergies created by existing opportunities. • To reduce the need for everyone to transport the goods by themselves, and thus lowering emissions from transportation. • To reduce the need to own a car as a necessity to be able to live in remote rural areas. • To foster community exchange, optimisation of services and awareness.
Available resources	• Data on existing everyday private traffic and community networks in the area. • Active village collaboration network. • Information on daily traffic between remote villages to bigger population centers. • Rather good internet connection • Publicly available data about population and infrastructures • Networking and possibilities of synergies with an already existing project working on transportation logistics issues in rural areas.