RURACTIVE OPEN CALL - CHALLENGE 24

Title of the challenge	**Enhancing shared multimodal mobility services**
Dynamo (pilot location)	Abruzzo, Italy
RDD (Rural Development Driver) *addressed by the challenge*	Sustainable multimodal mobility
Overall context description and specific context to be addressed by the challenge	The Abruzzo region is located in central Italy. It is divided into a mountainous area in the west, which includes the highest massifs of the Apennines, such as the Gran Sasso and the Maiella, and a coastal area in the east with beaches on the Adriatic Sea. Almost half of the region's territory is protected through national parks and nature reserves which offer opportunities for hiking, skiing, and wildlife observation. There are three national parks, one regional park, and 38 protected nature reserves. In the inland mountain areas, there are also small villages and hamlets with castles, hermitages, abbey sanctuaries and ancient churches. The issue of mobility in Abruzzo's rural areas is intricately linked to a range of interconnected challenges, often exacerbated by the lack of clear policy directives. What emerges as a primary challenge is the limited accessibility to public transportation services and inadequate transportation infrastructure, forcing a significant portion of the population to rely on private means of transport. This dependency, besides incurring substantial individual costs, translates into a negative environmental impact, with rising levels of air pollution and contributions to climate change. In parallel, the difficulty of accessing healthcare services becomes a critical issue, as it restricts medical assistance to those in need. In addition, demographic aging of rural communities makes it imperative to design solutions that ensure equitable access to essential services and **improve the quality of life for older people**. Additionally, there is the phenomenon of depopulation, leading to a dwindling resident population, making public transportation provision even less sustainable. As a tourist destination, it lacks sustainable transportation options, primarily relying on individual vehicles. The lack of integrated systems negatively impacts people's lives in

	various ways. For instance, **students are often forced to leave school early due to a limited bus schedule**, which, in turn, has a detrimental effect on their access to quality education. Moreover, the challenge of reaching sports and other extracurricular activities situated downhill exacerbates the issue. This problem, however, has been addressed on a narrow, isolated scale. Lack of data is another relevant issue that needs to be addressed in order to design better solutions grounded within people's needs.
Scope of the Challenge	The challenge focuses on **addressing the lack of mobility services in rural and remote areas of Abruzzo,** especially in municipalities where community cooperatives work Aielli (AQ); Barrea (AQ); Calascio (AQ); Campo di Giove (AQ); Navelli (AQ); Goriano Valli (AQ); Sante Marie (AQ); Tufillo (CH) Specifically, it aims to tackle the issue of limited access to essential services such as healthcare, welfare, and community support in small towns and villages. Residents of these areas often face long travel distances to access basic services, contributing to social isolation and inequality.
Solution requirements	The proposed solution should support the implementation of low-carbon, shared and community-based multimodal mobility services in rural and remote areas of Abruzzo. It should be easy to use, ensure open access, and utilise open data sources. The solution should include one or more of the following key elements: • **Shared mobility solutions:** The solution should facilitate the sharing of privately-owned vehicles through a shared app or digital platform/tool. This solution would enable residents to offer rides, share transportation resources, and coordinate travel, especially for accessing essential services such as healthcare and welfare. • **Data collection:** A robust data collection should be integrated into the solution to continuously assess transportation needs, monitor service usage, and gather feedback from the community. This data-driven approach will ensure that services evolve to meet changing needs effectively.

Specific objectives and expected outcomes	**Objectives:** • **Enhance access to essential services:** Improve mobility in rural areas by providing residents, especially young and elderly people and those with limited mobility, equitable access to essential services such as healthcare, welfare, and education. • **Promote sustainable shared mobility:** Implement community-based multimodal transportation options, such as vehicle sharing via a shared app or other digital solutions, to reduce reliance on private cars and promote sustainability. • **Strengthen community collaboration:** Foster cooperation among local residents and organisations to create a cohesive, shared transportation system, emphasising community ownership of the solution. • **Utilise data for continuous improvement:** Develop and apply a robust methodology for data collection to assess mobility needs, service efficiency, and user satisfaction, ensuring the solution is adaptable and responsive to the community's evolving needs. • **Develop a replicable model:** Create a scalable and replicable framework for shared mobility services that can be adapted and applied to other rural regions facing similar transportation challenges. • **Collaboration and integration:** Emphasis should be placed on fostering collaboration among local communities and integrating shared resources to promote a cohesive and sustainable transportation system. **Expected Outcomes:** • **Increased accessibility:** Improved transportation options will enhance access to essential services for rural residents, reducing isolation and improving the overall quality of life. • **Reduction in private vehicle use:** A decrease in the reliance on personal cars, leading to lower individual costs and reduced environmental impact in terms of emissions and pollution. • **Mitigate environmental impact:** Reduce carbon emissions and traffic congestion by encouraging the use of shared transportation and eco-friendly mobility solutions, contributing to environmental sustainability in rural areas. • **Community empowerment:** Stronger social ties and a sense of collective responsibility through the sharing of transportation resources and increased community collaboration.

	• **Data-driven mobility services:** Continuous improvement of mobility services based on collected data, leading to more efficient and responsive transportation solutions tailored to local needs. • **Environmental benefits:** Lower emissions and a smaller carbon footprint, contributing to climate change mitigation and the preservation of the region's natural environment. • **Blueprint for replication:** A tested and scalable model that can be adopted by other rural regions, demonstrating best practices in sustainable and shared mobility solutions.
Available resources	• **Network of community cooperatives:** A robust network of community cooperatives is available to conduct feasibility studies and partnership. Principal municipalities: Aielli (AQ); Barrea (AQ); Calascio (AQ); Campo di Giove (AQ); Navelli (AQ); Goriano Valli (AQ); Sante Marie (AQ); Tufillo (CH) • **Data on resident needs:** We can provide data that outlines the specific needs of local residents, which will aid in the analysis of the services to be offered. • **Links to similar projects:** Applicants will have access to resources and case studies from other similar projects, facilitating knowledge sharing and learning from best practices.