

Final web conference series

# No future for rural Europe? Breaking the vicious circle with successful mobility and accessibility ideas

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*Welcome to the Interreg BSR project MAMBA web conference series. Let's explore the conditions and challenges for innovative mobility solutions in rural Europe, get inspiration from forerunners in the field and learn how all of us can make a change – be it as citizens or decision-makers.*

3, 10 and 17 September 2020, 10:00-11:30 CET



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**Thursday, 03 September 2020**

**10:00-11:30 CET**

## **Session #1 Setting the scene, exploring the challenge**

(Chair: Hakan Uraz, REM Consult, MAMBA project)

[Click here to register](#)

*Join us in exploring the challenges and conditions for mobility and accessibility in rural Europe! Following the keynote of Laurie Pickup, our MAMBA partners will walk through the social, economic, legal and cultural conditions that influence the success and failure of rural mobility innovations. Finally, you may join our honoured guest speakers in breakout sessions, where you can choose from a range of topics, including gender questions, transport poverty and more.*

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### **Keynote address**

*Laurie Pickup, International Projects Director Vectos Ltd., Honorary Professor of European Transport Policy at the University of Aberdeen*

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### **Exploring the challenge**

Introduction to MAMBA, socio-cultural, economic and legal considerations for successful rural mobility innovations

*Julien Grunfelder and Linda Randall, Nordregio*

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### **Breakout Sessions – Delve deeper: What challenge are you most interested in?**

#### **What is transport poverty and how to eliminate it?**

*Tobias Kuttler, Technical University Berlin, HiReach Project*

#### **Why does gender matter in rural mobility?**

*Melanie Herget, Thünen Institute, Federal Research Institute for Rural Areas, Forest and Fisheries*

#### **Urban vs. Rural? What makes genuinely rural mobility solutions and why are they necessary?**

*Jenny Milne, University of Aberdeen; Independent Consultant*

#### **Mobility and Exclusion**

*Jessica Berg, VTI - The Swedish National Road and Transport Research Institute*

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### **Closing remarks**

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**Thursday, 10 September 2020**  
**10:00-11:30 CET**

## **Session #2 Breaking the vicious circle with successful mobility and accessibility solutions – Stories from MAMBA and beyond**

(Chair: Ralf Brand/Kristin Tovas, Rupprecht Consult)

[Click here to register](#)

*In the second session, we want to move from awareness and understanding to local action. Four inspiring stories from different parts of Europe will showcase how they succeeded in making their region a better place. Their stories will be embedded in a panel discussion and the launch of MAMBA's brand new publication, "Everybody's Guide to Collaborative Mobility and Accessibility Solutions in Rural Areas". If you are a committed citizen or represent an NGO or a local public authority and want to tackle the mobility challenges in your region, then this manual is made for you. Join our session for the full story.*

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### **Keynote**

#### **Everybody's Guide to Collaborative Mobility and Accessibility Solutions in Rural Areas**

*Launch of publication: Julia Dick, Rupprecht Consult*

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### **Inspirational stories from MAMBA and beyond**

#### **Bringing ridesharing to rural and suburban Denmark: Nabogo Apps**

*Marianne Pedersen, NaboGo, MAMBA project*

#### **City vs. village? Ko-Dorf unites the best of both worlds in new rural communities**

*Frederik Fischer, Ko-Dorf*

#### **Lessons learnt from the first-ever Transport-on-Demand service in rural Latvia**

*Līga Puriņa-Purīte, Vidzeme Planning Region, MAMBA project*

#### **ACCESS'R improves the accessibility of services in rural areas**

*Marie de Bizien–Le Gac, Association Leader France, ACCESS'R project*

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### **Panel and Q&A**

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**Thursday, 17 September 2020**

**10:00-11:30 CET**

**Session #3** How can mobility policies open the road for better mobility and accessibility in rural areas? (Chair: Åsa Hildestrand, Nordregio, MAMBA project)

[Click here to register](#)

*During the previous sessions we developed an understanding of the situation and learned how everyone could make a change on the very practical level. But mobility is not just a local responsibility of practitioners on the ground. Let's switch one level up: how can decision-makers contribute to better conditions for innovative approaches to mobility and accessibility in rural Europe? We will gather experts from politics, administration and academia to discuss how decision-makers can contribute to tackling these challenges.*

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**Keynotes**

**Rural Mobility – European Policies and Perspectives**

*Merja Kyllönen, MEP, Member of the Committee on Transport and Tourism, Former Minister of Transportation, MP of Finland*

**Beyond 2020 – EU Funding and the German EU Council Presidency**

*Dr. Katharina Erdmenger, Permanent Representation of the Federal Republic of Germany to the European Union*

**The importance of policy to enable stakeholders to develop Rural Mobility**

*Brendan Finn, SMARTA project*

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**Closing remarks**

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## About MAMBA

With decreasing and ageing populations in many rural areas in the Baltic Sea Region, it is becoming increasingly difficult to keep up public transport and other services that depend on mobility, such as home care or home deliveries. This reduced accessibility of services impacts life quality of people living outside urban centres.

The MAMBA project aims to meet this challenge by promoting sustainable “people-to-service” and “service-to-people” mobility solutions in rural areas. MAMBA partners collaborate to improve the integration of existing mobility structures with innovative mobility solutions like citizen buses, mobility as a service (MaaS) and ride sharing applications. The goal is to maximise mobility and accessibility of services in rural regions, while involving users in the process.

The [MAMBA web conference series “No future for Rural Europe? Breaking the vicious circle with successful mobility and accessibility solutions”](#) invites you to a journey that leads from awareness through understanding up to readiness and motivation for real changes. If you want to embark with us on this journey, we recommend that you sign up for all three sessions, but you may also decide for individual sessions.

Please click [here](#) to register online!

## Contact us:

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