



MARA

Mobility and Accessibility
in Rural Areas



Interreg
Baltic Sea Region



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

INNOVATIVE MOBILITY SOLUTIONS

E-bikes & E-bike sharing system

05.11.2021.

Experience from Setesdal
& Vidzeme Planning Region

Common mobility challenges and needs

- ▶ Predominantly rural and remote region
- ▶ Distinct signs of demographic depletion
- ▶ Low density of population
- ▶ Long distances between POI
- ▶ Lack of infrastructure
- ▶ Insufficient local public transportation
- ▶ Car as dominant means of transportation
- ▶ Lack of predictable long-term investments
- ▶ Demand responsive
- ▶ Addition or part time replacement for private car usage
- ▶ Inclusive mobility (age, economics, locals / tourists, digital skills)
- ▶ Sustainability

Two different approaches (due to financial limitations)



- 30 e-bikes
- 7 stations
- Sharebike.com mobile app
- Users mainly inhabitants



- 2 pilot locations
- 2 cities involved
- 5 E-bikes per location
- 15 consecutive days
- 363 users / testers

Additional activities

- Visibility and stakeholder involvement
- Survey amongst inhabitants + feedback from users
- Established financing and management plan



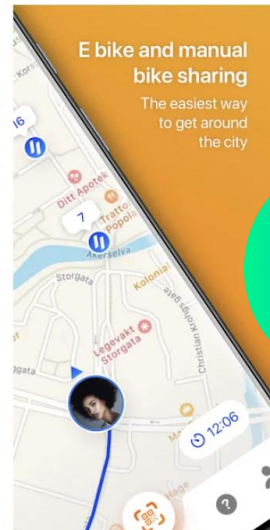
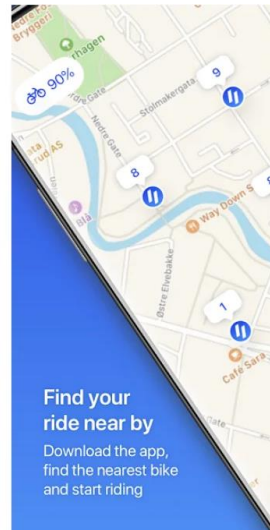
Results & next steps



- Expand system
- More marketing and publicity
- Evaluation and follow up



- Evaluation and adaptation of pilot results for different areas in Vidzeme
- Financing sources for seasonal sharing system followed by year-round system



SETESDAL E-bike

Nyt vakre Setesdal på en av våre elektriske delingssykler som du kan låne gjennom en app



THANK YOU!

