

# Smart Mobility in Rural Areas

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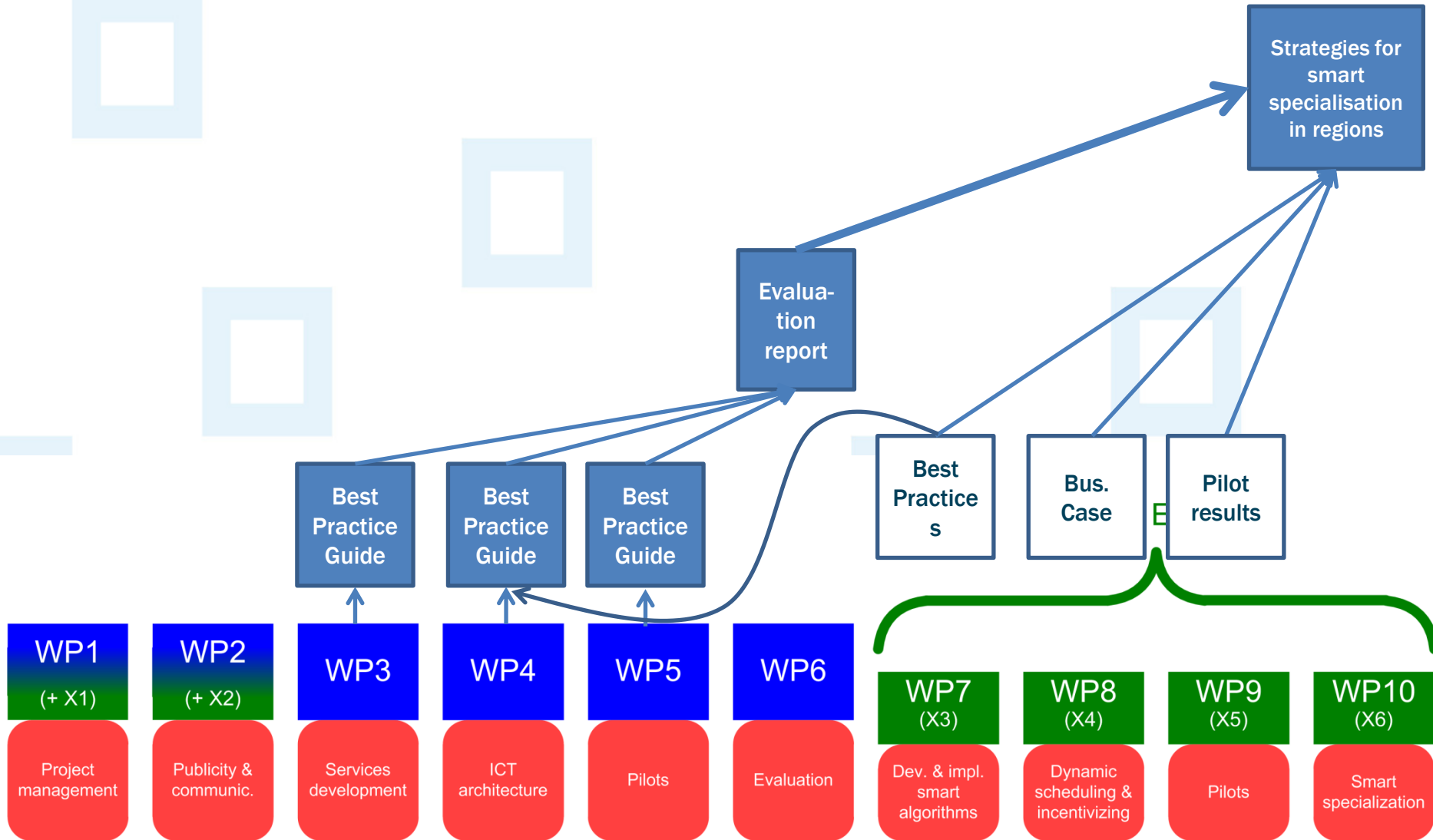


**The Interreg IVB  
North Sea Region  
Programme**

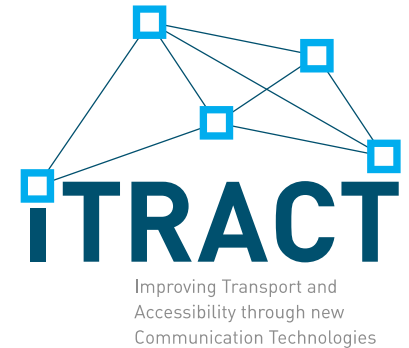


*Investing in the future by working together  
for a sustainable and competitive region*

# ITRACT Deliverables



# Products & deliverables



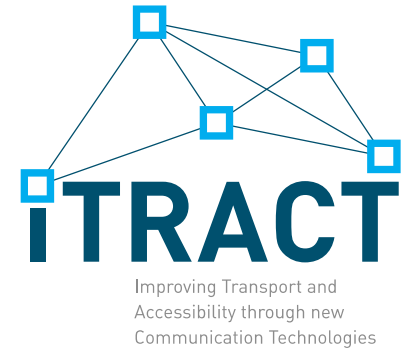
- ❑ Much work has been done and we are almost there
- ❑ However, we have to show the outside world what we have done
- ❑ Our work must be moved from the working folders on Projectplace to the Deliverables folders and on to the ITRACT website
- ❑ The main body of work left is getting the work and results presented and that is still a lot of work

# Products & deliverables

*Check marks to be verified*

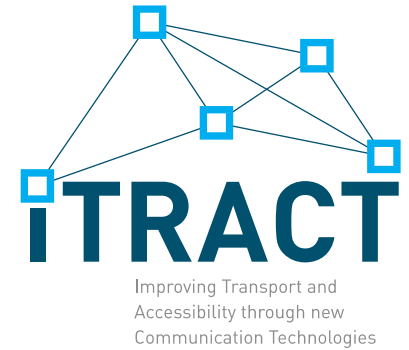
## □ WP2

- Website
- Project flyers
- Social media
- Midterm Conference
- Final Conference
- Transnational meetings
- Promotion
- Cross-sectoral engagement



# Products & deliverables

*Check marks to be verified*



## □ WP3

- Report on needs analysis
- Plans for digital services
- Implementation strategies
- Business models
- **Best Practice Guide**



## □ WP4

- Functional and architectural design
- Event oriented service platform
- Validated information infrastructure
- **Best Practice Guide**

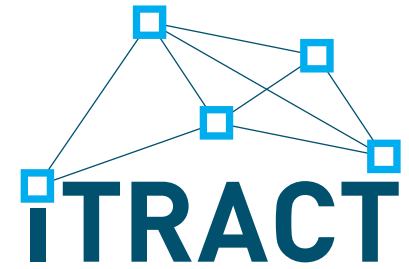


# Products & deliverables

*Check marks to be verified*

## □ WP5

- Organisational model for pilots
- Apps for testing (40)
- Pilot actions
- Evaluation & knowledge exchange on best practises
- Best Practice Guide



Improving Transport and  
Accessibility through new  
Communication Technologies

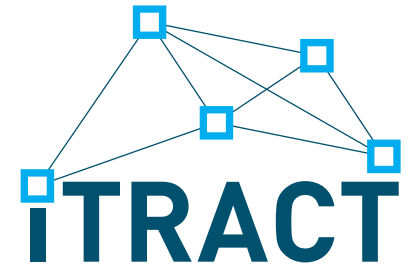


# Products & deliverables

*Check marks to be verified*

## □ WP6

- SWOT analysis
- Evaluation of the project
- Study report on social economic and territorial cohesion and the role of improved transport models
- Policy report

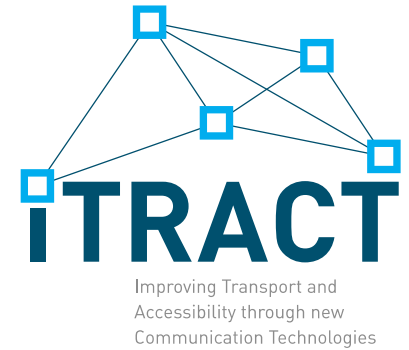


Improving Transport and  
Accessibility through new  
Communication Technologies



# Products & deliverables

*Check marks to be verified*



## □ WP7

- Extension of the architecture with dynamic properties
- Adding best practices to WP4 **Best Practice Guide**



## □ WP8

- List of objectives, requirements, etc.
- Study of customer sensitivity
- Intelligent planning tools
- Proof of concept
- **Business Case**





# Products & deliverables

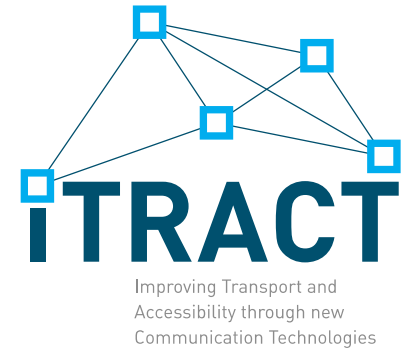
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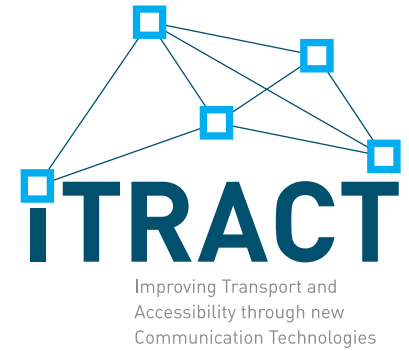
## □ WP9

- Organisation model for testing
- New application
- Pilot actions
- Pilot results

## □ WP10

- Integrated SWOT analysis for policy intervention
- Evaluation report
- Policy Report

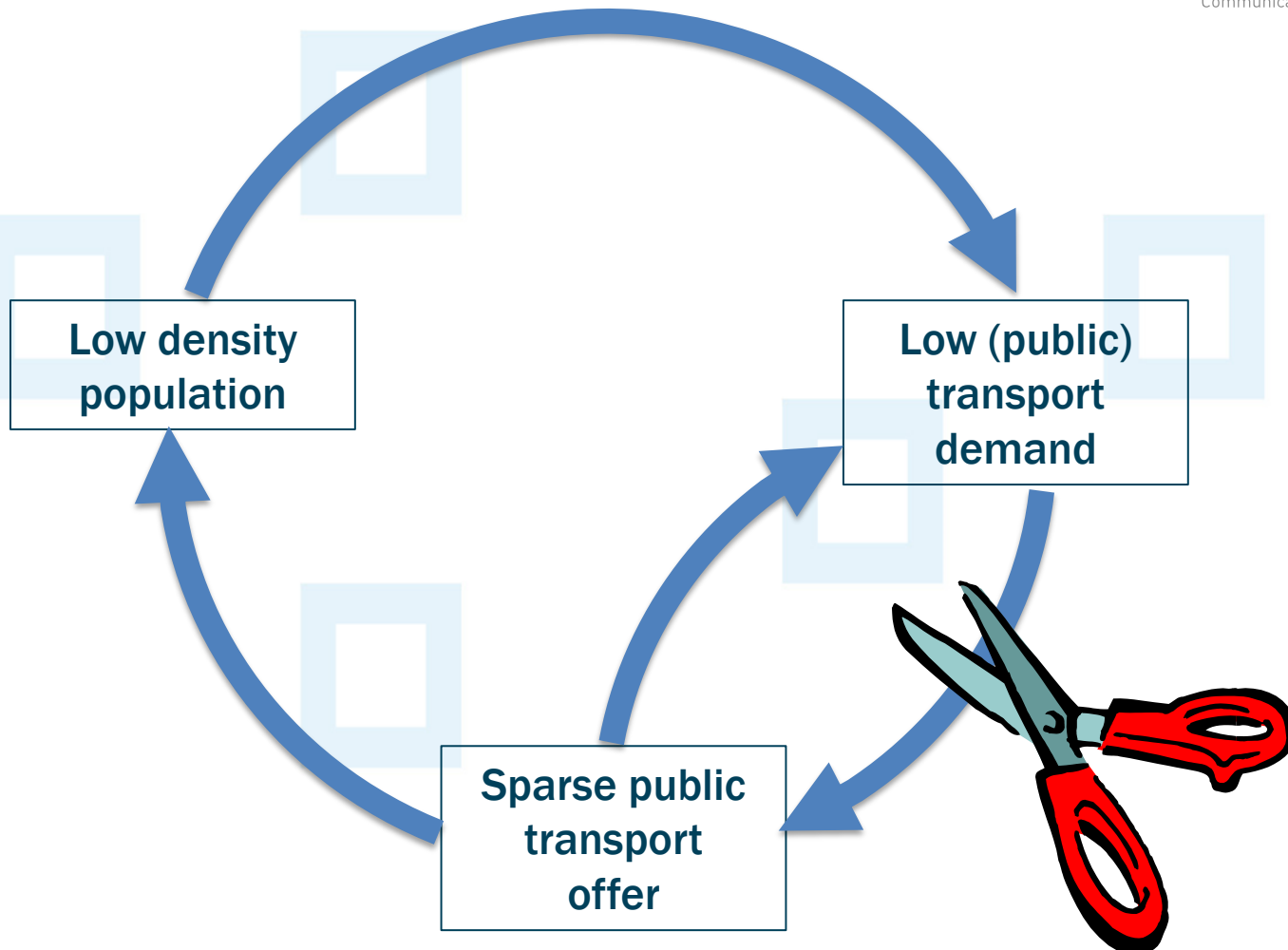




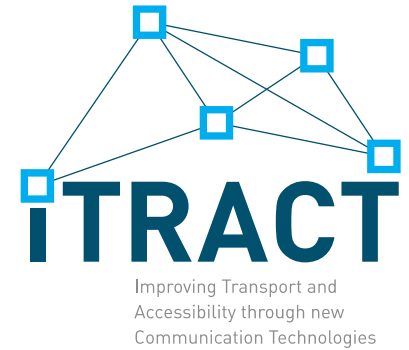
ITRACT – Improving transport and accessibility  
through new communication technologies

# **GENERAL LEARNINGS**

# The vicious cycles of transport in rural areas



# Premisse of the project



- Smarter use of information leads to smarter transport services
- Smarter transport services offer better service levels in rural areas
- Smarter transport services have positive impact on livability and economy of rural areas

# Lessons learned

Distinguish between different aspects



## □ Smart mobility

- Does smarter use of information lead to smarter mobility services and to better levels of service in rural areas?
- What is the impact of smart mobility services on livability and economy of rural areas?

## □ Smart mobility services & service development

- Which smart mobility services do people want?
- How can we come up with really innovative, new ideas?
- How do specific smart mobility services work in practice?

## □ Technology

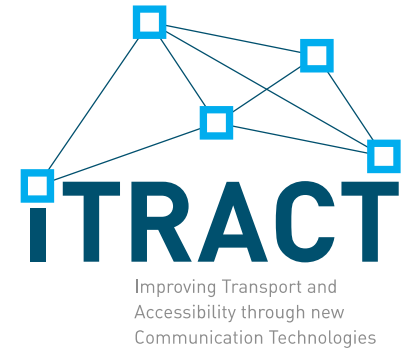
- How can we build smart mobility services?

## □ Project

- In organising such a project, what would we do the same next time and what would we do differently?

## □ Partners

- What did partners learn from collaborating with (international) partners?
- What did partners learn about their own capabilities and future directions?

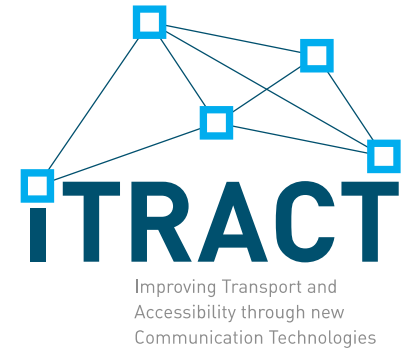


Lessons Learned

# SMART MOBILITY

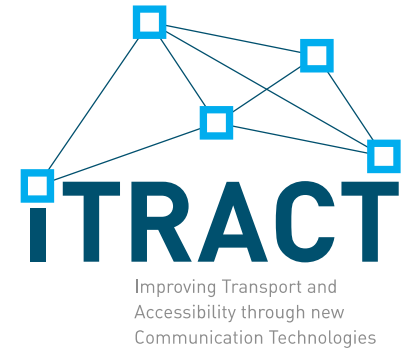
# Lessons learned

## Smart Mobility



- ❑ Does smarter use of information lead to smarter mobility services?
  - ❑ Yes!
- ❑ Do smart mobility services lead to better service levels in rural areas?
  - ❑ Possibly, but more is needed
  - ❑ Additional preconditions have been found
- ❑ Do smart mobility services have a positive impact on liveability and economy of rural areas?
  - ❑ Not provable from this project

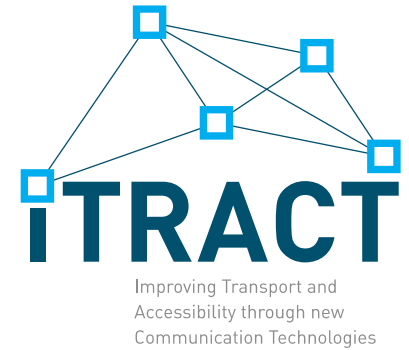
# Essentials of the innovations



- **Personalised**
  - Individualised; adaptive, supportive
  - Memory of the traveler's plans (privacy?)
  - Supply and demand
- **Real time**
  - Delays, traffic jams, blockades, demand variations
- **Transdomain**
  - Multimodal: public AND private (car, bicycle, walk, etc.)
  - People AND goods
  - Administrative domains: trains AND busses AND P+R AND Parking, etc.
  - Cross-border: regions and countries



# Additional preconditions for better mobility services



## □ Technical

**RURAL**

- Digital connectivity; coverage
- Open, standardised transport data

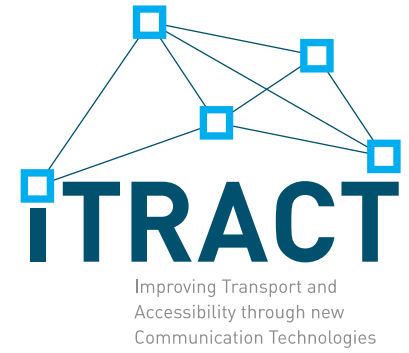
## □ Non-technical: people

**RURAL**

- Social innovation: willingness of people
- Bridging the digital divide: ability of people

## □ Non-technical: organisations, including government

- Cross-domain cooperation: willingness of organisations
- Knowledgeable and visionary coordination: ability of organisations



**Thank you!**