mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN REGIONAL DEVELOPMENT FUND
EUROPEAN UNION

MAMBA

Mobility • Accessibility • Innovation

VASAB webinar on sharing the knowledge
'Rural accessibility and augmented technologies for spatial planning'
7 September 2020

Hakan Uraz
REM Consult

mamba
mobility – accessibility – innovation

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

MAMBA –

MAximising **M**obility and Accesibility of Services in Rural Areas around the **BA**ltic Sea region

Project Partners

1. **Diaconie Schleswig Holstein** | GERMANY
2. **Nordregio** | SWEDEN
3. **Vidzeme University of Applied Sciences** | LATVIA
4. **Vidzeme Planning Union** | LATVIA
5. **County of Ploen** | GERMANY
6. **County of Cuxhaven** | GERMANY
7. **Regional Council of South Ostrobothnia** | FINLAND
8. **Seinäjoki University of Applied Science** | FINLAND
9. **Regional Council of North Karelia** | FINLAND
10. **Vejle Municipality** | DENMARK
11. **Municipality of Trelleborg** | SWEDEN
12. **Bielsko District** | POLAND
13. **Bielsko-Biala Regional Development Agency** | POLAND
14. **Institute for Climate Protection, Energy and Mobility** | GERMANY
15. **Road Transport Administration** | LATVIA

mamba
mobility – accessibility – innovation

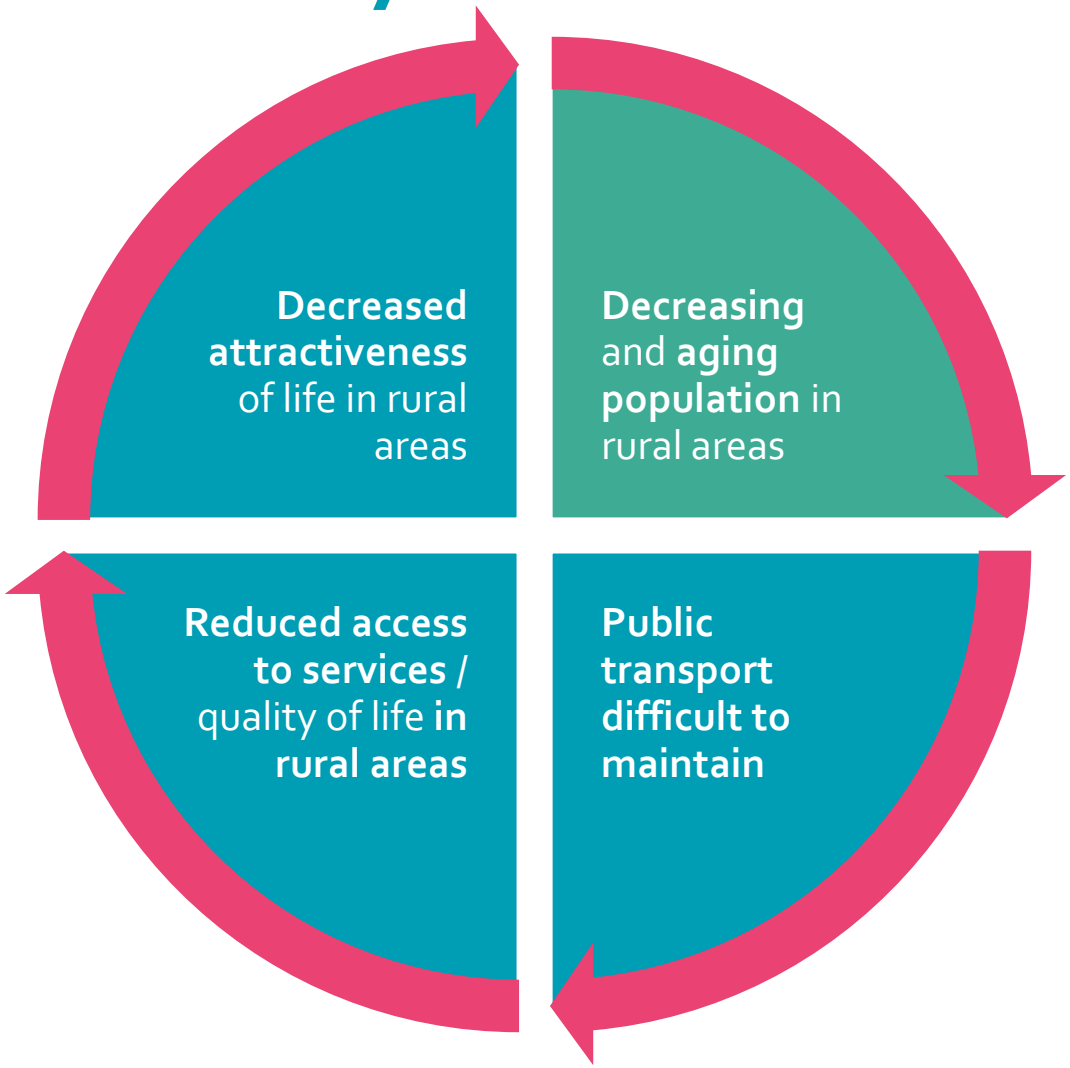
Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Why maximizing mobility in rural areas?

CHALLENGE

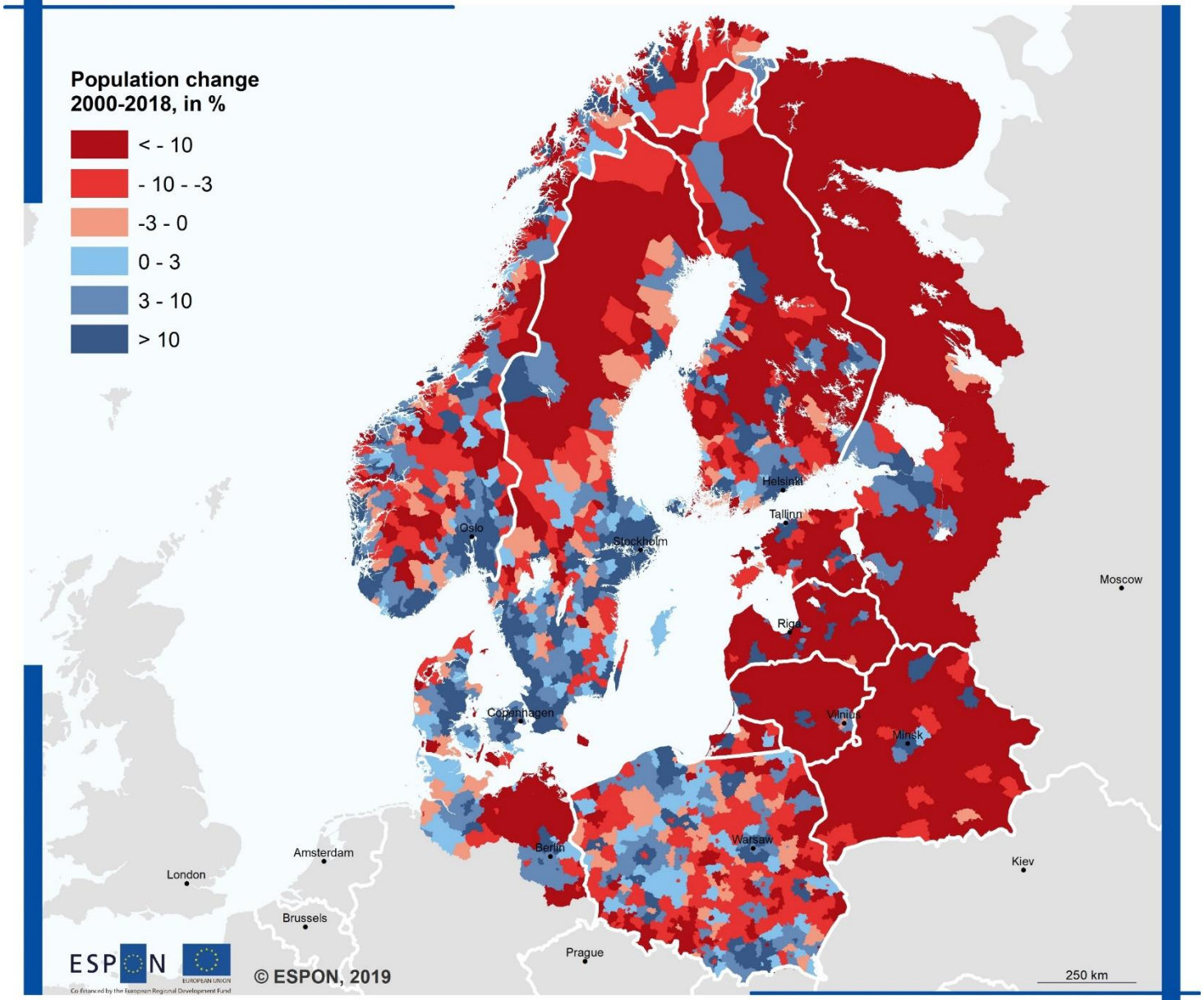
Why MAMBA?


Decreased attractiveness of life in rural areas
Decreasing and aging population in rural areas
Public transport difficult to maintain
Reduced access to services / quality of life in rural areas

Does this look like rural mobility could be fun?

Or this?
When is the bus coming?
Where does it go to?

Population change 2000-2018



Territorial level: LAU2: FI, NO, SE, EE, LV; LAU1: DK, LT, PL; (version 2017). NUTS3: DE; Rayon: RU & BY
Source: BT2050, 2019
Origin of data: NSI's, 2019
© University of Geneva for administrative boundaries

mamba
mobility – accessibility – innovation

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Actions and outputs of MAMBA

ACTIVITIES

10+ MAMBA projects exemplify how to **reduce mobility and accessibility gaps** in rural regions

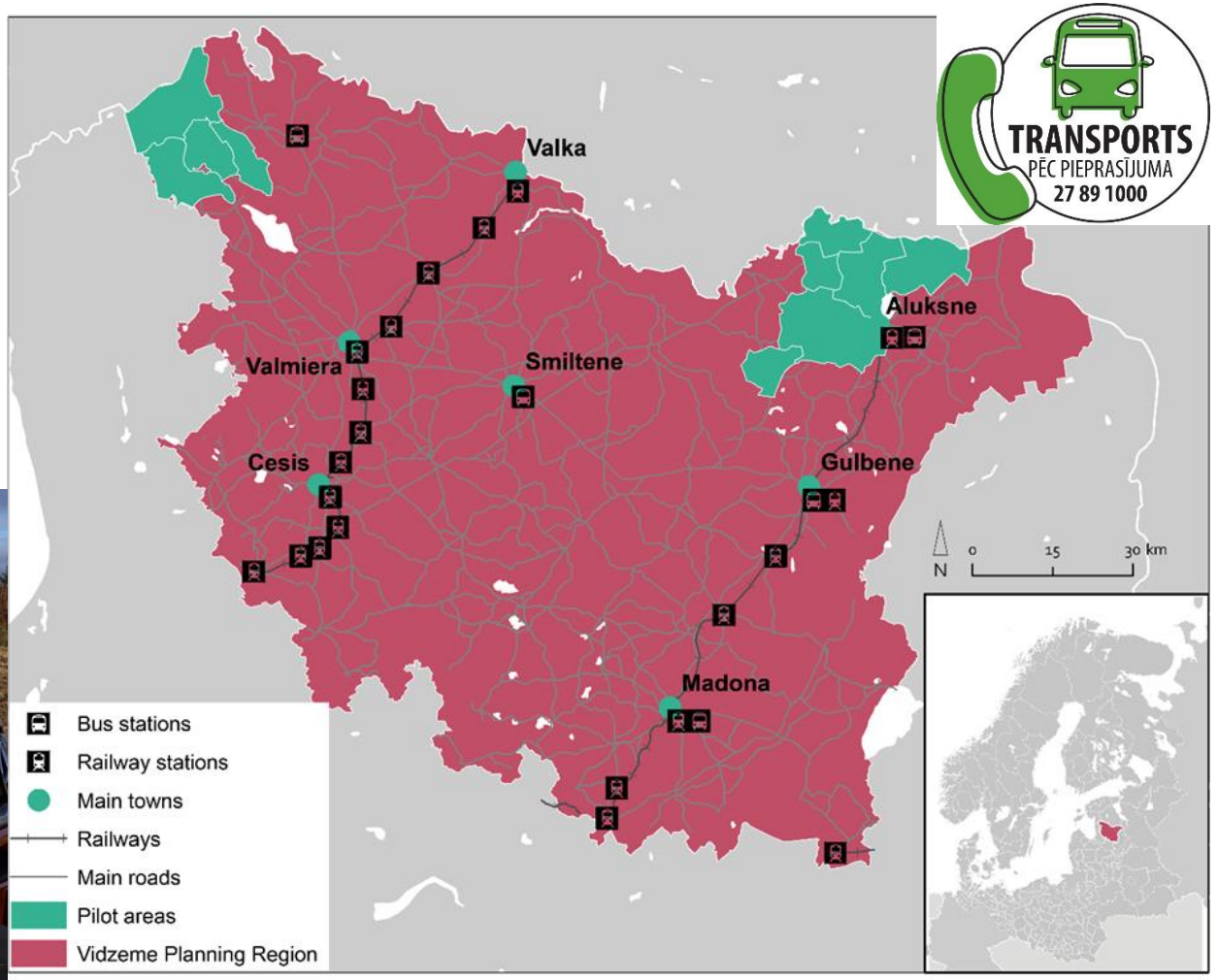
mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Vidzeme region, Latvia

Transport-on-Demand Service

- Cumbersome process to plan, develop and implement
- Success at last → very well received by population
- Funding and political will shaky



mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN REGIONAL DEVELOPMENT FUND
EUROPEAN UNION

Cuxhaven County, Germany

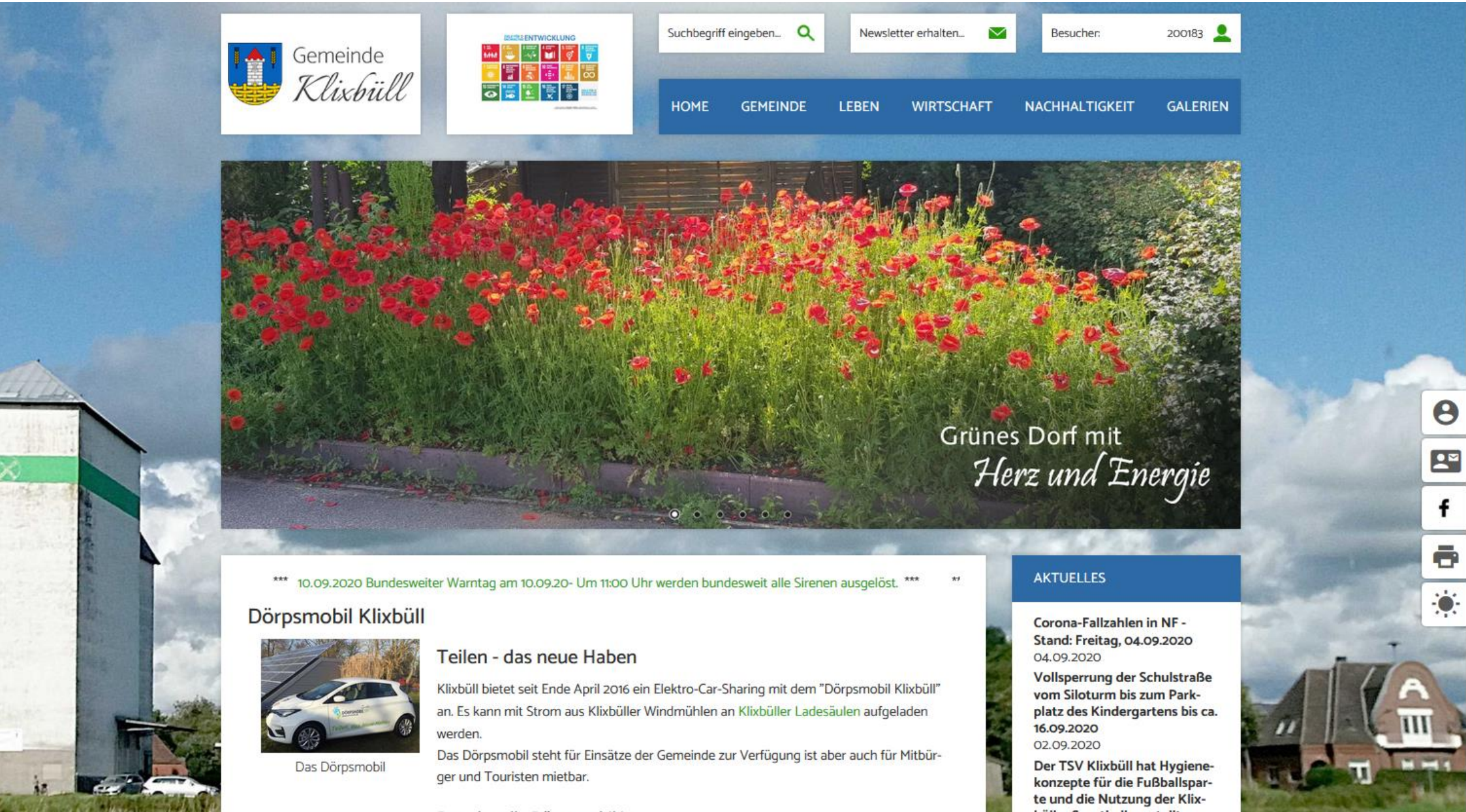
Rural Car sharing („Village Car")

- Political will and strong administrative support (top-down)
- Enrooted in the community (village association); voluntary driver pool
- Lasting success story with lighthouse character…. can be the initiator for a wider change!

mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN REGIONAL DEVELOPMENT FUND
EUROPEAN UNION

Pioneers needed....



...for a revolution!

Source: https://www.doerpsmobil-sh.de/

DÖRPSMOBIL SH –
Wir bewegen das Dorf

Mobilität ohne eigenes Auto gestaltet sich auf dem Land oft schwierig. Der ländliche ÖPNV ist aufgrund der geringen Verfügbarkeit meist keine alltagstaugliche Alternative. Als Ergänzung braucht es daher aus ökologischen, sozialen und auch aus ökonomischen Gründen alternative Mobilitätsangebote. Diese Notwendigkeit wurde auch von der Akademie für die ländlichen Räume Schleswig Holsteins e.V. als zukünftige Herausforderung im Sinn der Daseinsvorsorge erkannt und nach Vorbild des Praxisbeispiels „Dörpsmobil Klixbüll" als landesweites Kooperationsprojekt weiterentwickelt und gefördert.

mamba
mobility – accessibility – innovation

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Why is „mobility“ always about transportation?

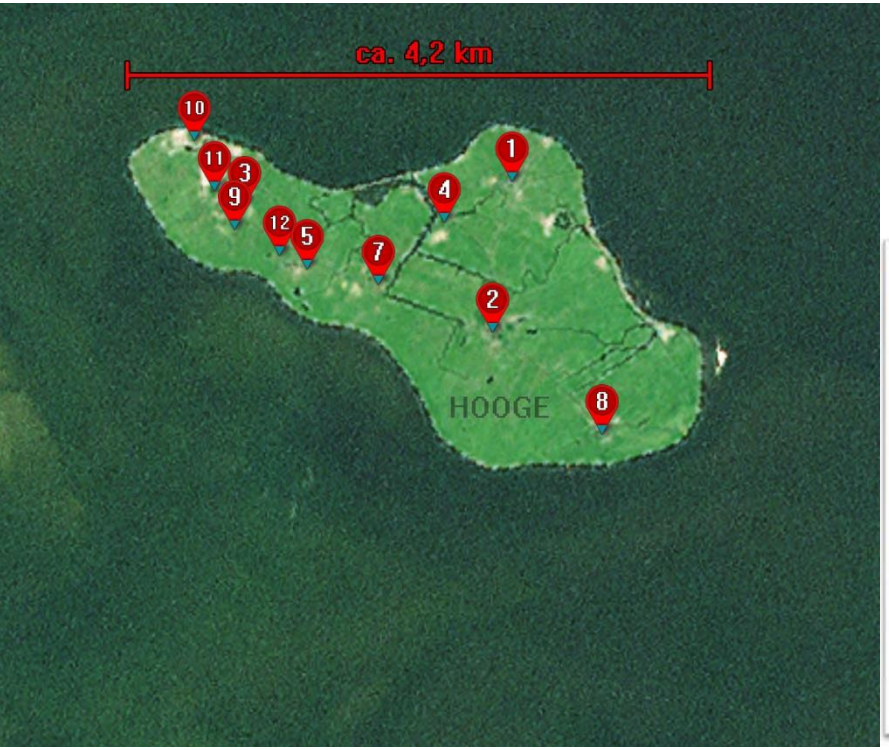
Service-to-people mobility!

mamba
mobility – accessibility – innovation

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Island of Hallig Hooge, Germany



Digital social councelling in village center „MarktTreff“

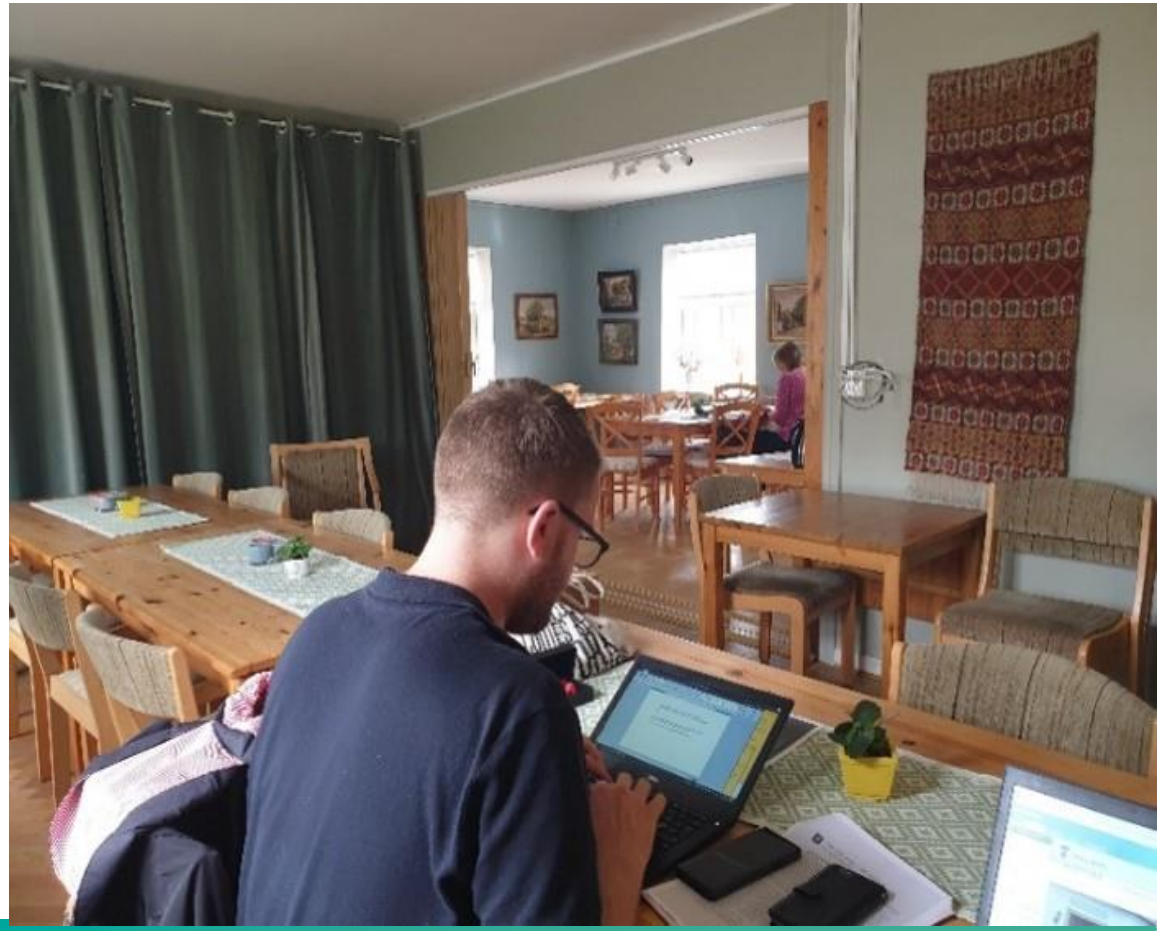
mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN REGIONAL DEVELOPMENT FUND
EUROPEAN UNION

Municipality of Trelleborg, Germany

Rural Coworking Space in Södra Åby

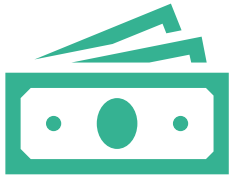
- Cooperation of Municipality and local village association
- Using of existing resources and infrastructure
- Providing opportunity to avoid travel + work productively + meet people



MAMBA's lesson learnt: Rural mobility and accessability challenges require genuine rural solutions

Territorial specificities

Community needs



Economic context

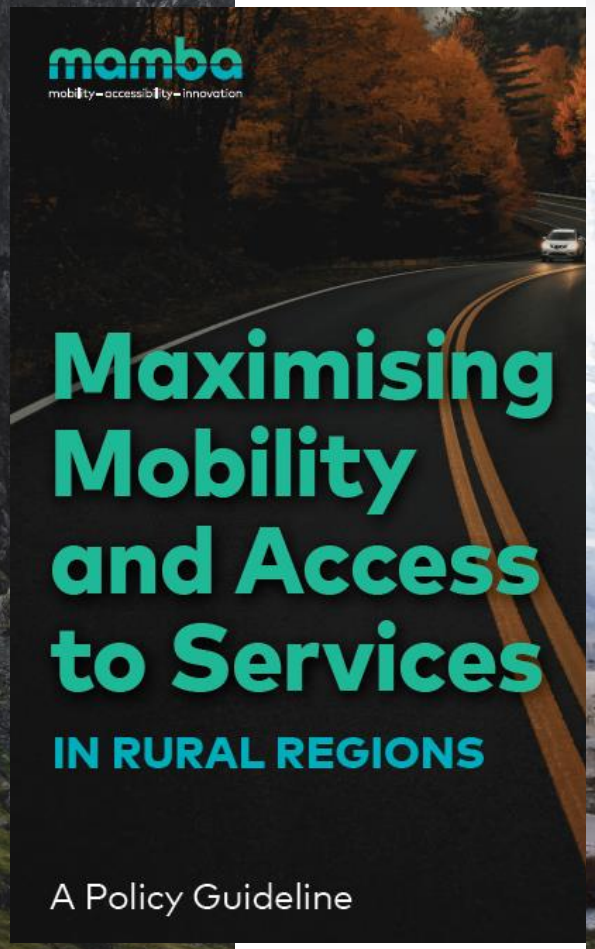
Legal constraints & enablers

TAKE-AWAY MESSAGES

- Know your target group
- Understand the local context
- Utilise existing resources and create synergies
- Consider the institutional setting early on

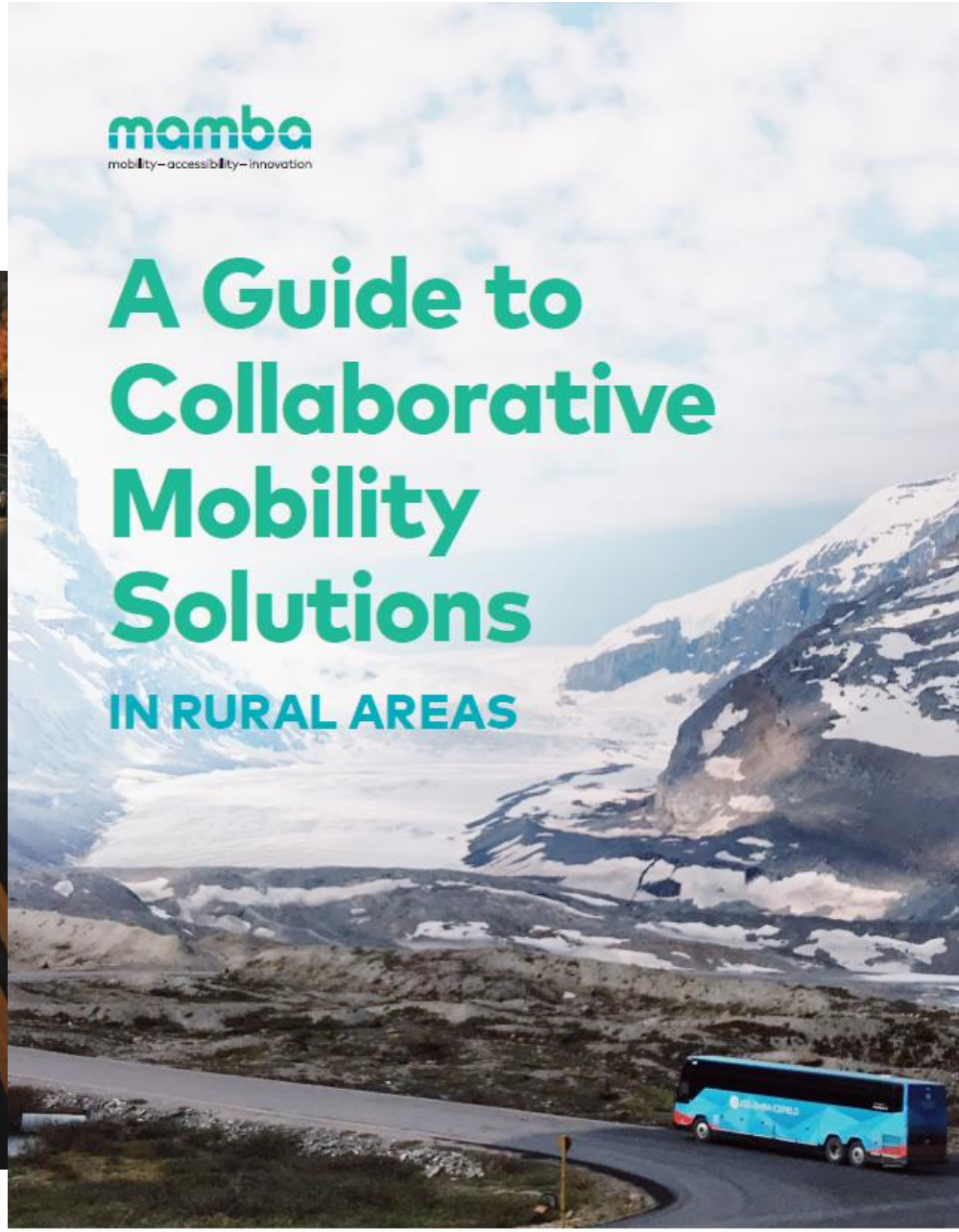
The real innovation is the social process, not the solution itself

MAMBA Outputs



www.mambaproject.eu

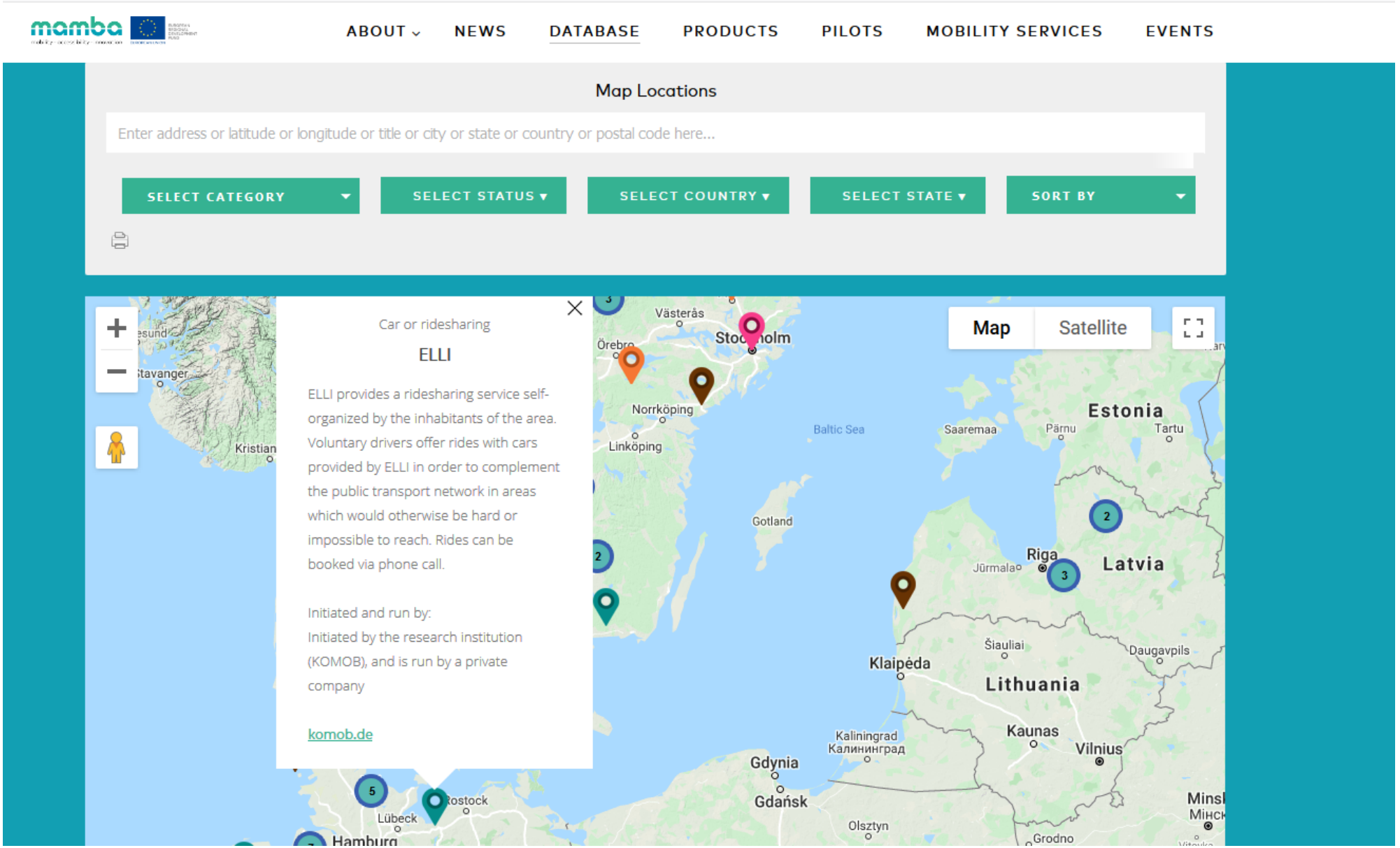
Interreg Baltic Sea Region



www.mambaproject.eu

Interreg Baltic Sea Region

MAMBA Outputs → Database



mamba
mobility – accessibility – innovation

Interreg Baltic Sea Region
EUROPEAN REGIONAL DEVELOPMENT FUND
EUROPEAN UNION

Join us for the next two sessions of the Final (Web) Conference

- **Session #1** Setting the scene, exploring the challenge
  3 September 2020
- **Session #2** Breaking the vicious circle with successful mobility and accessibility solutions – Stories from MAMBA and beyond
  10 September 2020, 10.00 CET
- **Session #3** How can mobility policies open the road for better mobility and accessibility in rural areas?
  17 September 2020, 10.00 CET

visit **www.mambaproject.eu**

Contact

Diaconie of Schleswig Holstein | LEAD PARTNER
Nicole Rönnspieß: **roennspiess@diakonie-sh.de**

REM Consult | PROJECT MANAGEMENT
Hakan Uraz: **uraz@rem-consult.eu**

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN
REGIONAL
DEVELOPMENT
FUND

mamba
mobility – accessibility – innovation

www.mamba-project.eu

mamba
mobility – accessibility – innovation

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Questions?

Q & A