

## MARA - Mobility and Accessibility in Rural Areas



**Interreg Project MARA Introduction**

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# INTRODUCTION

## Project aims

- Improve accessibility and mobility in rural areas
- Increase capacity of transport actors
- Improve existing mobility models
- Develop and test new mobility models

=> for inhabitants

=> for tourists

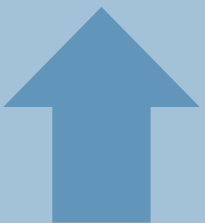
Januar 2019 – September 2021

Budget: 2,3€



# Project structure – Overview workpackages

WP4: Upscaling: using the project results in order to improve the spatial plans of public authorities



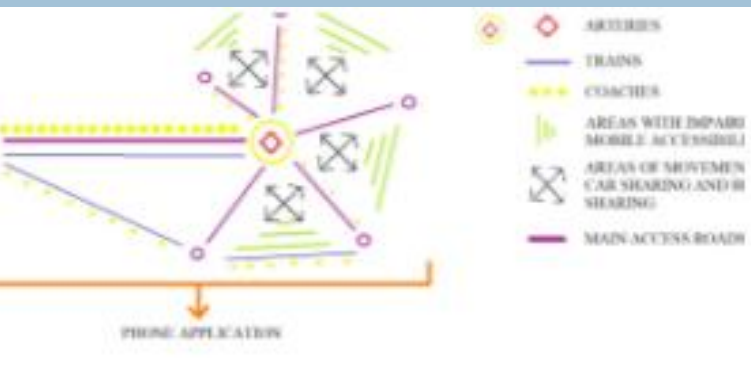
WP3 Applying: adapting and advancing existing mobility solutions and testing new ones



WP2: Analysing: identifying mobility needs

# Main deliveries and impact for policies in the Baltic Sea Region

- Testing new mobility approaches and improving existing ones  
=> developing solutions for rural areas in BSR
- Transfer of results in planning and policy documents





# MARA Cases Overview

## Case 1 call-a-bus

PP1 - Ministry of Energy, Infrastructure and Digitalization Mecklenburg-Vorpommern

## Case 2 Citizen bus in Vidzeme

PP3 - Vidzeme Planning Region

## Case 3 e-bike/e-cargo bike sharing

PP3 - Vidzeme Planning Region

PP4 - Setesdal Regional Council

## Case 4 Electric cars and bikes sharing

PP2 - Bialystok University of Technology

PP8 - Hajnówka District

## Output/Results

- feasibility study
- management plan
- investment concept
- thematic expertise
- implementation strategy



# MARA Cases Overview

## **Case 5 “UBER’ for children”**

PP4 - Setesdal Regional Council

## **Case 6 Integrated mobility plan**

PP6 - Swedish Transport Administration

PP9 - Dalarna University

## **Case 7 - extending existing car sharing solutions**

PP5 - Vilnius Gediminas Technical University

## **Case 8 “Develop and mark 1-3 safe water routes on the Onega Lake”**

PP7 - Petrozavodsk City Administration

PP10 - Tourist Information Center of the Republic of Karelia

## **Output/Results**

- feasibility study
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# Sources

**Pictures/maps are from the following sources:**

**Slides** Title, 3,5 - 7 by MARA project and partners