



## IMPROVED MOBILITY, IMPROVED AIR QUALITY IN RURAL AND MOUNTAIN AREAS

What solutions exist for a more developed, sustainable, and affordable mobility in rural and mountainous areas? How to decrease car dependency, enhance well-being and improve air quality by developing the offer of decarbonised mobility options? Euromontana will address these questions in a fringe workshop, in the framework of the **Rural Vision Week** co-organised by the European Commission's DG AGRI and the European Network for Rural Development from 22 to 26 March 2021. **The fringe workshop will be held on March 25, 2021 from 10:00 to 10:45.**

On the one hand, **air pollution** is one of the most significant environmental risk factors for human health and transport remains a major source of air pollution. In some mountain resorts, up to 57% of greenhouse gas emissions come from transport, aggravating **climate change** and its consequences in already seriously affected regions.

On the other hand, mobility plays an important role in the attractiveness of a region. In many rural and mountain areas, there is a persisting **car dependency** due to many challenges (important distances to cover while the number of inhabitants can be low, geographical and natural handicaps such as slopes, altitude, heavy snowfall). The absence of adequate **collective transport solutions** and of **clean and affordable mobility** for all imposes social and territorial exclusion of some segments of rural inhabitants.

To increase the health and well-being of rural and mountain inhabitants, the **Long-Term Vision for Rural Areas** should make sure that not only "mobility is available and affordable for all, that rural and remote regions are better connected" as requested by the new EU Mobility Strategy, but also that clean mobility with more decarbonised mobility options for goods and persons is also largely deployed in these territories.

[RURAL VISION WEEK AGENDA](#)

[RURAL VISION WEEK REGISTRATION](#)

### FRINGE WORKSHOP PROGRAMME

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|--------|--|--|
| 5 min  | Introduction and moderation  | <i>Marie Clotteau, Director of Euromontana</i>   |
| 15 min | Alpine Convention's presentation of the key findings of the 8 <sup>th</sup> Alpine report on "Air Quality in the Alps" and illustration with some clean mobility practices | <i>Eric Vindimian, French Ministry for the Ecological Transition, Chair of the Alpine Convention working group on the 8<sup>th</sup> Report on the State of the Alps</i> |
| 10 min | ASTUS Project: presentation of the toolbox for local and regional authorities to increase clean mobility on a day-to-day basis   | <i>Chloé Ribaudeau, Region Auvergne-Rhône-Alpes &amp; National Contact Point INTERREG Alpine Space</i>   |
| 10 min | SaMBA: increase the use of public transport and impulse behaviour change in mobility patterns, Shravan Shinde, MVV, Mobility Planning and Research in Munchen              | <i>Shravan Shinde, MVV, Mobility Planning and Research in Munchen</i>  |
| 5 min  | Questions and Answers  |  |

*The workshop will be held in English via Zoom.*