



Daily mobility: how to improve the quality of life of mountain inhabitants?

Tuesday 12th October 2021 from 14:00 to 16:45

Online

Mobility plays an important role in the attractiveness of a region. In many rural and mountain areas, there is a persisting traditional car dependency, and the absence of adequate collective transport solutions imposes social and territorial exclusion of some segments of rural inhabitants. No matter how much effort is spent on education, promotion of tourism, development of new economic initiatives, etc.: accessibility remains a key to success for development initiatives and the lack of good accessibility affects any development strategy implemented in rural territories.

This holds true for the accessibility of rural areas from urban areas but also for accessibility within the rural areas. This also particularly holds true for the accessibility of the 13% of the EU population who live in a mountain area, covering nearly 29% of EU27 countries.

Mountain areas present specific challenges such as the importance of distances to cover while the number of inhabitants can be low, sparsely populated areas with several villages or small towns (like in Spain or Romania) reducing even more the economic viability of public transport lines, a high number of elderly people, sometimes a high poverty rate and a relative remoteness to the main airports /railway /road nodes. Mountain areas should also face specific geographic conditions with slopes, altitude and protected areas. Roads and railways are expensive and difficult to build up steep mountain valleys.

These natural, geographical and sometimes demographic handicaps of mountain areas thus lead to a high dependency on traditional road transport for permanent residents, who often need to travel a certain distance for work, education, services and leisure activities.

Taking into account these specific constraints, how can daily mobility of mountain inhabitants be improved? Are the traditional solutions used in urban areas adapted for the specific needs of mountain inhabitants?

During this conference, Euromontana will give the floor to practitioners and representatives of the European Commission. Speakers will explore how the combination of different solutions can help to concretely improve mobility in the daily life of mountain inhabitants while investigating greener and more sustainable solutions.

Interpretation will be available in French and English. The event will be moderated by Marie Clotteau, Director of Euromontana.

PROGRAMME

- 14.00 – 14.10 *Welcoming words by **Juanan Gutiérrez**, President of Euromontana: reinventing daily mobility in mountain territory to improve the quality of life of mountain inhabitants*
- 14.10 – 14.40 *Methodology for territorial mobility transformation: master and enjoy the necessary complexity of solutions - Illustration with OrbiMob' Clermont Auvergne. **Dr Patrick Oliva**, PPMC & TDA co-founder (Paris Process on Mobility and Climate; Transport Decarbonization Alliance)*

Session 1: Towards green, sustainable and affordable mobility

- 14.40 – 15.00 *The new EU Strategy for greener, smarter and affordable mobility in Europe, **Joshua Salsby**, European Commission, DG MOVE*
- 15.00 – 15.15 *Recommendations from SMARTA project for smarter rural transport, **Andrea Lorenzini**, Transport Engineer, MemEx*
- 15.15 – 15.25 *Questions and answers*
- 15.25 – 15.45 *Coffee-break*

Session 2: Practical examples to improve daily mobility in mountain areas

- 15.45 – 15.55 *Zero Emission Valley: hydrogen for a low-carbon mobility in Auvergne Rhone Alpes region, **Laurence Minne***
- 15.55 – 16.05 *RezoPouce: daily hitchhiking, **Matthieu Jacquot**, member of Rezo Pouce /Mobicoop*
- 16.05 – 16.10 *La Exclusiva: Home delivery services to increase the quality of life of the ageing population, **video***
- 16.10 – 16.20 *MobiLab: improve accessibility in rural and mountain territory, **Elena di Bella**, Citta Metropolitana di Torino*
- 16.20 – 16.35 *Questions and Answers*
- 16.35 – 16.45 *Conclusion by **André Marcon**, Senate member of Euromontana*