OrbiMob'
Clermont Auvergne

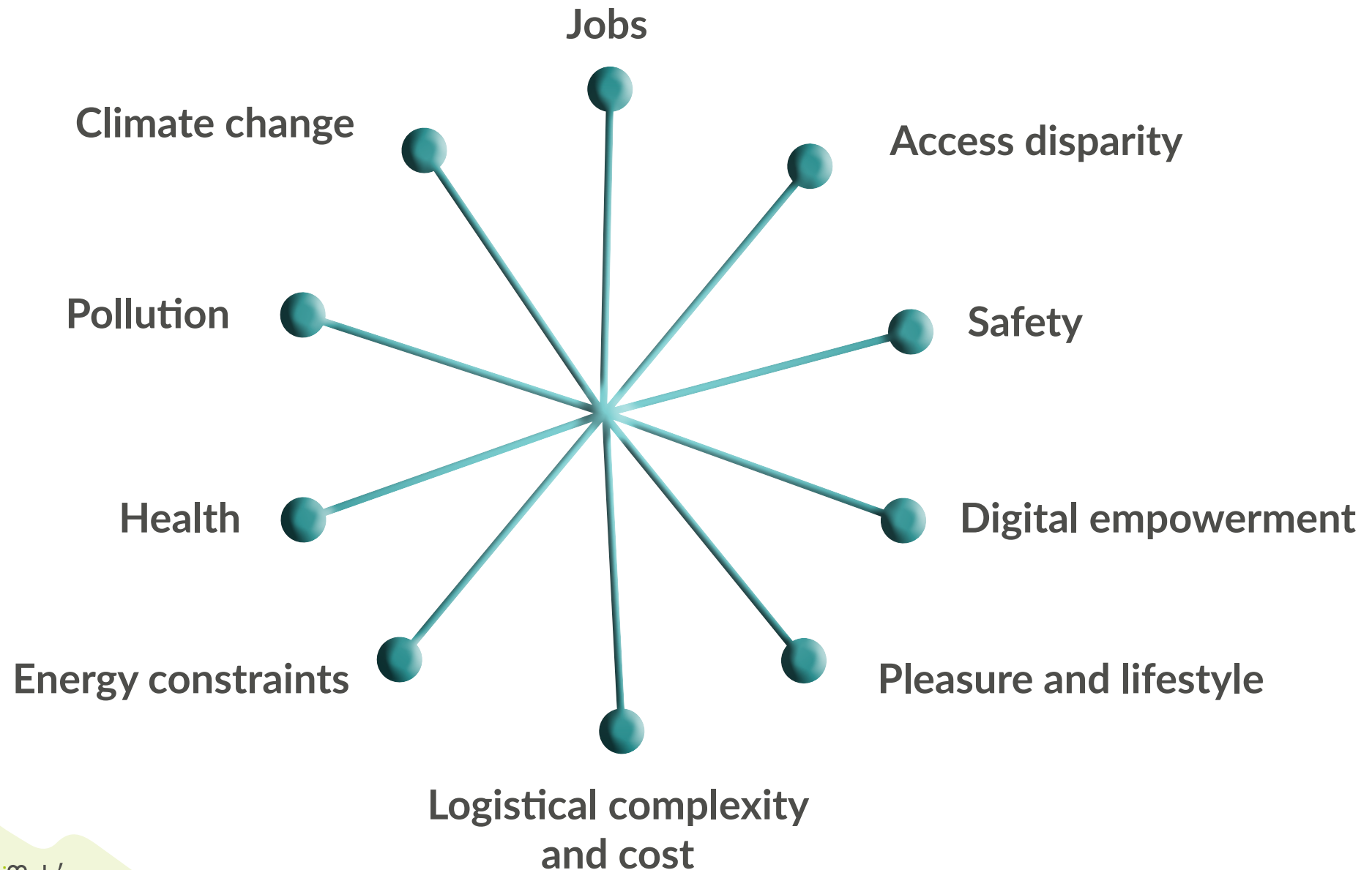# METHODOLOGY FOR TERRITORIAL TRANSFORMATION

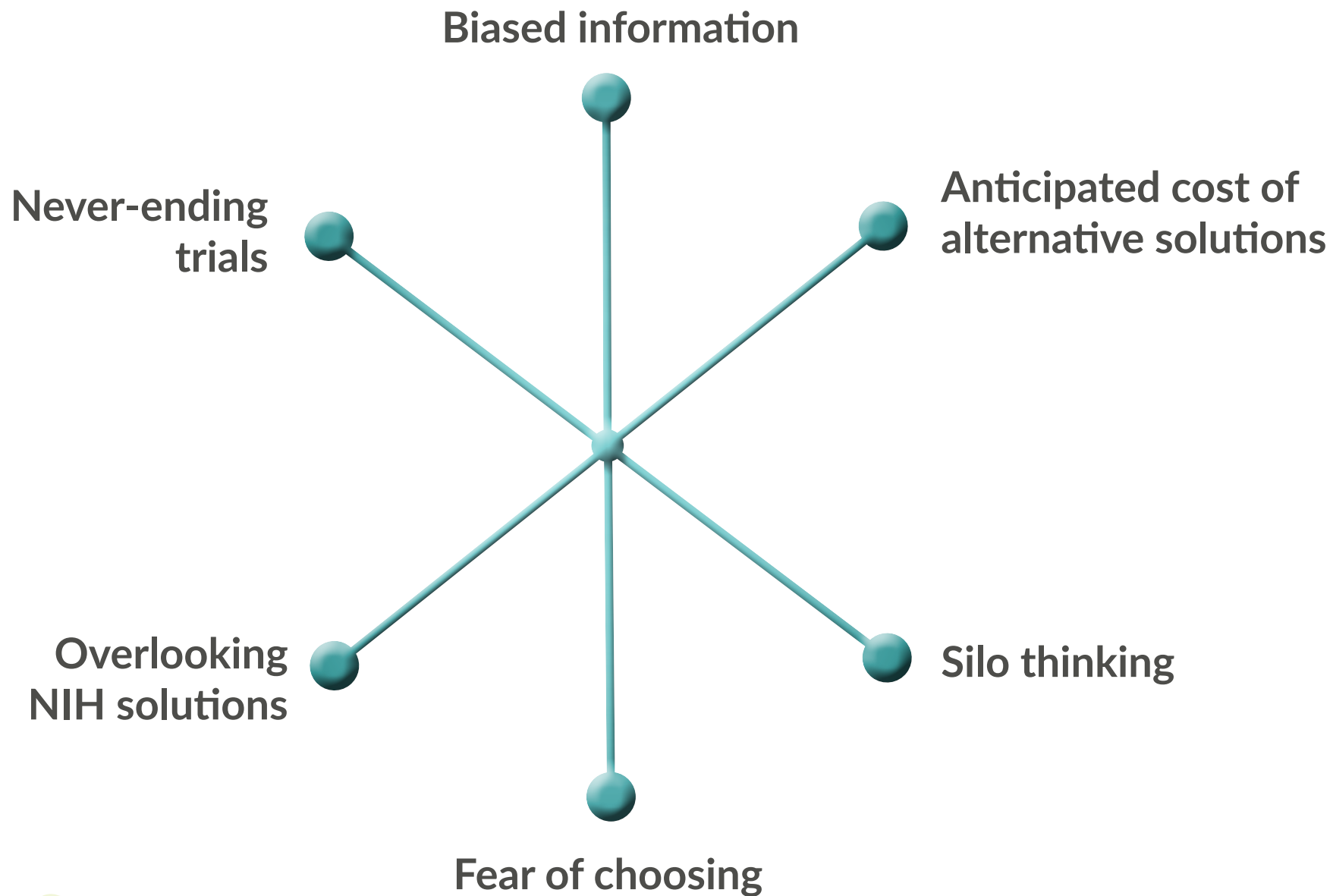- Master and enjoy the necessary complexity of solutions -

Dr Patrick Oliva, OrbiMob'

12 octobre 2021

EUROMONTANA
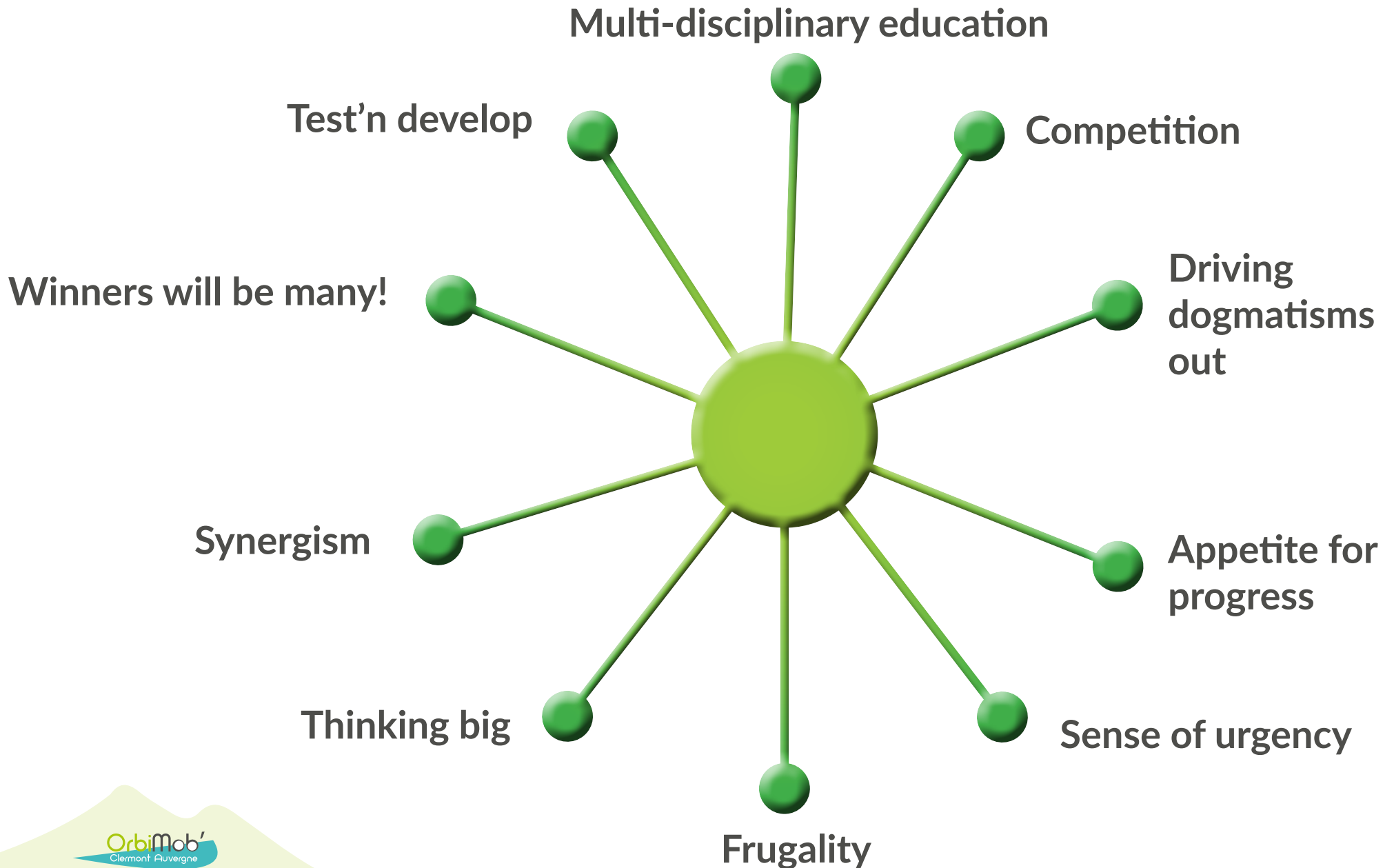European association of mountain areas

AT LEAST TEN KEY REASONS MOTIVATE THE NEED FOR CHANGE

Jobs

Climate change

Access disparity

Pollution

Safety

Health

Digital empowerment

Energy constraints

Pleasure and lifestyle

Logistical complexity
and cost

AT LEAST SIX HURDLES TO OVERCOME

Biased information

Anticipated cost of alternative solutions

Never-ending trials

Silo thinking

Overlooking NIH solutions

Fear of choosing

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FOSTER A TRANSFORMATION MINDSET

Multi-disciplinary education

Test'n develop

Competition

Winners will be many!

Driving dogmatisms out

Synergism

Appetite for progress

Thinking big

Sense of urgency

Frugality

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Clermont Auvergne
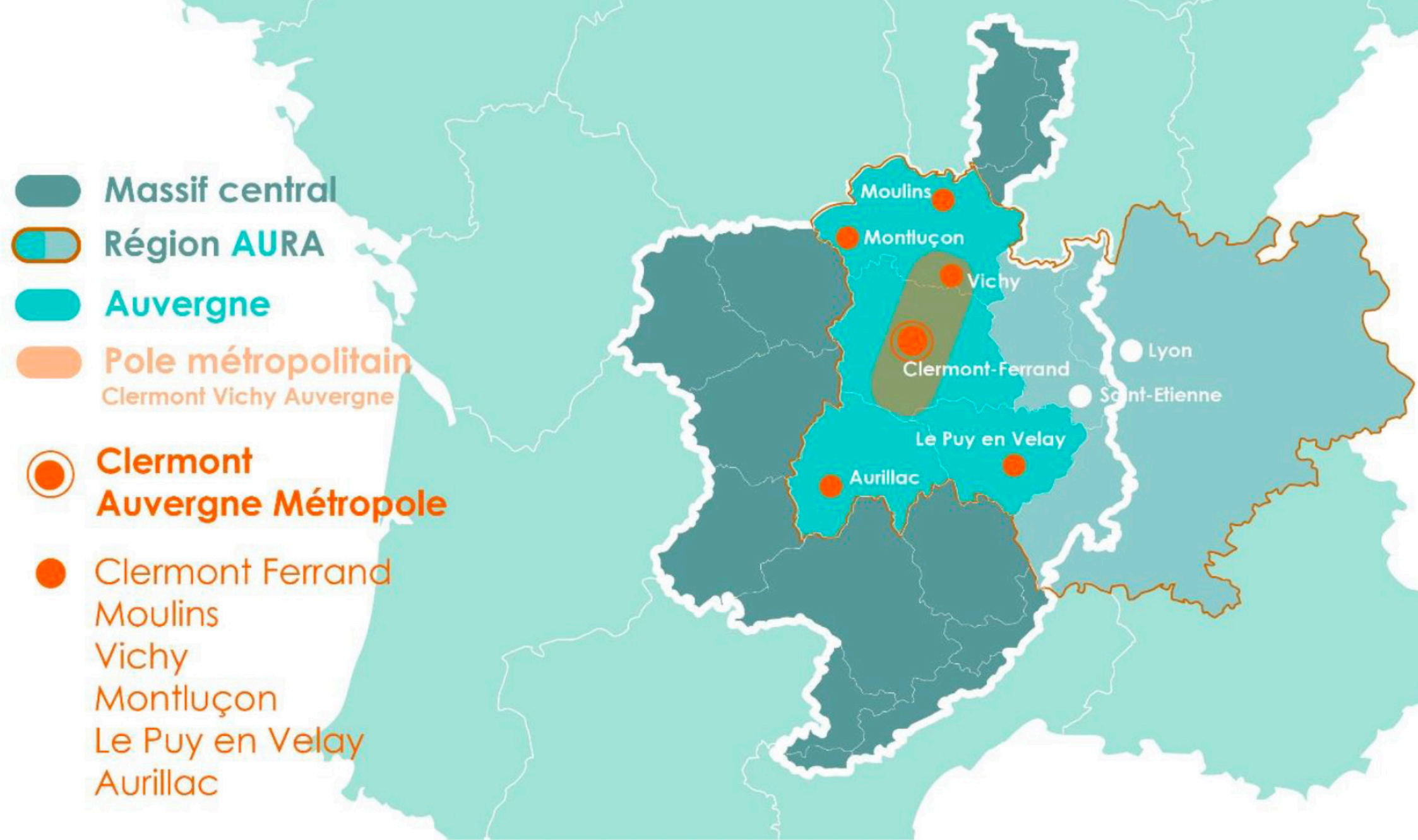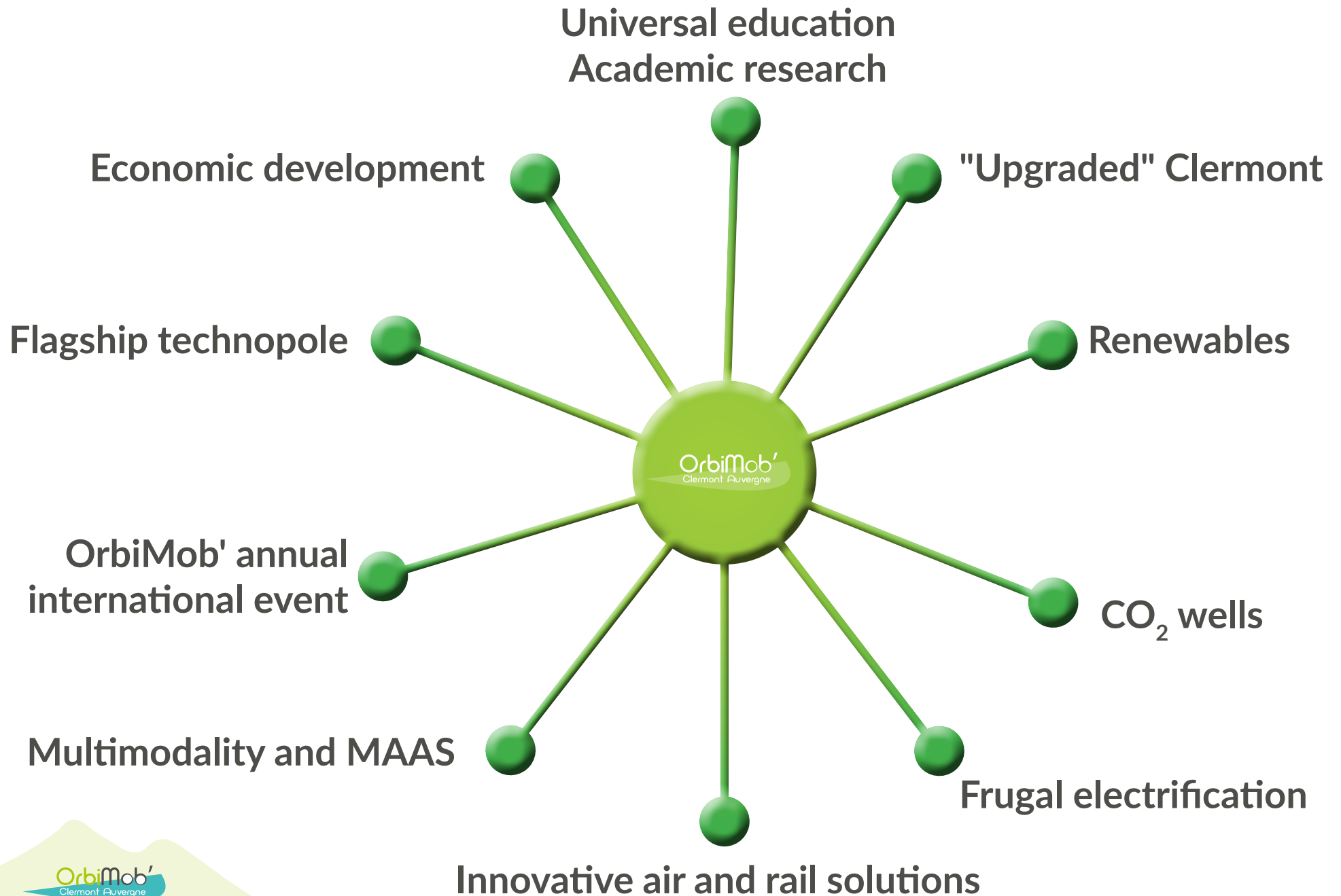
SPEED UP IN DIRECTIONS WHICH ARE "NO BRAINERS"

- Develop soft mobilities

- Embark on electrification (EBs, PHEVs, EVs)

- Develop alternative fuels for ICEs

- Push MAAS

- Mutualise logistics

- Open mass transit to competition

- Decentralize energy generation

- Expand CCUS

- Explore clean, short distance, air solutions

- Foster crash avoidance technologies

- Capitalize on sustainable assets: wide spaces and nature

- Resist "city-centered" solutions

- Do not ask for yesterday's solutions

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Massif central

Région AURA

Auvergne

Pole métropolitain
Clermont Vichy Auvergne

Clermont Auvergne Métropole

Clermont Ferrand
Moulins
Vichy
Montluçon
Le Puy en Velay
Aurillac

Moulins
Montluçon
Vichy
Clermont-Ferrand
Le Puy en Velay
Aurillac
Lyon
Saint-Etienne

OrbiMob'
Clermont Auvergne

ORBIMOB' CLERMONT-AUVERGNE : 2020 -2027

Let's work together!

EUROMONTANA
European association of mountain areas

OrbiMob'
Clermont Auvergne

Political context

- The **European Green Deal** calls for a 90% reduction in greenhouse gas emissions from transport by 2050, to help the EU become the first climate neutral continent.

- In the meantime, transport was amongst the sectors hardest hit by the **Coronavirus pandemic.**

- It has shown that we need to continue to work on the future of our European transport system so that it can quickly **recover from the severe impact of this crisis.**

- We need to set out **much needed reforms, policies and actions to support the sector.**

- To this end, the Commission adopted a **Strategy for Sustainable and Smart Mobility** in December 2020.

European Commission | Mobility and Transport

The Strategy

Our vision for the future of European transport and mobility

KEY ELEMENTS

- **Three objectives:** making the European transport system more **sustainable**, **smart** and **resilient**

- **10 flagship areas** with key **milestones**

- **Action plan** with a list of concrete policy actions

- Comprehensive **Staff Working Document**

SUSTAINABLE

AN IRREVERSIBLE SHIFT TO ZERO-EMISSION MOBILITY

- Making all transport modes more sustainable,
- Making sustainable alternatives widely available in a multimodal transport system,
- Putting in place the right incentives to drive the transition.

European Commission | Mobility and Transport

RESILIENT

A MORE RESILIENT SINGLE EUROPEAN TRANSPORT AREA: FOR INCLUSIVE CONNECTIVITY

- Reinforcing the Single Market
- Helping the sector build back better from the crisis & become more resilient
- Increasing investments, both public and private, in infrastructure and fleets

European Commission | Mobility and Transport

SUSTAINABLE & SMART
MOBILITY STRATEGY

THANK YOU!

The SMARTA Project

www.ruralsharedmobility.eu

SMARTA
smart rural transport areas

The SMARTA Consortium
Led by MemEx

Enhance the current **policies** and **practices** on **mobility in rural areas,** leading to **sustainable** and accessible **rural areas in EU Countries**
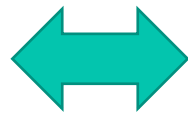
Shared mobility ⟷ **Public Transport**

May 2018 ➡ March 2021

Sponsored by European Parliament
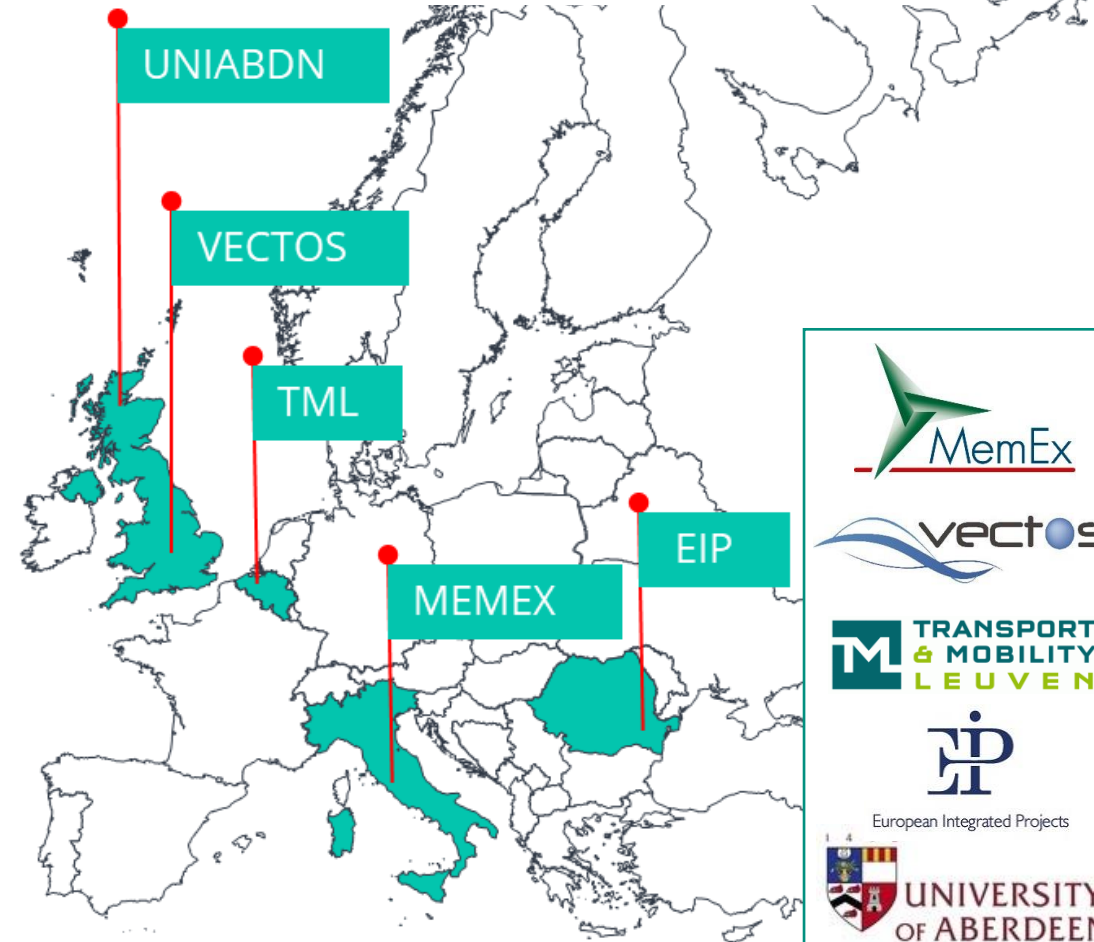Funded through EU Transport Ministry - DG MOVE

UNIABDN

VECTOS

TML

MEMEX

EIP

MemEx

vectos

TRANSPORT & MOBILITY LEUVEN

European Integrated Projects

UNIVERSITY OF ABERDEEN

Project activities

Research 🔍 | **Demonstration** ✈ | **Engagement** 🌐

Research

"Insight Papers" & Good Practices
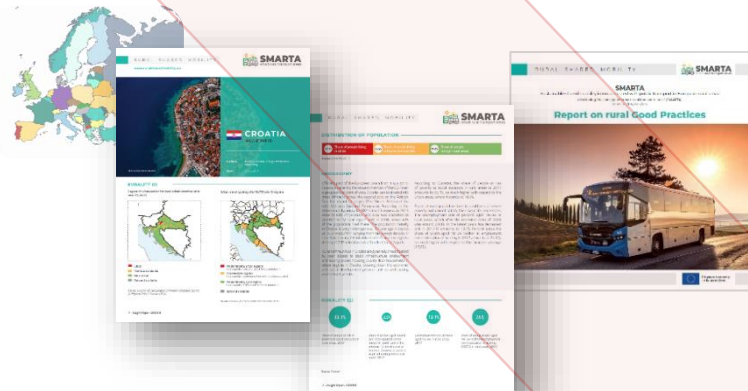
- **Service scheme**
- **Digital solution**
- **Citizens' engagement**

Demonstration

Map labels:
- Vejle, DK
- Vidzeme, LV
- Groningen Drenthe, NL
- Kilkenny, IE
- Bürgerbus, DE
- East Tyrol, AT
- Hérault, FR
- Braşov, RO
- Vallirana, ES
- Águeda, PT
- Trikala, GR
- Toscana Sud, IT

Legend:
- SMARTA Pilots sites
- SMARTA 2 Demonstrators
- In-depth Good Practices

SMARTA — smart rural transport areas
Sustainable shared mobility interconnected with public transport in European rural areas

Policy recommendations for sustainable shared mobility and public transport in European rural areas

This project is funded by the European Union

Engagement

Stakeholders' engagement

European Network for Rural Development

European Rural Parliament

mamba — mobility – accessibility – innovation

EUROMONTANA — European association of mountain areas

- **European Commission**
- **European Parliament**
- **Practitioners and operators**
- **Regional and local authorities**

Working with 14 rural shared mobility sites

5 SMARTA Pilot sites

SMARTA smart rural transport areas

- Ring a Link, Kilkenny, Ireland, *DRT service and RTPI*
- School bus and ITS, Toscana Sud, Italy , *AVL Digital Solution*
- RezoPouce, Herault, France, *Hitching*
- Bürgerbus Oberes Glantaal, Germany, *Ride sharing service*
- Bürgerbus Dreisam-Stromer, Germany , *Feeder community services*

4 SMARTA2 Pilot sites

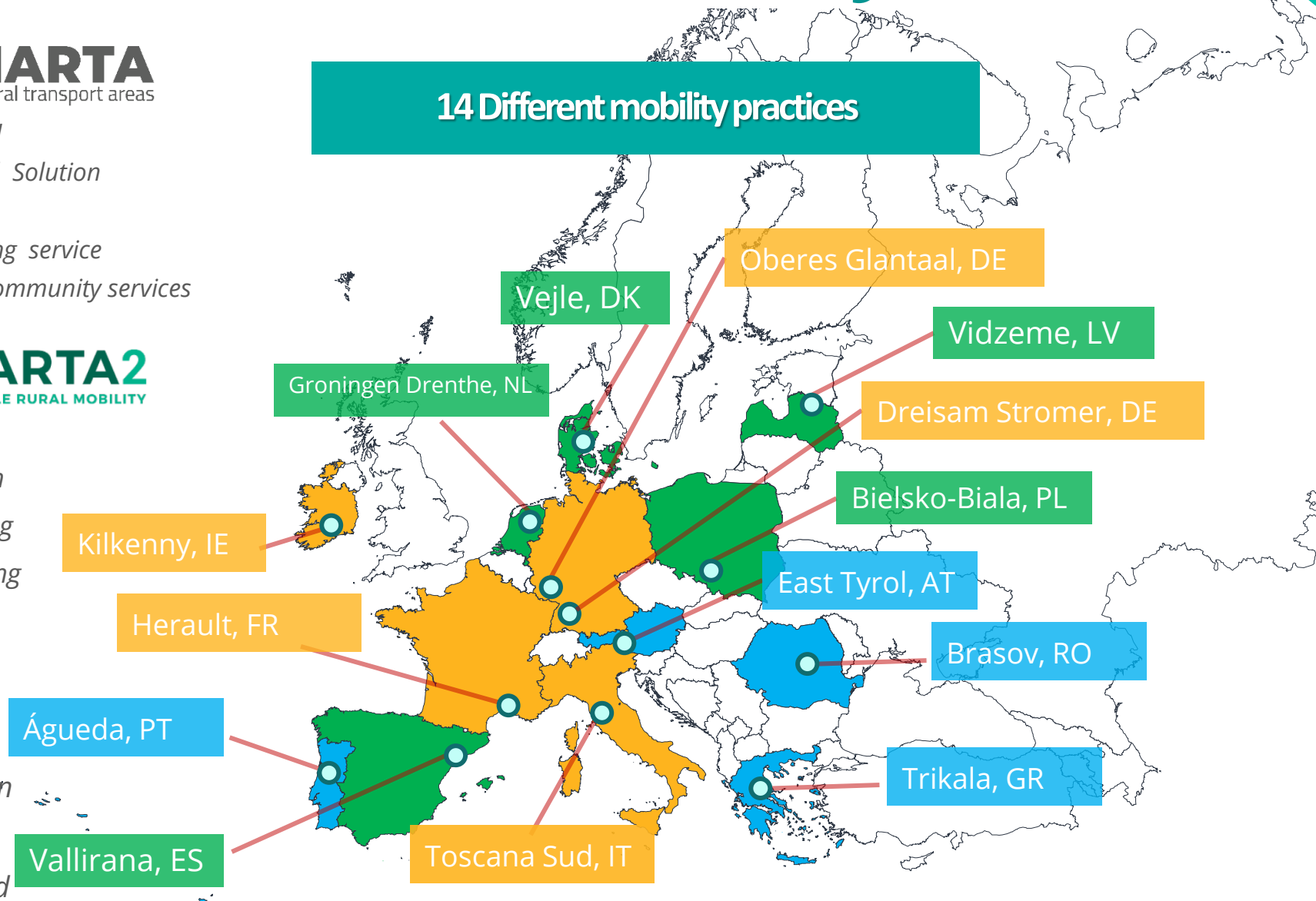**SMARTA2** SUSTAINABLE RURAL MOBILITY

- East Tyrol, Austria, *car-sharing*
- Municipality of Trikala, Greece, *Digital Platform*
- Municipality of Águeda, Portugal, *e-bike sharing*
- Brasov Metropolitan Area, Romania, *car pooling*

5 in-depth Good Practices

- Vallirana, Spain, *DRT service*
- Groningen-Drenthe, NL, *SMART Hub*
- Vejle, Denmark, *ride sharing-digital solution*
- Vidzeme, Latvia, *DRT service*
- Bielsko-Biala, Poland *Transport on demand*

14 Different mobility practices

Oberes Glantaal, DE

Vejle, DK

Vidzeme, LV

Groningen Drenthe, NL

Dreisam Stromer, DE

Bielsko-Biala, PL

Kilkenny, IE

East Tyrol, AT

Herault, FR

Brasov, RO

Águeda, PT

Trikala, GR

Vallirana, ES

Toscana Sud, IT

Why should Europe Act on Rural Mobility?
Why is this a relevant issue?

"In rural areas, everyone has a car..."

Of course, **this is not true**...

but if everyone in rural areas did actually own and use cars... → **Traffic**

→ **GHG Emissions**

→ **Energy Consumption**

Many people **cannot drive**, by reason of age, condition or affordability	When the household car(s) is in use, other household members do **not have access** to it	Low-/ no-income households and individuals may **not afford a car**	People with a car may **choose to not use it** if a good option is available, for costs, hassle of driving, parking issues, environmentally conscious, etc.

What is the Problem in Rural Mobility in Europe?

Lack of Policy and Responsibilities

- There is **no policy** for rural mobility at European level, **nor any obligation** for Member States to have such a policy

- Not a **single** European **Member State** has a target-bound policy for rural mobility, with assigned **responsibilities** and sufficient committed **budget** to deliver it

- It is **left** to **regions** and **local areas** to provide such services as they see fit, if they choose to, or do what they can with the limited resources allocated

Is there a specific rural mobility/transport policy with objectives and targets?

Yes, with specified objectives and target outcomes

Latvia

Yes, but only with aspirational goals and without target objectives

Estonia, Hungary, Scotland, Slovenia

No

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Ireland, Italy, Lithuania, Luxemburg, Malta, Netherlands, Poland, Romania, Slovakia, Spain, Sweden, UK, Portugal

Note: Some Regions and Local Authorities make policy and programs even if national level does not
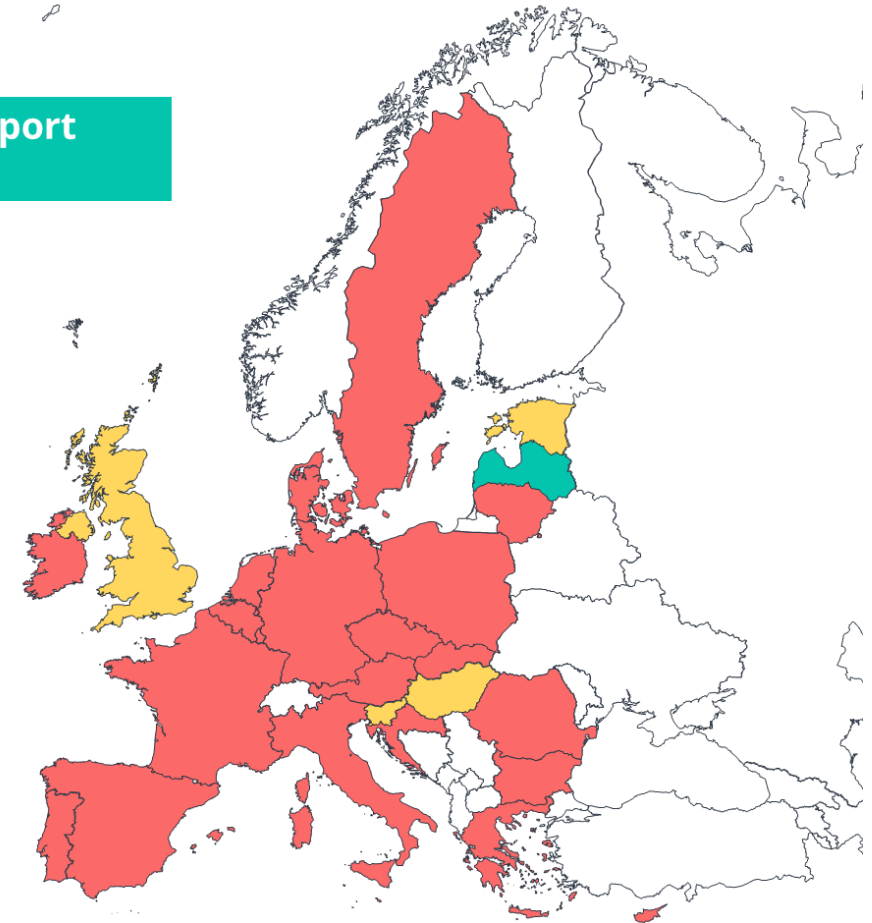
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Leads to

Limited Supply of Services

- Rural areas in Europe have **limited public transport**, many have none
- **Low frequency**, timed for commuting. Unsuitable for many purposes
- **Lack** of structured **integration** of scheduled public transport and local mobility services
- **Few opportunities** for people from urban areas to visit rural amenities without their car

Which results in
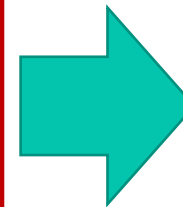
Limited Mobility for People without cars

- Very high **dependency** on **cars**. Without a car, depend on lifts, taxi (high cost) or don't travel
- **Limited accessibility** to bus services, if they exist (distance, surface, lighting, …)
- **Low level** of **service** makes connections difficult, may not have suitable return trip
- **Children** usually have good access to/from **school**, but otherwise **depend** on **parents** for lift-giving - less independence, heavy burden

SMARTA Policy Recommendations

Why should EU act on something that seems to be a local issue?

'Mobility' is a basic freedom

- People
- Rural communities
- Businesses and activities

Agriculture and rural development

Energy

Environment

Health and food safety

Other

Mobility cross-impacts the different European policies

Rural mobility issues are widespread across all European Countries

137 million people impact on whether an EU policy succeeds or not

Legacy of disinvestment and lack of investment in rural broadband, social infrastructure, jobs

2017

27% Population living in rural areas

24% Share of EU's rural population at risk of poverty or social exclusion

2000 → 2010 → 2020

Centralisation, reduced local services, jobs, shops and activities	Need to travel further, for most purposes	Difficult to live a daily life without a car
Reduced financial support to rural mobility	Car is often the only option, as alternatives are not available	Increased rural traffic, converging on urban areas
Socio-demographic issues - young and old stay, the middle leaves	Many cannot use cars, due to age, infirmity, affordability	Energy Consumption and Emissions

SMARTA Policy Recommendations

IN WHAT WAY SHOULD THE EUROPEAN PARLIAMENT AND THE EUROPEAN COMMISSION "ACT" ON RURAL MOBILITY?

ESTABLISH EUROPE-WIDE POLICIES ON RURAL MOBILITY

The targets and obligations in national policies should be migrated downwards to local development plans and programs, again with defined responsibilities for delivery

MEMBER STATE TO ESTABLISH NATIONAL POLICIES ON RURAL MOBILITY

The key challenge is how to motivate the EU Member States to develop comprehensive policies and frameworks for rural mobility, and to ensure these are delivered at the local level throughout their territory.

TIME TO RE THINK RURAL MOBILITY

TIME TO ACT FOR RURAL MOBILITY

SMARTA Policy Pathways

POLICY DEBATE: Launched in 2021, seek agreement on way forward in 2022.
Debate may be relaunched periodically c. 2025 and 2030 to review progress and perhaps develop further

SUPPORTIVE MEASURES: Support the Policy debate, establish Rural Mobility Forum,
develop a Rural Mobility Technical Assistance Program, extended evaluation of rural mobility

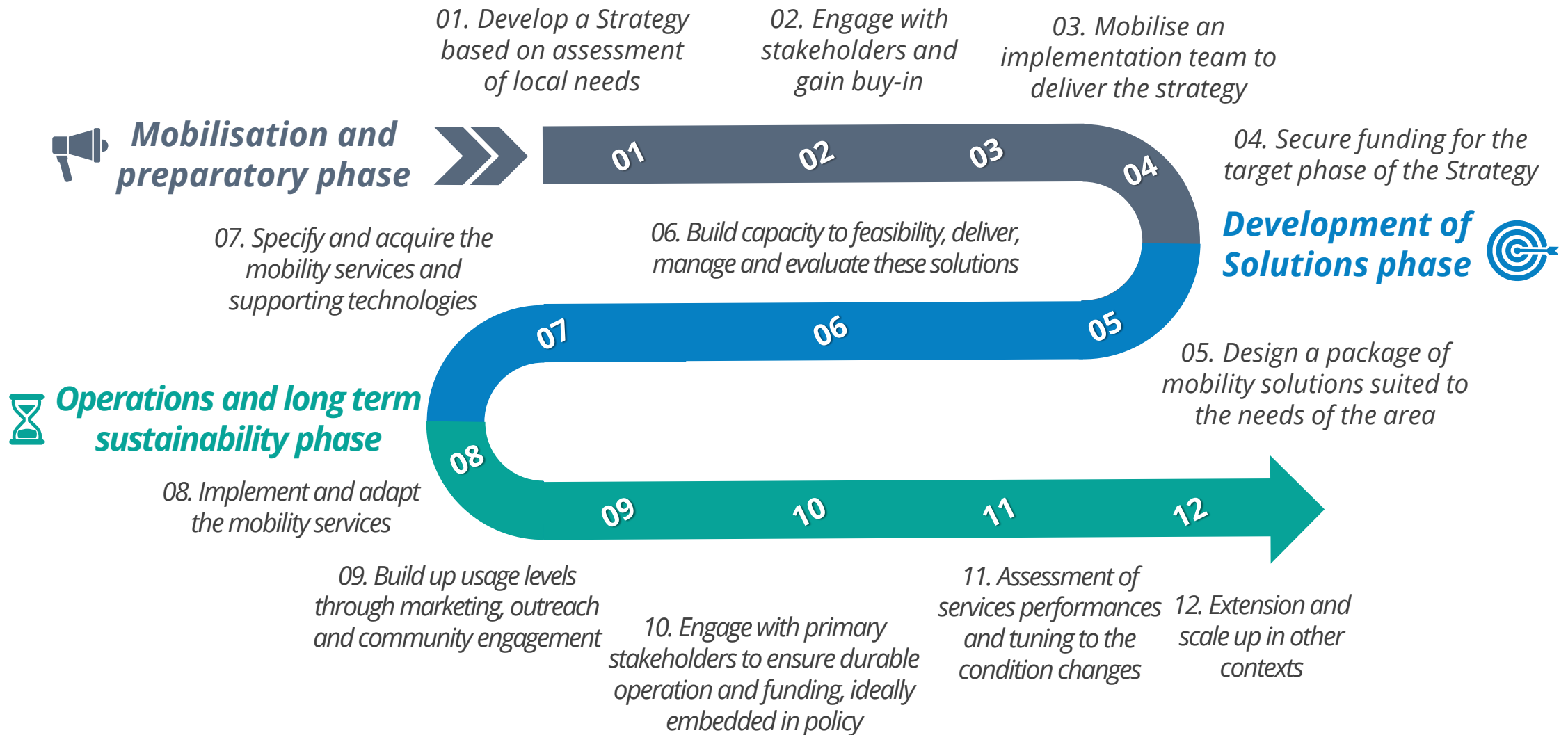| "Supportive Pathway"	"Persuasive Pathway"	"Mandatory Pathway"
• A structured set of supporting measures for rural mobility would be established with funding from both the EU and Member States	• Eligibility for regional and rural development funding would be linked to the development of rural mobility policy and frameworks for that Member State and region.	• By directive or other instrument of the European Union, all Members States would be required to establish national rural mobility policies, develop/enhance the rural mobility frameworks, and establish the necessary financing mechanisms.

SMARTA Policy Pathways

|	"SUPPORTIVE" PATHWAY	"PERSUASIVE" PATHWAY	"MANDATORY" PATHWAY
POLICY DEBATE	Launched in 2021, seek agreement on way forward in 2022. Debate may be relaunched periodically c. 2025 and 2030 to review progress and perhaps develop further.		
SUPPORTIVE MEASURES	Support the Policy debate, establish Rural Mobility Forum, develop a Rural Mobility Technical Assistance Program, extended evaluation of rural mobility.		
DEVELOPMENT OF NATIONAL RURAL MOBILITY POLICY	As today, up to Member States. Technical support available from RMTAP	Up to Member States, but they and their regions will face reducing eligibility for EU rural development funds if they fail to do so.	All Member States to develop comprehensive rural mobility policy by 2025, and to migrate it downwards to all their regional and local governments
RURAL MOBILITY FRAMEWORKS	As today, up to Member States. Technical support available from RMTAP.	Up to Member States, but they and their regions will face reducing eligibility for EU rural development funds if they fail to do so.	All Member States to develop/enhance their frameworks for rural mobility at national, regional and local level, by 2030. Particular requirements on organisation, defining mobility levels and funding mechanisms.
MANDATORY REQUIREMENTS ON MEMBER STATES	None	None. Review at end of current Parliament term.	EU Directive (or other instrument) by end-2022 requiring all Member States to develop national rural mobility policy by 2025 and frameworks to deliver that policy by 2030
FRAMEWORK FOR LOCAL/COMMUNITY IMPLEMENTATION	Up to Member States to change the framework. RMTAP will proactively support local actors.	Some Member States will enhance their frameworks, especially those drawing rural development funding. Technical support from RMTAP.	All Member States will enhance their frameworks, as significant local/community participation will be the only way to achieve policy targets across the Member State. Technical support from RMTAP
FACILITATING INNOVATION (SERVICES, BUSINESS MODELS)	Up to Member States to change the framework. RMTAP will proactively support innovation	Some Member States will enhance their frameworks to encourage or facilitate innovation in rural mobility. Technical support from RMTAP.	All Member States will enhance their frameworks to encourage or facilitate innovation in rural mobility. Technical support from RMTAP.
QUANTUM OF RURAL MOBILITY	Some improvement, will vary significantly across Member States; rural citizens of some MS will continue to have poor mobility	Significant improvement in all Member States that follow the Persuasive Pathway. Limited or little improvement in other MS, although some regions/locals may avail of RMTAP support. .	Transformational improvement in all rural areas of all Member States. It will likely being to show significant results in some areas during 2025-2030 as policies are effected on the ground, then universal change during 2030-2040
EU FUNDING FOR RURAL MOBILITY	Limited to Supportive Measures, in particular the RMTAP. May also consider stimulus start-up, demonstration and innovation funding.	Incorporated in activity or enabling measure strands of EU funding programs (e.g. LEADER, Recovery, Green Deal, ...). RMTAP will provide specific technical support. May also consider stimulus start-up, demonstration and innovation funding.	Incorporated in activity or enabling measure strands of EU funding programs (e.g. LEADER, Recovery, ...). RMTAP will provide specific technical support. May also consider stimulus start-up, demonstration and innovation funding
NATIONAL FUNDING FOR RURAL MOBILITY	As today, up to Member States. Technical support available from RMTAP	Member State responsible for normal operational expenditure, fleet purchase, regulation, management, etc. Quantum at discretion of Member State, but must be able to fulfil commitments if drawing EU rural development funds.	All Member State required to establish financing mechanism to achieve the commitments and targets of their rural mobility policies.

Sustainable rural mobility: the direction forward

Mobilisation and preparatory phase

01. Develop a Strategy based on assessment of local needs

02. Engage with stakeholders and gain buy-in

03. Mobilise an implementation team to deliver the strategy

04. Secure funding for the target phase of the Strategy

Development of Solutions phase

05. Design a package of mobility solutions suited to the needs of the area

06. Build capacity to feasibility, deliver, manage and evaluate these solutions

07. Specify and acquire the mobility services and supporting technologies

Operations and long term sustainability phase

08. Implement and adapt the mobility services

09. Build up usage levels through marketing, outreach and community engagement

10. Engage with primary stakeholders to ensure durable operation and funding, ideally embedded in policy

11. Assessment of services performances and tuning to the condition changes

12. Extension and scale up in other contexts

01 02 03 04 05 06 07 08 09 10 11 12

Sustainable rural mobility: the direction forward

The package of measures might include:

1. **Some level of conventional public transport, either in the target area or nearby, that provide the structuring PT framework;**

2. **Some flexible mobility services, either general or dedicated group DRT, shared taxi, etc.;**

3. **Organised lift-giving within the community;**

4. **Organised and informal ride-sharing, that could include car-pooling, hitchhiking, ride-sharing, etc.**

5. **Asset sharing (car, bicycle)**

6. **Other measures in addition to the above**

The key point is that the implementing stakeholders need to turn to their mind to finding a blend of formal organised and informal forms of mobility, best suited to the needs of the area, the available resources and what the community itself is willing to do
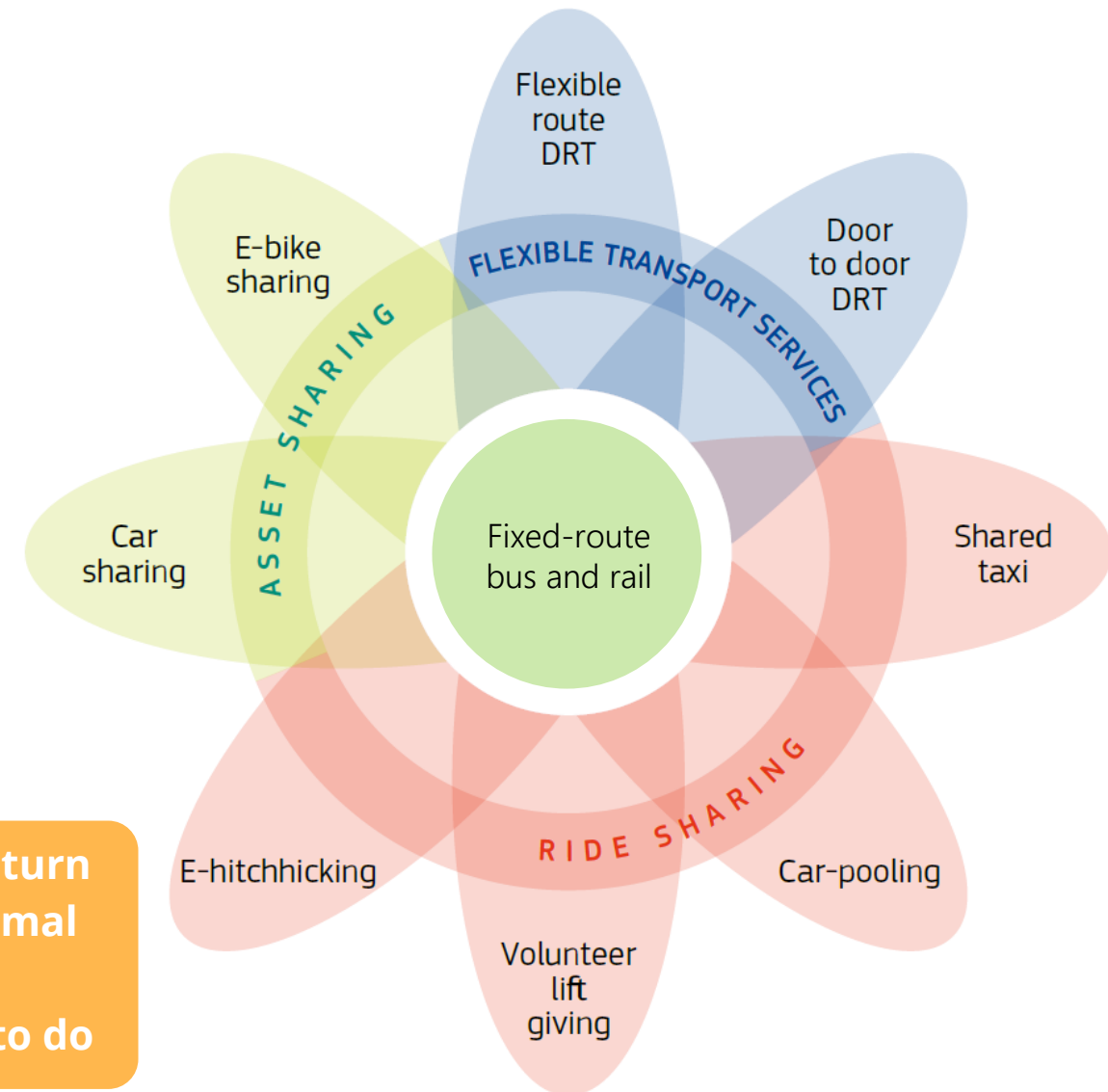
What enablers would make a difference, quickly?

Networking

- **Continue the dialogue** and thinking as the current projects close

- **Build relationships** among implementing sites and practitioners

- Establish a **Rural Mobility Forum** as a focal point and a voice

- *BUT* **by who?** No rural equivalent of POLIS, UITP, UMTA, etc.

- Can this sit under ERP, Smart Villages or other rural network?

Capacity Development

- Local implementers need a **structured program** of capacity development, support and "how to" manuals

- **Standard areas** – needs assessment, planning, operations, resource optimization, outreach

- **New skills areas** – ITS, apps, data, business models, marketing

- **US RTAP** (Rural Transit Assistance Program) may be a good model

Funding

- Include as specific item in **rural development programs** (e.g. LEADER), as enabling measure in broader packages

- Assist **innovation**

- Prioritise **mobility outcomes** over devices

- **Leverage** social, health, training and tourism initiatives

- **Remove barriers, costs** for community and volunteer initiatives (e.g. insurance)

SMARTA legacy

SMARTA Final Conference

Aim	Present and disseminate the main results and outcomes achieved to different stakeholders interested in the rural mobility domain. The event was held on 10-11th December 2020 as a virtual event, under the theme "Rural Mobility Matters-Developing Smart Rural Transport Areas
Link	https://ruralsharedmobility.eu/smarta-final-conference/

SMARTA Webinar series

Aim	Share and discuss important issues about rural mobility with pilot sites, transport authorities, and relevant stakeholders
Link	https://ruralshared mobility.eu/webinar-series/

SMARTA Policy Recommendations

Aim	Provide the European Commission and Parliament with policy recommendations for sustainable shared mobility in rural areas
Link	https://ruralshared mobility.eu/wp-content/uploads/2021/03/Smarta-Policy-Recommendations_Final-Version_web.pdf

SMARTA Video

Link	https://www.youtube.com/watch?v=SE1YdI9h3Bw

SMARTA IPs and GPs

| Aim	Analyse the European policies, frameworks, and practices in the rural shared mobility domain
Link	Insight Papers https://ruralshared mobility.eu/insight-papers-page/ Good Practices https://ruralshared mobility.eu/good-practices/
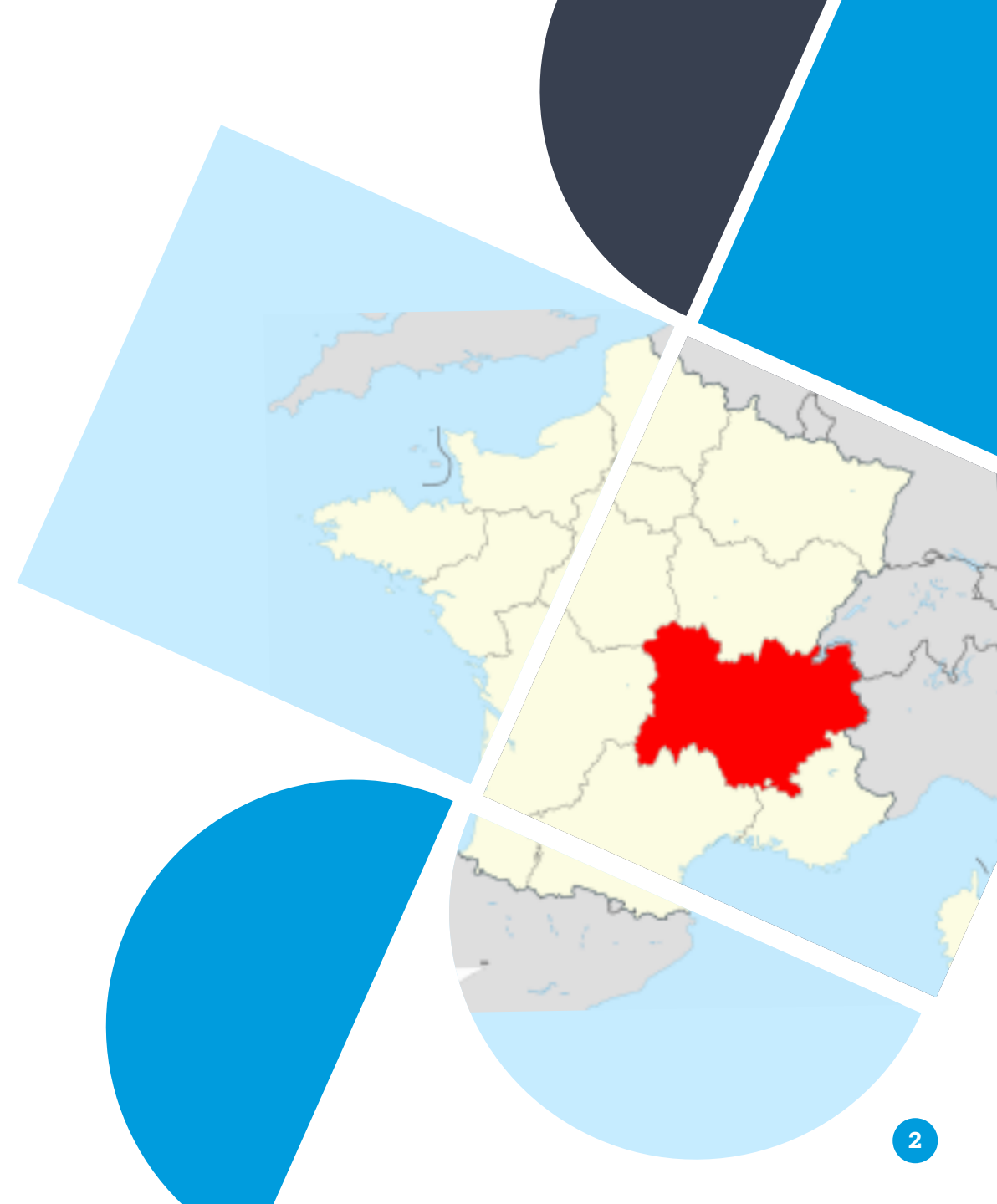
ZERO EMISSION VALLEY

Environmental issues

- **Concentration of nitrogenoxides:**
  - > in urban areas
  - > in industrial valleys surrounded by mountains

- **Target: 43 000 T de CO_2 avoided per year, including 25% for mobility uses**

Economical support

- **80% of the French hydrogen value chain is located in the region**
- **1st region in producing renewable energies thanks to hydroelectricity**
  - > in industrial valleys surrounded by mountains

- **Target: 43 000 T de CO_2 avoided per year, including25% for mobility uses**

ZERO EMISSION VALLEY

—

1200 H2 light vehicles deployment by 2023

HYUNDAI NEXO
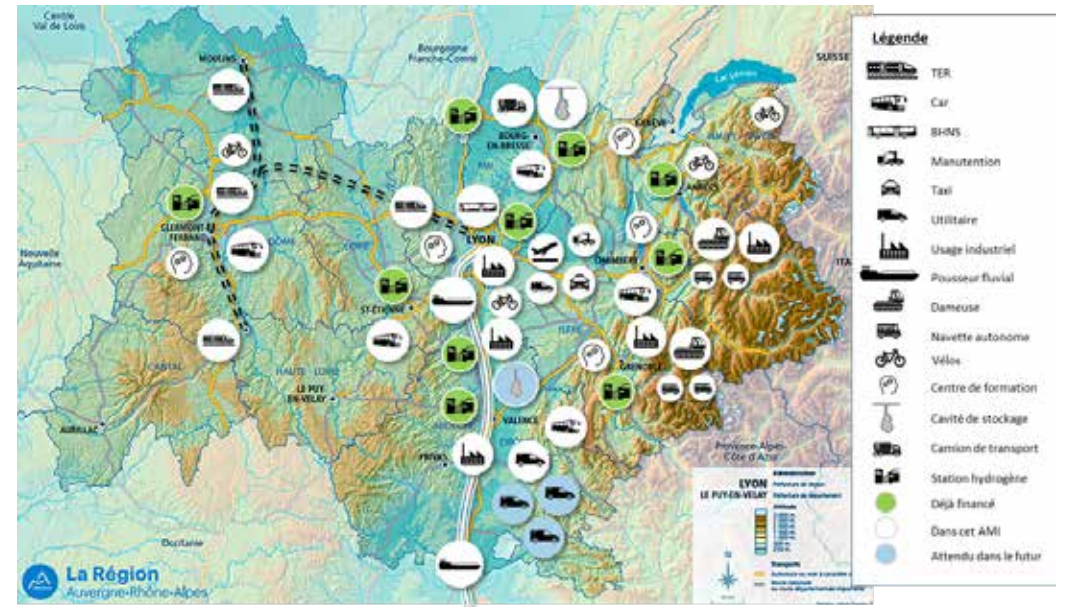
RENAULT KANGOO
Symbio packs

TOYOTA MIRAÏ

6

ZERO EMISSION VALLEY
1200 H2 light vehicles deployment by 2023
—

Regional & European subsidies

km/an pendant 4 ans	Petite Entreprise, Collectivités et Associations			Moyenne Entreprise			Grande Entreprise		
	Subvention de la Région	Subvention de l'Union européenne avec station ZEV	Subvention totale	Subvention de la Région	Subvention de l'Union européenne avec station ZEV	Subvention totale	Subvention de la Région	Subvention de l'Union européenne avec station ZEV	Subvention totale
8 à 13000	2 700	3 400	6 100	2 700	3 400	6 100	2 400	3 400	5 800
13001 à 25000	4 200	3 400	7 600	4 200	3 400	7 600	3 700	3 400	7 100
>25000	8 600	3 400	12 000	8 600	3 400	12 000	7 800	3 400	11 200

National subsidies

	Petite Entreprise	Moyenne Entreprise	Grande Entreprise
50 Véhicules 'Taxi'	21 000	16 500	12 000
148 Fourgons	25 200	20 000	14 800
2 bus	302 500	247 500	192 500

ZERO EMISSION VALLEY

H2 HUB Auvergne-Rhône-Alpes Focus on mobility

- **Regional public transport**
  - > Trains
  - > Small buses
  - > Coaches
  - > Buses

- **New applications**
  - > Garbage trucks
  - > Snow groomers for ski resorts
  - > Autonomous shuttles
  - > Boats on Rhône river

- **H2 ecosystem:**
  - > **Clusters:** CARA –TENERRDIS -AXELERA
  - > **Refueling stations:** Mc Phy, Atawey, AIR LIQUIDE, CNR, Hympulsion
  - > **Fuel cells:** Symbio, Faurecia, Addup
  - > **Power electronic:** Alstom, Adetel
  - > **On board storage:** Plastic Omnium, Staübli
  - > **Manufacturers:** Renault Trucks, IVECO, VOLVO, CRMT, Trouillet, Navya, Addbike, Poma, Michelin,
  - > **Operators:** BETI, Berthelet
  - > **RTOs:** CEA liten, CNRS, Gustave Eiffel
  - > **Security –regulation:** CETU, INERIS
  - > **Test centers:** Transpolis, Greenmo

ZERO EMISSION VALLEY
Auvergne-Rhône-Alpes European Leading region on Hydrogen technologies

—

- **Member of the Clean hydrogen Alliance**

- **Co leader of the S3 Hydrogen Valleys partnership**

  50 region & cities from 13 European countries engaged

- **Leader the EUSALP working group on H2**

European Clean Hydrogen Alliance

EUROPEAN HYDROGEN VALLEYS PARTNERSHIP

EUSALP
EU STRATEGY FOR THE ALPINE REGION

FRANCE 2020
Presidency

La Région
Auvergne-Rhône-Alpes

mobicoop

We share a lot more than ridesharing.

Presentation of Rezopouce

pro.mobicoop.fr | rezopouce.fr

Our history

RoulezMalin (2008)

Covivo (2009)
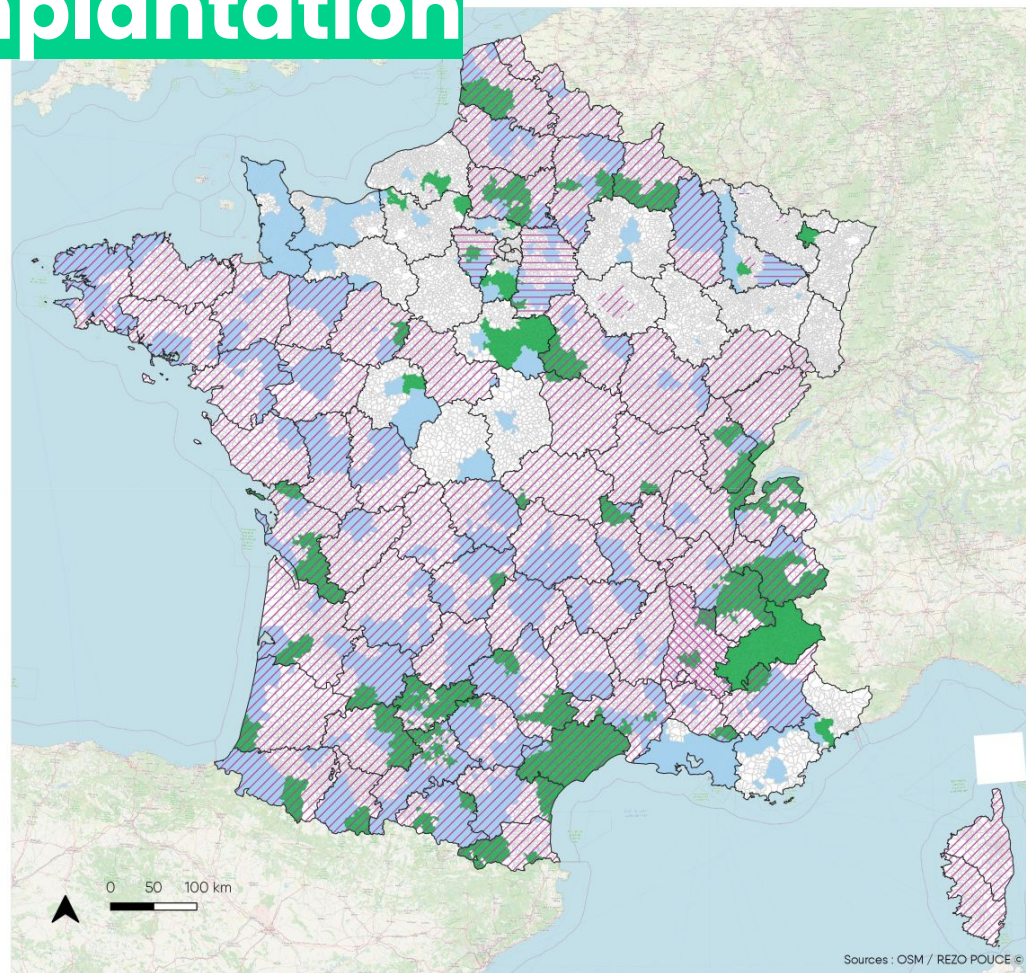
2014

Covoiturage Libre (2011)

2018

Mobicoop (2018)

2021

Rezo Pouce (2010)

mobicoop

Territorial implantation

Legend:
- ■ Ont mis en place Rezo Pouce
- ■ Souhaitent mettre en place Rezo Pouce
- ▨ Mobicoop_Covoiturage
- ▨ Mobicoop_Covoiturage+Solidaire
- ▤ Mobicoop_Solidaire

Sources : OSM / REZO POUCE ©

0 50 100 km

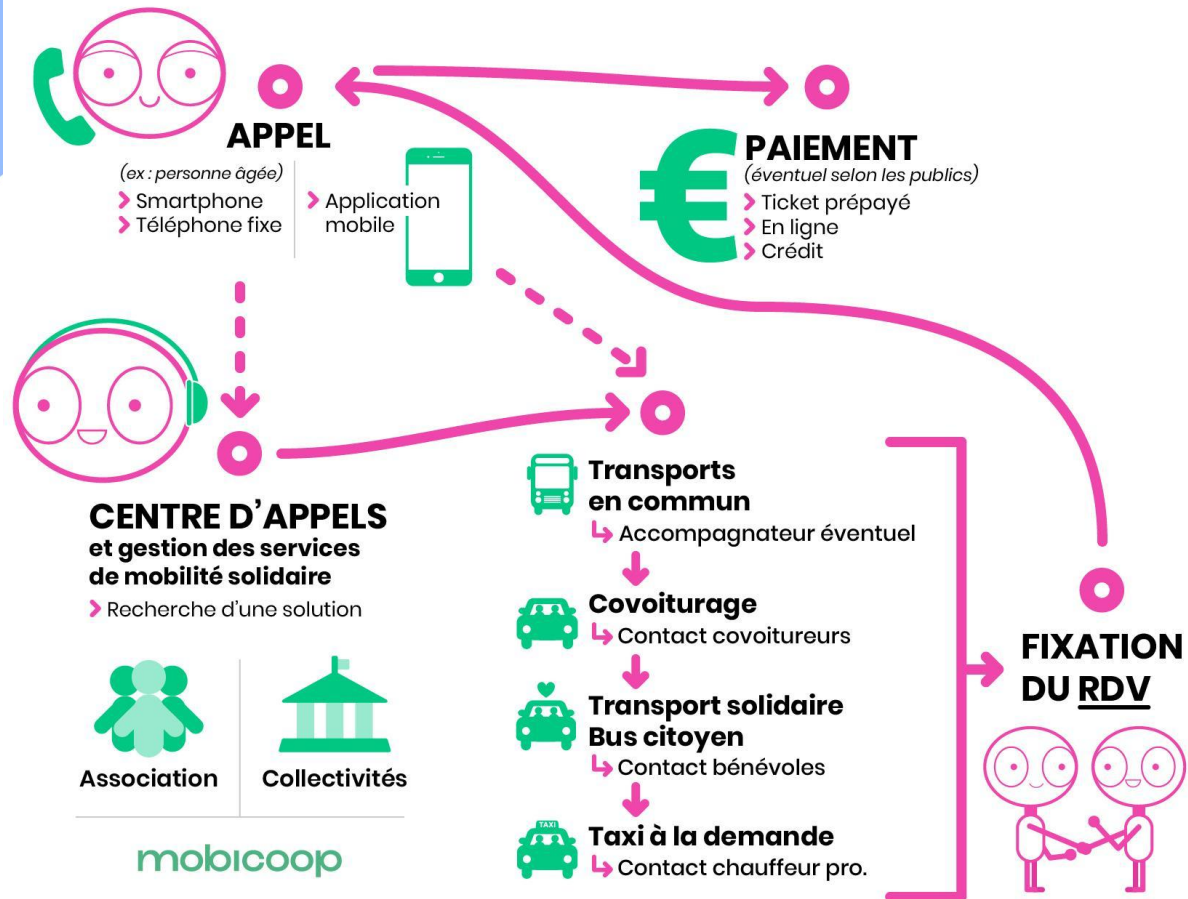GUADELOUPE · MARTINIQUE · GUYANE · LA RÉUNION · MAYOTTE

mobicoop

Global approach for daily mobility in mountains

Volonteer taxi

Digital and human entry

Enhance existing means

From less to more expensive (CO2 - €)

APPEL
(ex : personne âgée)
> Smartphone
> Téléphone fixe
> Application mobile

PAIEMENT
(éventuel selon les publics)
> Ticket prépayé
> En ligne
> Crédit

CENTRE D'APPELS
et gestion des services de mobilité solidaire
> Recherche d'une solution

Association   Collectivités

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Transports en commun
↳ Accompagnateur éventuel

Covoiturage
↳ Contact covoitureurs

Transport solidaire Bus citoyen
↳ Contact bénévoles

Taxi à la demande
↳ Contact chauffeur pro.

FIXATION DU RDV

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Ridesharing or hitchhiking?
lines of ridesharing with stops

Each private car can be seen as a public transport

→ Rezopouce stops
→ sign
→ positive attitude
→ sticker identification
→ Waiting time (6mn - 3mn)
→ with or without web or mobile app.
→ securing via database
→ payment / traceability
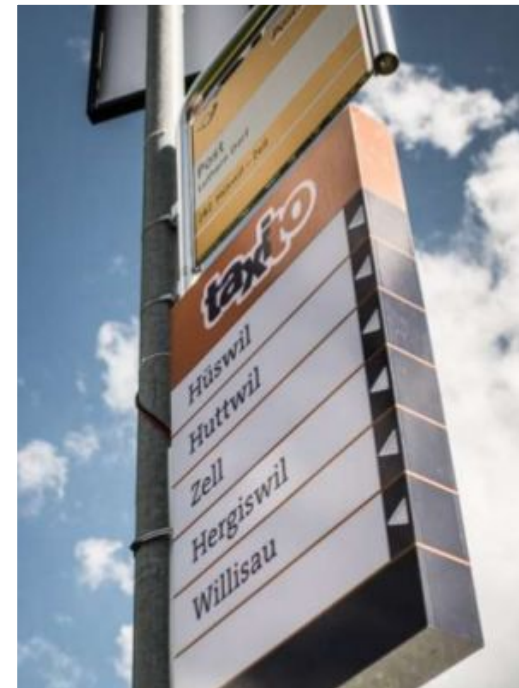→ services integration

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Keys of succes

→ map of stops (road trip).
→ behavior change management
→ communication
→ animation
→ patience
→ measurement (visibility)

→ guarantee / insurance of moving
→ offer organisation
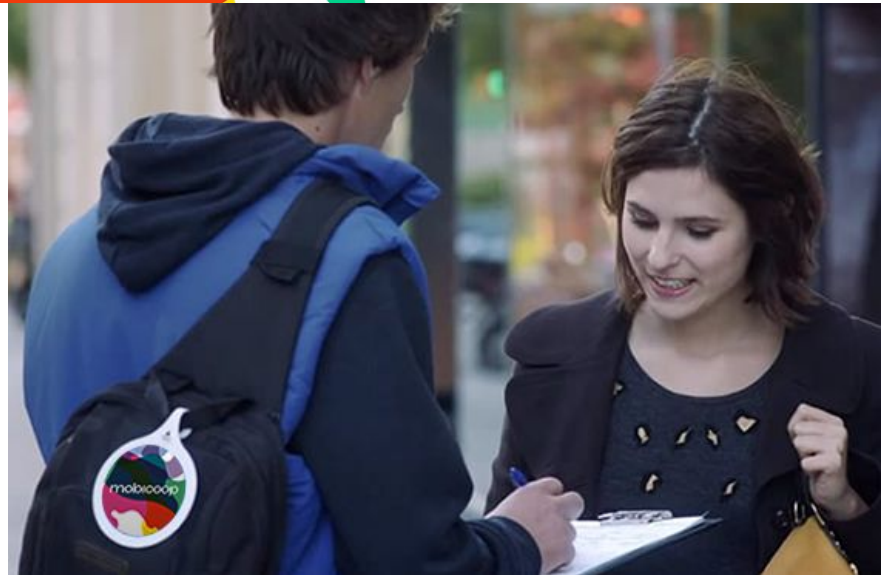
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Other kinds of stops

Rezopouce for all the areas

- ➜ low density
- ➜ precarious publics
- ➜ diversity of mobility solutions
- ➜ necessity to improve mobility networks and solidarity
- ➜ few roads = flux concentration

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Thank you !

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Le territoire

PAYS DE MAURIENNE

VALLE DI SUSA
VAL SANGONE

BRIANÇONNAIS

PINEROLESE

PAYS DES
ECRINS

QUEYRAS

GUILLESTROIS

Nord

But: Garantir aux populations des Hautes Valées un meilleur acces aux services d'interet géneral de proximité et de qualité

Chef de file: Ville Metropolitaine de Turin (Città Metropolitana di Torino)

Partenaires prevus: Syndicat Mixte pays de Maurienne (SPM), Com Com Brianconnais, CC Porte de Maurienne, UnionCoop Torino s.c

Budget: 1.764.705,88 euros

Durée: novembre 2018 – septembre 2022

Objectifs de Coeur Solidaire:

ACCESSIBILITE' aux services =

a) **Mobilité durable** innovante/attention aux personnes fragiles **TRANSPORT A LA DEMANDE**, covoiturage, car sharing/autostop organisé..)

b) LIEUX TIERS/LIEUX PARTAGES

c) MAINTIEN AU DOMICILE = OPERATEUR/MANAGER SOCIAL DE COMMUNAUTE'/DE VILLAGE

d) INNOVATION NUMERIQUE

TRANSPORT A LA DEMANDE :

EN SYNERGIE AVEC LE PROJET COEUR DYNAMIQUE

dans les zones à demande faible on veut développer des **actions pilotes** et modéliser formes d'organisation **privés économiquement durables**

AU DELA DES SYSTEMES EXISTENTS

(TRANSPORT PUBLIQUE, TAXIS, TAD BASE' SUR LES BENEVOLES ET LE SOUTIEN PUBLIQUE)

EN ENGAGENT DES SUJETS ECONOMIQUES NOUVEAUX (« START UP ») **OU EXISTENTES** (EX. COOPERATIVES SOCIALES OU SOCIETES DE CAR)

Besoins

«Mobility Poverty» dans les zones Rurales et de Montagne

- Mobilité pour les personnes sans voiture = plus d'opportunités de travail, de culture, de loisir

    - Etudiants

    - Personnes Agées

    - Nouveaux Citoyens

- Réductions des couts pour les citoyens

    - Non 3 voitures par famille

- Moins d'accidents

- Moins de pollution

Ceux qui ne conduisent pas

Mobilité pour les personnes sans voiture = plus d'opportunités de travail, de culture, de loisir

Réduction des couts

**4 personnes
4 voitures**

MOINS D'ACCIDENTS

**Dans les week ends dans la periode1 janvier – 30 septembre 2019
on a eu 566 accidents mortels avec 620 victimes,
dont 194 agés moins de 30 ans**

MOINS DE POLLUTION

Global

Local

Mots Clé

Durabilité Environnementale – réduire le nombre de KM parcourus en voiture, pour les transférer sous formes de mobilité alternative (Indicateur: CO_2 émis, objectif: réduction)

Impact Social – offrir de bonnes opportunités de déplacement dans les zone rurales et de montagne est une occasion d'inclusion sociale (personnes fragiles), d'autonomie (ex. les jeunes) et de création de rélations entre les personnes.

Durabilité Economique – la notion (concept) "con Trasporto" vise à etre économiquement durable. C'est prevu un soutien pour les investissements de start up et une éventuelle aide aux personnes en difficulté économique. Le «concept» est basé sur un «mix» d'usagers potentiels qui visent à garantir la durabilité économique du modèle.

«Piliers» du projet

- **Engagement et valorisation des ressources locales** (soit réssources humaines/personnes disponibles à participer, soit équipement et véhicules à disposition du territoire);

- Opportunité pour personnes et organisations de mettre en commun les ressources disponibles et sous-utilisées, pour augmenter l'efficacité (**sharing economy**);

- Réalisation d'un système **flexible**, **pensé pour les usagers**, non pour réduire les couts d'exercise ou faciliter seulement les entreprises de car;

- Réalisation d'un système **qui s'adresse soit aux utilisateurs faibles, soit aux utilisateurs "business"**, pour garantir la durabilité économique;

- Réalisation d'un système de transport **d'adduction à réseau**, qui charge les personnes d'un point le plus proche possible à la maison et les conduise vers une ligne de transport «de force» (ex. le chemin de fer). Ca pour eviter des superpositions entre car/bus et train;

- Le cout pour l'usager **devrait etre plus faible du cout du taxi et plus élevé du cout du BUS.**

Quels objectifs atteindre?

- Développement local

  - Voyages en voiture: le 4% reste sur le territoire local

- On veut une mobilité "Exclusive"?

  - jeunes, personnes agées, étrangers: restez à la maison

- Durabilité économique

  - Un modèle qui se maintient

- Non seulement utilisateurs «faibles»

- Travailleurs, Touristes, Cours de formation, Activités de l'après-midi (ex. Activité sportives des jeunes), déplacements pour loisirs

Scenario Sharing Economy

v1.3

Possibles Partenaires Locaux

Sci Club, Paroisse,
Ecole, Football club, etc.

Loyer gratuit
ou Location
o Troc

Unione Montana, GAL

Comodato

Sponsors
€ donations

Utilisateurs
€ associés consommaterus

**Concept
"con Trasporto"**
Creative Commons
(iMpronta)

**Cooperative
de Consommation**
locale
entreprise sociale

Sisteme optimisation parcorus
Et Communication
Usagers/Chauffeurs

Relation avec les clients
Sécretariat,
Administration,
Chauffeurs

Associés travailleurs

2+ vehicules propres

Comunicazione
Advocacy

Implique stakeholders locaux,
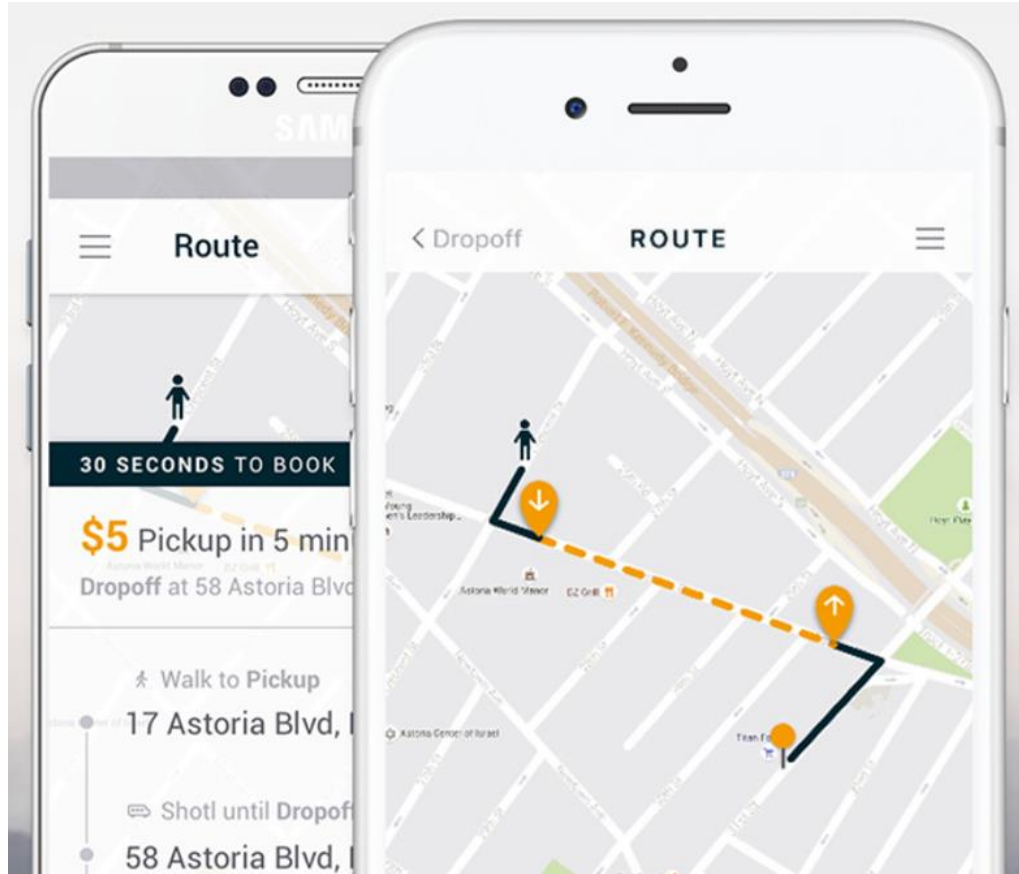promotion

Fornisce Modello
Formazione
Accompagnamento

Associés
Chauffeurs Privés

Chauffeurs Privés
Covoiturage

Modalité de Réservation

- Réservation par APP

- Integration Car Sharing e Covoiturage (Car Pooling)

- Possibilité d'avoir une personne qui répond au telephone et prend les réservations

Shot'l

Destinataires

- Activités de l'apres-midi (sports)

- Activités de soir (Disco, Pub, Restaurants)

- Tourisme

- Santé (Hopitaux, Cliniques, Maisons retraite)

- Temps Libre (Achats, Vielle ville, Marchés)

- Navette Train / Entreprises

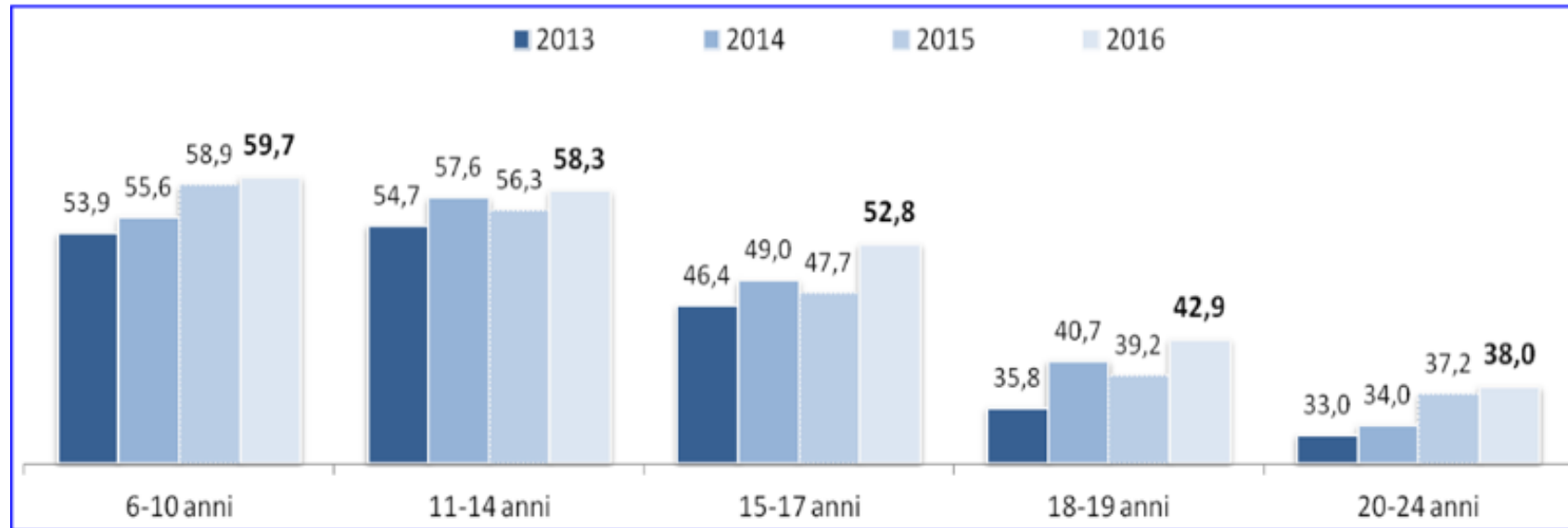- Evenements (Foires, Fetes, etc)

Durabilité Economique

Activités de l'apres midi (Sports)

Pratique de l' Activité Sportive

Persone di 3 anni e più che dichiarano di praticare sport con continuità per fasce d'età giovanili. Anni 2013-2016

Dans la zone de **Susa** résident environs 4000 jeunes (18% population)

Dans la zone de **Giaveno** résident environs 3100 jeunes (19% population)

Dans un bassin de **15000** habitants environ **1500** possibles usagersi activités sportives apres-midi (10%)

Restaurants, Pubs, Discotheques..

**Dans les week ends dans la periode1 janvier – 30 séptembre 2019
on a eu 566 accidents mortels avec 620 victimes, dont 194 agés moins de 30 ans**

TOURISME

Val Susa et Val Sangone
- 140.000 presences
- 30% étrangers
- 2800 lits

Giaveno
- 18.700 presences
- 2% étrangers
- 7600 arrivées

Santé

(Hopitaux, Ambulatori, Cliniques, maisons de santé, Maisons de retraite, foyers)

TEMPS LIBRE
(Shopping, Marchés, quartiers historiques)

NAVETTE
(Entreprises, zones industrielles, gares)

Taux actifs = env. 50% population
Giaveno → 8000 personnes
Susa → 3000 personnes

Evenements
(foires, MANIFESTATIONS, FETES)

RENEWABLES NOW

MAKE THE SHIFT TO RENEWABLE ENERGY HAPPEN – NOW!

The only **global community** of renewable energy actors from science, academia, NGOs, governments, and industry.
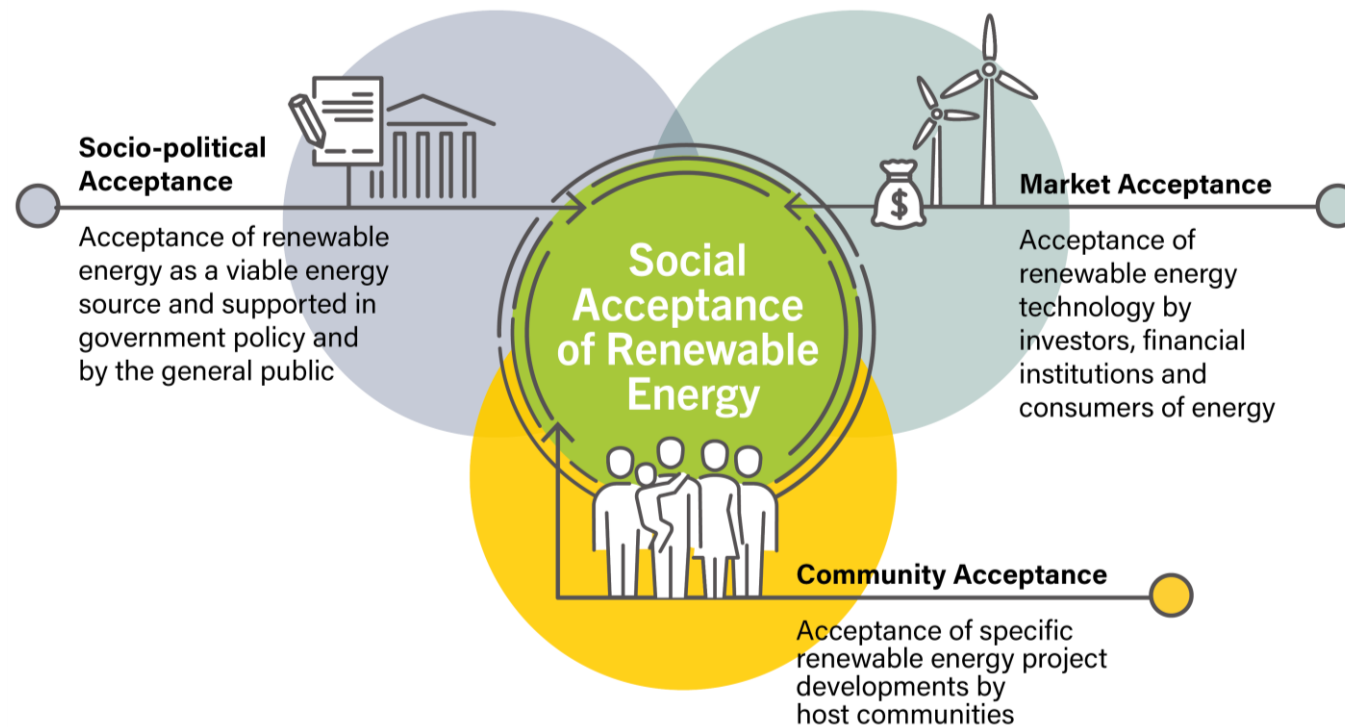
We build upon a **decentralised intelligence,** ensuring high responsiveness to an ever changing environment.

Our more than **2,000 community members** co-operate collecting information, changing norms and debating.

Our **annual publications** are probably the world's most comprehensive, crowdsourced reports on renewables.

MAKING RENEWABLE ENERGY MAINSTREAM

BUILDING SOCIETAL SUPPORT

Socio-political Acceptance

Acceptance of renewable energy as a viable energy source and supported in government policy and by the general public

Social Acceptance of Renewable Energy

Market Acceptance

Acceptance of renewable energy technology by investors, financial institutions and consumers of energy

Community Acceptance

Acceptance of specific renewable energy project developments by host communities

Building **bridges outside the (renewable) energy bubble** requires diversity of players to address energy as in a systemic way.

DRIVERS FOR RENEWABLES

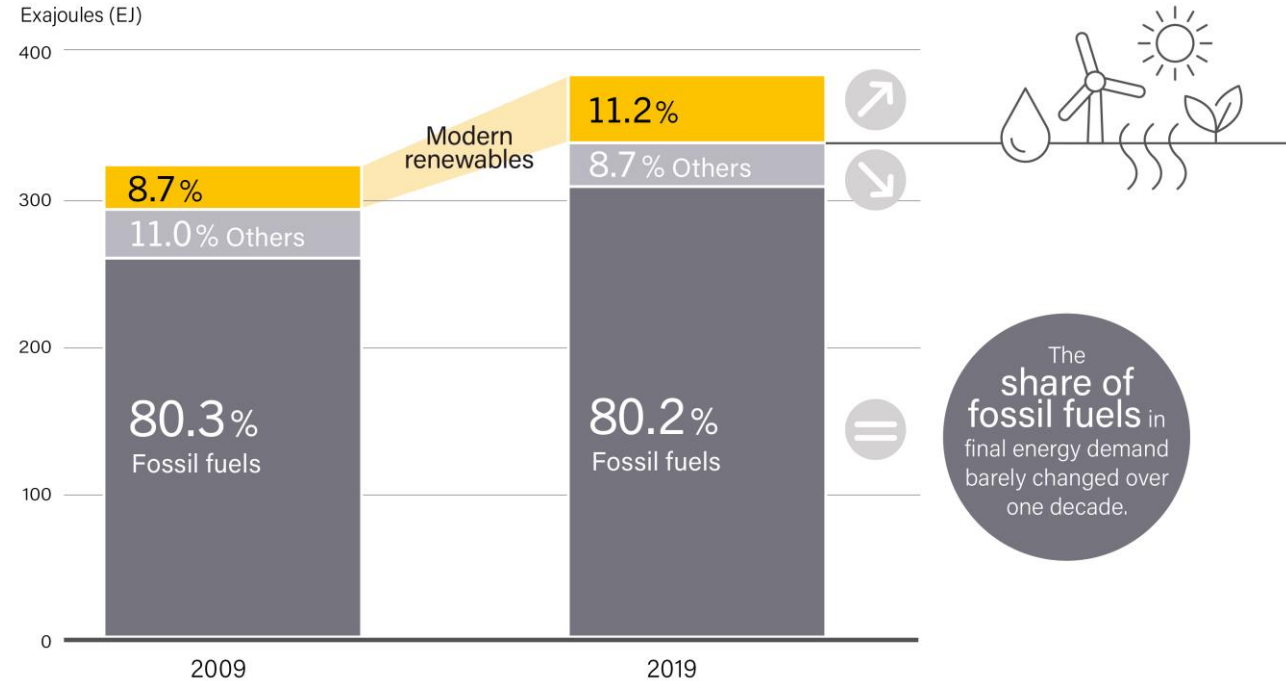|				
Clean air and a healthy environment	Climate change mitigation and adaptation	Economic development		Energy democracy and sovereignity
Stable and secure energy supply		Poverty alleviation and improved energy access	Reducing expenses and managing costs	

INCREASING ENERGY DEMAND AND FOSSIL FUEL USE

Estimated Renewable Share of Total Final Energy Consumption
2009 and 2019

Exajoules (EJ)

400	
300	8.7%
	11.0% Others
200	
	80.3% Fossil fuels
100	
0	

Modern renewables

11.2%

8.7% Others

80.2% Fossil fuels

The **share of fossil fuels** in final energy demand barely changed over one decade.

2009   2019

Note: Totals may not add up due to rounding. This figure shows a comparison between two years across a 10-year span. The result of the economic recession in 2008 may have temporarily lowered the share of fossil fuels in total final energy consumption in 2009. The share in 2008 was 80.7%.

Source: Based on IEA data.

The world is **burning more fossil fuels** than ever.

REN21

MORE THAN 80% OF ENERGY FOR HEATING & TRANSPORT

Renewable Energy in Total Final Energy Consumption
by Final Energy Use, 2018

Heating and Cooling **51%**	Transport **32%**	Power **17%**
10.2% Renewable energy	**3.4%** Renewable energy	**27.1%** Renewable energy
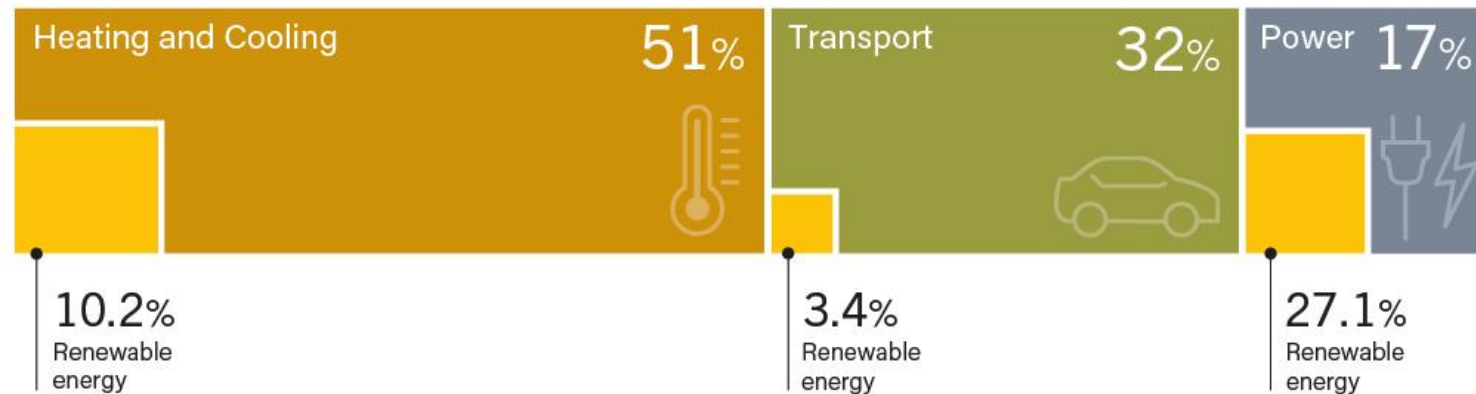
Note: Data should not be compared with previous years because of revisions due to improved or adjusted methodology.

Source: Based on IEA data.

Energy supply and **energy demand** need to drive the structural change.

TO DISCUSS COLLABORATION

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RELEVANT LINKS

KEY PRODUCTS

Knowledge:

Renewables Global Status Report
Renewables in Cities Global Status Report
Regional Status Report
Global Futures Report
Thematic Reports

Debates:

Renewable Energy International Conference
REN21 Academy

Institutional Information:

Annual Report (2020 upcoming)