**Challenges**

...are the demographic change and the growing urbanization.

**Objectives**

Creating rural mobility services  
- Development and advancement of sustainable and innovative mobility services as well as business models for rural areas.

New mobility opportunities through social self-organisation  
- The citizen as a mobility provider means that public transport stops can also be operated by private individuals with their own car.

Closing supply gaps and reducing the volume of traffic  
- The higher occupancy rate of passenger cars can reduce negative environmental impacts

**Action plan**

Believe  
Community

Action  
Organisation  
Business models  
ICT

Outcome  
Transformation

**Results**

- For planning and management of this new rural mobility, information and communication technologies are fundamental.
- Self-organisation of the community through coordination and interconnection of all participants (e.g. car-pools and car-sharing).
- Provisioning of a comprehensive and open mobility offers by merging the developed concepts.
- Implementation of the concepts within a mobility platform for the rural area around Oldenburg and the county Wesermarsch, with a subsequent evaluation in close dialogue with the citizens.

The following interdisciplinary research tasks are considered:
1. Requirements of the social community
2. Development of organisational concepts in order to make private capacities available to the community.
3. Promoting the participation of citizens through the development of new business models
4. Provision of technical solutions for the implementation of complex processes and support of social self-organisation as well as supplementation by services for rural areas based on an existing platform.
5. Legal compliance will serve as a cross-departmental function.
6. The research modules are the basis for the transformation of the mobility behaviour.

Figure: Fahrkreis application
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Sustainable satisfaction of mobility demands in rural areas

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