

Challenges

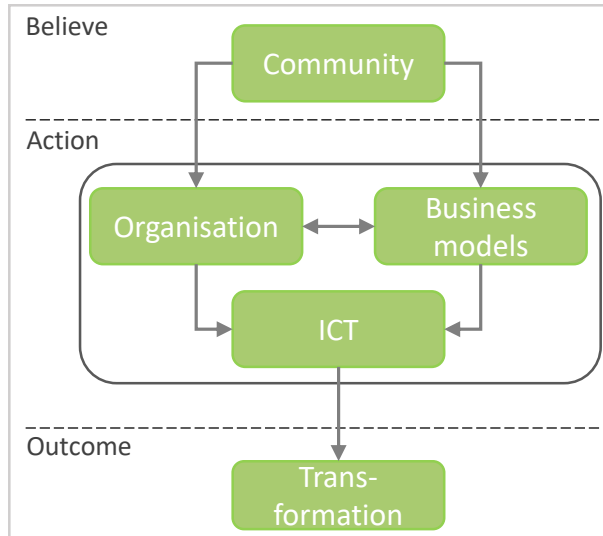
...are the demographic change and the growing urbanization.

Accessibility of work and training places, health centers cannot be guaranteed by public transport companies

Increased mobility demands in rural areas due to agglomeration of medical care facilities and shopping centers in near cities

Lack of environmentally friendly public mobility services in structurally weak, sparsely populated areas

Action plan



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.

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

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.

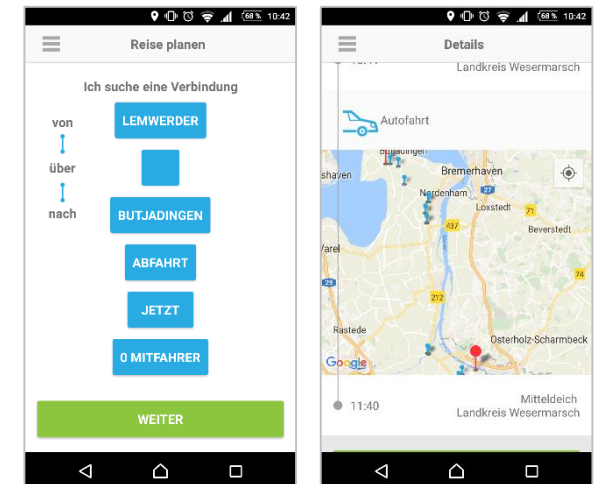


Figure: Fahrkreis application

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Model region



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of mobility demands
in rural areas

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