

SMALL

Shared Mobility for ALL

— 2024 —

Co-creating new mobility solutions with people with reduced mobility



SMALL

Interreg
North Sea



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the European Union

Introduction

The Shared Mobility for ALL project, which explores how to make shared mobility more accessible to children and families, the elderly and physically impaired people, is completing its second year as a project.

Through this publication, we highlight some of the main achievements of the project, mostly focusing on engaging with our end-users, learning more about their mobility challenges and exploring how shared mobility can be designed to meet their needs.

This year, our journey with the Shared Mobility for All project has been both eye-opening and humbling. We've come to understand the importance of truly addressing the diverse needs of all individuals with reduced mobility, rather than focusing on a single 'target persona.' As Abraham Lincoln famously said, "How many legs does a dog have if you call his tail a leg? Four. Saying that a tail is a leg doesn't make it a leg." Simply claiming inclusivity isn't enough; our actions must reflect reality.



Sustainable impact requires more than short-term pilot success. We need solutions that are integrated into a city's broader mobility strategy, designed to grow and adapt with the communities they serve. This long-term perspective is essential. While we've faced our share of reality checks, we've also discovered that small, thoughtful changes can unlock impactful opportunities for everyone, now and in the future. Nothing is impossible, as long as we do proper co-creation.

Esen Köse (Mpact, Lead Partner)

Writers

Sami Angsthelm (Bax)
Benedict Gardner (Bax)

Design

Mathis Fay (Bax)

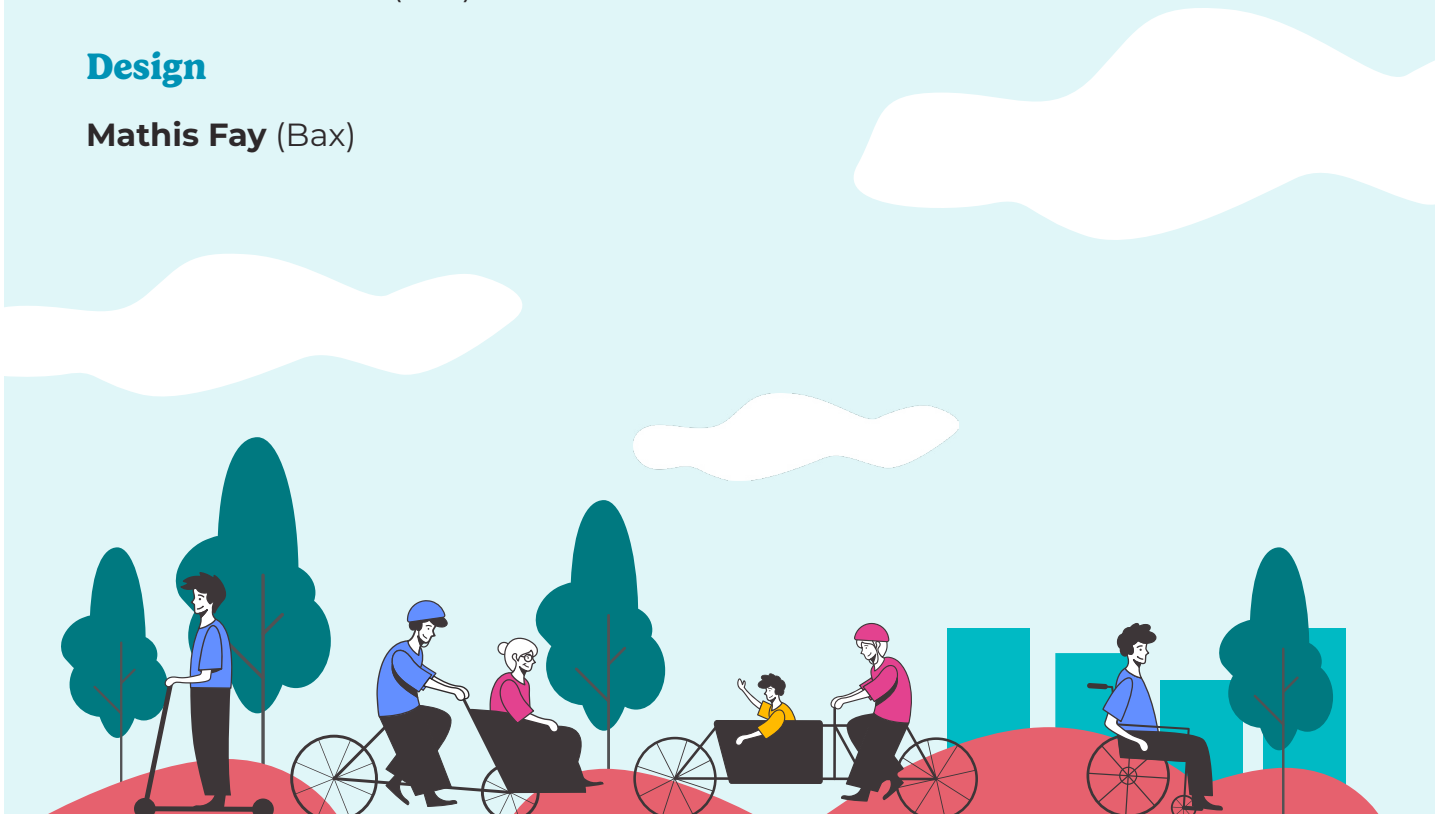


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The project

Shared mobility is a sustainable, efficient and convenient mobility option for urban citizens, but the majority of shared mobility users are young, able-bodied adults.

This is because many people have some form of reduced mobility which is not (yet) taken into consideration in the design of sustainable shared travel solutions.

People with reduced mobility is a very diverse category of people, ranging from wheelchair users to people with heavy luggage for example.

One thing is certain: we have all been and will be people with reduced mobility many times throughout our lives!



The **Shared multimodal Mobility for All (SMALL)** project is a European collaboration, co-funded by the Interreg NS programme, involving municipalities, research institutes and companies who want to make sustainable shared mobility options inclusive and accessible for all users, including those with reduced mobility. The project focuses on co-creating and testing new shared mobility solutions with three target groups: **children and families, the elderly and people with physical impairment.**

Project partners



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Our approach

1. Engage with end users to understand their needs

We are bringing people with reduced mobility into the co-creation process to ensure shared mobility really addresses their needs. To do that, our academic partners University of Ghent and VU Amsterdam are supporting our pilot partners in shaping their engagement strategies and events to learn how to make the most out of co-creation principles.

The insights gained through these events and through the defined best practices will be assembled in a co-creation guide by the end of the project.



2. Test new shared mobility services, digital solutions and volunteering schemes



Eleven pilot projects are being deployed throughout the project:

- Three focusing on inclusive designs with Capital Region of Denmark, City of Saint Quentin and the City of Varberg.
- Five focusing on the digital aspects of shared mobility with the City of Amsterdam, Vervoerregio Amsterdam, Brest Metropole, Mpact and the City of Varberg.
- Three focusing on volunteering shared mobility schemes with Fietsambassade Gent, Brest Metropole and Mpact.

3. Advise policymakers towards inclusive shared mobility systems

We aim to support policymakers in developing shared mobility strategies and deploy systems that better take into account the needs of SMALL end users.

We do this through our expert community and roundtables organised by POLIS and Mpact to consistently share our progress and discuss at high strategic level how public authorities, transport authorities and shared mobility operators can successfully collaborate and design shared mobility for all.

Rupprecht Consult will publish policy guidelines and actively disseminate them to European cities to incorporate our findings into SUMP and other strategic documents.



Our user engagement plan

What is it, and why did we create a plan?

Co-creation, in the case of the SMALL project, is an approach that enables its organisers to better understand the needs of end users and involve them, to a defined degree, in the creation of the mobility solutions. Managing co-creation requires dedicated preparation, time, and inclusivity, hence the relevance of creating a user engagement plan.

The user engagement plan should structure the questions related “why, what, who, when, and how” to create a clear and meaningful co-creation approach. It defines the decision-making power of the different stakeholders and provides clear objectives and timelines.

The user engagement plan has been developed for use in the SMALL project but can be used in the majority of mobility projects that want to involve co-creation.

What our partners thought of the plan

“Thinking about the negotiables and non-negotiables at the start is valuable. This allows us to be more focussed during co-creation. We were inspired by the catalogue of co-creation activities.” – City of Amsterdam

“It helped us to take a step back and get a clear overview of where we are at and what we need to do or decide to be able to take a next step in the pilot deployment.” – Mpac

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User engagement plan

Create a clear and meaningful co-creation approach.

To read
Introduction
What is co-creation and why do we need a user engagement plan ?

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- Co-identify**
Framing the challenge, determining the stakeholders to be engaged, considering the context, and so forth.
- Co-develop**
Brainstorm, decide and prioritise collectively on the solutions to be tested.
- Co-implement**
Plan and design collectively the preparation and execution of the selected solution.
- Co-evaluate**
Observe, assess and analyse collectively the impacts and processes of the solution tested.
- Co-disseminate**
Collectively share and spread information about the learnings of the pilot and the future of the mobility solution.

To complete
What - co creation steps to use
Select the different steps that you need to focus on during your co-creation and explain what you intend to achieve.

1. Co-identify
2. Co-develop
3. Co-implement
4. Co-evaluate
5. Co-disseminate

To complete
What - define your participation sandbox
Make clear what the co-creation approach can influence

What is not negotiable

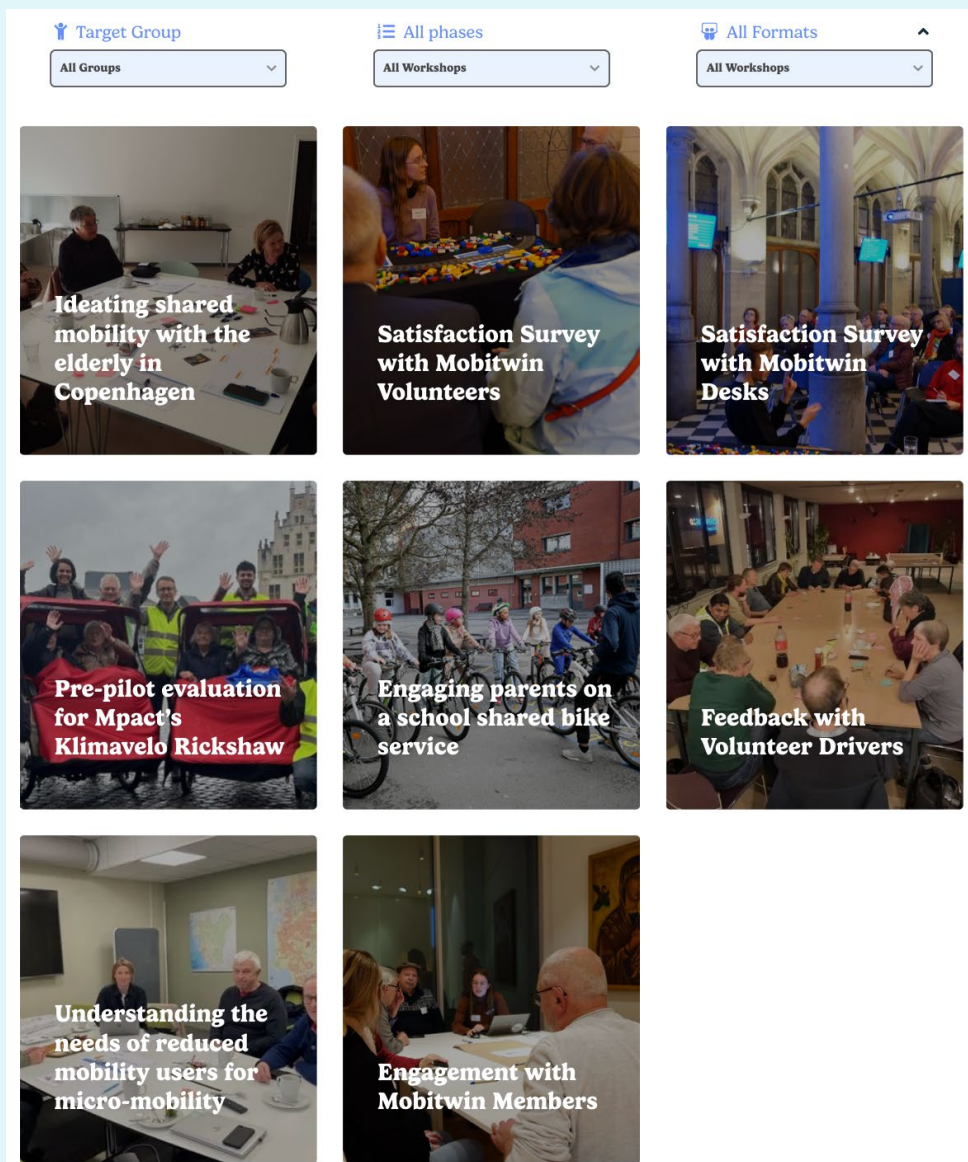
What is negotiable

Discover our user engagement plan on our website:
<https://sharedmobilityforall.eu/userengagementplan/>

Engaging with people with reduced mobility

We have reached over 100 children and families, elderly people, and individuals with physical disabilities through a series of events across Europe and the North Sea region.

In 2024, all our partners recognised the importance of organising creative and engaging events in locations where people with reduced mobility live and spend their time. This approach ensured maximum engagement and valuable insights for the development and scaling of new shared mobility services.



Discover how we engaged with people with reduced mobility and what we learnt through our new dedicated page for co-creation: <https://sharedmobilityforall.eu/co-creation-workshops/>

Varberg: an urban space for everyone!

Varberg's municipality is dedicated to ensuring that the city centre remains vibrant and accessible, providing everyone with the opportunity to navigate the area with their own vehicle, regardless of age or functional abilities. The European Mobility Week 2024 brought together politicians, civil servants, organisations working with functional diversity, vehicle suppliers, and, of course, users.

The main aim of the event was to engage in dialogue with people with reduced mobility about how the city centre can be made accessible to all, and which vehicles could be used. Under the guidance of the traffic department, participants learned about the municipality's collaboration with EU partners to improve mobility and accessibility. City expert Peter Börjesson shared insights into how movement shaped the city historically, followed by an opportunity for attendees to discuss and test the vehicles on display.

Inger Mellberg, acting head of the traffic department at Varberg municipality and one of the event's initiators, took time to speak with both politicians and other guests: "Accessibility for more people is a crucial task for us in the municipality. We are pleased to have had this opportunity to meet and gain new perspectives for our work."



Read more here:

<https://naringsliv.varberg.se/sidor/nods-uppdrag/utvecklingsarbete/projektsidor/small/nyheter/nyheter/2024-10-03-ett-stadsrum-for-alla.html>

Our second SMALL roundtable

For the second edition of our annual SMALL roundtable, we gathered participants in Amsterdam to explore the challenges and considerations essential to launching inclusive shared mobility pilots.

We were delighted to welcome a diverse group of representatives from various organisations shaping the mobility landscape, including shared mobility operators Voi, Dott, and Stroller, the NGO Wheel for Wellbeing, as well as local policy experts from the City of Amsterdam and Vervoerregio, among others.



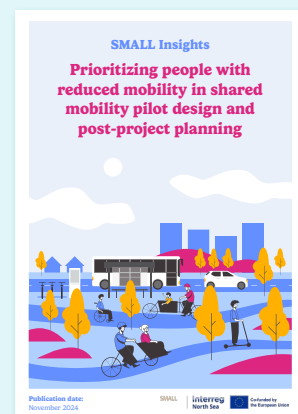
Our discussions spanned a wide range of topics, from organisational, infrastructure, and regulatory challenges to business, financial, and operational considerations.

The roundtable concluded with a key question central to our project: how can we ensure that people with reduced mobility remain a priority, both during the rollout of our pilots and in the project's aftermath?

All the insights from our expert roundtable are captured in our insight paper: sharedmobilityforall.eu/insights

In the insight paper, you'll find three chapters:

1. How do we ensure people with reduced mobility are top of mind when setting up our pilots, and after the project?
2. How to organize an inclusive shared mobility pilot?
3. What other aspects are relevant when setting up inclusive shared mobility solutions?



Shared Mobility for All: Roads Wide Open

To expand the reach of our message and ideas for making shared mobility more inclusive, we decided there was no better approach than interviewing our partners and mobility practitioners to gain deeper insights into their work.

Watch our new story, Roads Wide Open: https://youtu.be/lr4eB_lyp8I?si=AQToPQe9JgLao4ZO



“Inclusivity is a challenging topic in shared mobility. We have to make arbitrages, we need to think about who are the target groups we can address relatively easily. Now we have already made some progress on the gender gap, we have increased the median age [...] my advice would be, let’s focus first on the relatively low hanging fruits, and step by step go into the more challenging target groups.”

Sebastian Schlebusch, Dott



“We are a social bike taxi service, we are not only a mobility service. We help people at their door, doing grocery, or we wait while they are going to the doctor. We found a gap in the mobility system, but also in the social system, for people with reduced mobility.”

Saar Fizez, Fietsambassade Gent

Have a look at our video



We launched new mobility services

Putting shared mobility on the curriculum: How a primary school in Saint-Quentin is introducing pupils to an inclusive cycling culture

The city of Saint-Quentin has launched the NOMADES project, introducing fleets of shared bicycles into schools. This initiative enables teachers and pupils to use bicycles for various school outings, such as visits to local parks or museums, promoting active and sustainable transportation.

The project serves multiple objectives: fostering cycling habits among children, increasing opportunities for educational excursions, and reducing the reliance on buses for school outings.

Currently, the city has tested just one route. In 2025, new routes will be trialed, and additional classes will benefit from the NOMADES project.



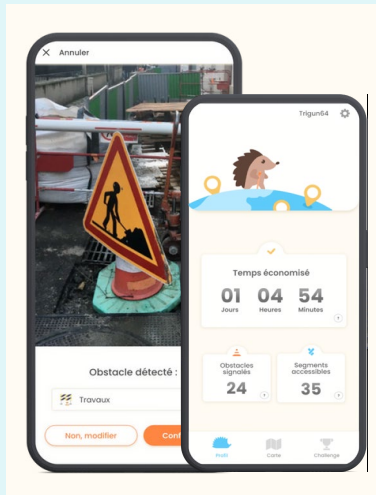
Read more here:

<https://www.interregnorthsea.eu/small/news/putting-shared-mobility-on-the-curriculum-how-a-primary-school-in-saint-quentin-is>



We launched new mobility services

Brest Metropole makes it easier for people with reduced to move around the city



The Bibus mobility app provides information about obstacles.

Through an application, people can now identify accessible streets and photograph obstacles. The obstacles are then displayed on Bibus, the main mobility application of the city.

This allows pedestrians, cyclists and other road users to be aware of obstacles and change their route if necessary.

To motivate people to add obstacles, Brest Metropole set up various challenges with rewards, which were successful.

Vélo&Co, a new transport option for people with reduced mobility

Vélo&Co is an on-demand transport service by bicycle-tricycle. It is free and intended for people over 60 years of age or with disabilities who may have difficulty meeting everyday needs such as medical appointments. The service consists of picking up users from their homes to make the trips and bringing them back.

Through the SMALL project, Brest Metropole is interested in learning how public transport can collaborate and even potentially integrate such a service into its activities.

Read more here:

<https://www.interregnorthsea.eu/small/news/brests-veloco-service-unveils-new-introductory-video>



As a highlight, Brest Metropole was invited by the Belgium Delegation to participate in a roundtable at the Paris Paralympics, focusing on inclusive mobility.

Policy database

POLIS Network launched earlier this year the Policy Database, a library of best practice examples for accessible shared mobility policy from across Europe.

In this section, you'll discover how France's LOM Law has enhanced access to adapted transport for individuals with reduced mobility, and how the UK aims to ensure equal access for all through its Inclusive Transport Strategy, with a vision set for 2030.

The screenshot displays the Policy Database interface. At the top, there are three filter menus: 'Policy Instrument' (set to 'All Policy Instruments'), 'Level of Jurisdiction' (set to 'All Levels of Jurisdiction'), and 'Country' (set to 'All Countries'). Below the filters is a grid of 15 policy instrument cards, each with an icon and a title:

- UK's Inclusive Transport Strategy
- UK Equality Act 2010
- Brussels' Road and public space accessibility plans
- Brest's Pedestrian plan
- France's Disability Compensation Benefit
- France's Mobility Guidance Law
- French Transport Code
- Denmark's Executive Order on Special Requirement for Buses
- France's Law on Equal Rights and Opportunities, Participation and Citizenship of Disabled People
- Danish Ministry of Transport Accessibility Policy
- Flanders Volunteer Allowance
- Copenhagen's Bus Accessibility Recommendation
- Flanders Accessibility Masterplan
- Flanders Basic Accessibility Decree
- Flanders Charter Accessible Stops Masterplan

Read more here:

<https://sharedmobilityforall.eu/policydatabase/>

Observatory: more and more inclusive mobility services across Europe and beyond

Our partner Rupperecht Consult has updated our observatory with new inclusive shared mobility projects across Europe and beyond.

For each case study, you'll find relevant information related to the service provided, the intended users and benefits; as well as additional information such as service design, finances and the organisation leading the project.

Browse the observatory and get inspired by more than 20 case studies to make your city more accessible for people with reduced mobility.

The screenshot displays the Observatory interface with three filter dropdowns: 'Area of Use', 'Objective', and 'User types', all set to 'All Case Studies'. Below the filters is a grid of six case study thumbnails:

- SPRINTI**: A white van with its side door open, showing a person inside.
- ENABLE**: A futuristic, enclosed autonomous vehicle.
- Tembici Bicycle Sharing System**: A row of colorful bicycles parked at a station.
- MOIA**: A yellow van parked on a street.
- Lime**: A woman riding a green Lime electric scooter.
- Freie Lasten**: A blue bicycle with a child seat parked on a sidewalk.

Read more here:

<https://sharedmobilityforall.eu/observatory/>

Our next steps in 2025

In 2024, we have continued to learn more about the mobility needs of children and families, the elderly and people with physical impairments, through various co-creation events across Europe. We have launched our first mobility services in France and Belgium. In 2025, we will continue to be busy with exciting activities:

- More of our pilots will come to life to provide new shared mobility services for people with reduced mobility.
- We are working on a strategic guide to help cities and regions across Europe better integrate people with reduced mobility into their plans.
- We are organising a new European roundtable, this time in Varberg, Sweden, to help us gather more knowledge on how to strategically integrate SMALL knowledge into policy-making.

Are you interested in joining our community and working on inclusive shared mobility ? Contact us!

Get in touch

Esen Köse (Mpact)

Mail: esen.kose@mpact.be

Phone number: +32 49 589 14 14

Sami Angsthelm (Bax)

Mail: s.angsthelm@baxcompany.com

Phone number: +34 93 476 04 47

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