

MAMBA

Mobility • Accessibility • Innovation

Baltic Sea States Sub-regional Cooperation
Annual Conference – 30th of September, 2020

Nicole Rönnspieß
Diakonisches Werk Schleswig-Holstein
Lead Partner in MAMBA

MAMBA – **MA**ximising **M**obility and **A**ccessibility of Services in Rural Areas around the **BA**ltic Sea region



Project Partners



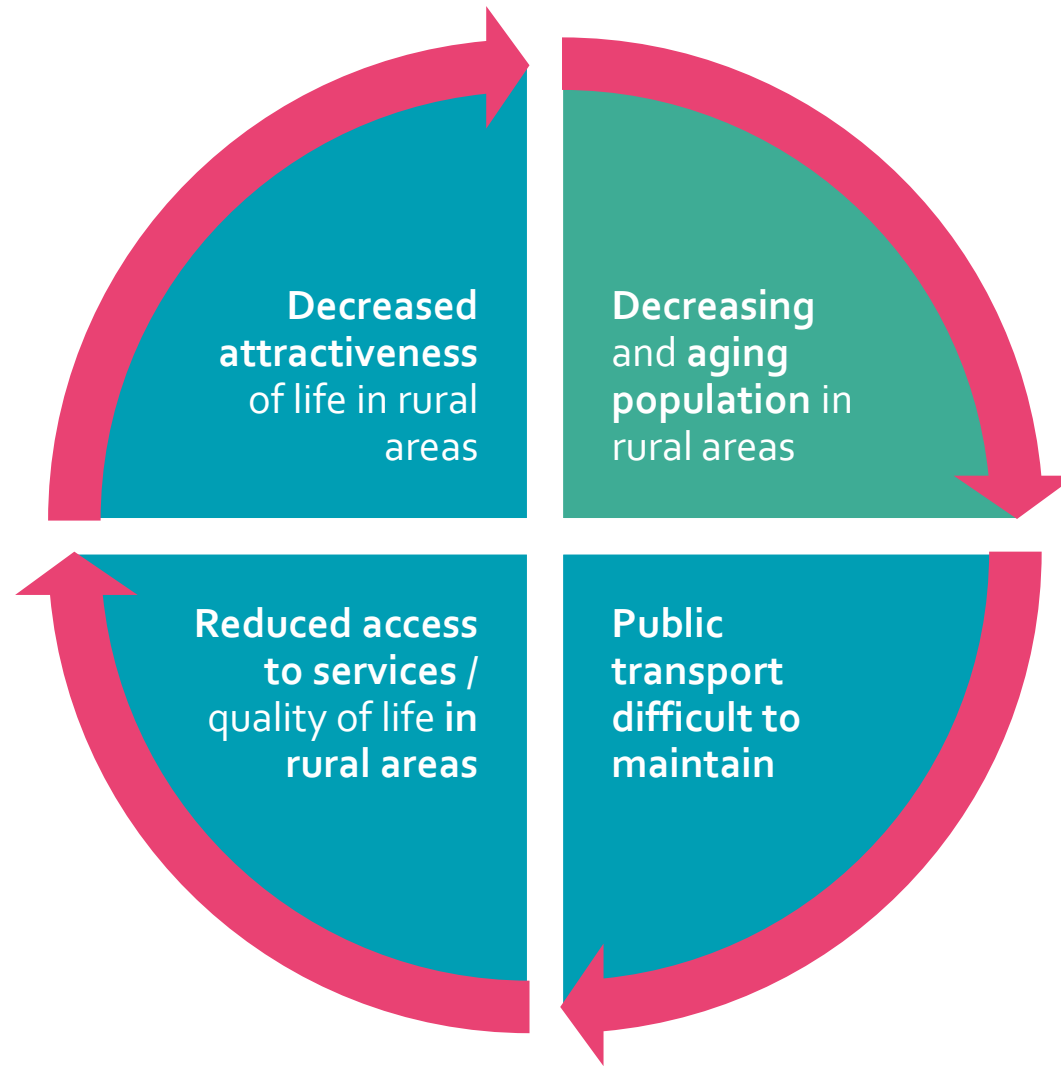
1. Diaconie Schleswig Holstein | GERMANY
2. Nordregio | SWEDEN
3. Vidzeme University of Applied Sciences | LATVIA
4. Vidzeme Planning Union | LATVIA
5. County of Ploen | GERMANY
6. County of Cuxhaven | GERMANY
7. Regional Council of South Ostrobothnia | FINLAND
8. Seinäjoki University of Applied Science | FINLAND
9. Regional Council of North Karelia | FINLAND
10. Vejle Municipality | DENMARK
11. Municipality of Trelleborg | SWEDEN
12. Bielsko District | POLAND
13. Bielsko-Biala Regional Development Agency | POLAND
14. Institute for Climate Protection, Energy and Mobility | GERMANY
15. Road Transport Administration | LATVIA

Why maximizing mobility in rural areas?

CHALLENGE



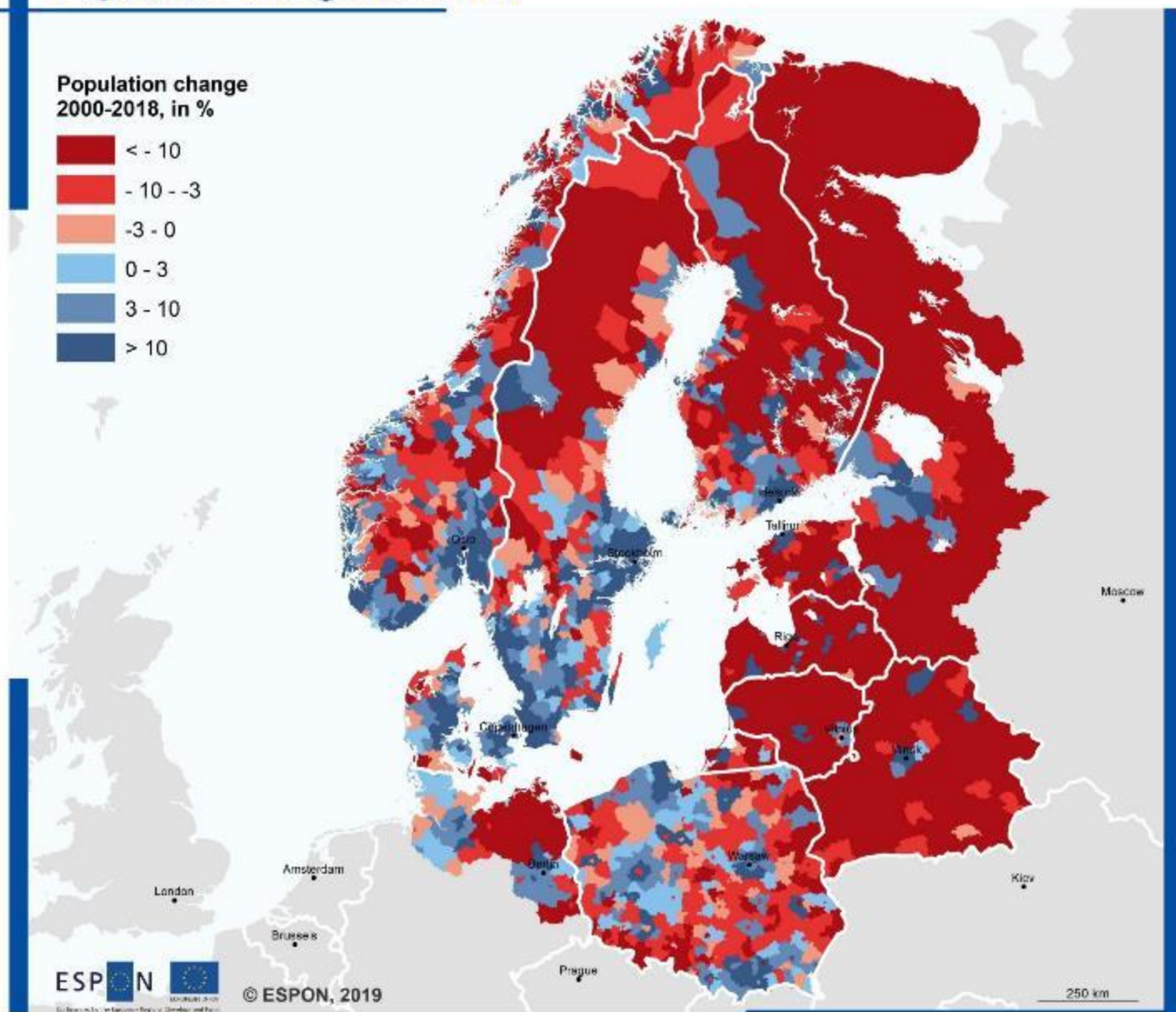
Why MAMBA? The vicious circle.



**Rural area in Germany...
sometimes you'll have to wait a little longer.**



Population change 2000-2018



Territorial level: LAU2: FI, NO, SE, EE, LV; LAU1: DK, LT, PL; (version 2017); NUTS3: DE; Rayon: RU & BY
Source: BT2050, 2019
Origin of data: NSI's, 2019

© University of Geneva for administrative boundaries

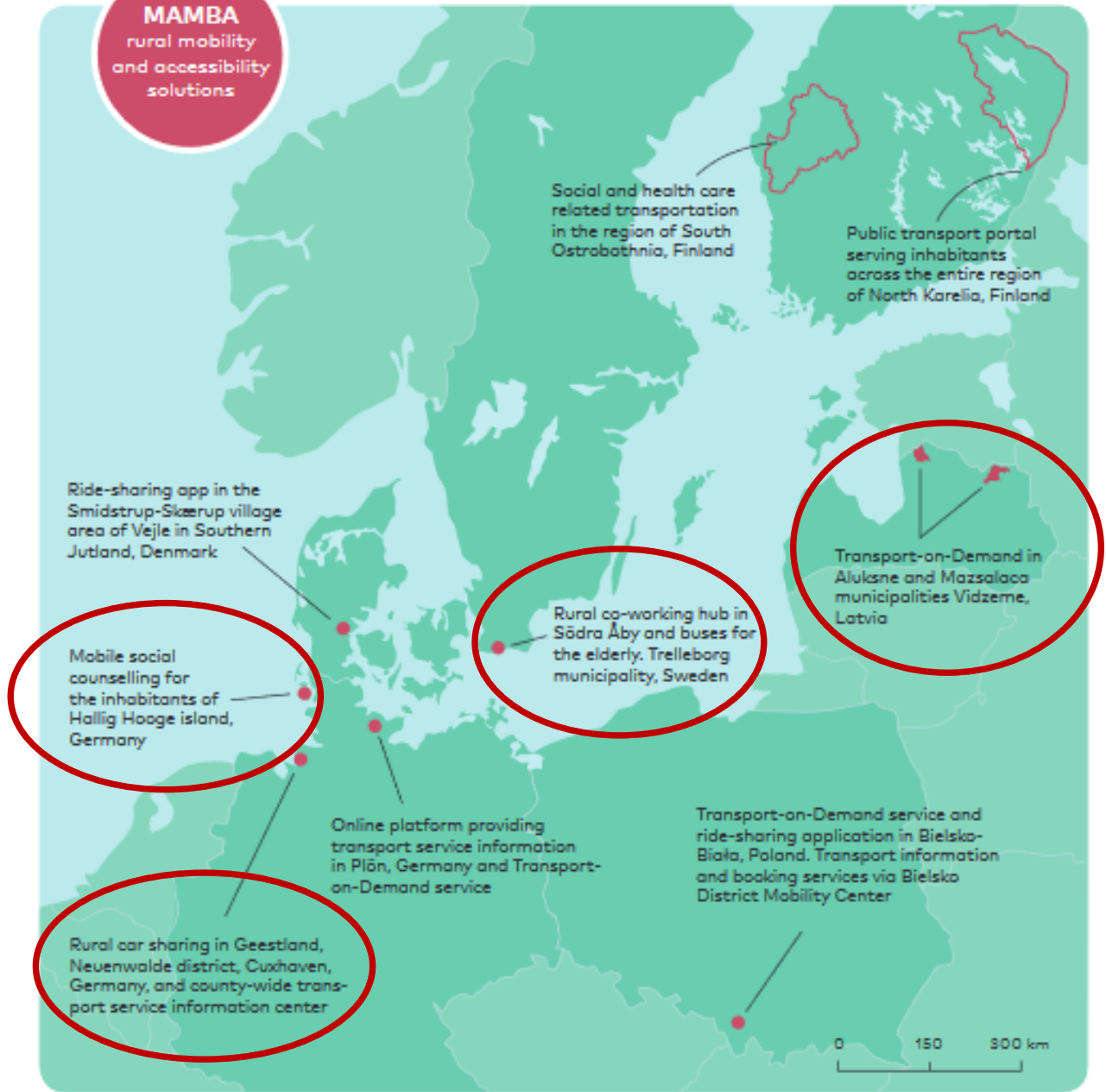
Actions and outputs of MAMBA

ACTIVITIES



More than 10 MAMBA pilots
exemplify how to
reduce mobility and accessibility gaps
in rural regions

MAMBA
rural mobility
and accessibility
solutions

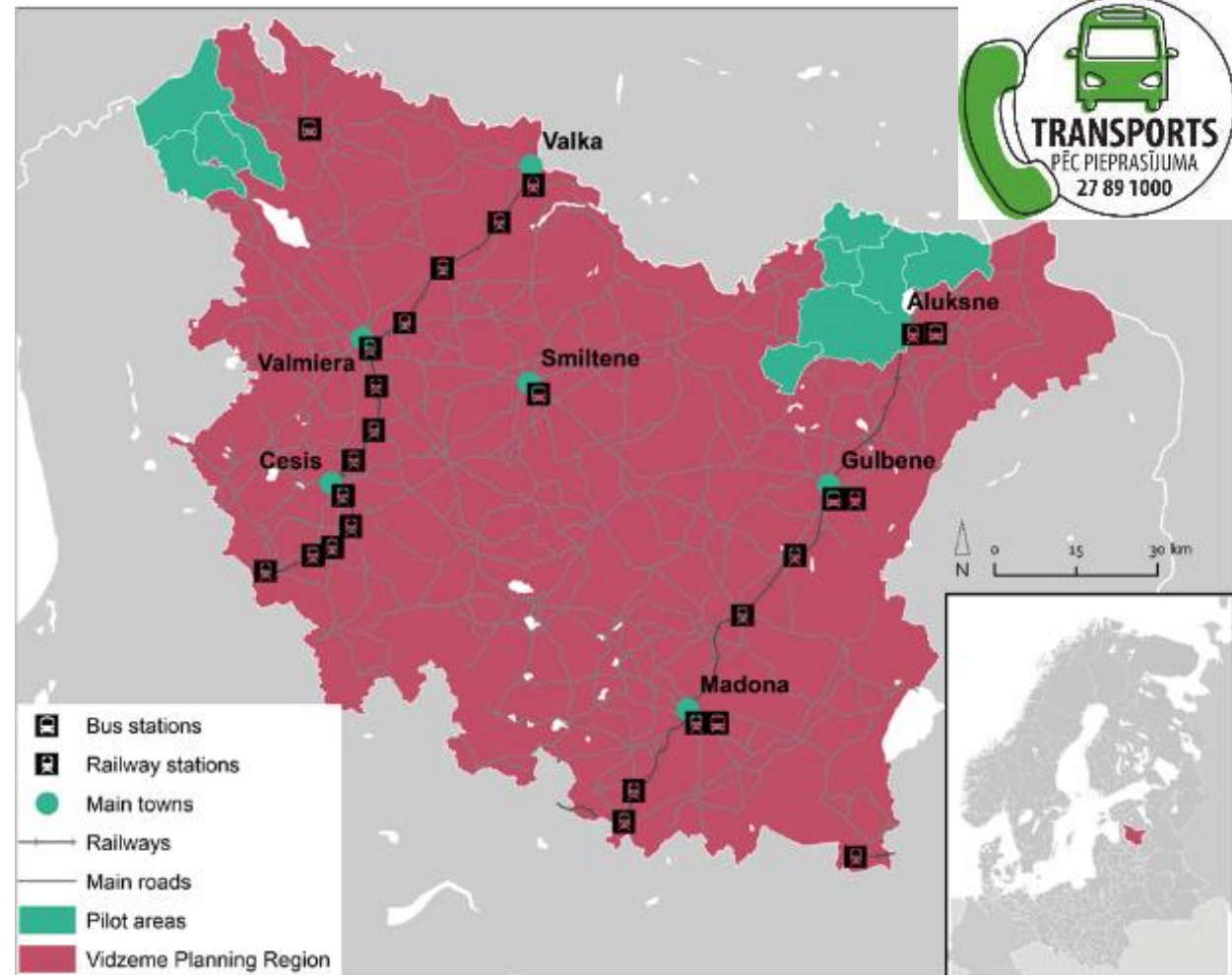


MAMBA rural mobility and accessibility solutions.

Vidzeme region, Latvia

Transport-on-Demand Service

- complicated process to plan, develop and implement the ToD
- success at last → very well received by population (watch the video on the MAMBA homepage)
- but funding and political commitment shaky



Cuxhaven County, Germany


Rural Car sharing („Village Car“)


- political will and strong administrative support (top-down)
- enrooted in the community (village association); voluntary driver pool
- lasting success story with lighthouse character.... can be the initiator for a wider change!




Pioneers needed....

Gemeinde *Klixbüll*

Suchbegriff eingeben... 

Newsletter erhalten... 

Besucher: 200183 

HOME GEMEINDE LEBEN WIRTSCHAFT NACHHALTIGKEIT GALERIEN



*** 10.09.2020 Bundesweiter Warntag am 10.09.20- Um 11:00 Uhr werden bundesweit alle Sirenen ausgelöst. ***

Dörpsmobil Klixbüll



Das Dörpsmobil

Teilen - das neue Haben

Klixbüll bietet seit Ende April 2016 ein Elektro-Car-Sharing mit dem "Dörpsmobil Klixbüll" an. Es kann mit Strom aus Klixbüller Windmühlen an **Klixbüller Ladesäulen** aufgeladen werden.

Das Dörpsmobil steht für Einsätze der Gemeinde zur Verfügung ist aber auch für Mitbürger und Touristen mietbar.

AKTUELLES

Corona-Fallzahlen in NF -
Stand: Freitag, 04.09.2020
04.09.2020

Vollsperrung der Schulstraße
vom Siloturm bis zum Park-
platz des Kindergartens bis ca.
16.09.2020
02.09.2020

Der TSV Klixbüll hat Hygiene-
konzepte für die Fußballsparte
und die Nutzung der Klix-
büller Ladesäulen



...for a revolution!



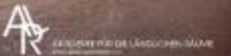
HISTORIE KARTE KOORDINIERUNGSSTELLE AKTUELLES FAQ

ELEKTROMOBILES CARSHARING IM LÄNDLICHEN RAUM

Kostenloses Infopaket anfordern



EIN PROJEKT DER



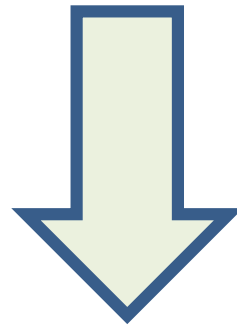
AktivRegion
Schleswig-Holstein

Source: <https://www.doerpsmobil-sh.de/>

DÖRPSMOBIL SH – *Wir bewegen das Dorf*

Mobilität ohne eigenes Auto gestaltet sich auf dem Land oft schwierig. Der ländliche ÖPNV ist aufgrund der geringen Verfügbarkeit meist keine alltagstaugliche Alternative. Als Ergänzung braucht es daher aus ökologischen, sozialen und auch aus ökonomischen Gründen alternative Mobilitätsangebote. Diese Notwendigkeit wurde auch von der Akademie für die ländlichen Räume Schleswig-Holsteins e.V. als zukünftige Herausforderung im Sinn der Daseinsvorsorge erkannt und nach Vorbild des Praxisbeispiels „Dörpsmobil Klixbüll“ als landesweites Kooperationsprojekt weiterentwickelt und gefördert.

Mobility is more than transportation!



Service-to-people mobility

*Remote Island of Hallig Hooge,
North Sea, off the Westcoast in
Schleswig-Holstein, Germany*

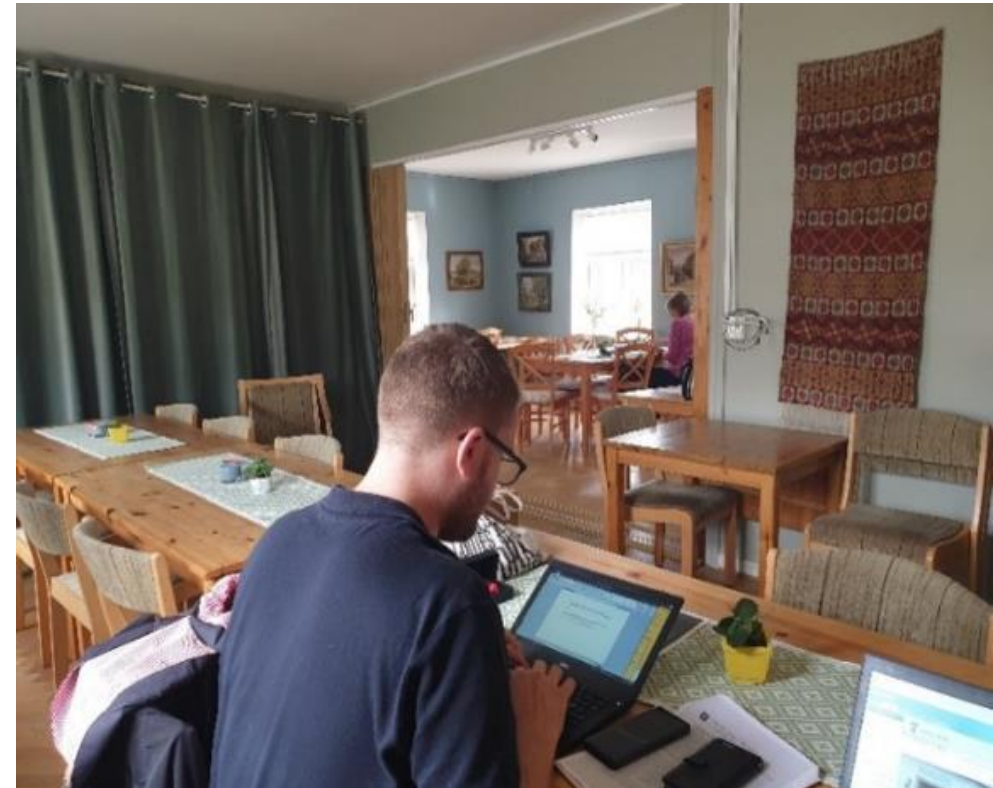


(Digital) social counselling in village center „MarktTreff“

Municipality of Trelleborg, Sweden

Rural Coworking Space in Södra Åby

- cooperation of Municipality and local village association
- using of existing resources and infrastructure
- providing opportunity to avoid travel + work productively + meet people



Lessons learnt in MAMBA: Rural mobility and accessibility challenges require genuine rural solutions



**Territorial
specificities**



**Community
needs**



**Economic
context**



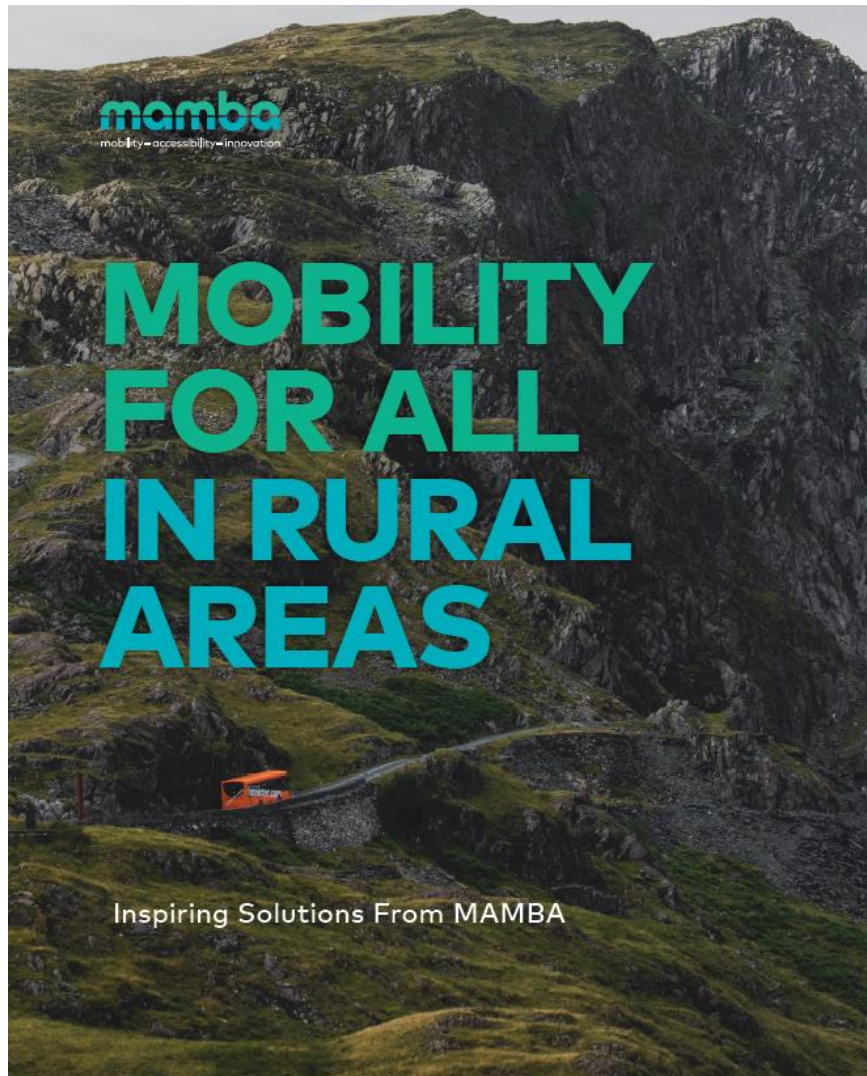
**Legal constraints
& enablers**

TAKE-AWAY MESSAGES

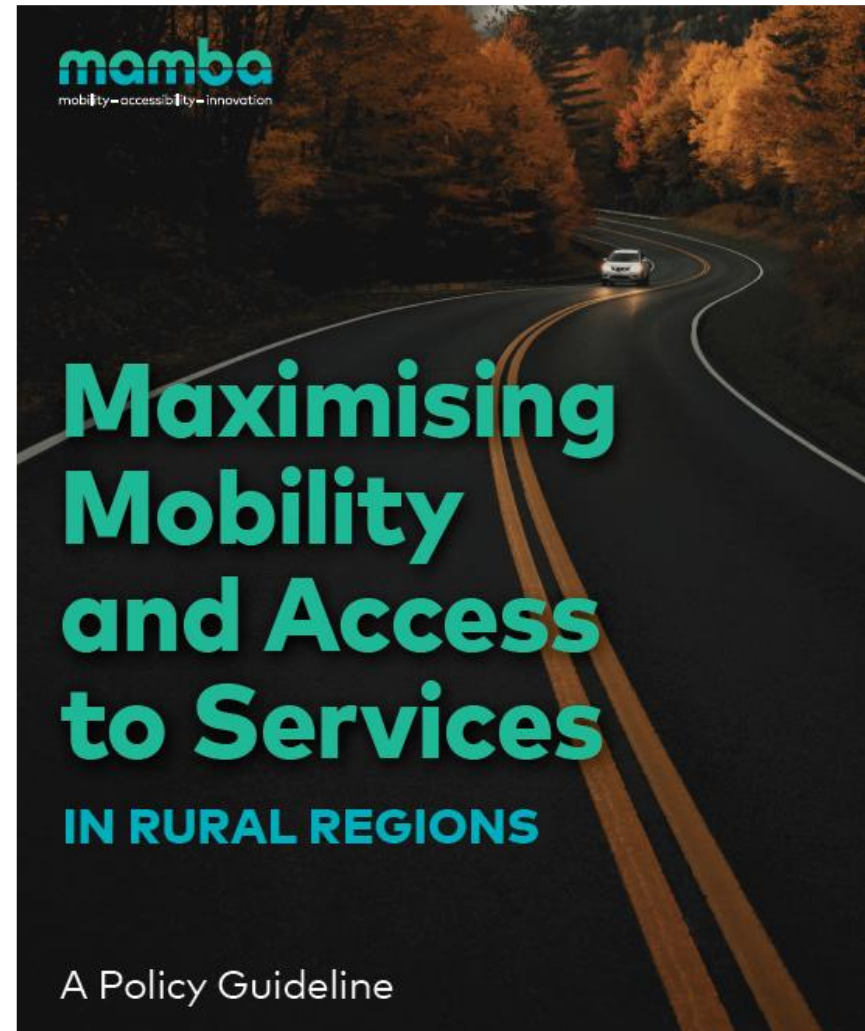
- Know your target group
- Understand the local context
- Utilise existing resources and create synergies
- Consider the institutional setting early on

The real innovation is the social process, not the solution itself!

MAMBA Outputs



www.mambaproject.eu



MAMBA Outputs



mamba
mobility-accessibility-innovation

A Guide to Collaborative Mobility Solutions IN RURAL AREAS

www.mambaproject.eu



Step-by-Step Guide for a Collaborative Mobility Solution

Inception:

Decision to develop a collaborative approach

Phase 1:

Understand your local context

Milestone 1:

Analysis of the local context

Phase 2:

Vision building, generation and selection of ideas

Milestone 2:

Visions, objectives and measures agreed

Phase 3:

Measuring, fine-tuning and preparation

Milestone 3:

Collaborative mobility approach adopted

Phase 4:

Implementation, operation and monitoring

Milestone 4:

Collaborative mobility approach is implemented and monitored

MAMBA Outputs → Database

The screenshot displays the MAMBA Database interface. At the top, there is a navigation menu with links for ABOUT, NEWS, DATABASE, PRODUCTS, PILOTS, MOBILITY SERVICES, and EVENTS. Below the menu is a search bar labeled "Map Locations" with the placeholder text "Enter address or latitude or longitude or title or city or state or country or postal code here...". Underneath the search bar are five filter buttons: "SELECT CATEGORY", "SELECT STATUS", "SELECT COUNTRY", "SELECT STATE", and "SORT BY".

The main content area features a map of Europe. A pop-up window is open over Stockholm, Sweden, titled "Car or ridesharing ELLI". The pop-up contains the following text:

ELLI

ELLI provides a ridesharing service self-organized by the inhabitants of the area. Voluntary drivers offer rides with cars provided by ELLI in order to complement the public transport network in areas which would otherwise be hard or impossible to reach. Rides can be booked via phone call.

Initiated and run by:
Initiated by the research institution (KOMOB), and is run by a private company

komob.de

The map shows several other locations marked with pins and numbered circles (2, 3, 5) across Europe, including Västerås, Örebro, Norrköping, Linköping, Riga, Klaipėda, Kaunas, Vilnius, Gdynia, Gdańsk, and Hamburg. The map interface includes zoom controls on the left and "Map" and "Satellite" view options on the right.

Three sessions of the Final (Web) Conference

- **Session #1** Setting the scene, exploring the challenge
- **Session #2** Breaking the vicious circle with successful mobility and accessibility solutions – Stories from MAMBA and beyond
- **Session #3** How can mobility policies open the road for better mobility and accessibility in rural areas?

visit www.mambaproject.eu

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EUROPEAN UNION

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FUND



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**Thank you for
your attention!**

