

Challenges

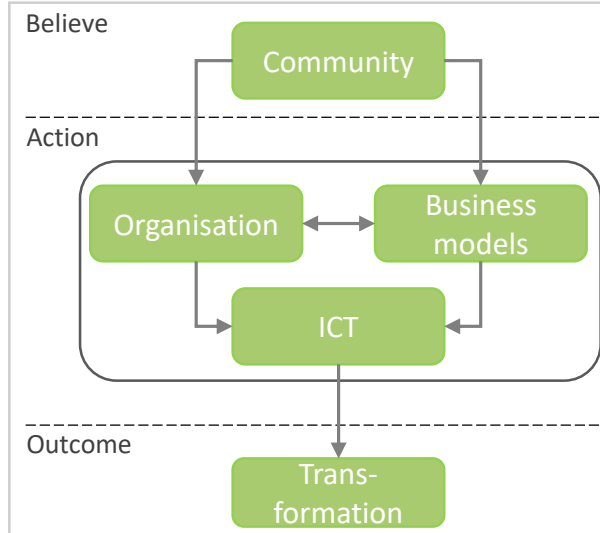
Central challenges in NEMo are the demographic change and the growing urbanization.

- Especially economically underdeveloped and sparsely inhabited counties and communities are confronted with the problem to provide basic and eco-friendly local public transport, such as bus and railway.
- The concentration of medical facilities and shopping centres in the surroundings of cities is leading to a growing need of mobility in rural areas.
- Even today, it is not possible for public transport services to guarantee the accessibility of work places and medical facilities out of rural areas.

Objectives

- Development and advancement of sustainable and innovative mobility services as well as business models for rural areas.
- Inclusion of citizens for creating new mobility offers, where citizens are providers of mobility. For instance, stops of local public transport could also be served by private persons with their private car.
- The higher load factor of private cars bridges the gap of supply and lowers the overall traffic volume. The directly related negative environmental effects could be reduced.

Action plan

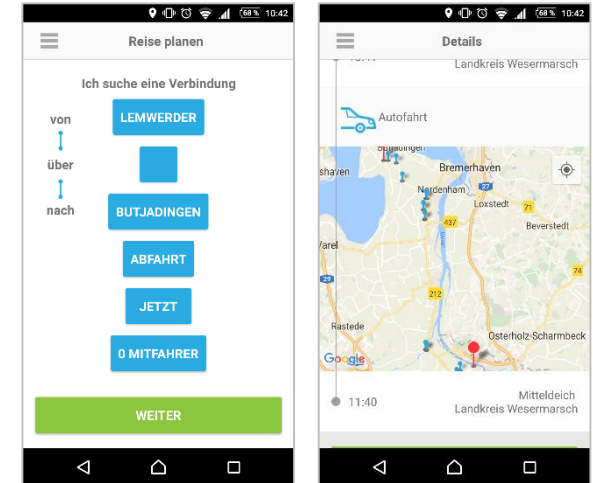


The action plan is divided in the following interdisciplinary research modules:

1. Research and requirements from the social community considered as a basis.
2. Concepts of organisation have to ensure capacities of private people available for the community.
3. Advancement and involvement of citizens through the development of new business models.
4. Providing technical solutions for the implementation of complex processes and support of the social self-organisation. Based on an existing ICT platform, services will be modified, and new services will be implemented to fit the needs of rural areas as well.
5. Legal compliance will serve as a cross-departmental function.
6. The research modules are the basis for the transformation of the mobility behaviour.

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 community based 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.



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