

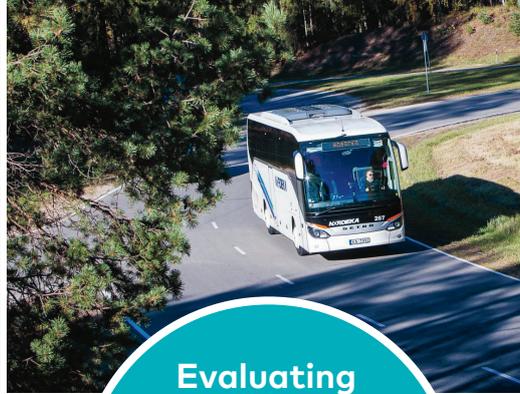
mamba

mobility – accessibility – innovation

Maximising mobility and accessibility of services in rural areas of the Baltic Sea Region



The **MAMBA** project promotes sustainable "people-to-service" and "service-to-people" mobility solutions in rural areas, and involves users in the process.



Evaluating
mobility services

Establishing
innovative Mobility Centres

Involving
users to design new
solutions

The challenge

With decreasing and ageing populations in many rural areas in the Baltic Sea Region, it is becoming increasingly difficult to keep up public transport and other services that depend on mobility, such as home care or home deliveries. This reduced accessibility of services impacts the life quality of people living outside urban centres.

The MAMBA project aims to meet this challenge by promoting sustainable "people-to-service" and "service-to-people" mobility solutions in rural areas. In practice, MAMBA partners will collaborate to improve the integration of existing mobility structures with innovative mobility solutions like citizen buses, mobility as a service (MaaS) and ride sharing applications.

The goal is to maximise mobility and accessibility of services in rural regions, while involving users in the process.

Activities

Evaluating and transferring existing mobility services

MAMBA evaluates existing, sustainable ways of managing and financing rural mobility that could be transferred to other rural regions. Inspiring examples will be presented to public authorities, transport providers and civil society through **stakeholder workshops**, a **public database** and a **rural mobility compendium**.

Establishing Mobility Centres and pilot actions for integrated rural mobility

Mobility Centres are being established in ten rural areas in the Baltic Sea region, targeting specific mobility needs in each area. The Mobility Centres will improve the situation by, for example, enhancing transport administration and information systems and creating new platforms for public and private actors to coordinate transport services. A number of innovative **pilot actions** will also be implemented, including transport on demand (ToD) services; car sharing and ride sharing applications; and mobility as a service (MaaS) systems.

Involving users to improve the design of new solutions

MAMBA includes users and civil society organisations in the development of sustainable mobility solutions. **Seminars and workshops** at the local level will promote participation and result in a **manual for self-organised mobility** which addresses grass-roots initiatives throughout the Baltic Sea Region.



PARTNERS

- | | |
|---------------------------------------------------------------------|--------------------------------------------------------------------|
| 1. Diaconie of Schleswig Holstein, Germany (Lead Partner) | 9. Regional Council of North Karelia, Finland |
| 2. Nordregio, Sweden | 10. Vejle Municipality, Denmark |
| 3. Vidzeme University of Applied Sciences, Latvia | 11. Municipality of Trelleborg, Sweden |
| 4. Vidzeme Planning Region, Latvia | 12. Bielsko District, Poland |
| 5. County of Ploen, Germany | 13. Bielsko-Biala Regional Development Agency, Poland |
| 6. County of Cuxhaven, Germany | 14. Institute for Climate Protection, Energy and Mobility, Germany |
| 7. Regional Council of South Ostrobothnia, Finland | 15. Road Transport Administration, Latvia |
| 8. South Ostrobothnia Health Technology Development Centre, Finland | |

About MAMBA

MAMBA is a project under the Interreg Baltic Sea Region Programme that runs from October 2017 until September 2020. It includes 15 partners from six countries: Denmark, Germany, Poland, Latvia, Finland and Sweden. MAMBA has a budget of 3.54 million Euro. Learn more: www.mambaproject.eu

