

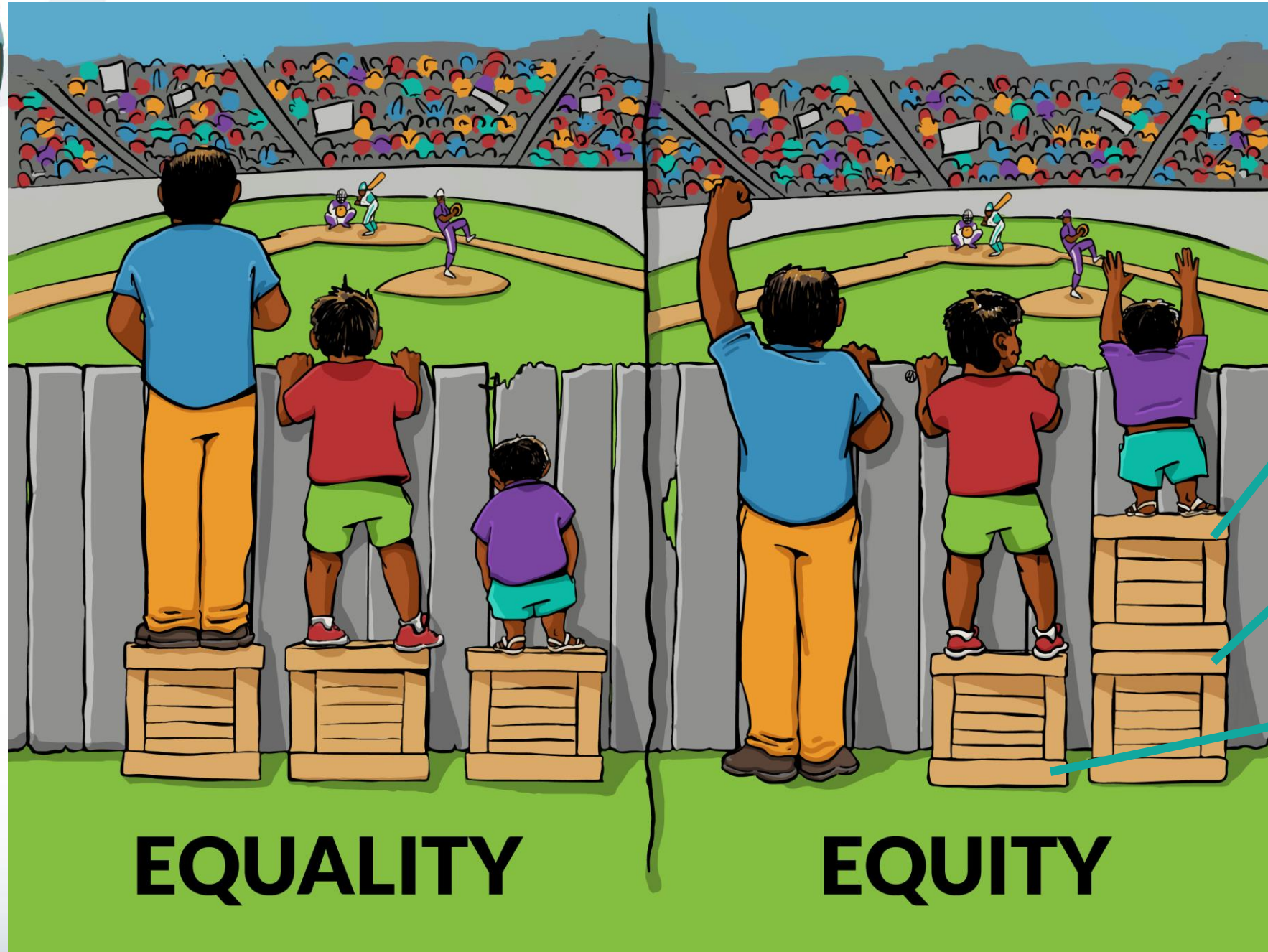


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24.09.2020

Making inclusive mobility a reality: Recommendations from INCLUSION & HiReach





EQUALITY

EQUITY

Audio/tactile
information

Sufficient
lighting and
security

Affordable
ticketing
options

8 principles for a fair(er) transport system

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the report!



EMPOWERING



EMPATHETIC



ACCESSIBLE



AFFORDABLE



GENDER EQUITABLE



SAFE



CONVENIENT



EFFICIENT



Recommendations:

understanding & responding to users' needs

- **Recognise compounded needs:** Many users are associated with more than one “category” of vulnerable user and are consequently even more affected.
- **Build and maintain trust:** Maintain direct, two-way communication with users throughout the process of developing inclusive mobility solutions.
- **Identify the role and limitations of digital solutions:** ICT can be very useful tools, but they can exclude some users (e.g. no smartphone, data limitations, tech skills, visual impairments, local language skills, etc.)
- **Start with the users:** Solutions that are developed by vulnerable users, for vulnerable users are nearly guaranteed to respond directly to their particular needs.
- **Maintain the “human touch”:** especially important for socially isolated groups
- **Initiate cross-sectoral & public-private partnerships:** Private sector has a role to play in extending the range of options, but need active support (in terms of direct involvement and funding) from public authorities, community organisations and investors



Source: urbanista



Source: S. Findeisen/City of Bremen



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Thank you



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