

Event Title: Enhancing shared mobility: Innovative and inclusive policies and tools

Duration: 1:30

Date and Time: 25/06/2024 from 14:00 to 15:30.

Objective: This webinar will feature insights and developments from three Interreg projects—[SMAPE](#), [ShareDiMobiHub](#), and [SMALL](#)—each dedicated to enhancing shared mobility through innovative actions. The session aims to explore **how regulatory frameworks and policy tools are delivering and can bring better and more inclusive shared mobility services**. The focus will be on how public authorities can develop new policy frameworks to enhance the accessibility, inclusivity, and sustainability of shared mobility solutions, and integrate them into their public transport networks. This webinar will bring together representatives from the SMAPE, ShareDiMobiHub, and SMALL projects, along with local authorities and shared mobility experts.

Description: Shared mobility has become a pivotal element in creating liveable and greener cities. Over the past few years, various cities and regions have piloted shared mobility solutions, but these efforts often remained disconnected from their broader mobility system. The SMAPE, ShareDiMobiHub, and SMALL projects, part of the [Interreg Europe](#) and [Interreg North Sea](#) programme, provide valuable insights that can help bridge these gaps and ensure shared mobility is inclusive, effective, and part of EU cities' mobility network.

SMAPE (Shared Mobility Action Programmes Exchange):

The project aims to improve shared mobility policies. SMAPE focuses on aspects like shared mobility integration with public transport and Mobility as a Service, influence attitude and behaviour, optimising the mix of mobility modes, regulations, frameworks for public-private partnerships, and policy recommendations and contributions to Sustainable Urban Mobility Plans (SUMP).

ShareDiMobiHub (Shared and Digital Mobility Hubs):

ShareDiMobiHub is dedicated to improving urban multi-modal accessibility through the introduction and uptake of shared mobility hubs. The project is developing an agreement framework between shared mobility providers and public authorities, based on existing contracts and licenses. This framework supports cities in implementing shared mobility hubs effectively, facilitating smoother integration and operation.

SMALL (Shared Mobility for ALL):

SMALL aims to make shared mobility inclusive and accessible for all users, including those with reduced mobility. The project addresses the unique needs of families with young children, the elderly, and people with physical impairments. Through the SMALL Policy Database, the project conducts a research exercise to account for best practice examples for accessible shared mobility policies across Europe. This database includes plans, laws, recommendations, subsidies, incentives, and decrees focused on inclusivity, providing valuable resources for municipalities and other stakeholders to implement inclusive mobility solutions.

Agenda:

14:00 -14:05 Opening Remarks (5 minutes):

- Welcome and introduction to the event by Sami Angsthelm (SMALL project).

14:05 - 14:20 Presentation by SMAPE (15 minutes)

- Topic: Regional/local policy instrument on shared mobility.

14:20 - 14:35 Presentation by ShareDiMobiHub (15 minutes)

- Topic: Agreement framework between shared mobility providers and public authorities.

14:35 - 14:50 Presentation by SMALL (15 minutes)

- Topic: Policy Database for inclusive shared mobility.

14:50 - 15:25 Panel Discussion (35 minutes)

- **Topics to be covered:**
 - Achievements and results in promoting shared mobility through effective regulatory frameworks at the city and regional level.
 - Integration of mobility hubs to enhance shared mobility services.
 - Experiences in using policy tools to drive behavioural changes that support shared mobility adoption.
 - Ensuring inclusivity in shared mobility services through appropriate policies.
- **Moderator:** Sami Angsthelm (SMALL Project).

14:25 - 14:30 AM: Closing Remarks (5 minutes)

- **Moderator:** Summary of key takeaways and insights from the panel discussion.
- Emphasis on the importance of shared mobility in achieving sustainable urban mobility.

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