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# Rural mobility in Europe - changing the mind-set and changing the language

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LANGUAGE IS  
IMPORTANT

PERIPHERAL

Fringe

*MARGINAL*

DISTANT

**RURAL**

OUTLYING

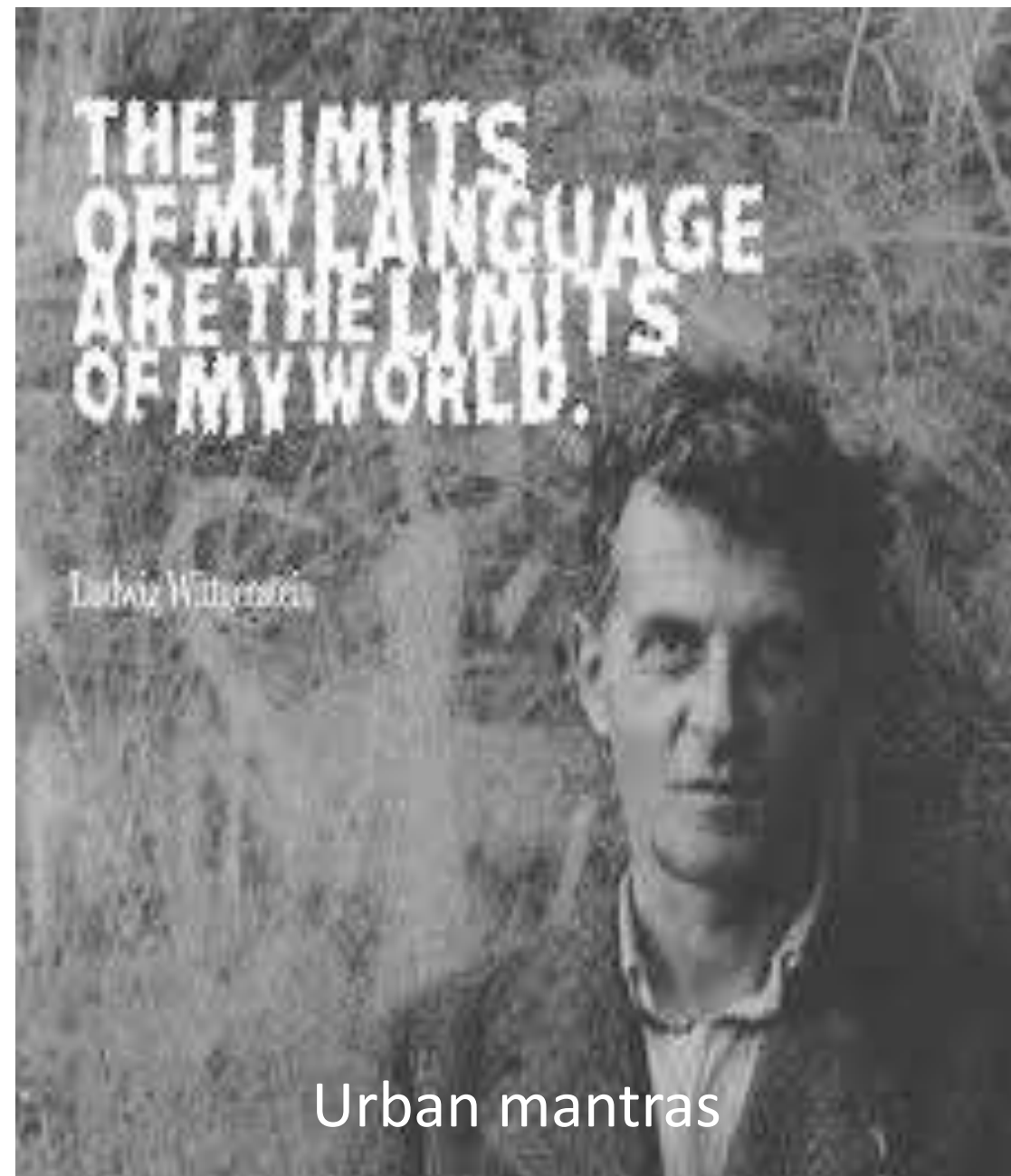
*FAR-OFF*

Backwoods

REMOTE

*OUTERMOST*

*Backwoods*



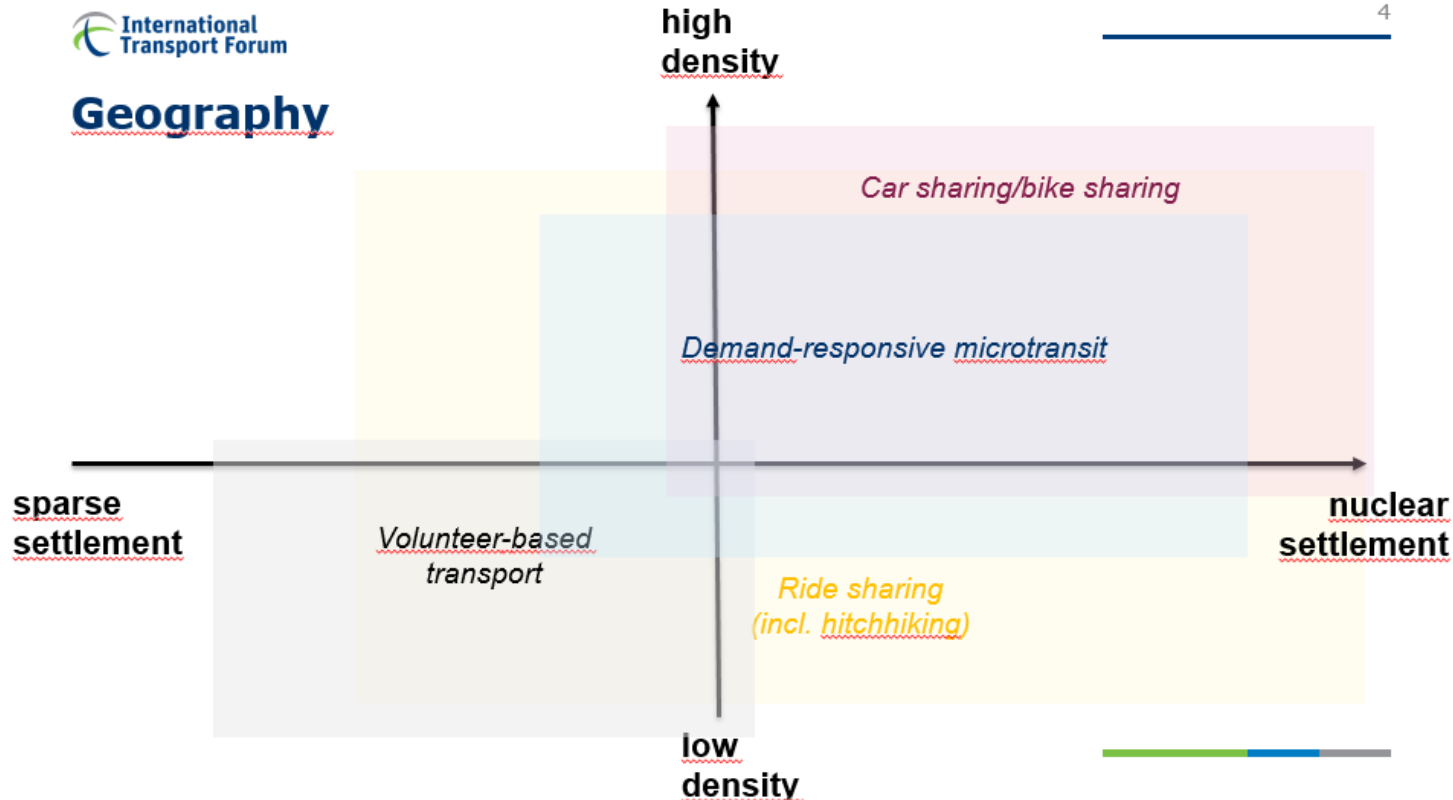


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- Afterthought rural planning – making the best of what we have
- **NGOs and community groups based on local commitment**
- Austerity - rural transport post-COVID19 in the 2020s
- Easy to kill the animal at the base of the food chain
- New political momentum?
- The need for a new mind-set and language
- A necessary catalyst for positive social development and green economic growth.
- Reverse the trend: Pro-active mobility planning that fully includes the rural community

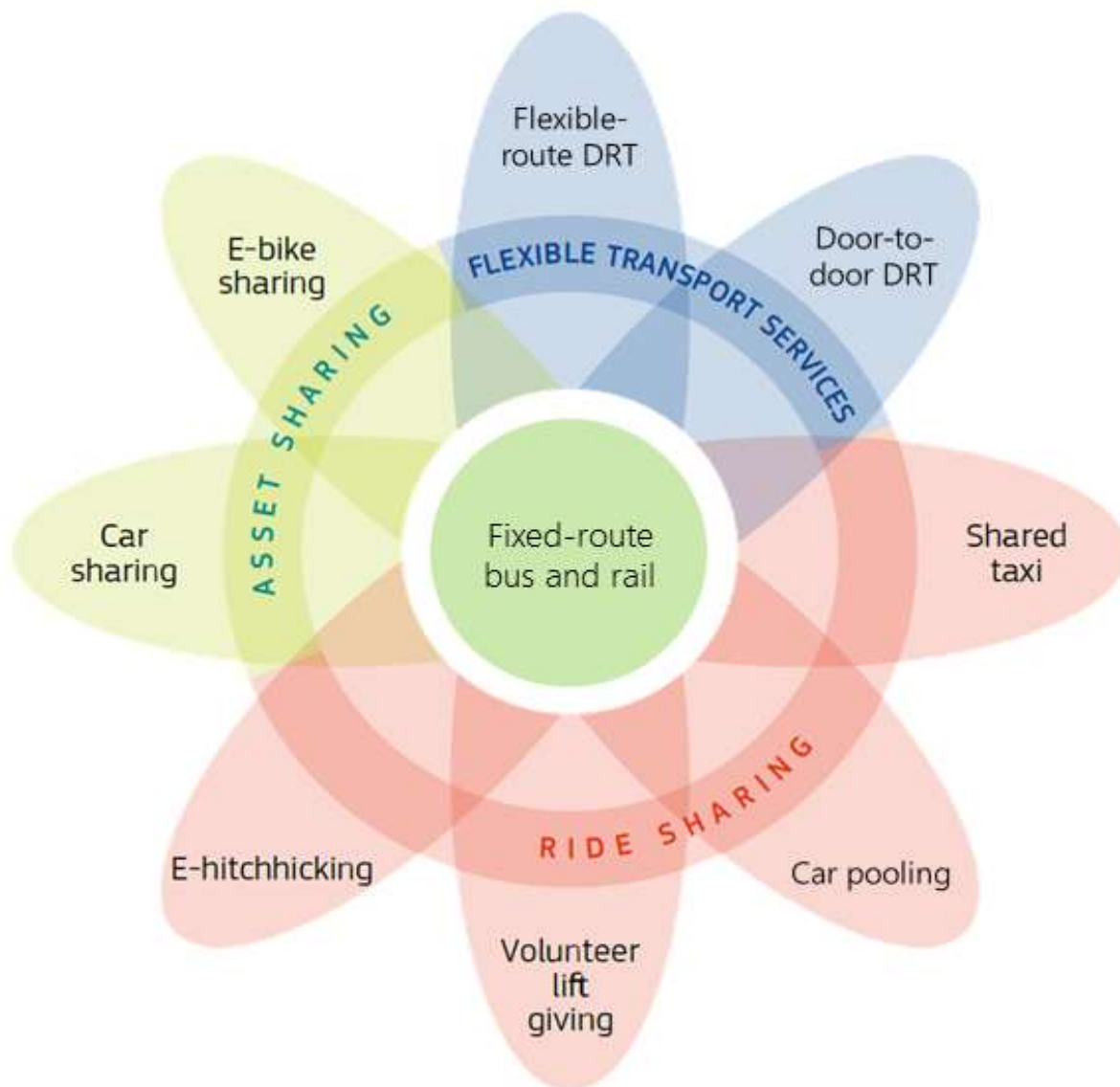


# What is rural in 2021?



- 27% EU population lives in rural areas
- 'Anything not urban'
- Huge range of definitions - OECD
- Denmark – 300 persons - 70% Danish population live in small (urban defined) settlements
- So, the rural percentage quickly moves from 25 to 33%+
- Rural areas are at the core of the European and USA Green Deals and the challenge to achieve low/zero carbon
- Time to redress the imbalance

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**Rural transport  
innovation in  
2021**



# Locals

- The backbone of the rural economy
- The core of rural society and cultural roots
- Building policy from the perspective of rural development not urban sprawl – not an extended SUMP.





# Incomers

- 'Clean' Range Rovers
- Country style clothes
- 'Urban' conversations



- Mopeds
- Older cars
- Bicycles
- Integrating?





# Home comers

How rural are you?

‘You can take a girl out of the village, but you cannot take the village out of the girl’  
(FLONE conference on women and transport, Addis Ababa, 2019)

Reconnecting post-COVID



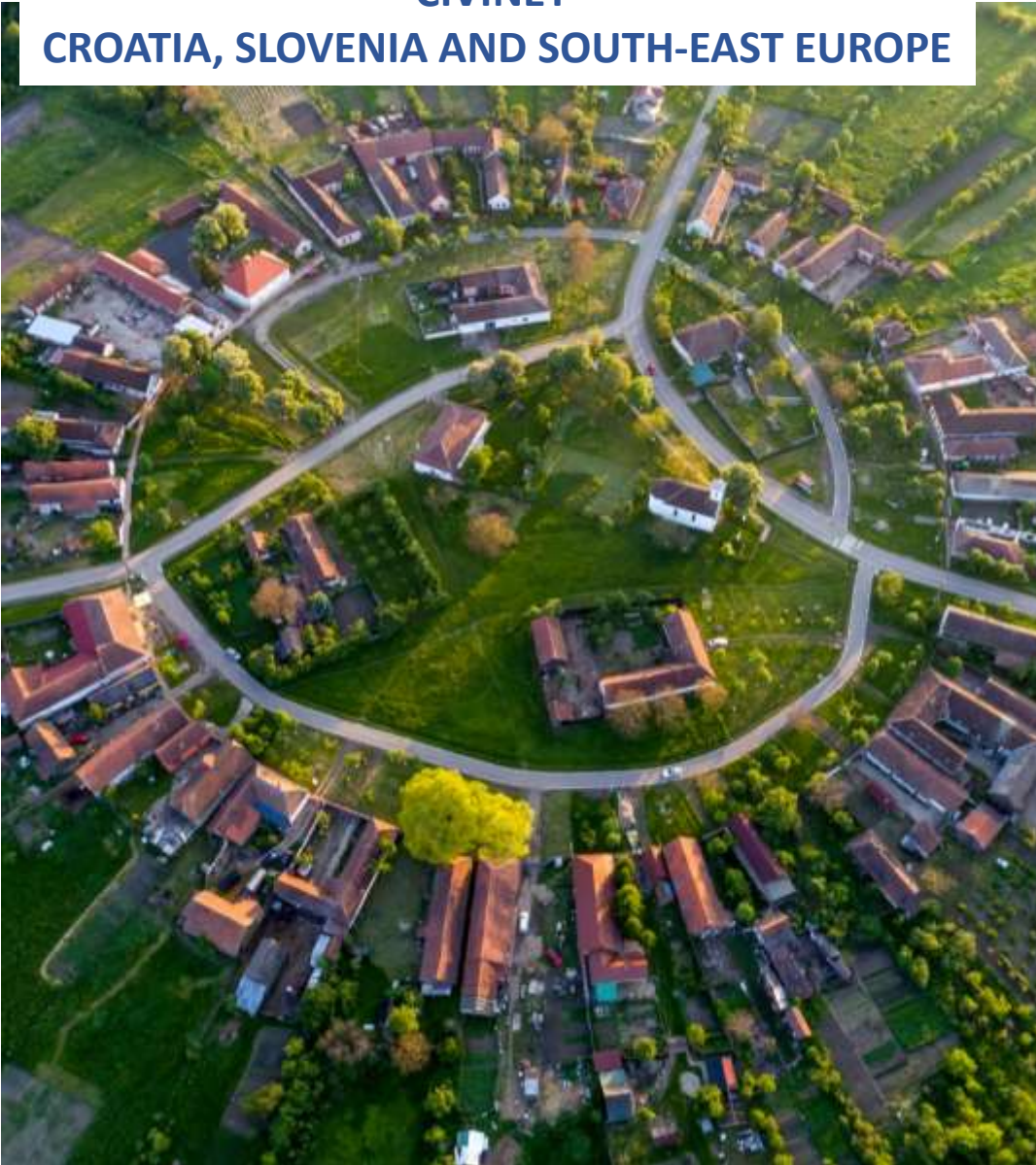


# Visitors





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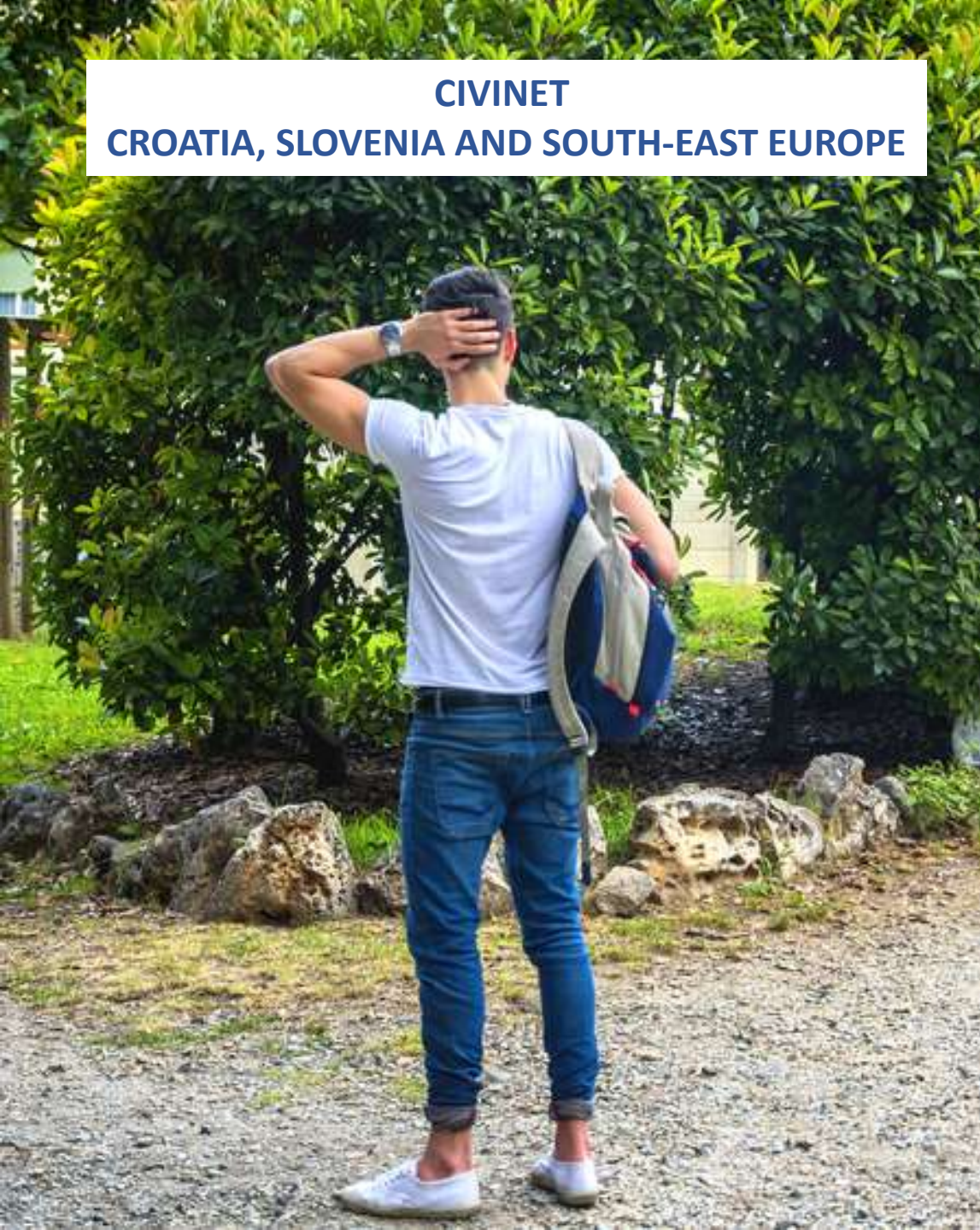


# How do we currently plan rural mobility?

- We don't – SMARTA only 4 EU countries
- When we try it is an offshoot of urban mobility issues
- The end of the food chain and yet the source of the food
- Can urban planning principles help? – not really.
- **Rural Blueprints**

*What would cities look like if they were designed by those with a rural mind-set?*





# The rural blind-spot planning mobility

- Urban myopia
- Out-migration from rural areas – under-investment – social consequences – generation specific
- Rural areas feed the cities, provide renewable energy, provide urban dwellers with the lungs to breathe
- Lack of strategic plans for rural (sustainable) mobility
- Afterthought planning
- Move from transport to mobility to (Phygital) accessibility
- Plan for a low carbon rural area
- COVID lessons

# Coordinated rural mobility planning and operations – can it be done?

LACK OF A RURAL  
TRANSPORT  
VISION

FRAGMENTED  
PLANNING

FRAGMENTED  
TRANSPORT  
OPERATIONS



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Thank you  
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