Sustaining Mobility in Rural Areas: The Need for a Rural Scope

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Achieving a Rural Scope

- The need for a rural scope

- Important differences between urban-led and rural-led policies
  - Market rationale vs. Social innovation?

Experiences from ITRACT

- Improving TRansport and Accessibility through new Communication Technologies – Interreg 4B NSR
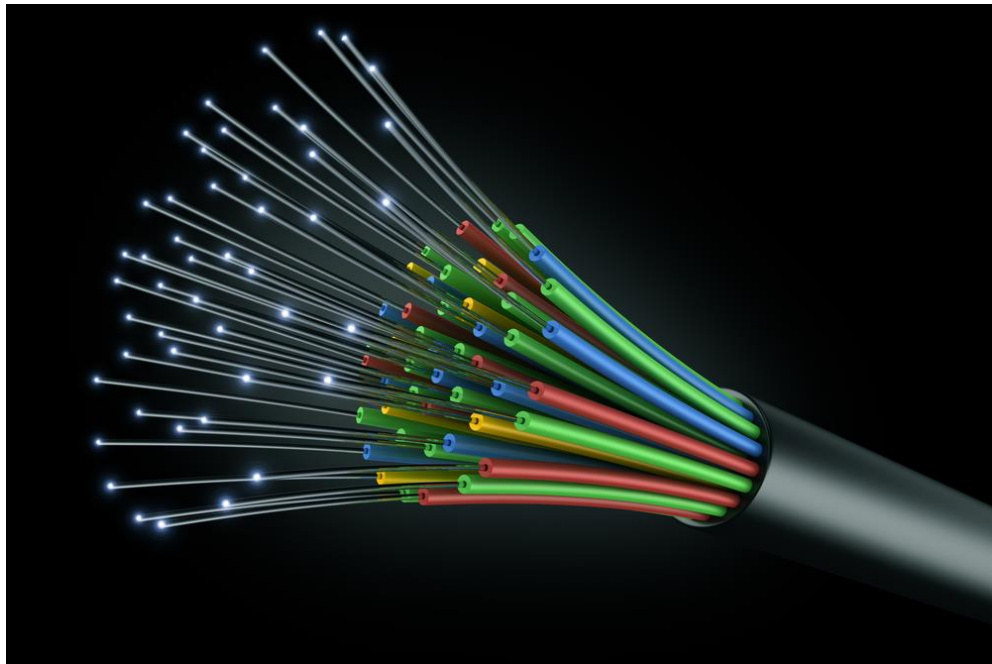 - ICT applications to support rural mobility

Problem

- Digital communication infrastructure is essential in mobility strategies…

- …yet in rural areas, it is often inadequate

- Rural Penalty (Malecki, 2003; 2010)

'Rural Penalty'

Future-proof Rural Connectivity - i

- Digitalization as **core ingredient**

- Condition
    - Enabling innovative mobility

- End goal
    - '...part of the digital spaces of flows'
    - Digital Economy and Society

Future-proof Rural Connectivity - ii

- Rural areas are on the wrong end of a digital divide

- Poor material connectivity
  - Fixed
  - Mobile
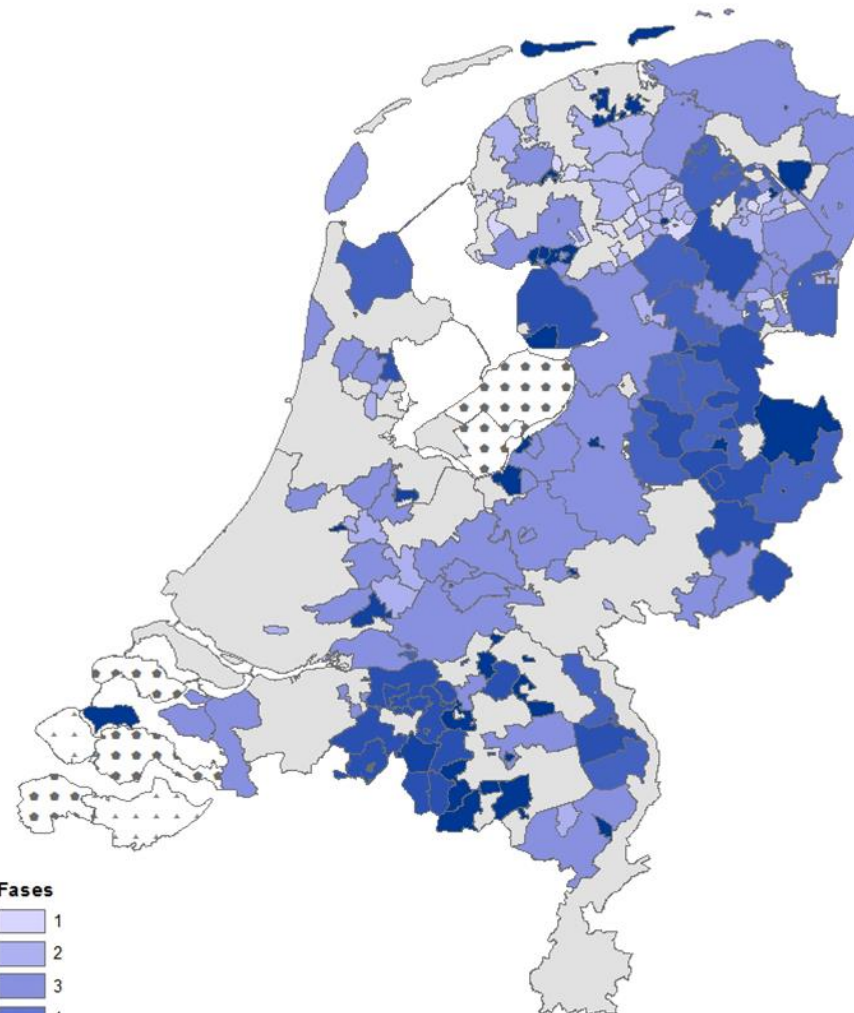
- Lower adoption rates
  - Different adoption rates
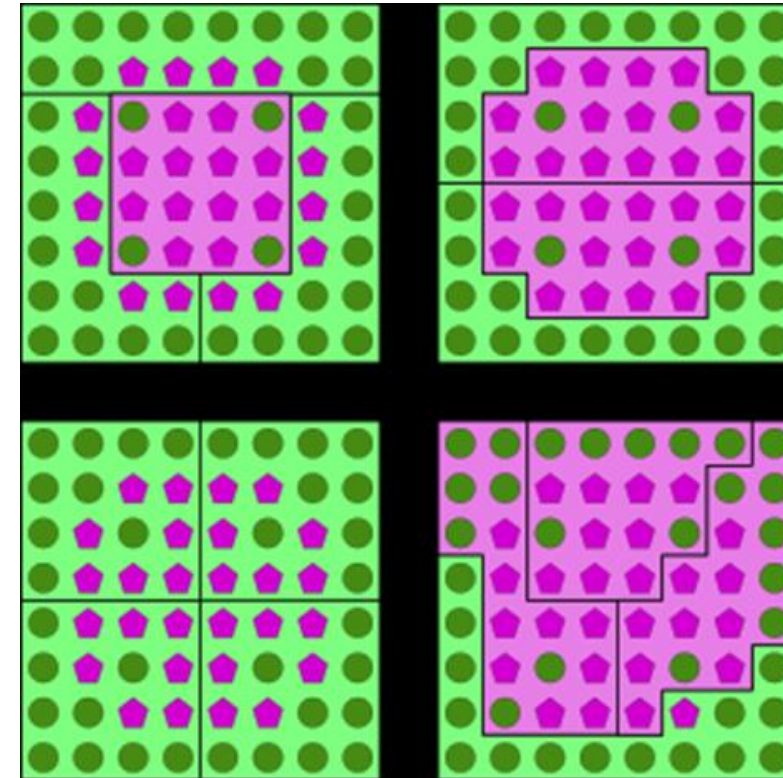
How do communiti

- Some (try to) take mat

But are these solutions sustainable?

- Citizens' initiatives, collective action, sharing economy
    - -> vast regional differences

- Time and energy from volunteers?

- Volunteer burnout?

Rural Interest in Policy

- Fragmented rural interest
  - Cross-border
  - Multi-level
  - Multi-actor

- Who can take the lead?

- Who has the mandate to take decisions?

Policy Briefing from ITRACT:
https://www.researchgate.net/publication/319752095_Policy_Briefing_-_Sustaining_accessibility_and_connectivity_in_remote_rural_areas_transnational_issues_from_ITRACT

iTRACT

Improving Transport and
Accessibility through new
Communication Technologies

Rescaling the Rural

- **Rescaling** 'the rural' as a solution to fragmented rural interest

- Geographically <u>focused</u>
  - Specific (deep) rural areas and issues

- <u>Integral</u> policy efforts
  - Integrating policy domains
  - Integral measures and comprehensive approaches

Project Dynamics and Innovation

Technical innovation

Operational innovation

Urban market rationale

Rural social innovation rationale

Institutional innovation

Social innovation