

CO-CREATING INCLUSIVE RURAL MOBILITY SOLUTIONS FOR VULNERABLE GROUPS

How workshops, interviews and surveys with children, seniors, low-income families, transport providers, activity organisers and public authorities shaped a demand-responsive transport service in rural Gjesdal, Norway.



~300

participants across workshops, interviews and surveys



6

user groups engaged



1

rural municipality: Gjesdal, Norway



1

co-created vision for demand-responsive transport



1. CHALLENGE/CONTEXT

Many residents in rural areas have limited access to private cars and face barriers to participating in everyday activities. Children, seniors, immigrants and low-income families may find it difficult to reach leisure opportunities and social spaces. Inclusive shared mobility must therefore be reliable, affordable and easy to use.



2. MAIN RESULT

SINTEF, Gjesdal Municipality and Nimmo explored how a shared demand-responsive transport service could improve mobility in rural Gjesdal, Norway. Through workshops, interviews and surveys, the project co-created a practical understanding of user needs and expectations for a future service.



3. KEY INNOVATIONS

- Reliability and predictability are essential.
- Affordability matters for vulnerable households.
- Simple booking is critical for broad accessibility.
- Digital exclusion and language barriers must be addressed.
- Social inclusion is a shared priority across user groups.

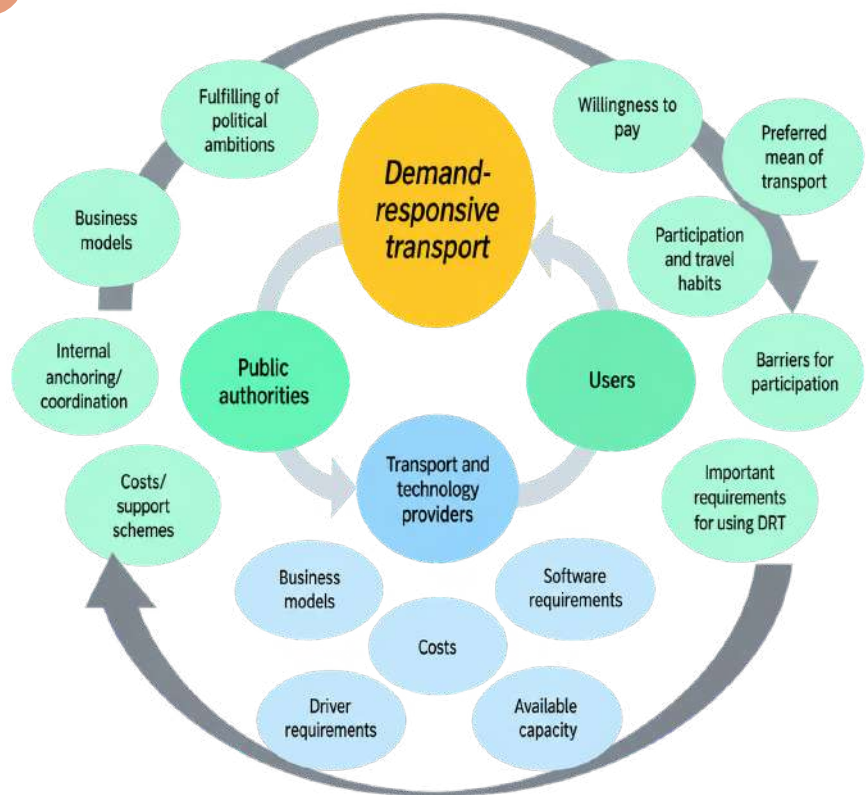


4. PRACTICAL RECOMMENDATIONS

- Involve diverse user groups directly in service design.
- Offer multiple booking channels: app, phone and web.
- Provide multilingual information.
- Work with activity providers and municipal contacts as trusted intermediaries.
- Design the service to be dependable and easy to combine with existing routines.



5. CO-CREATION PRIORITIES



The diagram shows how authorities, users and transport providers interact around DRT planning needs, barriers and travel habits.



6. END-USERS / RECIPIENTS

- Public authorities
- Transport providers
- Researchers and research organisations



7. KEYWORDS

- Rural issues
- Social innovation
- Inclusive rural mobility
- Demand-Responsive Transport
- Co-design
- Stakeholder engagement
- Sustainable mobility
- Participation
- Local governance



8. SPECIFIC OBJECTIVES

- Vibrant rural areas
- Cross-cutting objective on innovation and knowledge exchange
- Environmental care