1. Identification

Call	Date of submission
R2 - split	24/09/2019

1.1. Project name

Maximised Mobility and Accessibility of Services in Regions Affected by Demographic Change

90 / 250 characters

1.2. Project acronym

MAMBA

5 / 20 characters

1.3. Priority

3. Sustainable Transport

1.4. Programme specific objective

3.2 Accessibility of remote areas and areas affected by demographic change: To improve the accessibility of the most remote areas and regions whose accessibility is affected by demographic change based on increased capacity of transport actors

1.5. Project duration

Contracting start	25/05/2017	Contracting end	30/09/2017
Implementation start	01/10/2017	Implementation end	30/09/2020
		Duration of implementation phase (months)	36
Closure start	01/10/2020	Closure end	31/12/2020

1.6. Summary of the project

Demographic change and limited public finances endanger the accessibility of services, goods and social life in remote and rural areas of the Baltic Sea Region (BSR), contributing to an ongoing process of peripheralisation. In this context it becomes increasingly difficult for regional and local authorities to ensure individual "people-to-service" mobility (i.e. enabling inhabitants to reach services and public goods) as public transport options are thinned out and services are concentrated in urban centres which are difficult to reach for villagers. At the same time, services which rely on mobility (e.g. home care, delivery services), i.e. "service-to-people" mobility, are becoming difficult to sustain in sparsely populated regions. Furthermore, there are problematic patterns and structures of mobility that aggravate the situation: Mobility is often sector-specific and purpose-oriented (delivery, welfare, public transport etc.), and there is usually no sound concept for coordination of different mobility options, involving both transport operators and service providers. MAMBA aims to address these issues by giving both dimensions, people-to-service and service-to-people mobility, a new perspective through improved integration of mobility structures. To this end, different forms of regional and local "Mobility Centres" (MC) will be created in nine regions throughout the BSR that are all affected by demographic change, austerity and other socio-economic challenges. Based on specific mobility needs in these regions, the MCs will integrate existing mobility options by introducing enhanced management capacities in transport administration, providing digital and non-digital information systems for residents, creating platforms for public and private enterprises to pool transport services and facilitating cooperation between public transport actors and service providers. Selected new mobility solutions (e.g. rural carpooling, fleetsharing or mobility as a service (MaaS)) will be initiated by the MCs as pilot actions. The transnational MAMBA partnership will exchange knowledge and test and evaluate different operational concepts for MCs which are transferable to other regions. These will be promoted to public authorities, transport and service providers through a publicly accessible knowledge database and a "rural mobility compendium". As the involvement and commitment of residents is paramount for the sustainable success of innovative mobility solutions, MAMBA partners will monitor the acceptance of services provided or facilitated by the MCs. Furthermore, MAMBA aims to promote residents' participation in rural mobility design and to strengthen civil society by compiling a "manual for self-organized mobility" directed at grass-roots mobility initiatives throughout the BSR. The findings regarding legal, economic and sociocultural barriers are also pointed out to policy-makers at the regional and national level with a guidance document.

2,983 / 3,000 characters

1.7. Summary of the partnership

There are several types of partners who are involved in the project:
1) Regional and local public authorities which will set up Mobility Centres and implement mobility pilots (PPs 4, 5, 6, 7, 9, 11, 12)
2) A welfare organisation that will also create a Mobility Centre and focus more strongly on service provision and mobility of service providers (PP1)
3) Practice partners that are part of pilot activities in the implementation areas (PPs 8, 13)
4) Academic and network organisations providing analysis, research support and dissemination (PPs 2, 3, 8, 14)
5) A national public authority that will provide assistance in the mobility pilots in Latvia and assist in the analysis of legal and regulatory framework conditions as well as the development of a guidance document.

The partnership includes implementation areas in various countries of the BSR. Some of these areas are more (North Karelia, South Ostrobothnia, Vidzeme, Bielsko-Biala), others less remote (Trelleborg, Vejle, Plön, Cuxhaven). What they all have in common is that mobility and service provision is increasingly concentrated towards the urban centres, smaller towns in their vicinity with less and less infrastructure and connectivity. These differences and commonalities allow for bench marking of the Mobility Centre concepts and mobility solutions. Regions in which the effects of demographic change are felt more slowly can learn from regions that are already dealing with loss of population due to ageing and migration to urban centres.

IKEM, Vidzeme University of Applied Sciences and Nordregio can as research partners can offer interdisciplinary research in order to offer sound, coherent analyses of the specific geographic, demographic and socio-economic framework conditions as well as legal, economic and socio-cultural determinants for innovative mobility solutions. They will also play an important role in the evaluation of Mobility Centres and in the compilation of the main outputs. The regional and local public authorities represent one of the main target groups for these outputs and two of them, Trelleborg Municipality and Vidzeme Planning Region take over responsibility for coordination of work packages (4 and 5) and creation of one of the main outputs (transnational knowledge database, O 5.2).

The Lead Partner, the Diaconie of Schleswig-Holstein, possesses experience in the coordination of the Interreg Baltic Sea Region Programme project "SEMPRE" which was approved in the first call for proposals. Nordregio as another partner experienced in transnational projects and in communication with policy-makers and other regional development stakeholders will lead coordinate the communication activities.

Associated Partners will mainly be involved in the set-up of Mobility Centres and implementation of mobility pilots at the local and regional level. Several AOs with extensive communication channels and networks will contribute significantly to the capacity building activities in WP5.

3,000 / 3,000 characters

1.8. Changes compared to Concept Note

Change of Lead Partner
Diakonisches Werk Schleswig-Holstein will be the new lead partner of MAMBA. IKEM stepped back from the role of lead partner because of its extensive involvement in other national and international projects. The choice of Diaconie as new lead partner was made because the organisation has Interreg experience (LP of the Interreg Project SEMPRE) and is familiar with project management and implementation. As a social service provider the Diakonie represents the service-to-people approach which needs strengthening in MAMBA.

PPs that left the partnership are:
- Lääne-Viru Government
- City of Lieksa (tasks and MC have been transfered to the Regional Council of North Karelia)
- Biala-Podlaska City Hall
- Business Development Agency Kreis Plön (The partner was replaced by the County of Plön which will take over its responsibilites)
- Academy for Rural Areas of Schleswig-Holstein (Tasks were assigned to other PPs, namely Nordregio/Vidzeme University)

New PPs:
- County of Plön (see above)
- Latvian Road Transport Administration

There is no more Estonian PP because of an ongoing reform of public authorities in Estonia. In this context, Lääne-Viru could not attain the political and financial support to participate in the project. The same was true for other solicited organizations.

New Main Outputs:
- Guidance document for future mobility planning at the regional level (including case studies and policy recommendations. TG: national/regional political stakeholders)
- Rural mobility compendium (describing mobility centres and pilots, highlighting success factors for roll-out of the concepts. TG: local/regional public authorities; public transport providers; social service providers; local interest groups and NGOs)

Taking up the recommendations/requirements of the JS/MA, the overall budget has been substantially reduced from 4.2m EUR to 3.5m EUR, and the budget balance has been improved by vastly reducing the budget of the German partners.

1,997 / 2,000 characters

1.9. Project Budget Summary

Financial resources [in EUR]		Preparation costs	Planned project budget
ERDF	ERDF co-financing	15,000.00	2,741,996.18
	Own contribution ERDF	5,000.00	797,888.47
	ERDF budget	20,000.00	3,539,884.65
NO	NO co-financing	0.00	0.00
	Own contribution NO	0.00	0.00
	NO budget	0.00	0.00
ENI	ENI co-financing	0.00	0.00
	Own contribution ENI	0.00	0.00
	ENI budget	0.00	0.00
RU	RU co-financing	0.00	0.00
	Own contribution RU	0.00	0.00
	RU budget	0.00	0.00
TOTAL	**Total Programme co-financing**	15,000.00	2,741,996.18
	Total own contribution	5,000.00	797,888.47
	Total budget	20,000.00	3,539,884.65

1.10. Lead Applicant Declaration

By signing this application form we on behalf of all project partners confirm that:

1. the project, neither in whole nor in part, has received or will receive any other additional EU funds (except for the funds indicated in this application form) for any of the activities presented in the work plan during the whole duration of the project;
2. all organisations that will receive programme co-financing have been listed as project partners in this application form;
3. the project partners listed in the application form are committed to take part in the project's activities and financing;
4. the project is in line with and the entire project partnership will act according to the relevant EU legislation, rules of Interreg Baltic Sea Region, as well as national/regional legislation and policies;
5. the project respects equal opportunities and non-discrimination and has no harmful impact on the environment;
6. information in this application form is accurate and true to the best of our knowledge.

In case of approval of the application by the Interreg Baltic Sea Region Monitoring Committee our organisation will take the role of the lead partner with all the responsibilities assigned to it.

Signature of the Leadpartner

If applicable, stamp of the Lead Partner

Signatory's name

Kay-Gunnar Rohwer

Place and date

Signatory's position

Director of Finance

2. Partnership

2.1. Overview: Project Partnership

Project Partners and Reserved Project Partners

Role	Organisation (English)	Organisation (Original)	Country	Partner budget in the project	Preparation costs	Organisation Type
PP 1	Diaconie of Schleswig Holstein	Diakonisches Werk Schleswig-Holstein	DE	551,703.22 €	7,000.00 €	Interest groups including NGOs
PP 2	Nordregio	Nordregio	SE	335,825.00 €	2,000.00 €	Higher education and research institution
PP 3	Vidzeme University of Applied Sciences	Vidzemes Augstskola	LV	200,000.00 €	1,500.00 €	Higher education and research institution
PP 4	Vidzeme Planning Region	Vidzemes planosanas regions	LV	239,519.95 €	1,000.00 €	Regional public authority
PP 5	County of Ploen	Kreisverwaltung Plön	DE	235,367.44 €	500.00 €	Regional public authority
PP 6	County of Cuxhaven	Landkreis Cuxhaven	DE	195,001.00 €	1,000.00 €	Regional public authority
PP 7	Regional Council of South Ostrobothnia	Etelä-Pohjanmaan liitto	FI	152,666.00 €	1,000.00 €	Regional public authority
PP 8	Seinäjoki University of Applied Sciences	Seinäjoen Ammattikorkeakoulu	FI	220,026.00 €	1,000.00 €	Higher education and research institution
PP 9	Regional Council of North Karelia	Pohjois-Karjalan maakuntaliitto	FI	297,060.00 €	1,000.00 €	Regional public authority
PP 10	Vejle Municipality	Vejle Kommune	DK	240,000.00 €	1,000.00 €	Local public authority
PP 11	Municipality of Trelleborg	Trelleborgs kommun	SE	313,705.17 €	2,000.00 €	Local public authority
PP 12	Bielsko District	Powiat Bielski	PL	150,000.00 €	500.00 €	Local public authority
PP 13	Bielsko-Biala Regional Development Agency	Agencja Rozwoju Regionalnego SA w Bielsku-Bialej	PL	129,170.00 €	500.00 €	Sectoral agency
PP 14	Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy	Institut für Klimaschutz, Energie und Mobilität – Recht, Ökonomie und Politik e.V. (IKEM)	DE	127,703.62 €	0.00 €	Higher education and research institution
PP 15	Road Transport Administration	VSIA "Autotransporta direkcija"	LV	152,137.25 €	0.00 €	National public authority

Associated Organisations

Role	Organisation (English)	Organisation (Original)	Country	Organisation Type
AO 1	Ministry of Transport of the Republic of Latvia	Latvijas Republikas Satiksmes ministrija	LV	National public authority
AO 2	Federal Ministry of Transport and Digital Infrastructure	Bundesministerium für Verkehr und digitale Infrastruktur	DE	National public authority
AO 3	Kela, The Social Insurance Institution of Finland	Kela, Kansaneläkelaitos	FI	National public authority
AO 4	South Ostrobothnia Health Care District	Etelä-Pohjanmaan sairaanhoitopiiri	FI	Sectoral agency
AO 5	Transport Association of Northeast Lower Saxony	Verkehrsgesellschaft Nord-Ost-Niedersachen mbH	DE	Infrastructure and public service provider
AO 6	Academy for Rural Areas of Schleswig-Holstein	Akademie für die ländlichen Räume Schleswig-Holsteins e.V.	DE	Interest groups including NGOs
AO 7	Rural Women's Association Schleswig-Holstein	LandFrauenVerband Schleswig-Holstein e.V.	DE	Interest groups including NGOs
AO 8	North Karelian Village Association	Pohjois-Karjalan Kylät ry	FI	Interest groups including NGOs
AO 9	Ministry of Enterprise and Innovation	Näringsdepartementet	SE	National public authority
AO 10	Public Transport Company in Belsko-Biała	PKS w Bielsku-Białej S.A.	PL	Infrastructure and public service provider
AO 11	Porąbka County Authority	Urząd Gminy w Porąbce	PL	Local public authority
AO 12	Joint Authority - Transport Association Bremen/Niedersachsen	Zweckverband Verkehrsverbund Bremen/Niedersachsen	DE	Infrastructure and public service provider
AO 13	Baltic Sea States Subregional Co-operation	Baltic Sea States Subregional Co-operation	NO	International organisation, EEIG
AO 14	Kiel Region	Kiel Region GmbH	DE	Sectoral agency
AO 15	All North shall live / All Sweden shall live	Hela Norden ska leva / Hela Sverige ska leva	SE	Interest groups including NGOs
AO 16	NAH.SH - Regional Transport Association Schleswig-Holstein	NAH.SH - Nahverkehrsverbund Schleswig-Holstein GmbH	DE	Infrastructure and public service provider
AO 17	County of Pinneberg	Landkreis Pinneberg	DE	Local public authority
AO 18	Sydtrafik	Sydtrafik	DK	Infrastructure and public service provider
AO 19	"Church in the World of Work" (Evangelical Lutheran Church in Northern Germany)	KDA - Kirchlicher Dienst in der Arbeitswelt (Evangelisch-Lutherische Kirche in Norddeutschland)	DE	Interest groups including NGOs
AO 20	City of Joensuu	Joensuun kaupunki	FI	Local public authority
AO 21	Business Development Agency Plön	Wirtschaftsförderungsagentur Kreis Plön GmbH	DE	National public authority

2.2 Project Partner Details - Partner 1

Partner Information

Organisation in original language

Diakonisches Werk Schleswig-Holstein

36 / 250 characters

Organisation in English

Diaconie of Schleswig Holstein

30 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Kanalufer 48

12 / 250 characters

Postal Code

24768

5 / 250 characters

Town

Rendsburg

9 / 250 characters

Website

www.diakonie-sh.de

18 / 100 characters

Organisation identification No.

VR 266 RD

9 / 100 characters

Type of register

Amtsgericht Kiel

16 / 250 characters

Country

Germany

NUTS1 code

SCHLESWIG-HOLSTEIN

NUTS2 code

Schleswig-Holstein

NUTS3 code

Rendsburg-Eckernförde

Contact Information

Legal Representative		Contact Person	
Position	Director of Finance	**Position**	Europareferentin
	19 / 250 characters		16 / 250 characters
Given name	Kay-Gunnar	**Given name**	Doris
	11 / 250 characters		5 / 250 characters
Family name	Rohwer	**Family name**	Scheer
	6 / 250 characters		6 / 250 characters
Email	rohwer@diakonie-sh.de	**Email**	scheer@diakonie-sh.de
	21 / 250 characters		21 / 250 characters
Phone	+ 494 331 593 121	**Phone**	+ 494 331 593 140
Mobile	+ 0	**Mobile**	+ 491 741 977 724

Partner Description	
Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Interest groups including NGOs	international organisation, trade union, foundation, charity, voluntary association, club, etc.

2.2 Project Partner Details - Partner 2

Partner Information

Organisation in original language

Nordregio

9 / 250 characters

Organisation in English

Nordregio

9 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Box 1658

8 / 250 characters

Country

Sweden

Postal Code

11186

5 / 250 characters

NUTS1 code

ÖSTRA SVERIGE

Town

Stockholm

9 / 250 characters

NUTS2 code

Stockholm

Website

www.nordregio.se

16 / 100 characters

NUTS3 code

Stockholms län

Organisation identification No.

262000-1590

11 / 100 characters

Type of register

Tax Authority

13 / 250 characters

Contact Information

Legal Representative	Contact Person
Position Director	**Position** Senior Cartographer / GIS Analyst
8 / 250 characters	33 / 250 characters
Given name Kjell	**Given name** Julien
5 / 250 characters	6 / 250 characters
Family name Nilsson	**Family name** Grunfelder
7 / 250 characters	10 / 250 characters
Email kjell.nilsson@nordregio.se	**Email** julien.grunfelder@nordregio.se
26 / 250 characters	30 / 250 characters
Phone + 4 684 635 440	**Phone** + 0
Mobile + 46 723 008 857	**Mobile** + 46 735 465 893

Partner Description

Legal status	h) International organisations acting under the national law of any country in the Programme area governed by public or private law.
Source of contribution	private
Is your organisation entitled to recover VAT related to the EU funded project activities?	Yes
Type of partner	Higher education and research institution
	university faculty, college, research institution, RTD facility, research cluster, etc.

2.2 Project Partner Details - Partner 3

Partner Information

Organisation in original language

Vidzemes Augstskola

19 / 250 characters

Organisation in English

Vidzeme University of Applied Sciences

38 / 250 characters

Department in original language

Zināšanu un tehnoloģiju centrs

30 / 250 characters

Department in English

Knowledge and Technology centre

31 / 250 characters

Localisation

Address

Cesu street 4

13 / 250 characters

Country

Latvia

Postal Code

4201

4 / 250 characters

NUTS1 code

LATVIJA

Town

Valmiera

8 / 250 characters

NUTS2 code

Latvija

Website

www.va.lv

10 / 100 characters

NUTS3 code

Vidzeme

Organisation identification No.

LV90001342592

13 / 100 characters

Type of register

Tax authority

13 / 250 characters

Contact Information

Legal Representative	Contact Person
Position	**Position**
Rector	Manager of Social Science Projects
6 / 250 characters	34 / 250 characters
Given name	**Given name**
Gatis	Elina
5 / 250 characters	5 / 250 characters
Family name	**Family name**
Krumins	Baranovska
7 / 250 characters	10 / 250 characters
Email	**Email**
gatis.krumins@va.lv	elina.baranovska@va.lv
20 / 250 characters	22 / 250 characters
Phone	**Phone**
+ 37 164 250 841	+ 37 164 207 227
Mobile	**Mobile**
+ 37 125 416 191	+ 37 122 318 006

Partner Description

Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No

Type of partner	Higher education and research institution	university faculty, college, research institution, RTD facility, research cluster, etc.

2.2 Project Partner Details - Partner 4

Partner Information

Organisation in original language

Vidzemes planosanas regions

27 / 250 characters

Organisation in English

Vidzeme Planning Region

23 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

J.Poruka street 8-108

21 / 250 characters

Country

Latvia

Postal Code

4101

4 / 250 characters

NUTS1 code

LATVIJA

Town

Cesis

5 / 250 characters

NUTS2 code

Latvija

Website

www.vidzeme.lv

14 / 100 characters

NUTS3 code

Vidzeme

Organisation identification No.

90002180246

11 / 100 characters

Type of register

Register of taxpayers

21 / 250 characters

Contact Information

Legal Representative	Contact Person
Position Head of Administration 22 / 250 characters	**Position** Project Manager 15 / 250 characters
Given name Guna 4 / 250 characters	**Given name** Maija 5 / 250 characters
Family name Kalnina-Priede 14 / 250 characters	**Family name** Rieksta 7 / 250 characters
Email vidzeme@vidzeme.lv 18 / 250 characters	**Email** maija.rieksta@vidzeme.lv 24 / 250 characters
Phone + 37 164 116 014	**Phone** + 37 164 219 022
Mobile + 37 129 477 997	**Mobile** + 37 126 099 521

Partner Description

Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No

Type of partner	Regional public authority	regional council, etc.

2.2 Project Partner Details - Partner 5

Partner Information

Organisation in original language

Kreisverwaltung Plön

20 / 250 characters

Organisation in English

County of Ploen

15 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Hamburger Straße 17-18

22 / 250 characters

Country

Germany

Postal Code

24306

5 / 250 characters

NUTS1 code

SCHLESWIG-HOLSTEIN

Town

Plön

4 / 250 characters

NUTS2 code

Schleswig-Holstein

Website

www.kreis-ploen.de

18 / 100 characters

NUTS3 code

Plön

Organisation identification No.

DE134859555

11 / 100 characters

Type of register

Finanzamt Kiel Nord

19 / 250 characters

Contact Information

Legal Representative	Contact Person

Position

Landrätin

9 / 250 characters

Position

Projektmitarbeiterin "Tourismus und ÖPNV"

41 / 250 characters

Given name

Stephanie

9 / 250 characters

Given name

Beatrice

8 / 250 characters

Family name

Ladwig

6 / 250 characters

Family name

Siemons

7 / 250 characters

Email

landraetin@kreis-ploen.de

25 / 250 characters

Email

beatrice.siemons@kreis-ploen.de

31 / 250 characters

Phone

+ 494 522 743 200

Phone

+ 494 522 743 237

Mobile

+ 0

Mobile

+ 0

Partner Description	
Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Regional public authority

regional council, etc.

2.2 Project Partner Details - Partner 6

Partner Information

Organisation in original language

Landkreis Cuxhaven

18 / 250 characters

Organisation in English

County of Cuxhaven

18 / 250 characters

Department in original language

Amt Bauaufsicht und Regionalplanung

35 / 250 characters

Department in English

departement building supervision and regional planning

54 / 250 characters

Localisation

Address

Vincent-Lübeck-Str. 2

21 / 250 characters

Postal Code

27474

5 / 250 characters

Town

Cuxhaven

8 / 250 characters

Website

www.landkreis-cuxhaven.de

25 / 100 characters

Organisation identification No.

DE 115168629

12 / 100 characters

Type of register

Tax authority

13 / 250 characters

Country

Germany

NUTS1 code

NIEDERSACHSEN

NUTS2 code

Lüneburg

NUTS3 code

Cuxhaven

Contact Information

Legal Representative	Contact Person
Position Director of departement building supervision and regional planning (Kreisverwaltungsdirektor / Amtsleiter)	**Position** Director of Executive Department Local Public Transport (Leiterin Stabsstelle ÖPNV)
106 / 250 characters	83 / 250 characters
Given name Andreas	**Given name** Gabi
7 / 250 characters	4 / 250 characters
Family name Eickmann	**Family name** Kasten
8 / 250 characters	6 / 250 characters
Email a.eickmann@landkreis-cuxhaven.de	**Email** g.kasten@landkreis-cuxhaven.de
32 / 250 characters	30 / 250 characters
Phone + 494 721 662 471	**Phone** + 494 721 662 471
Mobile + 494 721 662 471	**Mobile** + 494 721 662 471

Partner Description	
Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Regional public authority	regional council, etc.

2.2 Project Partner Details - Partner 7

Partner Information

Organisation in original language

Etelä-Pohjanmaan liitto

23 / 250 characters

Organisation in English

Regional Council of South Ostrobothnia

38 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Kampusranta 9 C, P.O. Box 109

29 / 250 characters

Country

Finland

Postal Code

60101

5 / 250 characters

NUTS1 code

MANNER-SUOMI

Town

Seinäjoki

9 / 250 characters

NUTS2 code

Länsi-Suomi

Website

www.epliitto.fi

15 / 100 characters

NUTS3 code

Etelä-Pohjanmaa

Organisation identification No.

0955281-3

9 / 100 characters

Type of register

Finnish National PRH- Tax Administration Business Information System ID

72 / 250 characters

Contact Information

Legal Representative	Contact Person
Position	**Position**
Region Mayor	Manager of International Affairs
12 / 250 characters	32 / 250 characters
Given name	**Given name**
Asko	Hallila
4 / 250 characters	7 / 250 characters
Family name	**Family name**
Peltola	Jaakko
7 / 250 characters	6 / 250 characters
Email	**Email**
asko.peltola@etela-pohjanmaa.fi	jaakko.hallila@etela-pohjanmaa.fi
31 / 250 characters	33 / 250 characters
Phone + 358 400 590 123	**Phone** + 358 400 590 123
Mobile + 358 400 590 123	**Mobile** + 358 400 590 123

Partner Description	
Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	Yes
Type of partner	Regional public authority regional council, etc.

2.2 Project Partner Details - Partner 8

Partner Information

Organisation in original language

Seinäjoen Ammattikorkeakoulu

28 / 250 characters

Organisation in English

Seinäjoki University of Applied Sciences

40 / 250 characters

Department in original language

-

1 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Kampusranta 9A

14 / 250 characters

Country

Finland

Postal Code

60101

5 / 250 characters

NUTS1 code

MANNER-SUOMI

Town

Seinäjoki

9 / 250 characters

NUTS2 code

Länsi-Suomi

Website

www.seamk.fi

21 / 100 characters

NUTS3 code

Etelä-Pohjanmaa

Organisation identification No.

2539767-3

18 / 100 characters

Type of register

Patentti- ja rekisterihallitus (Finnish Patent and Registration Office)

71 / 250 characters

Contact Information

Legal Representative	Contact Person
Position Vice President	**Position** Developing Manager (well being technology)
14 / 250 characters	42 / 250 characters
Given name Elina	**Given name** Sami
5 / 250 characters	4 / 250 characters
Family name Varamäki	**Family name** Perälä
8 / 250 characters	6 / 250 characters
Email elina.varamaki@seamk.fi	**Email** sami.perala@seamk.fi
32 / 250 characters	29 / 250 characters
Phone + 358 408 305 189	**Phone** + 358 443 322 270
Mobile + 358 408 305 189	**Mobile** + 358 443 322 270

Partner Description

Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No

Type of partner	Higher education and research institution	university faculty, college, research institution, RTD facility, research cluster, etc.

2.2 Project Partner Details - Partner 9

Partner Information

Organisation in original language

Pohjois-Karjalan maakuntaliitto

31 / 250 characters

Organisation in English

Regional Council of North Karelia

33 / 250 characters

Department in original language

Alueiden käyttö

15 / 250 characters

Department in English

Regional planning

17 / 250 characters

Localisation

Address

Siltakatu 2

11 / 250 characters

Country

Finland

Postal Code

80100

5 / 250 characters

NUTS1 code

MANNER-SUOMI

Town

Joensuu

7 / 250 characters

NUTS2 code

Pohjois- ja Itä-Suomi

Website

www.pohjois-karjala.fi

23 / 100 characters

NUTS3 code

Pohjois-Karjala

Organisation identification No.

0927140-5

10 / 100 characters

Type of register

Joint Municipal authortity (regional administration)

52 / 250 characters

Contact Information

Legal Representative		Contact Person	
Position	Region Mayor	**Position**	Regional Planner
	12 / 250 characters		16 / 250 characters
Given name	Risto	**Given name**	Jyrki
	5 / 250 characters		5 / 250 characters
Family name	Poutiainen	**Family name**	Suorsa
	10 / 250 characters		6 / 250 characters
Email	risto.poutiainen@pohjois-karjala.fi	**Email**	jyrki.suorsa@pohjois-karjala.fi
	35 / 250 characters		31 / 250 characters
Phone	+ 358 405 469 649	**Phone**	+ 358 504 668 511
Mobile	+ 358 405 469 649	**Mobile**	+ 358 504 668 511

Partner Description

Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	Yes
Type of partner	Regional public authority	regional council, etc.

2.2 Project Partner Details - Partner 10

Partner Information

Organisation in original language

Vejle Kommune

13 / 250 characters

Organisation in English

Vejle Municipality

18 / 250 characters

Department in original language

Teknik & MIjø, Kørsel & Service

32 / 250 characters

Department in English

Technology & Enovironment, Transporation & Services

51 / 250 characters

Localisation

Address

Kirketorvet 22

14 / 250 characters

Country

Denmark

Postal Code

7100

4 / 250 characters

NUTS1 code

DANMARK

Town

Vejle

5 / 250 characters

NUTS2 code

Syddanmark

Website

www.vejle.dk

12 / 100 characters

NUTS3 code

Sydjylland

Organisation identification No.

29189900

8 / 100 characters

Type of register

The central company register CVR at www.virk.dk

47 / 250 characters

Contact Information

Legal Representative	Contact Person
Position Department manager 18 / 250 characters	**Position** Department manager 18 / 250 characters
Given name Dan 3 / 250 characters	**Given name** Dan 3 / 250 characters
Family name Zoega-Nielsen 13 / 250 characters	**Family name** Zoega-Nielsen 13 / 250 characters
Email danzo@vejle.dk 14 / 250 characters	**Email** danzo@vejle.dk 14 / 250 characters
Phone + 4 576 812 307	**Phone** + 4 576 812 307
Mobile + 4 530 490 196	**Mobile** + 4 530 490 196

Partner Description	
Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	Partly
VAT explanation	Some of the transportation is performed by a puclic Company and some of the transportation is performed by a private company. We can recover VAT issues related to the private company.

183 / 1,000 characters

Type of partner		
	Local public authority	municipality, etc.

2.2 Project Partner Details - Partner 11

Partner Information

Organisation in original language

Trelleborgs kommun

18 / 250 characters

Organisation in English

Municipality of Trelleborg

26 / 250 characters

Department in original language

Avdelningen för strategi och kommunikation

42 / 250 characters

Department in English

-

1 / 250 characters

Localisation

Address

Algatan 13

10 / 250 characters

Country

Sweden

Postal Code

23183

5 / 250 characters

NUTS1 code

SÖDRA SVERIGE

Town

Trelleborg

11 / 250 characters

NUTS2 code

Sydsverige

Website

www.trelleborg.se

17 / 100 characters

NUTS3 code

Skåne län

Organisation identification No.

212000-1199

11 / 100 characters

Type of register

Tax authority / Skatteverket

28 / 250 characters

Contact Information

Legal Representative	Contact Person
Position	**Position**
City Manager	EU coordinator
12 / 250 characters	14 / 250 characters
Given name	**Given name**
Fredrik	Jenny
7 / 250 characters	5 / 250 characters
Family name	**Family name**
Geijer	Skantze Nyberg
6 / 250 characters	14 / 250 characters
Email	**Email**
fredrik.geijer@trelleborg.se	jenny.skantze-nyberg@trelleborg.se
28 / 250 characters	34 / 250 characters
Phone + 46 410 733 000	**Phone** + 46 410 733 119
Mobile + 0	**Mobile** + 46 708 817 123

Partner Description

Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Local public authority

municipality, etc.

2.2 Project Partner Details - Partner 12

Partner Information

Organisation in original language
Powiat Bielski

14 / 250 characters

Organisation in English
Bielsko District

16 / 250 characters

Department in original language
-

1 / 250 characters

Department in English
-

1 / 250 characters

Localisation

Address
Piastowska St. 40

17 / 250 characters

Country
Poland

Postal Code
43-300

6 / 250 characters

NUTS1 code
REGION POŁUDNIOWY

Town
Bielsko-Biała

13 / 250 characters

NUTS2 code
Śląskie

Website
www.powiat.bielsko.pl

21 / 100 characters

NUTS3 code
Bielski

Organisation identification No.
937-21-85-644

13 / 100 characters

Type of register
Tax authority

13 / 250 characters

Contact Information

Legal Representative	Contact Person
Position Head of Bielsko District 24 / 250 characters	**Position** Inspektor 9 / 250 characters
Given name Andrzej 7 / 250 characters	**Given name** Anna 4 / 250 characters
Family name Płonka 6 / 250 characters	**Family name** Plichta-Kotas 13 / 250 characters
Email starosta@powiat.bielsko.pl 26 / 250 characters	**Email** anna.plichta-kotas@powiat.bielsko.pl 37 / 250 characters
Phone + 48 338 136 800	**Phone** + 48 338 136 875
Mobile + 48 602 432 270	**Mobile** + 48 338 136 875

Partner Description

Legal status	a) National (governmental), regional and local public authorities
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Local public authority municipality, etc.

2.2 Project Partner Details - Partner 13

Partner Information

Organisation in original language

Agencja Rozwoju Regionalnego SA w Bielsku-Bialej

48 / 250 characters

Organisation in English

Bielsko-Biala Regional Development Agency

41 / 250 characters

Department in original language

n/a

3 / 250 characters

Department in English

n/a

3 / 250 characters

Localisation

Address

ul. Cieszyńska 365

18 / 250 characters

Postal Code

43-382

7 / 250 characters

Town

Bielsko-Biała

13 / 250 characters

Website

www.arrsa.pl

12 / 100 characters

Organisation identification No.

547-016-89-81

13 / 100 characters

Type of register

Tax

3 / 250 characters

Country

Poland

NUTS1 code

REGION POŁUDNIOWY

NUTS2 code

Śląskie

NUTS3 code

Bielski

Contact Information

Legal Representative	Contact Person
Position	**Position**
President	Proxy
9 / 250 characters	5 / 250 characters
Given name	**Given name**
Stanislaw	Jan
9 / 250 characters	3 / 250 characters
Family name	**Family name**
Ginda	Sienkiewicz
5 / 250 characters	11 / 250 characters
Email	**Email**
sginda@arrsa.pl	jsienkiewicz@arrsa.pl
15 / 250 characters	21 / 250 characters
Phone + 48 338 169 162	**Phone** + 48 338 169 162
Mobile + 48 606 648 115	**Mobile** + 48 606 648 115

Partner Description	
Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Sectoral agency

e.g. local or regional development agency, environmental agency, energy agency, employment agency, etc.

2.2 Project Partner Details - Partner 14

Partner Information

Organisation in original language

Institut für Klimaschutz, Energie und Mobilität – Recht, Ökonomie und Politik e.V. (IKEM)

89 / 250 characters

Organisation in English

Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy

81 / 250 characters

Department in original language

n/a

3 / 250 characters

Department in English

n/a

3 / 250 characters

Localisation

Address

Magazinstraße 1516

18 / 250 characters

Country

Germany

Postal Code

10179

5 / 250 characters

NUTS1 code

BERLIN

Town

Berlin

6 / 250 characters

NUTS2 code

Berlin

Website

www.ikem.de

11 / 100 characters

NUTS3 code

Berlin

Organisation identification No.

27/640/59680

12 / 100 characters

Type of register

VR 0972

7 / 250 characters

Contact Information

	Legal Representative		**Contact Person**
Position	Managing Director	**Position**	Research Associate
	17 / 250 characters		18 / 250 characters
Given name	Simon	**Given name**	Dennis
	5 / 250 characters		6 / 250 characters
Family name	Schäfer-Stradowsky	**Family name**	Nill
	18 / 250 characters		4 / 250 characters
Email	simon.schaefer-stradowsky@ikem.de	**Email**	dennis.nill@ikem.de
	33 / 250 characters		19 / 250 characters
Phone	+ 49 030 408 187 010	**Phone**	+ 49 030 408 187 017
Mobile	+ 49 030 408 187 010	**Mobile**	+ 49 030 408 187 017

Partner Description

Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	No
Type of partner	Higher education and research institution

university faculty, college, research institution, RTD facility, research cluster, etc.

2.2 Project Partner Details - Partner 15

Partner Information

Organisation in original language

VSIA "Autotransporta direkcija"

31 / 250 characters

Organisation in English

Road Transport Administration

29 / 250 characters

Department in original language

Juridiskā daļa

14 / 250 characters

Department in English

Legal Department

16 / 250 characters

Localisation

Address

Valnu Street 30

15 / 250 characters

Country

Latvia

Postal Code

1050

4 / 250 characters

NUTS1 code

LATVIJA

Town

Riga

4 / 250 characters

NUTS2 code

Latvija

Website

www.atd.lv

10 / 100 characters

NUTS3 code

Rīga

Organisation identification No.

LV40003429317

14 / 100 characters

Type of register

VAT registration number (PVN numurs)

36 / 250 characters

Contact Information

Legal Representative		Contact Person	
Position	Chairman of the Board	**Position**	Head of Legal Department
	21 / 250 characters		24 / 250 characters
Given name	Kristians	**Given name**	Vizma
	9 / 250 characters		5 / 250 characters
Family name	Godiņš	**Family name**	Ļeonova
	6 / 250 characters		7 / 250 characters
Email	atd@atd.lv	**Email**	Vizma.Leonova@atd.lv
	10 / 250 characters		21 / 250 characters
Phone	+ 37 167 686 450	**Phone**	+ 37 167 686 488
Mobile	+ 0	**Mobile**	+ 37 129 390 075

Partner Description

Legal status	b) Bodies governed by public law
Source of contribution	public
Is your organisation entitled to recover VAT related to the EU funded project activities?	Partly
VAT explanation	A part of the services is not subject to VAT.

45 / 1,000 characters

Type of partner	National public authority	ministry, etc.

3. Strategy

3.1. Challenge to be addressed

Rural areas throughout the BSR are particularly affected by demographic change: From 2004 to 2014 the population in the district Cuxhaven declined by 4.6%, the average age increased by 3 years, the share of people in need rose significantly and the economic activity slowed down. In the same period, the Finnish regions of North Karelia and South Ostrobothnia registered a rise in the demographic dependency ratio, from 52.5/57.5% to 59.8/65.0%%. In parallel, the population of both regions decreased by 5% each, while people continued to move to more urban areas. Similar developments of ageing societies and peripherisation are observable in many parts of the BSR and all regions participating in MAMBA. As consequence of demographic change and peripherization, jobs and social activities are increasingly relocated to urban centres, while the supply of public and private services is reduced or even discontinued in the more remote parts of the BSR. This concerns esp. services that rely on costly mobility structures (e.g. public transportation, welfare, logistics).

Accessibility to services and goods declines in rural areas, and this has several dimensions: 1) Inhabitants have less possibilities to reach goods and services needed for their everyday life, jobs and business opportunities as well as opportunities of social participation. As result of few and insufficient mobility options, "people-to-service" mobility is even more reduced. People who can't use or afford a car are particularly affected. Vulnerable groups such as older people, low-income families or single parents, need to rely on a functioning, affordable mobility infrastructure to reach health and care services, educational institutions or their job; 2) "Service-to-people" mobility, the ability of authorities and service providers to reach out to inhabitants, is reduced: With less people in rural areas, providers face high financial burdens to offer area-wide services for a shrinking population.3) Accumulation of essential services in few urban centres: Pressure on public finances and cost-saving measures lead to closing or mergers of hospitals and schools and other essential institutions such as post offices, banks, shops etc. Villages and smaller towns are left with little to no service infrastructure; 4) Detoriation of attractiveness of remote areas, as the downsizing of services reinforces depopulation and leads to vicious circles of peripherisation. 5) Mobility is irreplacable: While an increasing range of services can be provided without mobility by using ICT (e-health, e-government), personal interaction can´t be replaced completely. This is especially true for groups that are not inclined to ICT and in areas that lack sufficient broadband infrastructure.

While all regions participating in MAMBA are affected by demographic change and insufficient public transport supply, the specific needs and challenges vary. Some partners – such as Vejle Municipality – report that the groups being most affected by insufficient public transport are those who do not own a car, namely elderly and school children. In Trelleborg and Cuxhaven, some rather densely populated areas offer good public transport options, while the regions surrounding them lack sufficient connections to the regional centre. In Schleswig-Holstein, North-South connections function well, while East-West connections are slow and inconvenient. At the same time the situation in the Baltic States is vice versa with East-West connections being rather satisfying while North-South connections are bad. Moreover, MAMBA includes regions of a largely rural character. In Vidzeme Planning Region only 59% of the region's population has access to public transport within two kilometres from their home. In considerable parts of South Ostrobothnia travelling to the next regional center by public transport takes more than 100 minutes. The same indicators for North Karelia show travel times of even up to 140 minutes according to ESPON research.
MAMBA addresses the following challenges: 1) Insufficient combination and flexibility of individual, private and public mobility patterns, as mobility is currently sector-specific and purpose-oriented (delivery, welfare, public transport etc.) 2) Insufficient coordination of existing mobility structures in rural areas due to lack of communication between public, private and civil society actors 3) Missing sustainable models for mobility centres (MC) and innovative mobility solutions (such as car- or fleet-sharing) in rural areas. MCs could play a key role, as they contribute to better coordination, integration and marketing of mobility solutions in rural areas. To integrate offers of various types of mobility and service providers and other local stakeholders generates added value that exceeds the aggregate sum of all sectoral approaches. Mobility centres could transform the sector-specific and purpose-oriented approach to mobility into a more integrated one. As coherent and sustainable organisational models are still missing, MAMBA will contribute to closing this gap.
Four main target groups were identified: TG1: Local/regional public authorities facing complex mobility demands, decreasing budgets and a shortcoming in (legal, economic, behavioural, organisational) knowledge and experience which are needed for the integration of mobility options and the implementation of innovative mobility solutions in a sustainable manner TG2: Public transport providers needing more flexible approaches, new collaborations, business cases, financing options and methods to approach users to counteract declining passenger numbers TG3: Enterprises and welfare providers needing new business cases and collaborations to overcome high transport costs in rural areas in order to maintain their operational range TG4: Local interest groups and NGOs wanting to improve mobility in a bottom-up approach, but lack know-how and miss support from authorities

5,975 / 6,000 characters

3.2. Transnational value of the project

There is a large number of mobility concepts and strategies addressing accessibility challenges in rural areas that have already been tested in different settings in the BSR and other parts of Europe. The majority of these concepts has focused on alternative public transport solutions such as "citizen's busses" operated by civil society groups and volunteers, taxis supplementing the regular public transport lines or on-demand buses. Pilot projects in service-to-people mobility have mostly been of sectoral character – e.g. a "travelling nurse" that goes from village to village, serving predominantly medical needs. None of these models has become common practice throughout the BSR. Likely reasons for this are unsustainable operational and financing concepts, legal and regulatory barriers (specifically in the highly-regulated field of public transport), little or no knowledge transfer between regions and a lack of coordination between different kinds of mobility. The benefits of combining different types of (people and service) mobility have not yet been sufficiently explored. Moreover, there are significant differences in organisational and socio-cultural settings, even between regions in the same country.
This is where transnational cooperation can provide benefits and where MAMBA sets off.
As a first step, previous pilots in the before mentioned fields are analysed with particular attention to their sustainability and transferability, and factors of success and failure will be compiled. Analyses already carried out at national level (e.g by the Federal Office of Building in Germany) are taken into account.
Secondly, experience gathered with planning and/or implementation of mobility centres will be compiled and jointly analysed, and this evaluation will directly feed into the development of operational concept for new Mobility Centres in the partner regions. Indicators to evaluate the successful operation and cost-effectiveness of the Mobility Centres will be jointly defined by the partnership.
Thirdly, a continuous exchange of the partners operating the Mobility Centres will take place during project meetings, seminars and study visits, covering various crucial aspects such as operational and financing concepts, strategies for effective communication with transport stakeholders and service providers, interaction with transport and service users, regulatory and psychological barriers and user acceptance.
Finally, the lessons learned will be passed on to regions outside the partnership through the collection and documentation of good practices in the knowledge database and the rural mobility compendium and through seminars, conferences and study visits. The main objective here will be to demonstrate business cases (cost-savings/increase in transport options vs. costs of operation) for Mobility Centres in the partner regions to provide strong arguments for other regions to follow suit and create their own coordination structures.

2,986 / 3,000 characters

3.3. Political and strategic background of the project

MAMBA addresses mobility related issues of demographic change and peripherisation by establishing and evaluating Mobility Centres as a basis for innovative concepts for transportation in rural areas. The knowledge gained through MAMBA will be disseminated through a knowledge database and a manual for self-employed mobility. The project's goal is to lay the foundations for further initiatives and changes in mobility patterns that improve local mobility and accessibility in even more parts of the BSR over the following years. Therefore, MAMBA's approach contributes to, amongst others, the following policies and strategies:
1) EUSBSR, calling for better accessibility and improved transport links to connect people and to maintain the region's competitiveness
2) EU2020 Territorial Agenda, demanding "fair and affordable accessibility to services of general interest, information, knowledge and mobility"
3) Various national strategies, e.g.
- the German "Concepts and Strategies for Regional Development", urging that "alternative forms, organisational structures and models of service provision are to be tested and used",
- the Swedish Rural Development Programme, asking that "residents and entrepreneurs in rural areas must have good access to basic services",
- the Finnish Rural Policy Programme, calling for "alternative means ... to replace traditional public transport"
4) Various subnational strategies, e.g. the Vidzeme Planning Region Sustainable Development Strategy 2030, aiming at "innovative service solutions that will effectively complement the public transport system"
In a broader perspective, the project even contributes to the German constitution and a highly relevant field of the societal discussion, namely the question of the "equality of living conditions" according to Article 72 of the German Grundgesetz (Constitution) and in how far the living conditions between urbanised, developed, areas and the more rural parts may vary.

1,964 / 3,000 characters

3.4. Project's contribution to the EU Strategy for the Baltic Sea Region

Although MAMBA is not directly linked to any of the defined actions of the EUSBSR Policy Area Transport (which rather relates to transport corridors), the project clearly does contribute to several of the objectives of this PA and touches others Policy Areas, too. With regard to PA Transport, MAMBA contributes to increasing the efficiency of transport systems and to increasing accessibility (EUSBSR Action Plan p. 143). By including the mobility of service providers the project also contributes to the objectives of PA Health stresses the significance of ensuring the "accessibility of [health] services in certain remote areas" (p. 97). As MAMBA follows an integrated approach, mobility and health services are inextricably related.
With its goal to ensure and improve both people-to-service and service-to-people mobility in regions that are disproportionately affected by demographic change, MAMBA contributes to the EUSBSR's objective "Connect the Region" in various ways. MAMBA focuses on Mobility Centres and their role in overcoming inflexible and non-integrated mobility patterns, which reflects the need for "solutions that are smart, sustainable and inclusive, and help connect the region both physically and culturally" (p. 42), as proposed in the objective. Apart from this, the EUSBSR underlines the role of mobility for increased competitiveness in the "Increase Prosperity" objective. In this context, the objective calls for increased mobility of pupils, students and teachers. This accounts not only for the professional dimension of mobility, but also for the geographical one, as the EUSBSR Action Plan states. Especially in more remote areas great efforts are required to ensure adequate student mobility. MAMBA's approach of understanding mobility as an undertaking that requires flexible and integrated rather than sector-specific and purpose-oriented solutions can contribute to tackle the challenge of student mobility in rural areas through the development of new mobility patterns.

2,012 / 3,000 characters

3.5. Seed money support

Did you receive seed money support?	No, we have not received any seed money support from the EUSBSR Seed Money Facility/Baltic Sea Region Programme

3.6. Synergies with projects / other inititatives

Is your project based on any former or related to any current project/programme/initiative?

Yes

Details about former project

MAMBA builds upon results of the Baltic 21 Lighthouse project ASAP, carried out in the BSR in the 2000-2006 funding period (INTERREG IIIB). ASAP's intention has been to provide model solutions for rural areas that demonstrate how local administrations can adapt the provision of infrastructure in the context of demographic change. Moreover, the project RTS (Rural Transport Solutions), implemented under the 2007-2013 Northern Periphery Programme can be a valuable input for MAMBA. RTS focused on pilot projects with the aim of improving transport services in sparsely populated areas. Selected pilot projects implemented what can be understood as "forerunners" of integrated mobility schemes. However, all projects focused only on people-to-service mobility and none of them went beyond "traditional" modes of public transport.
In the current funding period synergies could arise from the North Sea Region project SHARE North, which promotes shared mobility schemes for urban and rural areas. The latter could be a source of synergies as MAMBA's integrated approach also includes rural car sharing. Another closely related project is RUMOBIL, implemented under the Central Europe Programme. Like MAMBA, this project analyses transport and mobility challenges in rural areas and includes regional piloting of innovative transport actions. Contact to these two projects will be established immediately after project start in order to assess potential synergies and explore possibilities for exchange of experience through mutual study visits, participation in each other's seminars and conferences and possibly organisation of joint events.
The MAMBA partnership will also strive to establish networks with pilot projects currently implemented under the German Federal Programme "Modellvorhaben Langfristige Sicherung von Versorgung und Mobilität im ländlichen Raum", where the County of Cuxhaven has been selected as one of 18 model regions.

1,943 / 2,000 characters

3.7. Level of cooperation

Joint development	✔
Joint implementation	✔
Joint staffing	☐
Joint financing	✔

3.8. Objectives and results

Programme Level

Programme specific objective	Programme Result
3.2 Accessibility of remote areas and areas affected by demographic change: To improve the accessibility of the most remote areas and regions whose accessibility is affected by demographic change based on increased capacity of transport actors	3.2 Increased capacity of authorities, public and private logistic and transport operators to apply economically efficient solutions maintaining and improving accessibility of remote areas and areas where accessibility is affected by demographic changes

Project Level

No.	Project Objective	Institutional Capacity Dimensions		No.	Project Result
PO1	MAMBA has the objective to test local and regional Mobility Centres as a tool to better coordinate and - where possible - combine transport offers and service provision within a region. The aim is to prove that Mobility Centres can generate substantial cost savings by integrating different mobility solutions and pooling mobility resources of public and private transport operators, service providers, civil society and public authorities. The partners will therefore strive to create and implement sustainable operational concepts and efficient management strucures to secure the operation of Mobility Centres also after the project lifetime, increasing the accessibility of services in remote regions and areas affected by demographic change. 747 / 3,000 characters	Enhanced institutionalised knowledge and competence	☑	R1	The project will result in the setup and continued operation of nine regional and local Mobility Centres of different types that will contribute to a better coordination of transport and service provision offers in terms of people-to-service-mobility and service-to-people-mobility. MCs intend to improve accessibility of public and private services and goods in remote and rural areas. The joint evaluation of the MCs, the exchange of experience between partners and the communication of the MC piloting results will increase the capacity of public authorities and other organisations to apply sustainable operational concepts and create efficient management structures for the integration and coordination of mobility and transport solutions of different types. Intensive networking with stakeholders will strengthen communication skills and strategic thinking and will add to the capacity of MAMBA project partners and other actors involved to deal with quickly changing environments. Improved access to goods and services benefits the life quality of citizens and increases the attractivity of peripheral areas. 1,118 / 3,000 characters
		Improved governance structures and organisational set-up	☑		
		More efficient use of human and technical resources (databases, technical solutions, small infrastructure etc.)	☑		
		Better ability to attract new financial resources	☐		
		Increased capability to work in transnational environment	☐		
PO2	MAMBA has a strong capacity building component, addressing regional and local transport actors in all BSR regions that face accessibility challenges caused by demographic change and depopulation as well as serious budgetary constraints. An objective of MAMBA is to make know-how in implementation of innovative and economically efficient transport solutions (such as Mobility as a Service, car-sharing or transport on demand) accessible to rural and remote areas that typically lag behind in the uptake of innovative solutions. Compiling key information about successful mobility solutions implemented in the MAMBA partner regions and elsewhere in the BSR and deriving recommendations and guidelines for transport actors will serve this purpose. 745 / 3,000 characters	Enhanced institutionalised knowledge and competence	☑	R2	Since conventional public transport offers will not be sufficient to secure accessibility of services and goods and mobility of people and service providers in rural areas in the long term, public authorities and private transport will have to extend their activities to other types of mobility and introduce more flexible and interoperable transport solutions. They can achieve this by transferring mobility solutions that have proven to be successful in an urban context to rural areas by adapting them to the specific demographic, regulatory and socio-economic conditions of their regions. Capacities of regional and local authorities, public and private transport providers and civil society organisations to apply such novel approaches and solutions in an effective and sustainable manner will be increased through MAMBA, both in the partner regions and other BSR regions that take part in the capacity building activities and/or apply the main outputs of MAMBA. 968 / 3,000 characters
		Improved governance structures and organisational set-up	☐		
		More efficient use of human and technical resources (databases, technical solutions, small infrastructure etc.)	☑		
		Better ability to attract new financial resources	☐		
		Increased capability to work in transnational environment	☐		

Horizontal principles and cross-cutting issues

Horizontal principles

Horizontal Principles	Level of Influence	Description
3.9. Sustainable development	positive	The MAMBA partnership will exchange knowledge and evaluate different concepts for mobility centres which are transferable to regions beyond the scope of the project. The project's findings will be promoted to public authorities, transport and service providers through a publicly accessible knowledge database. Furthermore, MAMBA aims to promote residents' participation in rural mobility and strengthen civil society by compiling a manual for self-organized mobility directed at grass-roots mobility initiatives throughout the Baltic Sea Region. Mobility structures are vital to the social participation of all individuals in rural areas. Mobility responds to important social needs, facilitating the movement and societal participation of inhabitants. At the same time, interconnectivity is crucial to the economic welfare of rural regions, providing access to outlying job markets and serving as a gateway for investments in rural regions. Fostering new options for rural mobility, MAMBA will create new opportunities for remote areas affected by demographic change and contribute to a strengthened resilience of the local communities. MAMBA also aims to achieve a more efficient rural mobility by optimising usage and avoiding unnecessary trips. This reduces negative environmental impacts such as noise and emissions (GHG, PM, NOx). Furthermore, all partners will prevent unnecessary travels and revert to e.g. telephone conferences and will combine meetings and other project events whenever possible in order to avoid too much travelling. Additionally all partners will carefully make their choices in everyday work life (e.g. when it comes to buying office equipment or supplies, printing of project publications etc. 1,727 / 2,000 characters
3.10. Equal opportunities and non-discrimination	positive	The project will make sure in all its activities that non-discrimination standards are met and that there will be no unequal treatment based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation. The equal opportunity concept will be included into the project's self perception and into all communication and cooperation work. Furthermore, MAMBA's aim is to overcome inequalities related to the living conditions in remote areas that are affected by demographic change within the BSR. By providing knowledge to regions/target groups that do not have the competences and capacities to develop the innovative solutions for rural mobility out of themselves, the project makes a major contribution to providing them with the same opportunities as regions/target groups with higher rate of opportunities. 837 / 2,000 characters
3.11. Equality between men and women	neutral	n/a 3 / 2,000 characters

3.12. Cross-cutting issues

Cross-cutting issue	Contribution
6. Adaptation to demographic change	Public budgets in regions affected by demographic change are under pressure. This is partially due to the fact that the provision of infrastructure (such as public transport) comes along with certain fixed expenses, while the number of users is low and at risk of further decrease. In some cases this leads to a cut in the mobility offer, which saves costs in the first run, but further deteriorates the attractiveness of a region in the long run and accelerates adverse developments. MAMBA's idea of mobility centres counteracts this vicious cycle as it would increase the efficiency of existing mobility offers, which foster a region's attractiveness and competitiveness. 2) In rural areas with ageing societies mobility demands change. In terms of health care, e.g. the demand for both, people-to-service and service-to-people mobility, increases. Yet, both face problems: the former can´t be satisfied by traditional rural public transport offers and the latter is related to high costs. MAMBA´s approach counteracts both problems. Integrating and coordinating available mobility offers – whether traditional ones or new ones like rural car-sharing or mobility as a service – could reduce the costs of service-to-people mobility and could satisfy the increasingly diverse user demands towards people-to-service mobility. 3.) Another dimension concerns young families – a group whose number decreases in such regions, but whose presence is paramount for the future. For example, a decreasing number of students leads to a more and more inefficient service of traditional local school buses. The highly uneven utilization throughout the different times of the day adds up to this. MAMBA thus would contribute to more efficient pupil´s mobility and increase the attractiveness for families. MAMBA's main outputs will help stakeholders in areas affected by demographic change to adapt to the changing demographic structure with innovative and sound concepts for rural mobility.

<div align="right">1,977 / 2,000 characters</div>

Interreg
Baltic Sea Region

Project Acronym: MAMBA
Submission Date : 24/09/2019 12:52:39
Project Number: #R067
Project Version Number: 7

4. Activities

Project management and administration

Work package budget   15%

4.1. Description of strategic project management

The project will be coordinated mainly by the transnational partnership.
The transnational project core group (consisting of the project coordinators of all partner organisations including the Lead Partner) will meet regularly throughout the project lifetime. Altogether eight transnational meetings are planned - one during the contracting phase, two during the first Reporting Period, then followed by one meeting during each Reporting Period. The last project meeting will be combined with the final project conference where the project outputs will be presented. These project meetings will be organised back-to-back with Mobility Seminars in order to reduce travelling cost but also to generate the best possible learning effects for partners and beyond.
All project meetings will include sessions concerning issues of project implementation, coordination of financial management and decision-making which all project coordinators of the MAMBA partners will be participating in.
The Lead Partner (LP) will convene these meetings, report about the project progress and inform the partners about relevant communication with the Joint Secretariat (JS). Decisions concerning project strategy and finances will be taken unanimously, or, if this is not possible, by majority vote. Conflict resolving mechanisms will be discussed during the first project partner meeting and laid down in the Partnership Agreement.
WP Leaders will take over responsibility for the implementation and the achievement of their respective project outputs. They organise and carry out WP working sessions during project meetings and additional meetings with GoA leaders when necessary. These meetings serve the purpose of implementing and monitoring activities and delivery of outputs and will be documented (minutes). The LP will participate in these meetings when appropriate. The WP meeting results will be available for the whole MAMBA partnership and will be discussed during project partner meetings.
Project communication between meetings and amongst the partnership will be ensured by the LP (mail, SKYPE, telephone, cloud). External communication will be shared by the partners (participation in conferences, seminars, workshops in order to present MAMBA). The development of a project logo, templates, flyers and roll-ups (design) and a communication plan for the man outputs will be taken over by PP2.

2,395 / 4,000 characters

4.2. Description of project content management

The Lead Partner (LP) is responsible for the overall project management, implementation and coordination of activities. The LP will appoint a project coordinator who possesses experience in the coordination of EU-funded cooperation projects (Interreg and others) as well as knowledge in the subject matter of the project. She will be assisted in her tasks by a part-time office administrator.
As MAMBA brings together numerous partners (15 partners altogether) of different professional backgrounds, work cultures and financial structures, the LP intends to seek external support. External services for project and financial management will be procured (according to national procurement rules and EU transparency principles).
The project management team is made up of the LP's project coordinator and project assistant as well as the external project manager, and will perform the following tasks:
- preparation of the Partnership Agreement,
- communication with the JS, participation in Programme events, dissemination of Programme information to project partners,
- managing project budget (financial flows, budget changes) together with the external financial manager,
- convening planned transnational project partner meetings, disseminating minutes to inform all partners,
- compiling activity reports and guarantee that the certified project reports will be submitted to the JS in time,
- facilitating an efficient decision making process,
- monitoring the project progress and goal fulfilment,
- monitoring the fulfilment of responsibilities of the project partners according to the Partnership Agreement (in cooperation with the WP leaders),
- troubleshooting and conflict resolution among the partnership.
The WP leaders are responsible for monitoring the activities in their respective Work Package; they will be assisted by the GoA leaders. During the transnational project meetings there will be working sessions on specific project activities chaired by the respective WP leader and/or the GoA leader.
The GoA leaders will take care that all activities are well arranged and implemented and facilitate communication about the activities between the meetings. The GoA leaders report about the work progress and production of outputs to their WP Leaders on a regular basis.

2,288 / 4,000 characters

4.3. Description of the project financial management

The LP has been able to gain experience administering and managing Interreg finances on the basis of its Lead Partnership of SEMPRE (1st call). In order to guarantee smooth and timely financial project transactions, the LP has decided to cooperate with an external service provider who needs to be familiar with INTERREG procedures such as accounting rules, international transactions, EU and national legislation for the management of ERDF, public procurement and financial control.
The external service provider will cooperate closely with the project management team as well as the heads of accounting and controlling divisions of the LP.
Tasks to be fulfilled:
- to ensure that an efficient internal control system is in place
- to assist the project partners in their duties related to financial management and reporting, such as identifying the certifying body for the first level control (FLC), providing reporting templates, collecting the declarations of expenditures and prechecking partner reports.
- to ensure a timely delivery of the project progress reports and a sound financial management of the project
- to communicate with FLCs (on partner/project level),
- to attend any seminars organised by the BSR Programme relating financial management and pass on the information to the project partners.
The LP's financial director will supervise the work of the external financial manager and the project accountant, whose tasks are inter alia
- requesting and receiving payments of Program funding,
- transferring Program funding to the partners without delay in compliance with the amounts reported in the progress report.
All project partners have either allocated sufficient staff resources for financial management tasks (accounting, preparation of progress reports, budget monitoring) or, if the needed competences are not available among the partner organisations' own staff, planned to contract an external accountant or financial manager. Communication between the financial managers at project and partner level will mostly occur via telephone or email.
However, the financial managers will be asked to attend at least one transnational meeting in the first Reporting Period and one shortly before project closure. During these meetings there will be training sessions related to topics such as eligibility of costs, reporting procedures, procurement principles (RP 1) and project closure (RP6). The partners' financial managers will only be asked to join additional transnational meeting in between if the circumstances require this. Otherwise, the partners' project coordinators have the task to communicate meeting results to the financial managers.
External expertise for public procurement at the Lead Partner level will be requested if needed from the "Auftragsberatungsstelle Schleswig-Holstein" and a law firm with outstanding expertise in EU and procurement law.

2,900 / 4,000 characters

4.4. Financial control system

Please confirm that each partner in your project partnership is aware that project expenditure must be verified by a first level controller.   ✔

Please confirm that partners with a decentralised first level control system have reserved sufficient funds in their partner budgets for these controls.   ✔

Please confirm each partner is aware it has to identify the costs allocated to the project in its accounting system.   ✔

Please confirm that the lead partner and its first level controller will monitor the progress report on finance and activities of each project partner before they are included in the project's progress report that is submitted to the JS.   ✔

4.5. Further details of the financial control and reporting system of your project

not applicable

14 / 2,000 characters

4.6. Internal coordination and communication

The LP's project coordinator will be in charge of the project internal communication, supported by the external service provider.

Documents concerning project and financial management as well as project activities will be shared among the partnership using a suitable document sharing platform.

The project coordinator and external service provider will communicate Programme rules and requirements to the entire partnership by giving presentations at project meetings and by email.

Training sessions for the partners' project coordinators and financial managers will be organised alongside the first transnational project meetings. The importance of disciplined reporting, sound financial management, cost-effective achievement of the outputs and communication with target groups and stakeholders will be stressed in these sessions, and an introduction to the Program reporting and monitoring system (BAMOS) will be given by the project management team.

All project partners have allocated staff resources in order to ensure the implementation of activities. More than one staff member of each project partner will be involved in the project to ensure that staff shortfalls during project implementation and to promote capacity building within the partner organisations. The partners' project coordinators are requested to attend all transnational meetings, whereas further staff members will be invited to specific thematic sessions depending on necessities and the agenda.

During the first transnational project partner meeting in the contracting phase communication responsibilities will be discussed and decided. Later on a communication plan for the project's main outputs (WP5) will be developed. This process will be coordinated by Nordregio (PP2) with its extensive experience in project-related communication. The Mobility Seminars will be accompanied by press conferences and media coverage (on the project's own webpage, entries in blogs etc.). Each project partner is responsible for media contacts and media representation in its own vicinity and specifically in his / her own language. Regional media events will be reported on the project website to reach a wider audience.

2,193 / 3,000 characters

Work package 2

4.1. Title

Creating an analytical framework for rural mobility and accessibility solutions

79 / 250 characters

Work package budget　　　15%

4.2. Aim of the WP

The objectives of this Work Package are
- to provide the analytical framework of the project,
- to establish the point of departure in terms of demographic and socio-economic conditions in the partner regions as well as in terms of state-of-the-art in rural mobility solutions, and
- to establish a sound knowledge base concerning the legal, economic and sociocultural framework conditions for innovative rural mobility solutions, including the establishment of regional Mobility Centres (MCs).
The challenge of limited accessibility of services for rural populations is not a new phenomenon, even though it is further aggravated by demographic change. Various solutions to this challenge such as flexible public transport (transport on demand), civil society organised mobility (e.g. citizen's bus), increased mobility of service providers (e.g. travelling doctors or nurses) have been piloted in the Baltic Sea Region and beyond, but often they were discontinued as soon as project financing or other public support vanished. None of these solutions have so far been scaled up and become common practice in the Baltic Sea Region. It can be assumed that this is largely due to three key factors:
- legal and regulatory barriers that for instance prevent the flexibilisation of public transport,
- too much reliance on public financing schemes and short-term project financing and a lack of sustainable business models, and
- socio-cultural barriers such as negative attitudes towards public transport among inhabitants of rural areas, lack of willingness to cooperate among social service providers or slow uptake of innovations in rural communities.
These factors will be analysed, taking into account previous pilots as well as relevant literature and results of research projects. The partners will put this knowledge to use in the creation of their operational concepts for Mobility Centres (WP 3) and in the planning and implementation of mobility pilots in the partner regions (WP4).

1,994 / 2,000 characters

4.3. Communication strategy in WP

No.	Communication aim	Target group(s)
1	Receive input from	Regional and local public authorities, public transport operators, social service providers or civil society initiatives in the Baltic Sea Region that have already piloted rural mobility solutions and mobility centres. These pilots have produced mixed results. Assessing their performance and the framework conditions under which they were implemented, they can generate important learn effects /results for the project partners. These can be taken into account when the partners design their own mobility pilots in order to avoid mistakes, successfully deal with legal, economic and sociocultural barriers and adopt sustainable business models. 646 / 1,000 characters
2	Increase knowledge among	Regional local public authorities, public transport operators, social service providers or civil society initiatives in the partner regions that will be involved in the establishment of Mobility Centres and mobility pilots about - specific demographic and socio-economic characteristics as well as accessibility challenges in their regions and how they compare to other regions and - legal, economic and socio-cultural determinants for innovative rural mobility solutions - business and operation models of previous Mobility Centres This knowledge is an important prerequisite for the implementation of mobility solutions that are more sustainable and cost-effective than previous approaches in the partner regions. The primary target group in this WP are transport and mobility stakeholders in the partner regions, but the pre-study reports will also be published for the benefit of target groups external to the project. 925 / 1,000 characters
3	Please select	 0 / 1,000 characters

4.4. WP leader

PP 2 - Nordregio

Please select

4.5. Partner involvement

The partner consortium provides a variety of competences in different fields that are needed for the implementation of this work package.

The WP will be coordinated by Nordregio, an organisation whose activities have a strong focus and a long experience in both regional development and remote/peripheral areas at the Nordic, Baltic Sea and European levels. Nordregio has experience in producing socio-economic profiles of case study areas, desktop studies and interviews that will be put to use in the GoAs that it coordinates, namely A 2.1, 2.2 and 2.6.

Vidzeme University of Applied Sciences is a regional higher education and research institution that has been actively participating in regional planning and development strategies and research projects on sustainable development of rural areas. With this experience it is well suited to coordinate the pre-study on economic determinants for innovative rural mobility (A2.5) and the development of a methodology for evaluation of Mobility Centres.

A2.3 is coordinated by the County of Plön, directly representing the target group of this activity. The County of Plön has been involved in the development of the Mobility Master Plan for KielRegion and has recently carried out a study on alternative forms of transport in a specific rural community (Lütjenburg). This experience, as well as very good working relationships to associated organisations such as the Academy for Rural Areas of Schleswig-Holstein (AO 6) – which has a long and extensive track record in projects dealing with mobility and sustainable development of rural areas – or the KielRegion (AO 14), will be applied in the coordination of A2.3.

The Regional Council of North Karelia as the Lead Partner of the concluded Interreg IVB project "Rural Transport Solutions" (Northern Periphery Programme) also has a special role in this WP, providing access to the results and lessons learned of that project which can be used in the development of a joint reference framework for Mobility Centres (2.3), in the three pre-studies (A2.4, 2.5, 2.6) and the development of an evaluation methodology for the Mobility Centres (A2.7).

Other partners will contribute with examples of mobility projects to be included in the inventory (A2.2) and with country-specific input to the three pre-studies.

PP 2 - Nordregio PP 3 - Vidzeme University of Applied Sciences PP 5 - County of Ploen PP 9 - Regional Council of North Karelia PP 14 - Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy

2,316 / 3,000 characters

4.6. Reserved partner involvement

0 / 3,000 characters

4.7. Associated organisations involvement

The Federal Ministry of Transport and Digital Infrastructure of Germany (AO 2) has implemented two relevant large-scale model programmes ("Modellvorhaben der Raumordnung") on the topics of regional provision of services for the public ("Aktionsprogramm Regionale Daseinsvorsorge") and long-term strategies for the provision of services and mobility in rural areas ("Modellvorhaben Langfristige Sicherung von Versorgung und Mobilität im ländlichen Raum") which provide a multitude of examples and good practices to take into account and learn from.

The Academy for Rural Areas of Schleswig-Holstein (AO 6) has accompanied the development of rural villages and communities since 1992 and has thus acquired extensive experience in mobility research and local and regional development planning as well as established networks with research institutions and civil society organisations and politics. This know-how can be called upon in the pre-studies and the collection of good practices in rural mobility solutions.

KielRegion (AO 14) is responsible for mobility solutions in the Greater Kiel Region. KielRegion is in the process of implementing a Master Plan Mobility which addresses towns and villages in rural areas as well as the city of Kiel. In summer 2017 a concept is supposed to be available which will focus on practical implementation. An essential element of this process is a thorough participation cycle which focusses on citizens as well as representatives of local governments, administrations and a multitude of organisations and institutions.

The Nordic Thematic Group on Rural Development (AO9) will provide access to examples for innovative rural mobility solutions in the Nordic countries.

AO 1 - Ministry of Transport of the Republic of Latvia AO 2 - Federal Ministry of Transport and Digital Infrastructure AO 6 - Academy for Rural Areas of Schleswig-Holstein AO 9 - Ministry of Enterprise and Innovation AO 14 - Kiel Region

1,711 / 3,000 characters

Activities, outputs and responsibilities

WP 2 Group of activities 2.1

4.13. Group of activities leader

PP 2 - Nordregio

A2.1

Title

Socio-economic profiles of the MAMBA case study regions

55 / 250 characters

Description of the group of activities

This activity will serve as a background and a point of departure for further activities, and will increase knowledge and understanding about the case study regions among the project partners. This analysis is not intended to benchmark against the regions but rather highlight the complexity and diversity of challenges.
The report will include a socio-economic analysis of the case study regions based on publicly available data at the municipal and regional level. Its main objective is to highlight the past/recent and current demographic changes happening in the regions as well as accessibility challenges of the regions. Recent data from the national statistical offices and Eurostat will be used, primarily collected by Nordregio with support from the project partners. Also, data from earlier years will be collected in order to see the development over time.
Maps will be produced for the key indicators showing the current trends, demographic challenges and internal accessibility challenges (as exemplified by e.g. average travel times needed to reach certain public services) in the case study regions. The maps and a quantitative part of the analysis will be supplemented by a brief explanatory analytical text. All findings will be linked to accessibility and mobility issues whenever possible.

1,310 / 3,000 characters

State aid relevant? ☐

O 2.1

Output Title

Socio-economic profiles of the MAMBA case study regions

55 / 250 characters

Output Description

Maps illustrating the socio-economic profiles of the regions will be produced and supplemented with explanatory and analytical text that will be compiled in a report.
The maps will be used by the transnational partnership as an input for further joint analytical activities (e.g. A2.4, A2.5, A2.6) and discussion and contextualisation of commonalities and differences in accessibility challenges during the Rural Mobility Seminars (A5.1) and stakeholder roundtables (A5.6). The partners will deepen the analysis of the specific mobility and accessibility challenges and patterns in their respective region (A4.1, 4.2) and use the results in the definition of the Mobility Centres' objectives as well as in the preparation of mobility pilots (WP 3/4).
Moreover, some of the maps will be presented as background material at the regional stakeholder workshops in order to set the scene and facilitate the discussions with the stakeholders. The maps will also be used for other dissemination events and public presentations and published on the project website.

1,064 / 2,000 characters

Main Output ☐
Investment ☐

4.16. Timeline

	A2.1	O2.1
Period 1	✔	✔
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 2 Group of activities 2.2

4.13. Group of activities leader

PP 2 - Nordregio

A 2.2

Title

Creating an inventory of innovative mobility solutions (including Mobility Centres)

83 / 250 characters

Description of the group of activities

This activity aims at creating an inventory of existing innovative mobility solutions and projects (including Mobility Centres) in the BSR in the early stage of the project. The aim is to quickly get a basic overview of the state-of-the-art of innovative mobility initiatives, including their main focus areas and most common approaches used. The inventory will focus on examples from the Baltic Sea Region, but might also include relevant good practices from other EU countries or even outside the EU.
The scope of the inventory and criteria for selection of projects will be defined in more detail by Nordregio, related to such elements as maturity of the initiative, type of region, topics addressed, etc. A template for the collection of innovative mobility projects will be developed to aid the partners filling in the information. Project partners will enter pilot projects/initiatives from their countries into the inventory (5-10 examples per partner country).
This task is mainly based on a desk research. With some of the identified cases, qualitative follow-up interviews will be conducted when carrying out GoA 2.3 -2.6. (e.g. for identifying specific legal, economic and psychological challenges for the implementation of Mobility Centres and other innovative mobility solution).
The inventory will be expanded into a knowledge database of innovative rural mobility solutions (A5.2).

1,399 / 3,000 characters

State aid relevant? ☐

O 2.2

Output Title

Inventory of mobility initiatives and projects

46 / 250 characters

Output Description

The inventory aims at building knowledge and providing inspiration to the project partners that will be particularly relevant for setting-up own mobility centres at later stage of the project (WP3). Some of the solutions might be transferred or scaled up when developing own pilot actions in the regions (WP4). The inventory will include only basic information about the initiatives, such as year of establishment, actors involved, website, etc. to make it available as early in the project lifetime as possible.

513 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 2.2	O 2.2
Period 1	✔	✔
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 2 Group of activities 2.3

4.13. Group of activities leader

PP 5 - County of Ploen

A 2.3

Title	Pre-study of Mobility Centre models

35 / 250 characters

Description of the group of activities

The establishment of Mobility Centres (MC) is a complex process that requires sound information about, inter alia,
- Different forms of Mobility Centres (e.g. physical or virtual centres)
- Viability of different business/financing models
- Management structures and organisational schemes (e.g. decision-making, staffing)
- Priorities and objectives
- Stakeholder needs and attitudes
- Communication and promotion strategies
- Legal, economic, political and social barriers and strategies to overcome them
- Success factors for sustainable operation
The pre-study will analyse previous attempts at establishing MCs (which will be identified in A2.2) by analysing operation and management concepts and by performing expert interviews with initiators/managers of the MCs. This will enable the partners to identify commonalities and differences in previous MCs, to derive commonly encountered barriers and success factors and to jointly develop criteria for a common framework of MCs to be established in MAMBA. Such a common framework is necessary in order to be able to compare and benchmark the success achieved by MCs (A2.7). As the working hypothesis of MAMBA is that previous MC concepts have been too one-dimensional the question to what degree previous MCs focussed on either people-to-service or service-to-people mobility, or a combination of both, will be a very central one in this activity.
The County of Plön will lead this activity and coordinate the development of the common framework. In the analytical process it will be supported by the partners who are carrying out the pre-studies on legal, economic and socio-cultural determinants of mobility (Vidzeme University of Applied Sciences, IKEM, Nordregio) and by the Regional Council of North Karelia which contributes with the results and practical experiences made within the "Rural Transport Solutions" project. All partners who will develop their own mobility centre models in WP 3 will be actively involved in the process, e.g. through working sessions on this activity during the first two project meetings in RP1.

2,089 / 3,000 characters

State aid relevant? ☐

O 2.3

Output Title	Common reference framework for the establishment of Mobility Centres

68 / 250 characters

Output Description

The results of the theoretical pre-study will be compiled into a common reference framework for the establishment of Mobility Centres (MC) which will be used by the project partners when creating their own MCs' models in WP 3. Following the piloting activities the common reference framework will be refined and integrated into the main outputs of the project, particularly the Rural Mobility Compendium (O 5.5).

412 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 2.3	O 2.3
Period 1	✔	☐
Period 2	✔	✔
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 2 Group of activities 2.4

4.13. Group of activities leader

PP 14 - Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy

A 2.4

Title

Pre-study concerning the legal framework for innovative rural mobility solutions

80 / 250 characters

Description of the group of activities

The aim of this Group of Activities is to analyse the legal framework for the operation of innovative rural mobility solutions and Mobility Centres (MC) in the BSR. Existing regulations demand certain requirements for operators of mobility services and determine how public transport must be organised to distinguish it from privately operated mobility services (e.g. taxis). In addition, the national and regional legal framework regarding public transportation differs greatly between Member States within the BSR. Even though there have been legal changes in some Member States that allow for a further flexibilisation of public transport , not all possible rural mobility solutions (e.g. sharing of trips between service providers and private passengers, mobility as a service models) are legally feasible in each country.
Work will be organised in four steps as follows:
1. National pre-study for Germany
From the experience within several other projects regarding public transportation and new models of mobility in Germany, IKEM will first analyse the German legal and administrative requirements for mobility solutions and MC models. This will include the analysis of the legal areas potentially affected by these mobility solutions/MCs, in particular the Passenger Transport Act (PBefG) as well as other relevant European, national or regional regulations. The results will be summarized and presented in a preliminary national report that serves as a pilot study for this GoA.
2. Questionnaire for national legal frameworks
MAMBA covers nine regions in six Member States in the BSR which each have their own specific legal framework. In order to analyze the national regulations and requirements for innovative rural mobility solutions, IKEM will use the findings from the national pre-study to develop a questionnaire. In each country one project partner (PP) will complete the questionnaire according to the national legal situation. If necessary, this will be done in cooperation with local law experts. IKEM will coordinate the work of the PPs and local law experts.
3. Transnational comparison, joint legal pre-study
Based on the national findings IKEM will conduct a comparison of the legal and administrative situation in each state, taking into account the common background in European and international law. The findings will be aggregated to a joint legal pre-study (O 2.1).
4. Update after pilot phase
After the pilot phase, IKEM will systematically gather feedback from all project regions regarding legal issues that came up during the implementation of MCs and new, innovative mobility solutions. This information will be used to update the legal pre-study before submitting the results for further processing in WP 5 (capacity building). The legal pre-study is process-related and will be presented in its final version in RP5.

2,858 / 3,000 characters

State aid relevant? ☐

O 2.4

Output Title

Pre-study report on legal determinants for innovative rural mobility solutions

78 / 250 characters

Output Description

IKEM will aggregate the results of its own analysis as well as the findings of the project partners/local law experts in a pre-study (A1-A3). The pre-study will cover the legal areas affected by MAMBA's mobility solutions/MC models. The actual number and type of mobility solutions/MC models will be determined on basis of the findings of GoA 2.2. The scope of affected legal areas can only be preliminary. Experience from other projects suggests that it will include Passenger Transport Acts, (Road) Traffic and Transportation Acts, Data Protection and Privacy Laws, procurement rules, labor law and information sharing law. The pre-study will take into account the common background of European Law and International Law where applicable.
The first version of the pre-study will be presented and discussed with the project partners at a project meeting in June 2018. The pre-study serves as guideline for the operation of MCs (WP 3).
The experiences of PPs, AOs and other stakeholders as well as changes in the legal framework will be used to systematically update the pre-study findings after the pilot phase.
This approach helps to avoid legal traps when implementing new mobility solutions, but also adds to the sustainability of MAMBA. The pre-study will contribute to the main outputs which aim at building capacity among the respective target groups. Especially local grassroots initiatives in the BSR will profit from the legal guidance offered in O5.3 as they usually do not possess the necessary legal resources.
There is no study that comparatively explores the specific topic of innovative mobility solutions in the BSR. Therefore, the pre-study helps to create a common understanding of the legal framework for new mobility solutions in the BSR. Experiences from other member states will help to identify necessary legal changes and will support PPs and stakeholders when aiming at political change.
The report will be delivered in RP2 and revised before publication in RP5.

1,993 / 2,000 characters

Main Output ☐
Investment ☐

4.16. Timeline

	A 2.4	O 2.4
Period 1	✔	☐
Period 2	✔	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	✔	✔
Period 6	☐	☐

WP 2 Group of activities 2.5

4.13. Group of activities leader

PP 3 - Vidzeme University of Applied Sciences

A 2.5

Title

Pre-study concerning the economic framework for innovative rural mobility solutions

83 / 250 characters

Description of the group of activities

The purpose of this activity is to provide a sound knowledge base among the partners concerning the economic potentials and risks of new rural mobility solutions. The lack of upscaling of pilot projects on rural mobility and accessibility of services in remote areas points to a lack of sustainable business models that are not solely reliant on short-term project financing from public authorities or the European Union. The partners, led by Vidzeme University, will therefore analyse the economic framework conditions in the partner regions, taking into account the socio-economic profiles created in A2.1, and review the business models that have been applied by previous mobility projects that have been identified in A2.2. Important factors determining the economic viability of people-to-service, service-to-people and combined mobility will be assessed, including mobility needs and patterns identified in the participating regions (A4.1 and 4.2), existing transport and mobility offers, financing schemes and business models. The economic analysis will not be limited to rural areas, however, but include the question of whether solutions successfully tested and implemented in an urban context (such as Mobility as a Service and car-sharing) can be transferred to rural areas with its larger distances and lower density of users, and what adaptations are necessary for such a transfer to a rural context. The activity will include a combination of desk research and expert interviews. All project partners (PPs) and several associated organisations will be involved in this activity by submitting relevant information of their rules and costs for the transport services, particularly, in the remote rural country side. The pre-study will be updated after the implementation of mobility pilots.
The pre-study, focussing on the economic environment, is process-related and will be presented in its final version in RP5.

1,930 / 3,000 characters

State aid relevant? ☐

O 2.5

Output Title

Pre-study report on economic determinants for innovative rural mobility solutions

81 / 250 characters

Output Description

The pre-study report concerning the economic framework for innovative rural mobility is a significant prerequisite for the creation of operational concepts for the Mobility Centres in partner regions (A3.1) and the pilot testing of mobility solutions (A4.2-4.4). It can help the partners to assess and minimise economic risks of the test solutions and establish sustainable business plans that are not reliant on project financing in the long term. The report will also include specifications of suitable indicators for measurement of economic success and cost-effectiveness. The pre-study report will also be used as an input for the main outputs produced in WP 5 and will be made accessible to external target groups via the project website.
The pre-study also has a transnational value by creating a common understanding for the economic framework and financial challenges for new mobility solutions in the BSR. Experiences from other member states will help to identify the economic success factors and viable business models of innovative mobility solutions in the rural context, which can be transferred and will help other PPs to implement successful and sustainable mobility pilots.
The report will be delivered in RP2 and revised before publication in RP5.

1,268 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 2.5	O 2.5
Period 1	✔	☐
Period 2	✔	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	✔	✔
Period 6	☐	☐

WP 2 Group of activities 2.6

4.13. Group of activities leader

PP 2 - Nordregio

A 2.6

Title

Pre-study concerning the socio-cultural framework for innovative rural mobility solutions

90 / 250 characters

Description of the group of activities

The purpose of this GoA is to assess the socio-cultural framework for innovative rural mobility solutions. It aims at identifying the sociological and psychological aspects that may act as hindrances and/or enablers for the development, implementation, transfer and upscaling of innovative mobility solutions.
The study will be carried out in two stages. The first stage will be based on a desk research on the issue, qualitative interviews with selected authorities and representatives of innovative mobility initiatives identified in WP 2.1. It will also take into account the results of the analyses of mobility and service needs and preferences of inhabitants of regions affected by demographic change (A4.1) and of the assessment of mobility patterns of service providers (A4.2). This will help answer questions such as
- What are the success factors for user acceptance of new mobility offers? Why are certain mobility offers used or not used by the people from whom they are intended? Why have some approaches that are well established and accepted among urban transport users (such as car sharing) not yet been rolled out to rural areas?
- What socio-cultural factors influence the choice of transport modes by users (e.g. car as a status symbol, prejudices concerning public transport use, etc.) and how can they be addressed in the design of new mobility offers?
- How does the speed of innovation uptake in rural areas influence the implementation of new mobility solutions?
- How does competitiveness of social service providers and transport operators affect the chances of establishing new public, private or public-private cooperation models to provide mobility services and increase accessibility of social services?
- What are the success factors for communication with (potential users) of the mobility solutions? What (controversial) terminology should or should not be used when promoting mobility solutions?
The knowledge and findings produced will be taken into account when developing and implementing the pilot projects (WP4). The study will be continuously updated , taking into account the findings and lessons learned from the implementation of the pilot projects (WP4) and experiences gained by the project partners regarding the socio-cultural framework of other project activities. The activity will be coordinated by Nordregio, and input will be delivered by project partners. Associated organisations such as the Academy for Rural Areas (AO 6) and public transport operators and social service providers and NGOs from the partner regions (e.g. AOs 3, 4, 5, 7, 8, 10) will be asked to provide input in the form of expert interviews.
So at the end of RP5 a comprehensive description and analysis of the socio-cultural environment will be outlined by this pre-study. Its results and insights will help to facilitate innovative rural mobility solutions.

2,885 / 3,000 characters

State aid relevant? ☐

O 2.6

Output Title

Pre-study report on sociocultural determinants for innovative rural mobility solutions

86 / 250 characters

Output Description

The pre-study report concerning the socio-cultural framework for innovative rural mobility is a significant prerequisite for the creation of operational concepts for the Mobility Centres in partner regions (A3.1) and the pilot testing of mobility solutions (A4.2-4.4). It can help the partners to plan mobility services according to user needs and preferences and identify risks related to user attitudes and behavioural patterns as well as insufficient cooperation on the side of the providers of social services and transport offers. The pre-study report will also be used as an input for the main outputs produced in WP 5, in particular the Manual for self-organised mobility (O 5.3) and be made accessible to external target groups via the project website.
The report will be delivered in RP2 and revised before publication in RP5.

839 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 2.6	O 2.6
Period 1	✔	☐
Period 2	✔	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	✔	✔
Period 6	☐	☐

WP 2 Group of activities 2.7

4.13. Group of activities leader

PP 3 - Vidzeme University of Applied Sciences

A 2.7

Title

Evaluating the cost-effectiveness of Mobility Centres

53 / 250 characters

Description of the group of activities

This activity has the purpose to establish a joint methodology and common indicators for the evaluation of the cost-effectiveness of the newly established Mobility Centres in the partner regions. The activity builds upon the results of the four pre-studies carried out in this Work Package, where success factors and indicators in terms of economic sustainability and user acceptance are defined. , The evaluation methodology will be applied to the Mobility Centres by the partners operating them (collection of baseline values of the indicators in RP 2, data collection after pilot operation of the Mobility Centres in RP 5), and the results will be submitted to the activity coordinator, Vidzeme University of Applied Sciences, who will process and compare the data and draft an evaluation report. This report will be discussed internally at a partner meeting.

864 / 3,000 characters

State aid relevant? ☐

O 2.7

Output Title

Evaluation Report

17 / 250 characters

Output Description

The evaluation report will describe the evaluation methodology used by the project partnership to assess the performance and cost-effectiveness of the Mobility Centre and a comparative analysis of the evaluation results in the different partner regions. The evaluation report will be discussed internally in the project partnership and be presented to transnational target groups at the Final Conference. It will also be a key input to the main outputs produced in WP 5 (O 5.2 – Knowledge database, O 5.3 – Manual for self-organised mobility, O 5.4 – Guidance document for mobility planning and policy-making, O 5.5 – Rural Mobility Compendium).

645 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 2.7	O 2.7
Period 1	☐	☐
Period 2	✔	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	✔	☐
Period 6	✔	✔

Work package 3

4.1. Title

Setting up local or regional Mobility Centres

45 / 250 characters

Work package budget	25%

4.2. Aim of the WP

This Work Package will focus on the testing of different (virtual and physical) Mobility Center (MC) concepts in the partner regions to demonstrate that creating coordination and cooperation structures between transport and mobility stakeholders including social service providers can prove to be cost-effective. Creating synergies and allowing transport actors to pool resources is expected to create cost-savings that outweigh the operating costs of the MC, thereby creating viable business cases for MCs. The partners will set different priorities and define different operational schemes for their MCs but in doing so adhere to the common reference framework developed in WP2 (A2.2). Stakeholder involvement that takes place already in the early phase of the project will be a key element in all MC creation processes in order to ensure widespread and sustainable support and cooperation. Once the MCs are fully operational they will deliver the framework for the implementation of pilots in people-to-service and service-to-people mobility in WP 4 (A4.3-4.5). Throughout the creation and operation of the MCs, ensuring their long-term operation will be a key objective of the partners. Well before the project ends, long-term operational concepts for the post-project phase will be developed in order to ensure that the MCs are maintained after the project has ended .

1,378 / 2,000 characters

4.3. Communication strategy in WP

No.	Communication aim	Target group(s)
1	Receive input from	A communication strategy to ensure stakeholder involvement will be part of the development process of each Mobility Centre (MC). The strategy pursues the aim to involve important stakeholders at a very early stage to ensure that their perspectives and needs are taken into account in the operational concepts. This early involvement also helps to generate positive stakeholder support for MCs. Depending on the local/regional context, stakeholders can be identified as decision-makers in local or regional public authorities and public transport companies, social service providers and private operators of mobility and transport services (such as taxi companies) and interest groups and civil society initiatives in the field of mobility and sustainable rural development. 774 / 1,000 characters
2	Please select	0 / 1,000 characters
3	Please select	0 / 1,000 characters

4.4. WP leader

PP 9 - Regional Council of North Karelia

Please select

4.5. Partner involvement

Most partners will be involved in the set-up of Mobility Centres (MC) at the local or regional level.
The following MCs are foreseen in the MAMBA project:
- MC 1: Schleswig-Holstein, DE (PP1)
- MC 2: County of Plön, DE (PP5)
- MC 3: County of Cuxhaven, DE (PP6)
- MC 4: South Ostrobothnia Region, FI (PPs 7 and 8)
- MC 5: North Karelia Region, FI (PP 9)
- MC 6: Vejle municipality, DK (PP10)
- MC 7: Trelleborg municipality, SW (PP11)
- MC 8: Vidzeme Region, LV (PP4)
- MC 9: Bielsko-Biala District, PL (PPs 12 and 13)
All these partners have already created basic concepts for their MCs during the project application phase which are briefly outlined in the output descriptions of O 3.3 and O 3.4. These concepts will be the starting point for their activities, but adaptations of the concepts in accordance with results of the pre-studies (A2.3-2.6) of WP 2 and the analyses of mobility needs in WP 4 (A4.1 and 4.2) are not only likely, but also encouraged.
The Partners will create and operate the MCs independently as regional pilot projects and are fully responsible for the creation of operational models, involvement of stakeholders and successful functioning of their MCs. For this reason, no Group of Activity leaders have been defined for this WP.
The Regional Council of North Karelia as WP coordinator will have the task to oversee the implementation of the activities in this WP according to the defined time schedule and also monitor that the MCs are implemented in correspondence with the common reference framework developed in A2.3. Exchange of experience between the different MC partners will be organised mostly during project meetings and Rural Mobility Seminars (A5.1). A joint evaluation of the MCs is prepared and carried out as part of WP 2 (A2.7). Some partners, such as the Regional Councils of North Karelia and South Ostrobothnia and the County of Cuxhaven have already acquired experience in the coordination of mobility offers on a regional level through participation in EU- or national-funded projects. The mentioned partners will share this experience and know-how with the partnership, build upon it when planning and creating their respective Mobility Centres and integrate the newly created offers with existing structures to maximise their outreach and cost-effectiveness.

PP 1 - Diaconie of Schleswig Holstein
PP 4 - Vidzeme Planning Region
PP 5 - County of Ploen
PP 6 - County of Cuxhaven
PP 7 - Regional Council of South Ostrobothnia
PP 8 - Seinäjoki University of Applied Sciences
PP 9 - Regional Council of North Karelia
PP 10 - Vejle Municipality
PP 11 - Municipality of Trelleborg
PP 12 - Bielsko District
PP 13 - Bielsko-Biala Regional Development Agency

2,319 / 3,000 characters

4.6. Reserved partner involvement

0 / 3,000 characters

4.7. Associated organisations involvement

Several associated organisations will be directly involved in the creation and operation of the Mobility Centres:
- The County of Pinnberg (AO 17) and the Rural Women's Association Schleswig-Holstein (AO7) will cooperate with the Diaconie in the operation of its Mobility Centre in Schleswig-Holstein (MC 1)
- The public transport association NAH.SH (AO 16) will cooperate with County of Plön in the creation and operation of its regional Mobility Centre (MC 2)
- The Academy of Rural Areas Schleswig-Holstein (AO 6) and KielRegion (AO 14) will offer support and advice to both the Diaconie Schleswig-Holstein and the County of Plön (MCs 1 and 2)
- The Transport Association of Northeast Lower Saxony (AO 5) and the Joint Authority - Transport Association Bremen/Niedersachsen (AO 12) will cooperate with County of Cuxhaven (MC 3)
- Kela (AO3), the Social Insurance Institution of Finland and the South Ostrobothnia Health Care District (AO4) will support the Regional Council and SeAMK in the creation and operation of a regional Mobility Centre in South Ostrobothnia (MC 4)
- The North Karelian Village Association (AO 8) and City of Joensuu (AO 20) will support the creation operation of a regional Mobility Centre in North Karelia Region (MC 5)
- The Porabka County Authority (AO 11) and the public transport provider PKS w Bielsko Bialej (AO10) will support the creation and operation of a local Mobility Centre in Bielsko-Biala District (MC9)

AO 3 - Kela, The Social Insurance Institution of Finland
AO 4 - South Ostrobothnia Health Care District
AO 5 - Transport Association of Northeast Lower Saxony
AO 6 - Academy for Rural Areas of Schleswig-Holstein
AO 7 - Rural Women's Association Schleswig-Holstein
AO 8 - North Karelian Village Association
AO 10 - Public Transport Company in Belsko-Biała
AO 11 - Porąbka County Authority
AO 12 - Joint Authority - Transport Association Bremen/Niedersachsen
AO 14 - Kiel Region
AO 16 - NAH.SH - Regional Transport Association Schleswig-Holstein
AO 17 - County of Pinneberg
AO 20 - City of Joensuu

1,449 / 3,000 characters

Activities, outputs and responsibilities

WP 3 Group of activities 3.1

4.13. Group of activities leader

PP 9 - Regional Council of North Karelia

A3.1

Title	Developing operational concepts for the Mobility Centres

57 / 250 characters

Description of the group of activities

This GoA is aimed at developing innovative and sustainable operational concepts for the Mobility Centres (MC) which will be set up in the partner regions as model solutions for coordinating and combining mobility of people and service-providers. All project partners operating an MC will further specify their original MC idea developed in the application process and finetune it according to

a) the results of the assessment of mobility patterns and needs of social service providers and inhabitants of the concerned rural areas (A4.1, 4.2) and
b) the common reference framework for Mobility Centres developed in A2.3 .

The goal is that each region develops an MC concept that is legally/economically sound, that addresses the specific mobility demands of the respective user groups and provides added value in terms of new solutions for improved mobility and accessibility of services in the participating regions. Each MC concept will include a strategy for stakeholder involvement (see A3.2) This involvement is important for high profile MCs and their acceptance as well as their continued operation and sustainability after the project has ended.

The MC concepts will be designed in the following steps:
1. An initial discussion of ideas for MC concepts will take place at the second project meeting in North Karelia in RP1. The partners will present their initial concepts in the form of business model canvases. At this occasion, the Regional Council of North Karelia will present the findings of the "Rural Transport Solutions" project regarding operational concepts of MCs.

2. Each partner will develop a specific operational concept for the MC in their particular region. Most PPs already came up with specific ideas for their MC during the project development process. However, these ideas need to be transformed into a more sophisticated concept that also addresses questions such as the practical implementation and the constructive involvement of relevant stakeholders. Regional scoping studies will be performed by the partners as needed. PPs will be able to base their work on the common reference framework for MCs developed in GoA2.3.

3. The MC concepts will be subjected to a peer-review process, where each partner's operational concept is thouroughly assessed by another partner. Afterwards the operational concepts will be presented to the whole partnership at a project meeting in RP2 (RP 3, Seinajöki). and be thoroughly discussed and evaluated with the other PPs.

4. PPs will use this feedback and the findings of the legal, economic and socio-cultural pre-studies (GoAs 2.4, 2.5, 2.6) to revise their operational concepts and to finalize their MC operational concepts.

2,716 / 3,000 characters

State aid relevant?	☐

O 3.1

Output Title	Development of MC operational concepts

39 / 250 characters

Output Description

The output of this GoA will be the MC concepts for the individual regions. Each PP implementing an MC will develop the concept for its own MC addressing the implementation of at least one innovative mobility solution as well as specific mobility needs. At the first stage, the operational concept will take the form of a business model canvas which later on be further developed into a peer-reviewed, full-fledged operational concept that outlines the general idea and strategy of the MC, describes its setup and related tasks, defines concrete objectives for the MC and outlines a strategy for stakeholder involvement and communication. The operational concept will be used by staff of the PP directly involved in the MC as well as stakeholders participating in its operation.

Furthermore, at a later stage of the project the operating concepts will help to monitor and evaluate the success and efficiency of the MC concepts during the operating phase (GoA 2.7). The reviewed and revised operational concepts will contribute to several of MAMBA's main outputs, namely the Knowledge Database (O 5.2) and Rural Mobility Compendium (O 5.5) – both of which are aimed at building capacity among the respective target groups.

The transnational value of this output lies in its formation: The process of reviewing and evaluating the individual concepts within the transnational partnership and benchmarking between partner regions in MAMBA will help to create corroborated and common knowledge for all PPs and stakeholders. Through their integration in MAMBA's outputs, other interested parties in the whole BSR will benefit from ready-to-use operational concepts to be implemented in their region.

1,698 / 2,000 characters

Main Output	☐
Investment	☐

4.16. Timeline

	A3.1	O3.1
Period 1	☐	☐
Period 2	✔	✔
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 3 Group of activities 3.2

4.13. Group of activities leader

PP 9 - Regional Council of North Karelia

A 3.2

Title	Ensuring stakeholder involvement in the Mobility Centres

56 / 250 characters

Description of the group of activities

In a process that runs in parallel to the development of the operational concepts, the partners will identify key stakeholders in their respective regions whose support and involvement is needed for the successful creation and operation of the Mobility Centres as well as the piloting of mobility solutions (WP 4.3-4.5), because their different forms of support (political, experience, financing, access to citizens, etc.) is crucial for the acceptance of new mobility options and, in the long run, the project's overall sustainability. Therefore, PPs will enter into a process of networking and mutual exchange. The aim is to build local/regional network structures that create a stable environment for setting up, operating and maintaining the MCs.
This will be done in three stages:

1) The first step is a stakeholder analysis: Each PP implementing an MC in his region will identify relevant decision-makers, transport operators, service providers and civil society actors that need to be involved in the process of setting up the MC and will create a stakeholder map. A key stakeholder group to be included in this analysis are the decision-makers and important employees of the partner organisation itself.

2) For each MC, the responsible PP will enter into talks with the identified stakeholders and discuss their possible involvement in the MC activities. The format of these talks is to be determined individually by each PP according to its own legal/organisational framework. PPs will document interactions with stakeholders during the preparatory process and MC operation in short internal reports. At a later stage of the project, these reports will help the PP to evaluate their actions and compile lessons learned.

3) The identified stakeholders' perspectives and possible contributions will be taken into account in the development of the operational concepts and the strategy for stakeholder involvement and communication.

4) After completing the operational concept for their respective MCs (GoA 3.1), each PP will take the necessary measures to implement the concept in close cooperation with the relevant stakeholders.

5) A local or regional MC launch event will mark the beginning of the piloting phase.

2,239 / 3,000 characters

State aid relevant? ☐

O 3.2

Output Title	Stakeholder analyses for the Mobility Centres

45 / 250 characters

Output Description

Each partner will create a list of stakeholders that need to be involved in the process of setting up and operating the MC. As these stakeholder analyses are an intermediate output as preparation for A3.3 and A3.4, they will not be published.

242 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 3.2	O 3.2
Period 1	☐	☐
Period 2	☑	☑
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

Interreg
Baltic Sea Region

Project Acronym: MAMBA
Submission Date : 24/09/2019 12:52:39
Project Number: #R067
Project Version Number: 7

WP 3 Group of activities 3.3

4.13. Group of activities leader

PP 9 - Regional Council of North Karelia

A3.3

Title

Set-up and operation of the Mobility Centres

44 / 250 characters

Description of the group of activities

The objective of this GoA is the piloting of different forms of Mobility Centres (MCs) in nine regions within the BSR, and it is therefore a core element of MAMBA. After conducting the necessary pre-studies (GoA 2.4, 2.5, 2.6), developing individual operational concepts for the partner regions (3.1) and involving relevant stakeholders (3.2.), the project partners will start to implement their prepared concepts at the beginning of reporting period 3.
According to the model chosen for the respective MC, PPs will take the necessary actions in order to practically implement MCs. This includes for instance hiring managing staff for the MC, creating new internal procedures and protocols for the management of mobility, creating the necessary technical and communication infrastructure and integrating the MC into the management structures of the partner organisation.
The next step is to initiate and provide the framework for the implementation of new mobility options in people-to-service, service-to-people and combined mobility as project pilots (A 4.3-4.5). This will include programming of new websites or applications and developing communication materials. The MC staff also has the task to identify synergies with other mobility offers and to integrate the MC service with them.
After the implementation phase, the PPs will manage the MCs' operation for the rest of the project lifetime. Adjustments and updates to the original MC concept will be made by the responsible PP if necessary. Communication with stakeholders and users of the MC's services will continue throughout the project lifetime. All MCs should be successfully functioning by the end of reporting period 5.
The PPs will document their experiences made throughout the implementation period according to the evaluation methodology developed in 2.7 and evaluation templates provided by Vidzeme University of Applied Sciences. This will contribute to the evaluation (GoA 2.7) of different MC concepts and thus to the project's main outputs. The evaluation results will also feed into the transformation of the operational concepts into long-term concepts (A 3.4).
The different forms of MCs to be implemented in MAMBA are briefly described in the output description (O 3.3).

2,257 / 3,000 characters

State aid relevant? ☐

O 3.3

Output Title

Nine successfully operating Mobility Centres

44 / 250 characters

Output Description

MC1 –The MC of the Diaconie will be an in-house platform designed to implement new mobility concepts for service-to-people and people-to-service as well as combined mobility.
MC2 –The MC will integrate the county's existing mobility options as well as new opportunities. The MC will also function as an information hub for rural mobility with a multi-channel-access infrastructure (website, service line, office).
MC3 –The MC will provide information, coordinate and manage data and information through new digital systems. The MC will integrate different mobility options and structures and manage a new village-car/car-sharing service.
MC4 – The MC will increase the integration of public health and social care transportation by creating a platform for cooperation. The MC manager will coordinate existing resources and facilitate cooperation.
MC5 – The MC will be a virtual market platform for mobility service providers and people in need for services. The MC will also offer an App for mobile phones or tablets to help organise mobility services between citizens.
MC6 – A digital MC will be stablished in cooperation with the public transport provider Sydtrafik. A special application will integrate existing mobility options and create a platform for citizens to get an overview over available services or order on-demand rides.
MC7 – The MC is foreseen as a digital platform, managed by PP staff and provides single access to the available transport options. It is a tool for the different entities involved, to find cooperation opportunities and create synergies. The long-term goal is a physical MC.
MC8 – The MC will act as a coordination/dispatcher point, primarily responsible for piloting a transport-on-demand model in the region.
MC9 – The MC will be a joint office of the district and municipalities, connecting carriers and passengers and adapting public transport to the expectations of residents. A framework for transport-on-demand services and rural car sharing is planned.

1,999 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The operational models of the Mobility Centres established in MAMBA are transferable to other BSR regions affected by demographic change and lack of transport options. Since country-specific legal, economic and socio-cultural preconditions have to be taken into account, it is very unlikely that an operational concept can be transferred in its entirety without adjustments, but the variety in operational concepts, communication strategies and management structures of the MAMBA MCs means that there are large numbers of transferable elements that can be taken over and adjusted by other regions planning to introduce MCs. These elements will be described in the Rural Mobility Compendium (O 5.5), and the MC concepts will be integrated into the knowledge database (O 5.3).

774 / 2,000 characters

4.16. Timeline

	A 3.3	O 3.3
Period 1	☐	☐
Period 2	☐	☐
Period 3	☑	☐
Period 4	☑	☐
Period 5	☑	☐
Period 6	☑	☑

WP 3 Group of activities 3.4

4.13. Group of activities leader

PP 9 - Regional Council of North Karelia

A 3.4

Title

Securing the continued operation of Mobility Centres

52 / 250 characters

Description of the group of activities

This GoA is aimed at revising and updating the MC operational concepts developed in GoA 3.1 in order to ensure their viability, well after the project life-time. All MCs and mobility solutions in MAMBA are intended to continue after the project without EU finding. In order to secure the overall sustainability of MAMBA, the PPs will duly plan ahead and compile post-project operational concepts for their MCs. This will be done in cooperation with the stakeholders in their respective region.
The different ideas for MC post-project operational concepts are briefly described in the output description (O 3.4). Of course, these concepts are future-oriented and therefore subject to modification because of changing environments (financing, political strategies and decisions, organisational priorities, etc.).
This GoA will contribute to several of the projects main outputs, namely the Knowledge Database (O 5.2) and Rural Mobility Compendium (O 5.5) – all of which are aimed at building capacity among the respective target groups.
The process of reviewing and evaluating the individual concepts within the transnational partnership and with experiences from the different partner states in MAMBA will help to create corroborated, common and transferable knowledge for all PPs, stakeholders and beyond.

1,308 / 3,000 characters

State aid relevant? ☐

O 3.4

Output Title

Post-project long term operational concepts for nine Mobility Centres

69 / 250 characters

Output Description

MC1 will be a platform structure which will have demonstrated its relevance during the project life-time and designed to be self-sufficient will be maintained afterwards by the stakeholders involved.
MC2 will be integrated into the existing mobility structures of the County, thus the county owned bus company will be responsible for continuing the operation after the project.
MC3 will be stabilised and continued after the project ends, as the MC will be designed to be an integral part of the mobility concept and in the public transport planning of the County.
MC4 will continued to operate after the project ends by being integrated into the Travel Combining Centre of North Karelia. In the future, the MC is expected to be extended with other modern mobility services and a greater geographical scope.
MC5 will with its new structure is aimed to remain in operation also after the project lifetime: Cooperation between the different stakeholder groups will have intensified as a result of the project and this improves the permanent cooperation of health care related mobility services in the region.
MC6 will use the experience gained in MAMBA to extend the geographical scope of the MC app to other parts of Vejle and eventually to more regions in Southern Denmark. The MC will continue to operate under the responsibility of Vejle Municipality.
MC7 PPs will use the experiences gained through MAMBA to assess the future continuation of the MC in Vidzeme. It is intended to transfer the MC into a new agreement with the responsible transport provider that secures the future operation.
MC8 After the project, the digital and physical centre is intended to be run by a joint public-private organisation. To this end, a strong operative organisation, involving all possible stakeholders and target groups, will be built for the MC.
MC9's new services introduced will be continued, developed further and adjusted according to situational changes by the Bielsko-Biała County Authority Office.

1,998 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The post-project long-term operational concepts are going to be used by the institution that operates the MC after the project lifetime. In some cases, this will be the project partner organisation or its subsidiaries, in other cases it will be another organisation (transport provider, joint public-private organisation). The operational concepts will specify the operator of the MC and the terms foreseen for the MC operation.

427 / 2,000 characters

4.16. Timeline

	A 3.4	O 3.4
Period 1	☐	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☑	☐
Period 6	☑	☑

Work package 4

4.1. Title

Piloting new forms of rural mobility

36 / 250 characters

Work package budget   20%

4.2. Aim of the WP

This Work Package will focus on the implementation mobilty solutions that have not been applied in a rural context before or are a new concepts to regions located in the eastern part of the Baltic Sea Region.
These pilots - which can be roughly divided into people-to-service mobility solutions (e.g. rural carsharing, transport-on-demand, Mobility as a Service) and service-to-people mobility (e.g. sharing fleets and combining trips of different service providers and delivers of goods) - will be based on analysis and mapping of mobility patterns and needs of inhabitants as well as service providers in the partner regions and implemented and managed by the Mobility Centres in the respctive partner regions.
After having understood the legal, economic and sociocultural determinants for different modes of transportation and mobility (WP 2) and after having initiated the creation of the MCs (WP3) the actual testing of innovative mobility solutions will take place. Understanding the users' and service providers' needs and mobility patterns and preferences in the piloting regions is very important to choose the right mode of mobility and design its application in the right way so that it will yield the expected benefits and can be sustained. The pilots are essential to test the proposed solutions in the given regional context and adjust them to serve users' needs in an optimal way when being scaled up after the pilot phase. Different pilots will be tested in the different regions and best practices will emerge to be replicated in other regions. This will be very beneficial for the partnership as well as wider environment of stakeholders which can profit from the experience and knowledge accumulated.

1,725 / 2,000 characters

4.3. Communication strategy in WP

No.	Communication aim	Target group(s)
1	Receive input from	Inhabitants and service providers in the regions where Mobility Centres are operating. These two groups will provde information on their mobility patterns and needs that enable the partners to tailor their mobility pilots to these needs and take into account exisiting mobility patterns.This will help the partners in customising their mobility pilots to user needs, thus making them more targeted, effective and sustainable. 427 / 1,000 characters
2	Increase knowledge among	Partner organisations, associated organisations as well as representatives of the project target groups that are either implementing, supporting or following the mobility pilots (e.g. by participating in the rural mobility seminars or stakeholder events organised in WP5) and generating learnings from them. Knowledge gained will include factors such as acceptance of mobility solutions among transport users and service providers in the given pilot region, effectiveness in increasing accessibility of services for people living in small villages and towns, viability of the business model, interoperability with other forms of transport and involvement of key stakeholders. 676 / 1,000 characters
3	Change attitude of	Partner organisations, associated organisations as well as representatives of the project target groups that are either implementing, supporting or following the pilots in the field of service-to-people mobility (e.g. by participating in the rurual mobility seminars or stakeholder events organised in WP5). Combination of trips of different service providers and deliverers of goods is not very common, and it can be assumed that there are various barriers related to attitudes among service providers that prevent such collaboration (e.g. competitive thinking, conservative working environments, low willingness to take risks). Successful implementation of pilots in this field would help to change attitudes of relevant policy-makers who could change regulatory frameworks that so far hinder combination of public and private transport and mobility offers. 859 / 1,000 characters

4.4. WP leader

PP 11 - Municipality of Trelleborg

Please select

4.5. Partner involvement

All partners that operate a Mobility Centre are involved in this Work Package.

The Municipality of Trelleborg is among the partners with the most ambitious plans regarding the piloting of mobility solutions that combine people-to-service and service-to-people mobility and thus predestined to coordinate the WP.

The involved partners will first analyse and map the mobility needs and patterns of transport users and service providers in their pilot regions. This will be done according to methdologies developed jointly under the leadership of the Regional Council of North Karelia (analysis of transport user needs, A4.1) and the Diaconie of Schleswig-Holstein (analysis and mapping of service providers' mobility patterns, A2.2), respectively.

Vidzeme Planning Region, the County of Plön, the County of Cuxhaven, the two partners from South Ostrobothnia, the Municipality of Vejle and the two partners from Bielsko-Biala will implement various types of pilots in the field of people-to-service-mobility (A4.3). These pilots will contain deployment of new platforms and services for testing purposes in a real world environment.
The Diaconie of Schleswig-Holstein, the County of Plön, the Municipality of Trelleborg and the Regional Council of North Karelia will work with service-to-people mobility and/or combined mobility options. These pilots are more focused on drawing up concepts for possible combination of trips and on changing the attitudes of transport and service proivders and encouraging them to get involved in small-scale pilots in the partner regions (A4.4).

PP 1 - Diaconie of Schleswig Holstein
PP 4 - Vidzeme Planning Region
PP 5 - County of Ploen
PP 6 - County of Cuxhaven
PP 7 - Regional Council of South Ostrobothnia
PP 8 - Seinäjoki University of Applied Sciences
PP 9 - Regional Council of North Karelia
PP 10 - Vejle Municipality
PP 11 - Municipality of Trelleborg
PP 12 - Bielsko District
PP 13 - Bielsko-Biala Regional Development Agency
PP 15 - Road Transport Administration

1,588 / 3,000 characters

4.6. Reserved partner involvement

not applicable	
14 / 3,000 characters	

4.7. Associated organisations involvement

The associated organisations located in the partner regions will be involved in the testing of mobility solutions, both providing input, expertise and communication channels and by following the pilot implementation and genrating learnings from it. Examples for this involvement are:
- AOs 3 and 4 will take part in the pilot focusing on public health and social care transportation services in South Ostrobothnia
- AOs 5 and 12 will contribute to the pilot on rural car-sharing in the County of Cuxhaven
- AOs 6, 7 and 14 and 19 will play a role in the pilot focusing on service-to-people and combined mobility implemented by the Diaconie in Schleswig-Holstein
- AOs 6, 16 and 21 will contribute to the various pilots planned by the County of Plön in both people-to-service and service-to people mobility
- AOs 8 and 20 will have a supporting role in the development of a "virtual market platform" for mobility service providers in North Karelia,
- AO 18 will have strong role in the Mobility as a Service pilot in the Municipality of Vejle, extending the existing pool of customised transportation with publicly as well as privatly owned mobility options
- AOs 10 and 11 will closely follow and suppor the transport-on-demand pilot implemented in Bielsko district.

1,268 / 3,000 characters

AO 3 - Kela, The Social Insurance Institution of Finland
AO 4 - South Ostrobothnia Health Care District
AO 5 - Transport Association of Northeast Lower Saxony
AO 6 - Academy for Rural Areas of Schleswig-Holstein
AO 7 - Rural Women's Association Schleswig-Holstein
AO 8 - North Karelian Village Association
AO 10 - Public Transport Company in Belsko-Biała
AO 11 - Porąbka County Authority
AO 12 - Joint Authority - Transport Association Bremen/Niedersachsen
AO 14 - Kiel Region
AO 16 - NAH.SH - Regional Transport Association Schleswig-Holstein
AO 18 - Sydtrafik
AO 19 - "Church in the World of Work" (Evangelical Lutheran Church in Northern Germany)
AO 20 - City of Joensuu
AO 21 - Business Development Agency Plön

Activities, outputs and responsibilities

WP 4 Group of activities 4.1

4.13. Group of activities leader

PP 9 - Regional Council of North Karelia

A4.1

Title

Analysing the mobility patterns and needs of inhabitants in the partner regions

79 / 250 characters

Description of the group of activities

This GoA, for which the Regional Council of Northern Karelia is responsible has the purpose to analyse the mobility patterns and routines of users in the pilot regions. This analysis from the people-to-service perspective is the counterpart to GoA 4.2. There is no existing study that comparatively explores the specific needs of users or shortcomings of mobility needs in rural areas. The creation of functioning MC concepts in MAMBA will need reliable information on these matters. Therefore, RC of Northern Karelia will conduct a qualitative study according to the following steps:

A1:
RC of Northern Karelia will prepare the methodology for the study. One step at the very beginning of the design process aims at identifying user groups who could be contacted later with a questionnaire by the mobility centres. For this purpose, the RC of Northern Karelia will provide a template spreadsheet which will be filled by the PPs. RC of Northern Karelia will develop a framework for the enquiry which contains sets of questions targeting the private field for mobility needs, their frequency, the services that need to be reached, characteristics of the mobility area (accessibility), alternative mobility opportunities, intermodal transport availability, costs etc. These sets of questions will be compiled into a questionnaire. The questionnaire will also offer the opportunity of open questions so that users have the opportunity to comment on their needs and visions.

A2:
A first draft of the questionnaire will be presented and discussed at the third project partner meeting in North Karelia in January 2018. The results of the partner feedback will be integrated into a revised version of the questionnaire. The final questionnaire will be circulated to previously identified users in the BSR. In order to mitigate the language barrier, the sets of questions are kept in a language as simple as possible and can be translated by PPs in order to be able to spread it as wide as possible among the users. The questionnaire will be available in a print as well as in an online version.

A3:
The responses are collected, analyzed and structured and transformed into an overview report (presented at the project partner meeting in Vidzeme, June 2018).

2,262 / 3,000 characters

State aid relevant? ☐

O4.1

Output Title

Overview of mobility patterns and needs of users

48 / 250 characters

Output Description

The report created in this GoA will directly contribute to the implementation of the pilot actions in the field of people-to-service mobility (GoAs 4.3)., 5.4 and 5.5 in particular. The creation of functioning MC people-to-service concepts is a crucial part of MAMBA. The overview of mobility patterns and needs of user attained in this report will allow designing MC concepts that are in line with the practical experiences and difficulties of service providers in rural areas. The findings will also help to achieve a greater generalizability of MAMBA's results. The report also has a transnational value by creating a common understanding for mobility patterns and needs of service providers in the BSR. This information will, in the final stage of the project, also contribute to the composition of the Guidance document for future mobility planning at the regional level (GoA 5.4) as well as MAMBA's main outputs Knowledge Database (O 5.2), Manual for Self-Organized Mobility (O 5.3) and Rural Mobility Compendium (O 5.5).

1,027 / 2,000 characters

Main Output ☐
Investment ☐

4.16. Timeline

	A4.1	O4.1
Period 1	✔	☐
Period 2	✔	✔
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 4 Group of activities 4.2

4.13. Group of activities leader

PP 1 - Diaconie of Schleswig Holstein

A 4.2

Title

Mapping the mobility patterns and needs of service providers in the partner regions

83 / 250 characters

Description of the group of activities

This GoA, for which the Diaconie of Schleswig-Holstein is responsible, intends to analyze the mobility patterns and routines of social service providers. This analysis from the service-to-people perspective) is the counterpart to GoA 4.1. There is no existing study that comparatively explores the specific needs of service providers or shortcomings of service provision in rural areas. The creation of functioning MC concepts in MAMBA will need reliable information on these matters. Therefore, Diaconie will conduct a qualitative study according to the following steps:

A1:
The Diaconie will prepare the methodology for the study. One step at the very beginning of the design process aims at identifying service providers who can be contacted later with a questionnaire. For this purpose, the Diaconie will provide a template spreadsheet which will be filled by the PPs. Diaconie will develop a framework for the enquiry which contains sets of questions targeting the professional field for mobility needs, their frequency, the characteristics of the mobility area (accessibility), number of staff, people reached, costs etc. These sets of questions will be compiled into a questionnaire. The questionnaire will also offer the opportunity of open questions so that service providers have the opportunity to comment on their needs and visions.

A2:
A first draft of the questionnaire will be presented and discussed at the third project partner meeting in North Karelia in January 2018. The results of the partner feedback will be integrated into a revised version of the questionnaire. The final questionnaire will be circulated to previously identified service providers in the BSR. In order to mitigate the language barrier, the sets of questions are kept in a language as simple as possible to enable as many service providers as possible to respond. The questionnaire will be available in a print as well as in an online version.

A3:
The responses are collected, analyzed and structured and transformed into an overview report (presented at the project partner meeting in Vidzeme, June 2018).

2,106 / 3,000 characters

State aid relevant? ☐

O 4.2

Output Title

Overview of mobility patterns and needs of service providers

60 / 250 characters

Output Description

The report created in this GoA will directly contribute to the implementation of the pilot actions in the field of service-to-people mobility (GoAs 4.4)., 5.4 and 5.5 in particular. The creation of functioning MC service-to-people concepts is a crucial part of MAMBA. The overview of mobility patterns and needs of service providers attained in this report will allow designing MC concepts that are in line with the practical experiences and difficulties of service providers in rural areas. The findings will also help to achieve a greater generalizability of MAMBA's results. The Report also has a transnational value by creating a common understanding for mobility patterns and needs of service providers in the BSR. This information will, in the final stage of the project, also contribute to the composition of the Guidance document for future mobility planning at the regional level (GoA 5.4) as well as MAMBA's main outputs Knowledge Database (O 5.2), Manual for Self-Organized Mobility (O 5.3) and Rural Mobility Compendium (O 5.5).

1,041 / 2,000 characters

Main Output ☐
Investment ☐

4.16. Timeline

	A 4.2	O 4.2
Period 1	✔	☐
Period 2	✔	✔
Period 3	☐	☐
Period 4	☐	☐
Period 5	☐	☐
Period 6	☐	☐

WP 4 Group of activities 4.3

4.13. Group of activities leader

PP 13 - Bielsko-Biala Regional Development Agency

A 4.3

Title

Implementing pilot actions in the field of people-to-service mobility

69 / 250 characters

Description of the group of activities

Findings from A4.1 will feed into this GoA by giving the partners planning pilot projects in their regions better insights into the needs of the inhabitants of the given pilot region and into the challenges they face with regard to mobility in rural areas. The results of the pre-studies on determinants for legal (A2.4), economic (A2.5) and socio-cultural (A2.6) determinants for the implementation of innovative mobility solutions will also be taken into account in the preparation and implementation of the pilots. This activity will be led by Bielsko-Biala Regional Development Agency which will, besides the implementation of its own pilot oversee the implementation of the large array of other plannend pilots of the PPs:

1. Bielsko-Biala Regional Development Agency will cooperate with Bielsko District on a pilot action incorporating a rural car-pooling and transport-on-demand (ToD) service. An application will be developed to enable the inhabitants to report their transport needs within the established framework (e.g. designated places for getting on the means of transport).
2. The partners from South Ostrobothnia are planning to implement a Mobility as a Service (MaaS) pilot action in public health and social care related transportation services and thus integrating existing transport services in the field to cater to underserved rural areas in South Ostrobothnia region.
3. The County of Plön wants to implement a pilot action in transport-on demand services and use their extensive network of tourist offices as service contact points. Based on knowledge of prior analysis, a ToD service in a specified pilot town will be implemented.
4. The County of Cuxhaven is planning the implementation of a pilot action in rural car-sharing (village cars. Long-term feasibility of the village car as an innovative form of mobility will have to be assessed with regard to the existing and necessary legal framework as well the organisational operability and economic potential (i.e. integration into commercial services, profitability, financing).
5. Vidzeme Planning Region and the Latvian Road Transport Administration are planning to roll out a ToD pilot in the Vidzeme region in close cooperation with the Ministry of Transport. The ToD system will be shaped according on the end user's needs to enable connection with essential services (medicine, state/municipality institutions etc.) as well as the needs of public transport planners and municipalities.
6. The Municipality of Vejle will implement a fully digitalized Maas pilot in cooperation with Sydtrafik (AO 18) that will be tested in a small community in the Municipality but has the potential of being upscaled to all of South Denmark in the longer term.
Conducting this variety of pilot actions in this field of people-to-service mobility will produce many examples of applied case studys with plenty of learning opportunities and lessons learned which will be capitalized in WP5.

2,960 / 3,000 characters

State aid relevant? ☐

O 4.3

Output Title

Documented pilot actions in the field of people-to-service mobility

67 / 250 characters

Output Description

The pilot actions will be implemented as test runs in the period 7/2018 - 03/2020. Mobility offers will be tried out by end-users in the partner regions, and experiences (success factors, barriers) will be collected and documented. These pilots serve as transferable model solutions for other rural areas in in the MAMBA partner regions and beyond. The diverse portfolio of pilots will be comprehensively documented, thematically clustered, evaluated and benchmarked according to an established framework. This will ensure that the results are presented in a comparable format, enabling a smooth and effective knowledge transfer and implementation of the tested mobility solutions elsewhere, according to the legal, economic and socio-cultural context of the transfer regions. The experiences gathered in this GoA will be presented at the transnational mobility seminars and study visits to the pilot sites (GoA 5.1), documented in the knowledge database (O5.2) and presented as case studies in the rural mobility compendium (O5.5).

1,031 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The people-to-service mobility offers developed and tested in the pilots will be used by the specific user groups in the partner regions which will be more narrowly defined in the planning of the pilots (based on the results of the surveys in A4.1 and 4.2 as well as preparatory activities) but can be generalised as people living in rural areas, specifically those who do not own a car or have specific transport or service needs (e.g. older people, families, single parents) in the partner regions. The concepts behind the people-to-service pilots, the management structures and business models can be - at least partly - transferred to other BSR regions that face demographic challenges and possess similar economic and socio-cultural framework conditions as the MAMBA regions. The transfer of these model solutions might require adaptations in the legal and regulatory framework (e.g. flexibilisation of public transport law to allow for private actors to enter the market).
The target groups for adoption of the service-to-people pilot actions is highly dependent on the pilot action's nature and the set-up. They can be generally described as
-Public policy / regulatory authorities
-Public transport service providers
-Private transport service / mobility providers
-Citizen interest groups / NGOs / Associations
The knowledge gained and the lessons learned from the pilot actions will be a fundamental contribution for the capacity building activities (WP5) that aim to make the generated know-how accessible to the above mentioned target groups in the Baltic Sea Region. Thus, end users will benefit twofold. Firstly, end users living in the pilot regions will have the immediate opportunity to use and thereby shape the mobility services being implemented. In a wider context, end users of other rural regions will be able to learn from the experiences of those pilot regions, apply the hands-on guidance or lobby their representatives and authorities to improve their mobility systems.

2,000 / 2,000 characters

4.16. Timeline

	A 4.3	O 4.3
Period 1	☐	☐
Period 2	✔	☐
Period 3	✔	☐
Period 4	✔	☐
Period 5	✔	✔
Period 6	☐	☐

WP 4 Group of activities 4.4

4.13. Group of activities leader

PP 1 - Diaconie of Schleswig Holstein

A 4.4

Title

Implementing pilot actions in the field of service-to-people and combined mobility

82 / 250 characters

Description of the group of activities

At least three pilots are going to implement in service-to-people and combined mobility:
1) The Diaconie SH and the County of Ploen will cooperate on a pilot in Schleswig-Holstein, exploring service-to-people approaches. Reliable stakeholder networks made up of regional social service providers (public and private) and user associations (e.g. Association of Farmers' Wives, Association of Single Parents) will be brought together to develop integrated mobility approaches (cross-cutting concepts - cutting across sectors and purposes). The stakeholders are invited to share their experience in regional workshops and a survey. This is complemented by Diaconie professionals of particular fields (such as care for the elderly, migration or unemployment) sharing their mobility experiences and needs in expert interviews. All results will be integrated into a mobility plan which prioritises concrete, specific mobility necessities. This mobility plan is the basis for pilots which need to be conceptualised and implemented. Supported by the MCs these new mobility options are implemented as pilots in the Ploen region and another rural area of Schleswig-Holstein (which will be specified at a later stage).

2) The pilot of PP11 is a prime example of MAMBA's endeavour to understand mobility not as transportation, but from a holistic perspective, with a strong emphasis on questions of accessibility. PP11 addresses the lack of accessibility to national parks, natural reserves and social facilities (meeting places) in rural areas. PP11 wants to create mutual benefits by thinking the following aspects together: (A) mobility challenges of residents of local retirement homes with (B) the lack of accessibility of natural reserves and social events for specific groups of society and (C) the currently inefficient operation of school buses and other vehicles (being simply parked on weekends and during summer). During no-load times, guided bus tours to the country-, seaside or transport to events will be offered for these groups.

3) North Karelia supports a pilot organized by municipality of Liperi that is insofar innovative as it combines school transport and transport-on-demand in very sparsely populated area (Village of Viinijärvi) in the region and allows residents using this previously strictly separated services to take care of their everyday needs. The service will be integrated into the MC (digital marketplace). PP9 consults with the operators about the pilot's integration into the MC and the possibility to use the already existing outreach of this service for extra promotion of the MC, and vice versa, to increase the awareness of the service and disseminate the innovative solution to other municipalities.

2,737 / 3,000 characters

State aid relevant? ☐

O 4.4

Output Title

Documented pilot actions in the field of service-to-people and combined mobility

80 / 250 characters

Output Description

Mobility approaches which bridge the gap between conventional service delivery approaches (people-to-service), unmet end-user expectations and strong upcoming pressures on service providers in rural areas (cost effectiveness, staff shortages, peripherisation, outbound migration etc.) are the basis of these pilots.
The pilot actions will be implemented as test runs in the period 7/2018 - 03/2020. Mobility/delivery offers will be tried out by service providers, local businesses and end-users in the partner regions, and experiences (success factors, barriers) will be collected and documented. The pilots of PP1 will address the issue of social participation and inclusion because mobility in particular in rural areas can be seen as influential exclusion / inclusion indicator. The pilots serve as transferable model solutions for other rural areas in in the MAMBA partner regions and beyond. The experiences gathered in this GoA will be presented at the transnational mobility seminars and study visits to the pilot sites (GoA 5.1), documented in the knowledge database (O5.2) and presented as case studies in the rural mobility compendium (O5.5).

1,153 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The service-to-people and combined mobility offers developed and tested in the pilots will be used by the specific user groups in the partner regions which will be more narrowly defined in the planning of the pilots (based on the results of the surveys, workshops and interviews in A 4.1, 4.2, 4.4), but can be expected to be (1) social service providers and their clients as well as other end-users of transport services and social services in the County of Plön and possibly other counties in Schleswig-Holstein, (2) The Municipality of Trelleborg, local businesses, the regional transport provider and its users and (3) vulnerable groups and service providers in North Karelia.
The concepts behind the service-to-people pilots, the strategies for stakeholder involvement and communication as well as business models can be - at least partly - transferred to other BSR regions that face demographic challenges and possess similar economic and socio-cultural framework conditions as the partner regions in which the pilots have been implemented. The transfer of these model solutions might require adaptations in the legal and regulatory framework as well as a change of attitudes among service providers and transport operators.
The target groups for adoption of the service-to-people pilot actions is highly dependent on the pilot action's nature and the set-up. They can be generally described as
-Public transport service providers
-Private transport service / mobility providers
-Citizen interest groups / NGOs / Associations
The knowledge gained and the lessons learned from the pilot actions will be a fundamental contribution for the capacity building activities (WP5). The capacity building activities in MAMBA have the aim to make the generated know-how accessible to public authorities as well as welfare organisations, service providers and delivery companies and civil society organisations throughout the Baltic Sea Region.

1,952 / 2,000 characters

4.16. Timeline

	A 4.4	O 4.4
Period 1	☐	☐
Period 2	✔	☐
Period 3	✔	☐
Period 4	✔	☐
Period 5	✔	✔
Period 6	☐	☐

Work package 5

4.1. Title

Building capacity for innovative and sustainable mobility solutions

67 / 250 characters

Work package budget	25%

4.2. Aim of the WP

Challenges of mobility in the rural and remote areas are diverse, but also have common features depending on the sociocuoltural, demographic, legal, regulatory or economic features of the region. However, sometimes the lack of information can constitute a major impediment to solve mobility issues in an effective and sustainable manner.
Thus, the main aim of this work package is to promote and share the diverse options for mobility solutions in rural areas and areas affected by demographic change by manifold capacity building and knowledge sharing tools and activities. These will be targeted at the main target groups relevant for MAMBA – regional and local public authorities, public transport operators, social service providers, interest groups and NGOs and decision-makers in transport and rural development policy. These target groups should both be inspired by good practices and better informed about viable and sustainable mobility options – both in people-to-service and service-to-people mobility. The actions in this work package will include
- sharing of knowledge and experiences in rural mobility seminars and study visits
- collecting examples of rural mobility solutions in an accessible knowledge database
- enabling grassroots initiatives to self-organise mobility through a manual
- reaching out to policy makers on different decision making levels in stakeholder events and guiding their decisions towards sustainable rural mobility
- and communicating the lessons learned in the operation of Mobility Centre and implementation of pilots to other interested parties to other regions with a "rural mobility compendium"
By implementing these measures the issues of mobility in rural and remote areas can be met with possible solutions and many different options, actors can gain knowledge and competencies, get inspired and connect to stakeholders throughout the BSR.

1,894 / 2,000 characters

4.3. Communication strategy in WP

No.	Communication aim	Target group(s)
1	Receive input from	Regional and local public authorities, public transport operators, social service providers or civil society initiatives in the Baltic Sea Region that have already piloted rural mobility solutions and mobility centres. They will have the opportunity to share their experience and knowledge in diverse formats (knowledge database, "Rural Mobility Seminars", etc.) 363 / 1,000 characters
2	Increase knowledge among	Local/regional public authorities; public transport providers; social service providers; local interest groups and NGOs, regional and national policy-makers, EU-level policy makers who will all receive information about lessons learnt in the application of different innovative rural mobility initiatives and the establishment of different forms of mobility centres. Particular focus will be set on communication of success factors and solutions for securing the long-term economic sustainability of Mobility Centre cocepts and pilot initiatives as well as regulatory and legal barriers that still need to be overcome (e.g. need for flexibilisation of public transport laws in Member States). 692 / 1,000 characters
3	Change attitude of	Transport decision-makers and stakeholders, including grassroots initiatives and service providers, in rural and remote areas, inspiring them to transfer innovative mobility solutions and adapt an enabling attitude. 215 / 1,000 characters

4.4. WP leader

PP 4 - Vidzeme Planning Region

Please select

4.5. Partner involvement

The WP is coordinated by Vidzeme Planning Region as a partner reprsenting one of the primary target groups of the project - regional and local public authorities. Nordregio with its extensive experience in communication with policy-makers and rural development stakeholders in the Nordic countries and beyond will assist in the coordination of this WP by leading the development of a communication strategy with particular regard to the main outputs produced by the partnership in this WP (A5.7). It will also oversee and guide the implementation of regional/national stakeholder events (A5.6) and itself organise a pan-Nordic stakeholder event in cooperation with the Nordic Thematic Working Group on Rural Development.

Several partners will host Rural Mobility Seminars (A5.1) and organise study visits to ongoing pilots in their respective regions. All partners will actively participate in these seminars, provide input to the discussions and share their own experience in the implementation of Mobility Centres and mobility pilots.

The Municipality of Trelleborg will coordinate the creation of the knowledge database (A5.2), bringing in the perspective of a potential user of the database as a local public authority.

Vidzeme University of Applied Sciences will coordinate A5.3 (manual for self-organised mobility) and A5.5 (rural mobility compendium) as two of the main project outputs directed at the key target groups.

The Road Transport Administration as a national public authority in the field of transport and mobility will coordinate the development of the guidance document for policy-makers (A5.5) and ensure that it is customised to the recipients.

PP 1 - Diaconie of Schleswig Holstein
PP 2 - Nordregio
PP 3 - Vidzeme University of Applied Sciences
PP 4 - Vidzeme Planning Region
PP 5 - County of Ploen
PP 6 - County of Cuxhaven
PP 7 - Regional Council of South Ostrobothnia
PP 8 - Seinäjoki University of Applied Sciences
PP 9 - Regional Council of North Karelia
PP 10 - Vejle Municipality
PP 11 - Municipality of Trelleborg
PP 12 - Bielsko District
PP 13 - Bielsko-Biala Regional Development Agency
PP 14 - Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy
PP 15 - Road Transport Administration

1,679 / 3,000 characters

4.6. Reserved partner involvement

not applicable	

14 / 3,000 characters

4.7. Associated organisations involvement

All associated organisations will be invited to actively participate in the "Rural Mobility Seminars", the final conference and the regional and national stakeholder roundtables. The following AOs have a particularly important role in this WP:

- The Baltic Sea States Subregional Conference (AO 13) provides access to its extensive network of members which are regional public authorities in the Baltic Sea Region, a key target group of MAMBA and will make its communication channels (website, social media,

- The Nordic Thematic Group on Rural Development (AO9) has declared its willingness to help communicate the project results via its communication channels and co-organise a pan-Nordic stakeholder event together with Nordregio

- Hela Norden Ska Leva will cooperate with the partnership in communicating the results to the Nordic countries and will invite the project to the Rural Parliament 2018

- The German Federal Ministry of Transport and Digital Infrastructure (AO2) is a possible cooperation partner for the MAMBA final conference in Berlin. Like the Latvian Ministry of Transport (AO1) it represents the target group of national transport policy-makers (which is of particular interest in A5.4)

1,215 / 3,000 characters

AO 1 - Ministry of Transport of the Republic of Latvia
AO 2 - Federal Ministry of Transport and Digital Infrastructure
AO 3 - Kela, The Social Insurance Institution of Finland
AO 4 - South Ostrobothnia Health Care District
AO 5 - Transport Association of Northeast Lower Saxony
AO 6 - Academy for Rural Areas of Schleswig-Holstein
AO 7 - Rural Women's Association Schleswig-Holstein
AO 8 - North Karelian Village Association
AO 9 - Ministry of Enterprise and Innovation
AO 10 - Public Transport Company in Belsko-Biała
AO 11 - Porąbka County Authority
AO 12 - Joint Authority - Transport Association Bremen/Niedersachsen
AO 13 - Baltic Sea States Subregional Co-operation
AO 14 - Kiel Region
AO 15 - All North shall live / All Sweden shall live
AO 16 - NAH.SH - Regional Transport Association Schleswig-Holstein
AO 17 - County of Pinneberg
AO 18 - Sydtrafik
AO 19 - "Church in the World of Work" (Evangelical Lutheran Church in Northern Germany)
AO 20 - City of Joensuu
AO 21 - Business Development Agency Plön

Activities, outputs and responsibilities

WP 5 Group of activities 5.1

4.13. Group of activities leader

PP 4 - Vidzeme Planning Region

A 5.1

Title

Organisation of Rural Mobility Seminars and study visits in partner regions

75 / 250 characters

Description of the group of activities

In order to facilitate exchange of experience and transfer of knowledge not only within the partnership but also with members of the project's target groups and external transport stakeholders, "Rural Mobility Seminars" will be organised in parallel to the transnational project meetings in RPs 2-6. These seminars will offer the partnership the opportunity to present and discuss interim and final results of the project activities with members of the target group, collect other perspectives and feedback and integrate them into the project activities and outputs. The "Rural Mobility Seminars" will be combined with study visits to mobility pilot sites whenever possible. Seminars will be organised in Vidzeme, Vejle, Seinäjoki, Bielsko-Biala, and Trelleborg. The last seminar will be the final conference which the German Federal Ministry of Transport and Digital Infrastructure has agreed to host in Berlin.

912 / 3,000 characters

State aid relevant? ☐

O 5.1

Output Title

Documentation of "Rural Mobility Seminars"

42 / 250 characters

Output Description

The mobility seminars will be documented with short written reports that will be published on the project website and serve as an input to other WP activities.

159 / 2,000 characters

Main Output ☐

Investment ☐

4.16. Timeline

	A 5.1	O 5.1
Period 1	☐	☐
Period 2	☑	☐
Period 3	☑	☐
Period 4	☑	☐
Period 5	☑	☐
Period 6	☑	☑

WP 5 Group of activities 5.2

4.13. Group of activities leader

PP 11 - Municipality of Trelleborg

A 5.2

Title

Creating a transnational knowledge database of innovative rural mobility solutions

82 / 250 characters

Description of the group of activities

This activity is a continuation of the inventory of innovative mobility solutions in WP2. Whereas the inventory includes only limited information about mobility projects in a table format for use by the project partners the knowledge database is intended also for use by the project's four main target groups, and the database entries will include both a larger number of good practices and more information on each of them (e.g. short profiles highlighting innovative aspects, specific framework conditions, barriers that have been overcome and financing solutions).

The first step in this GoA will be to define the database content and criteria for selection of good practices to be included in it. Shortly thereafter user needs will be defined and the development and programming of the functionalities will take place. These steps will be implemented early in the project (RP1+2) so that the process of identifying good practices and collecting relevant data and information can commence in parallel to other project activities. So the knowledge database can already be used by the partners when they design and operate their MCs and mobility pilots.

A number of actors from the target groups (e.g. associated organisations, participants of Rural Mobility Seminars) will be consulted during the build-up to assure the usability and user-friendliness of the DB, and adapt the workflows to user needs. This will also assure the quality and relevance of the content.

Different projects will continuously be fed into the database, and the structure will be such that this is a simple and straight forward task that easily can be done even after the projects is completed. The aim is to keep the database open for other actors, outside MAMBA, to add their project examples even after the end of the project. The challenge will be to raise awareness of the database and communicate the advantages of adding material.

Contact has already been established with two organisations in the BSR (UBC and BSSSC) that could promote and possibly host the database in the future. It is a project goal to assure the long-term hosting and maintenance by an organisation with a large number of members and extensive outreach to the project's main target groups, in order to guarantee continued usage.

In order to realise this take-over a concept needs to be worked out between the partnership and the organisation that agrees to take over the hosting, to assure that the workload is manageable and that the content maintains its quality even as new projects are entered. To assure this quality there should be a verification process of the content when external actors add material.

2,670 / 3,000 characters

State aid relevant? ☐

O 5.2

Output Title

Transnational knowledge database of innovative mobility solutions

65 / 250 characters

Output Description

The output of this action is the knowledge database that is freely accessible online. The database is expected to contain 60-80 project/pilot actions in the area of rural mobility in the Baltic area at the end of the project.

The database will contain not only information about the pilot actions in the MAMBA project but also about other related pilot projects or initiatives that fit in the content framework of the database. By doing so it will be a repository of knowledge, experiences and contacts related to rural mobility in the Baltic region. This way the MAMBA project aims at giving future actors access to a more advanced starting level, which will hopefully lead to even more innovative actions in the field since they can build on easily available content and experiences. Although the Baltic Sea Region is large and diverse it also shares a number of common traits relevant for the project, such as large areas that are sparsely populated, ageing populations and limited public finances. The content of the DB reflects these challenges, and gives examples of how to tackle them. The projects in the database are relevant to others that aim to tackle similar challenges.

This should give a useful second life to the activities of MAMBA, when the good practices in the database are used as a baseline for future actions. It could also be a possibility to learn what has happened to the actions 2-3 years after the end of MAMBA.

The database should be maintained and updated for a number of years after the end of the project. By engaging actors to add material as they try new pilot actions and finding partners for its hosting and maintenance, the database will be a good example for post-project activities. Networks between actors in the area should also be maintained, enhanced and updated after the project ends.

1,832 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The intention of the database is to document the pilot activities under MAMBA and also be a knowledge repository that other actors can use when they plan for rural mobility actions. The DB could be used for inspiration, building networks, learn from earlier projects based on the possibilities to search the DB based on preferences such as country, type of action, target group, stakeholders or other.

All four target groups of the MAMBA project (TG1 – local/regional public authorities; TG2 – Public transport providers; TG3 – Social service providers; TG4 – Local interest groups and NGOs) benefit from the output of this activity in the form of a freely accessible online database.

The four target groups should be able to use the database in similar ways, meaning that they approach it with similar needs such as looking for inspiration for future projects related to rural mobility; looking for a specific type of project to compare with a project under preparation; looking at what other actors in similar situation (such as need, budget, actors) have tried, how they have succeeded and what the success factors have been; to learn about other actors with interesting actions and to contact them to learn more.

Since the database not only contains material from the MAMBA project it will give a broad overview of what is currently being done in the area of rural mobility in the Baltic region, what is innovative, what has been successful or not and what the success factors have been.

With access to this material our target groups are better equipped to start similar activities, to get access to the results of the latest projects and pilots, to learn from previous projects successes and failures, and to easily get in contact with other actors.

The content of the database will be in English, to assure the widest possible access to the content.

1,859 / 2,000 characters

4.16. Timeline

	A 5.2	O 5.2
Period 1	✔	☐
Period 2	✔	☐
Period 3	✔	☐
Period 4	✔	☐
Period 5	✔	☐
Period 6	✔	✔

WP 5 Group of activities 5.3

4.13. Group of activities leader

PP 3 - Vidzeme University of Applied Sciences

A 5.3

Title

Gathering findings on how to support self-organisation of transport users

73 / 250 characters

Description of the group of activities

In many regions affected by demographic change and/or remoteness regional and local public authorities struggle to maintain (let alone improve) their public transport systems. Pressure to generate cost-savings in times of financial austerity further aggravates this challenge. Grass-roots initiatives at the civil society level could help to fill this gap by initiating and organising additional, more flexible transport solutions such as transport-on-demand solutions (e.g. "dial-a-ride" buses or "citizen buses") or rural car-sharing initiatives (such as "village cars"). However, these actors frequently lack the resources, networks and key competencies such as management, business planning, communication or risk management skills that are necessary to set up sufficient organisational and management structures and to create a sustainable financing concept. These topics will be addressed by the main output of this activity, the manual for self-organised mobility.
The development of the manual is a process and will be carried out step by step, as outlined below, under the coordination and leadership of Vidzeme University of Applied Sciences:
- Identification and desktop analysis of existing self-organised mobility actions in regions of project partners and other regions. The examples will be drawn from the good practice inventory/knowledge database (see WP 2.2/5.2)
- Profound analysis of existing practice of self-organised mobility. This step includes interviews, small workshops and consultations with end-users and providers. Since project partners work in remote areas with a low density of people they face the challenge of reaching and motivating people. This step aims at learning about the weak points of existing mobility practice and relevant needs for the sustainable maintenance of improved or new mobility activities. Researchers will test "under-cover" existing mobility services in order to gain first-hand experience and evaluate the offered service in practice (mystery shopping).
- Expert interviews with initiators or coordinators of successful grassroots mobility initiatives will be carried out. Associated partners who have specific knowledge will also be interviewed (e.g. AO6).
- The analysis will not only point out weak points of existing mobility efforts but is also the basis for identifying success factors. The manual will address mainly end-users in order to support their work for innovative and appropriate mobility solutions, but is also a good tool for providers who want to learn more about end-user needs and end-user driven mobility actions.
- The Manual will be user friendly, written in simple language and will be barrier free, as we want to reach as many end-users as possible. It will be promoted in different local, regional and transnational fora (local events, rural mobility seminars, conferences, etc.).

2,871 / 3,000 characters

State aid relevant? ☐

O 5.3

Output Title

Manual for self-organised mobility

34 / 250 characters

Output Description

The manual will briefly outline framework conditions, barriers and success factors for implementing grassroots mobility initiatives in the Baltic Sea Region countries and provide practical guidance for civil society organisations, NGOs and interest groups that would like to set up innovative mobility projects. The manual will use a step-by-step approach and use examples and graphics to make the recommendations as usable as possible. It will be prepared in an English language version and translated and printed in partner countries' languages. It will also be accessible via the project website. It will be disseminated to the target groups according to the WP5 communication strategy.

689 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The manual will be applied by grassroots initiatives in the field of mobility and accessibility of services (civil society organisations, NGOs, interest groups and end-users) throughout the BSR.
In order to make the manual a widely used tool, it will be essential to identify potential groups for whom the manual could be of relevance. There are of course those end-users who already live in rural areas, but there may be also new groups, e.g. people who relocate from urban to rural areas. End-users interested in self-organised mobility might include such diverse groups as single seniors with different skills of communication and lifestyles, young couples and families, remote workers, etc. In the partner regions, the communication channels of the Mobility Centres we be used to promote self-organised mobility. Involving multipliers (community leaders, local public representatives, etc.) early on in the development process and engaging them throughout the project implementation will help to achieve maximum outreach. The manual we be distributed to local action groups, rural development agencies and associations, welfare associations and similar multipliers that can promote it at the local level themselves or through their member organisations. It will be presented at relevant events such as the European Rural Parliament or the European Week of Cities and Regions.
Using the manual will help actors of self-organised mobility initiatives to avoid mistakes, establish professional management structures, develop a viable business model, secure involvement and commitment of crucial public and private stakeholders and communicate and promote their mobility offers to potential users. The manual will also help public authorities understand the challenges and potentials related to grassroots mobility initiatives and aim them in supporting and guiding such initiatives in developing mobility solutions that effectively complement public and profit-oriented transport options.

1,992 / 2,000 characters

4.16. Timeline

	A 5.3	O 5.3
Period 1	☐	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☑	☐
Period 6	☑	☑

WP 5 Group of activities 5.4

4.13. Group of activities leader

PP 15 - Road Transport Administration

A 5.4

Title

Compiling guidance for regional and national policy-making on mobility and rural development

92 / 250 characters

Description of the group of activities

This GoA will distil the experiences from MAMBA into an easily accessible guidance document for political stakeholders. Road Transport Administration will take the lead in this GoA, whereas Nordregio and Vidzeme University of Applied Sciences will contribute to the case studies with findings from the evaluation report (O 2.7) and, where applicable, findings from the economic and socio-cultural pre-studies (O 2.5 and 2.6). IKEM will review the results of the transnational legal analysis conducted in A 2.4 in order to summarize findings regarding legal and regulatory barriers for new mobility solutions throughout the BSR and draft policy recommendations where applicable to improve the legal situation for new mobility solutions based on best-practice examples from MAMBA.
The guidance document will be produced according to the following chronological steps:
1) Development of the structure of the guidance document, taking into account the specific information needs of the relevant stakeholders. The latter will be based upon experiences and reports from the national stakeholder events (A 5.6).
2) Review of findings gathered in previous stages of the project. This includes:
- Legal, economic and socio-cultural pre-studies (GoAs 2.4, 2.5, 2.6)
- Information from study visits and project meetings
- MC evaluation reports (GoA 2.7)
- Updated MC operating concepts (GoA 3.4)
- Documentation of Rural Mobility Seminars and regional/national stakeholder roundtables
3) Identification of prevailing legal and regulatory barriers for new mobility solutions
4) Development of policy-making recommendations directed at regional or national policy-makers (depending on the political system of each Member State) and EU policy-making bodies
5) Compilation, editing and layouting of the guidance document and preparation of an executive summary (max. 2 pages). The executive summary will be translated into the respective national languages by designated PPs.

1,962 / 3,000 characters

State aid relevant? ☐

O 5.4

Output Title

Guidance document for future policy-making and mobility planning in the field of mobility and accessibility of rural areas

122 / 250 characters

Output Description

The output of this GoA will be a guidance document aimed at political stakeholders at the national level. The goal is to equip policy makers in the BSR (and beyond) with insights from MAMBA in order to support the recognition of rural mobility needs and accessibility challenges in the future policy-making in their area of responsibility.
The guidance document will aggregate the experiences and evaluation results from the MCs and mobility solutions tested in MAMBA with a view on policy-making relevance and strategic importance. This will include a detailed presentation of findings from the case studies as well as a reflection on legal and regulatory barriers for new mobility solutions that is based on the three pre-studies on legal, economic and socio-cultural determinants for mobility. The guidance document will thus help to set up efficient governance structures and foster suitable policies, thereby increasing institutional capacities in this field.
The final version of the guidance document will be presented and discussed with the project partners at the final project meeting scheduled for June 2020. The RMC will be integrated into MAMBA's knowledge database and disseminated through digital copies to relevant stakeholders.
As one of MAMBA's outputs, the RMC has a transnational value by creating a common understanding for the challenges for new mobility solutions in the BSR. By creating a special document with all the relevant information for political stakeholders, MAMBA creates additional value that will go beyond the project lifetime and geographical limitations. The RMC will help policy makers and NGOs in the whole BSR who intend to enhance rural mobility and accessibility to create the necessary legal and economic framework.

1,762 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The guidance document will address national and regional policy-makers, depending on the different responsibilities for decision-making in relevant fields such as public transport laws and regulations, regulations for social service provision and its financing in the different Member States. Its uptake by policy-makers will be supported by the communication strategy for WP5 (developed in A 5.7) and by the direct involvement of partners and associated organisations representing the national policy-making level, such as the Road Transport Administration of Latvia (PP15), the Latvian and German Ministries of Transport (AOs 1 and 2) or the Nordic Thematic Group on Rural Development in which many national policy-making bodies from the Nordic countries are represented (AO 9). The Baltic Sea States Sub-regional Cooperation (AO 13) serves as an important multiplier to regional level policy-makers in the whole Baltic Sea Region. The presentation and discussion of the guidance document at the project's final conference and national/regional stakeholder roundtables will also increase the outreach of this output. The partnership will also look for opportunities to present the document to relevant EU bodies by taking part in relevant seminars and conferences in Brussels.

1,278 / 2,000 characters

4.16. Timeline

	A 5.4	O 5.4
Period 1	☐	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☑	☐
Period 6	☑	☑

WP 5 Group of activities 5.5

4.13. Group of activities leader

PP 3 - Vidzeme University of Applied Sciences

A5.5

Title

Compilation of lessons learned in regional piloting of Mobility Centres and mobility solutions

94 / 250 characters

Description of the group of activities

The model solutions implemented at the regional level by MAMBA partners (Mobility Centres, WP3, and people-to-service and service-to-people pilots, WP4) will not only be entered in the knowledge database, but also presented as case studies in a brochure that summarises the know-how obtained and lessons learnt in the project. This "rural mobility compendium" will include the following:
- Key findings of the reviewed legal, economic and sociocultural pre-studies (O 2.4, 2.5, 2.6)
- Summarised results of the evaluation of Mobility Centres (O 2.7)
- Brief case-study reports about the Mobility Centres and their specific operational concepts
- Brief case-study reports about the pilots in people-to-service and service-to-people mobility implemented in the framework of the Mobility Centres (A4.3-4.4)
The preparation and compilation of the "rural mobility compendium" will be coordinated by Vidzeme University of Applied Sciences, and all partners will contribute with information, photos and interviews describing their regional piloting activities.

1,055 / 3,000 characters

State aid relevant? ☐

O 5.5

Output Title

Rural mobility compendium

25 / 250 characters

Output Description

The "rural mobility compendium" will present the piloting activities in the form of brief case studies in an easily understandable and visually pleasing way. Interviews, graphs and photos will be included to raise interest in the compendium and enable the reader to get familiar with the particular regional context of the case studies and understand the partners aims and challenges. The compendium will be printed in English and national language versions and offered for download on the project website.

506 / 2,000 characters

Main Output ☑

Investment ☐

4.14. Target group(s) and use of the main output

The purpose of the "rural mobility compendium" is not to provide a large amount of data and analytical information about the mobility solutions implement to the reader, but to present a quick and comprehensive overview of the project results, sensitise the reader for the possibilities and challenges in overcoming the accessibility challenge in remote regions and areas affected by demographic change and raise his/her interest in the piloted mobility initiatives. The aim is to stimulate the reader so that he/she wants to learn more and visits the transnational knowledge database or project website to find more information about the pilots or attends one of the project's capacity building seminars (A5.1) or regional/national stakeholder events (A5.6)

759 / 2,000 characters

4.16. Timeline

	A5.5	O5.5
Period 1	☐	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	☐	☐
Period 5	☑	☐
Period 6	☑	☑

WP 5 Group of activities 5.6

4.13. Group of activities leader

PP 2 - Nordregio

A 5.6

Title	National Stakeholder Events

27 / 250 characters

Description of the group of activities

The partners' previous experience in communication activities of transnational projects has shown that it is not sufficient to organise transnational public events (such as the Rural Mobility Seminars in A5.1) in order to reach out to relevant target groups (in particular local, regional and national policy-makers and interest groups). Politicians, civil servants and executives are often reluctant to take part in transnational events because of the needed travel time and resources, language barriers and lack of interest in networking with transnational peers. The presumption of this Group of Activities is that a combination of stakeholder events organised at the transnational, national and regional level is necessary to reach a large number of representatives of the target groups. The partners are therefore planning to organise stakeholder roundtables or events of similar formats as follows:
- PP 1 and 5 are planning a regional stakeholder conference in Schleswig-Holstein towards the end of the project lifetime to promote project results
- PP 15 will organise regular stakeholder roundtables in the Latvian context in cooperation with PPs 3 and 4
- PP 2 is going to organise a Nordic stakeholder event in Stockholm with support from the Nordic Thematic Group for Rural Development (AO9)
- PP 10 will use a national third-party event such as Public Transport Economic Forum to communicate project results to stakeholders in Denmark
- PPs 12 and 13 will jointly organise a regional stakeholder event in Poland
- PPs 7 and 9 will organise a joint national stakeholder event in Finland and participate in the Nordic stakeholder event organised by PP2
While the focus of these events is on regional/national audiences, the partners will also invite selected transnational partners as guest speakers, panellists or roundtable participants. This might inspire participants of the roundtable to also attend the transnational Rural Mobility Seminars including the final conference and thus engage in transnational exchange and networking.
The plans for regional/national stakeholder events will be included in the WP5 communication plan (A5.7) and concretised once the project has started.

2,198 / 3,000 characters

State aid relevant?	☐

O 5.6

Output Title	Documentation of stakeholder events

35 / 250 characters

Output Description

The stakeholder events will be documented by the organising partners, and short summary reports will be published in English on the project website to document the presentation and discussion of MAMBA results as well as stakeholder contributions and perspectives.

263 / 2,000 characters

Main Output	☐
Investment	☐

4.16. Timeline

	A 5.6	O 5.6
Period 1	☐	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	✔	☐
Period 5	✔	☐
Period 6	✔	✔

WP 5 Group of activities 5.7

4.13. Group of activities leader

PP 2 - Nordregio

A 5.7

Title	Development of a communication plan for the main outputs of MAMBA

65 / 250 characters

Description of the group of activities

The project partnership will create four main outputs in Work Package 5 which are directed at the following target groups:
- Knowledge database (O5.2): local/regional public authorities; public transport providers; social service providers; local interest groups and NGOs
- Manual for self-organised mobility (O5.3): local, regional and national interest groups and NGOS; local/regional public authorities
- Guidance document for policy-making and mobility planning (O5.4): local, regional and national policy-makers, EU-level policy makers, networks and interest groups, and knowledge multipliers
- Rural mobility compendium (O5.5): local/regional public authorities; public transport providers; social service providers; local interest groups and NGOs
In order to ensure that these main outputs actually reach the users and are taken up by them, a communication plan for the main outputs will be developed early in the project lifetime. In this plan, communication objectives, target groups and knowledge multipliers, communication tools and relevant third-party events and communication channels will be identified, and the partners will be assigned responsibilities in the implementation of the communication plan. Associated organisations will be included in the communication strategy, as some of them provide very useful communication channels, access to networks and events at which the project results can be communicated:
- The Baltic Sea States Subregional Conference (AO 13) provides access to its extensive network of members which are regional public authorities in the Baltic Sea Region, a key target group of MAMBA and will make its communication channels (website, social media,
- The Nordic Thematic Group on Rural Development (AO 9) has declared its willingness to help communicate the project results via its communication channels
- Hela Norden Ska Leva (AO 15) will cooperate with the partnership in communicating the results to the Nordic countries and will invite the project to the Rural Parliament 2018
- The German Federal Ministry of Transport and Digital Infrastructure (AO 2) is a possible cooperation partner for the MAMBA final conference in Berlin
More communication partners will be approached and involved once the project has been approached in order to maximise the outreach of MAMBA to its target groups.

2,344 / 3,000 characters

State aid relevant?	☐

O 5.7

Output Title	Communication plan for main outputs in WP5

42 / 250 characters

Output Description

The communication plan is an internal working document that will be used by the partners to communicate project results, in particular the main outputs produced in WP5. It will define communication objectives, target groups and knowledge multipliers, communication tools and relevant third-party events and communication channels and be is reviewed after the first half of the project.

385 / 2,000 characters

Main Output	☐
Investment	☐

4.16. Timeline

	A 5.7	O 5.7
Period 1	✔	☐
Period 2	☐	☐
Period 3	☐	☐
Period 4	✔	✔
Period 5	☐	☐
Period 6	☐	☐

5. Output indicators

5.1. Obligatory output indicator

Number	Obligatory output indicator	Description	
O1	Documented learning experience	The project partners will set up local and regional Mobility Centres (MCs) that coordinate transport solutions in their respective area. The partners will first jointly analyse previous examples of Mobility Centres in a pre-study and identify success factors and barriers. As a next step a common reference framework for the MCs in MAMBA will be developed (A2.3) along with an evaluation methdology (A2.7).The partners will then develop operational concepts for their respective MCs (A3.1) based on the pre-study and reference framework. Following a peer review process of these operational concepts the MCs will be set up and operated (3.2, 3.3), and during this process and the evaluation of the MCs the partners will generate additional, region-specific and general learnings with regard to management structures, stakeholder involvement and cost-effectiveness. The learning cycle is closed and started again with the development of operational concepts for the post-project phase. 985 / 1,000 characters	
O2	Documented learning experience	As part of the operation of the Mobility Centres, innovative solutions in the field of people-to-service mobility, service-to-people mobility and combined approaches will be implemented in the partner regions. These mobility pilots will be based on the results of the pre-studies on legal, economic and sociocultural frameworks (A2.4-2.6) as well as good practices that are identified in A2.2 and A5.2. Since several of the approaches (e.g. Mobility as a Service, transport-on-demand) are tested in parallel in different regions, opportunities for benchmarking and exchange of experience and know-how arise. This process will be reinforced by the Rural Mobility Seminars (A5.1) and mutual study visits to the piloting regions. The learnings generated in this process will be communicated to the target groups via the main outputs in WP 5 (Knowledge Database, Guidance Document, Manual for Self-organised Mobility, Rural Mobility Compendium, O5.2-5.5) and the stakeholder events (A5.6). 990 / 1,000 characters	
O3	Documented learning experience	0 / 1,000 characters	

5.2. Project specific output indicators

Number	Output indicator	Mark in case output indicator not relevant	Description	Target value in number
P1	No. of local/regional public authorities/institutions involved	☐	8 of the 15 partners are local or regional public authorities, namely: - Vidzeme Planning Region/LV (PP4) - County of Plön/DE (PP5) - County of Cuxhaven/DE (PP6) - Regional Council of South Ostrobothnia/FI (PP7) - Regional Council of North Karelia/FI (PP9) - Vejle Municipality/DK (PP10) - Municipality of Trelleborg/SE (PP11) - Bielsko District/PL (PP12) 355 / 1,000 characters	8
P2	No. of national public authorities/institutions involved	☐	One of the partners is national public authority: - Road Transport Administration/LV (PP15) 91 / 1,000 characters	1
P3	No. of enterprises receiving support	✔	0 / 1,000 characters	0
P4	No. of enterprises receiving non-financial support	✔	0 / 1,000 characters	0
P5	No. of enterprises cooperating with research institutions	✔	0 / 1,000 characters	0
P6	No. of documented newly developed market products and services	☐	It is expected that approximately eight new transport solutions in the fields of people-to-service and service-to-people mobility will be developed and applied in the partner regions. This includes new solutions that have not been applied in a rural context so far (Mobility as a Service) or approaches that are new to the region in which they are implemented (transport-on-demand, village cars, combined mobility of providers of services and goods), These transport solutions will be tested in a real world environment and deployed on a long-term basis if successful. 568 / 1,000 characters	8
P7	Amount of private investments matching public support in innovation or R&D projects	✔	0 / 1,000 characters	0
P8	Amount of documented planned investments to be realised with other than the Programme funding	✔	0 / 1,000 characters	0

6. Budget

6.1 External expertise and services

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
1	Juridical assistance for contracting and public procurement 59 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	5,000.00	Bid-at-three
2	External support for project and financial management 53 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	129,000.00	Bid-at-three
3	First Level Control 19 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	10,500.00	Bid-at-three
4	Printing of project flyers and outputs 38 / 100 characters	No	WP1, WP 5	1. Diaconie of Schleswig Holstein	3,000.00	Bid-at-three
5	Production of roll-ups 23 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	500.00	No procurement
6	Translation of project outputs 30 / 100 characters	No	A5.2, A5.3, A5.4, A5.5	1. Diaconie of Schleswig Holstein	5,000.00	Bid-at-three
7	Press conferences (rooms and catering) 38 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	1,050.00	No procurement
8	Final Conference costs (venue, catering, technical equipment) 61 / 100 characters	No	A5.1	1. Diaconie of Schleswig Holstein	9,000.00	Bid-at-three
9	External speakers at final conference 37 / 100 characters	No	A5.1	1. Diaconie of Schleswig Holstein	2,000.00	No procurement
10	Regional conferences in Schleswig-Holstein (venue, catering, technical equipment) 81 / 100 characters	No	A5.6	1. Diaconie of Schleswig Holstein	3,900.00	Bid-at-three
11	External speakers at regional conferences 41 / 100 characters	No	A5.6	1. Diaconie of Schleswig Holstein	2,400.00	No procurement
12	Mobility seminars 17 / 100 characters	No	A3.2, 3.3, 4.2, 4.4	1. Diaconie of Schleswig Holstein	7,200.00	Bid-at-three
13	Pilot support: questionnaire development, workshops with service providers, staff training (grouped) 100 / 100 characters	No	A4.2, 4.4	1. Diaconie of Schleswig Holstein	10,000.00	Bid-at-three
14	Costs for transnational project meeting 39 / 100 characters	No	WP 1	2. Nordregio	5,600.00	Bid-at-three
15	Creation of the logo, templates, layout work and website 56 / 100 characters	No	WP 1	2. Nordregio	7,500.00	Bid-at-three
16	Costs for transnational project meeting 39 / 100 characters	No	WP 1	3. Vidzeme University of Applied Sciences	5,000.00	Bid-at-three
	Total				931,819.98	

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
17	Translation service for main outputs 36 / 100 characters	No	A5.2, 5.3, 5.4, 5.5	3. Vidzeme University of Applied Sciences	2,000.00	Bid-at-three
18	Design and print of manual for self-organised mobility 54 / 100 characters	No	A5.3	3. Vidzeme University of Applied Sciences	3,500.00	Bid-at-three
19	Development of online database for gathering of findings on self-organisation of transport users 96 / 100 characters	No	A5.3	3. Vidzeme University of Applied Sciences	3,135.00	Bid-at-three
20	Translations services for project outputs 41 / 100 characters	No	A5.2, 5.3, 5.4, 5.5	4. Vidzeme Planning Region	1,000.00	Bid-at-three
21	Printing of flyers 18 / 100 characters	No	WP 1	4. Vidzeme Planning Region	200.00	No procurement
22	Room rent and catering for rural mobility seminar 49 / 100 characters	No	A5.1	4. Vidzeme Planning Region	2,000.00	Bid-at-three
23	Stakeholder seminars (accumulated) 34 / 100 characters	No	A3.2, 5.6	4. Vidzeme Planning Region	900.00	No procurement
24	Creating a software for the Mobility Centre 43 / 100 characters	No	GoA 3.3	4. Vidzeme Planning Region	30,000.00	Open national tender
25	Piloting transport-on-demand: dispatcher, transport provider, communication with end users 90 / 100 characters	No	GoA 4.3	4. Vidzeme Planning Region	125,000.00	Open national tender
26	Project roll-up 15 / 100 characters	No	WP 1	4. Vidzeme Planning Region	120.00	No procurement
27	First Level Control 19 / 100 characters	No	WP1	5. County of Ploen	6,000.00	Bid-at-three
28	Guidance in the pre-study and joint reference framework for MC, support in establishing MC 93 / 100 characters	No	A2.3, A3.1-3.4	5. County of Ploen	47,613.49	Open national tender
29	Room rent for project meeting 29 / 100 characters	No	WP 1	5. County of Ploen	1,000.00	No procurement
30	Moderators / external speakers for project meeting or seminar 61 / 100 characters	No	WP 1, A5.1	5. County of Ploen	2,000.00	Bid-at-three
31	Catering for project meeting 28 / 100 characters	No	WP 1	5. County of Ploen	2,000.00	Bid-at-three
32	Public relation costs (design & print) 38 / 100 characters	No	WP 1, A3.2, A5.3, A5.5	5. County of Ploen	5,500.00	Bid-at-three
33	Translation costs for output and flyers 39 / 100 characters	No	WP 1, A3.2, A5.3, A5.5	5. County of Ploen	1,200.00	Bid-at-three
34	First Level Control 19 / 100 characters	No	WP1	6. County of Cuxhaven	9,000.00	Bid-at-three
	Total				931,819.98	

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
35	External financial management 29 / 100 characters	No	WP1	6. County of Cuxhaven	15,000.00	Bid-at-three
36	Services related to creation of Mobility Centre (e.g. identification of suitable hard- and software) 100 / 100 characters	No	WP 3	6. County of Cuxhaven	36,000.00	Bid-at-three
37	Costs for workshops and local stakeholder meetings 50 / 100 characters	No	A3.2	6. County of Cuxhaven	1,285.00	Bid-at-three
38	Catering costs for project meeting 34 / 100 characters	No	WP1	6. County of Cuxhaven	4,000.00	Bid-at-three
39	Translation services for project outputs 40 / 100 characters	No	WP1	6. County of Cuxhaven	2,500.00	Bid-at-three
40	Printig of project outputs in national language 47 / 100 characters	No	A5.3, 5.4, 5.5	6. County of Cuxhaven	3,000.00	Bid-at-three
41	Scoping study: exploration of legal framework, assessment of requirements and resources for MC. 95 / 100 characters	No	3.1	6. County of Cuxhaven	5,000.00	Bid-at-three
42	Legal and economic expert for scoping study, WP 4 GoA 4.4 57 / 100 characters	No	4.4	6. County of Cuxhaven	5,000.00	Bid-at-three
43	First Level Control 19 / 100 characters	No	WP1	7. Regional Council of South Ostrobothnia	6,000.00	Bid-at-three
44	Hosting a partnership meeting / mobility seminar - site visits transportation 77 / 100 characters	No	WP 1, A5.1	7. Regional Council of South Ostrobothnia	1,000.00	Bid-at-three
45	Hosting partnership meeting / mobility seminar - catering 57 / 100 characters	No	WP 1, A5.1	7. Regional Council of South Ostrobothnia	6,000.00	Bid-at-three
46	Hosting a partnership meeting / mobility seminar - venues 57 / 100 characters	No	WP1, A5.1	7. Regional Council of South Ostrobothnia	2,000.00	Bid-at-three
47	Creation of an analytical framework for rural mobility solutions and developing actions for MaaS 96 / 100 characters	No	A2.4, A2.5, A2.6	7. Regional Council of South Ostrobothnia	30,000.00	Limited national tender
48	Supporting the Mobility Center evaluation 41 / 100 characters	No	A2.7	7. Regional Council of South Ostrobothnia	2,000.00	Bid-at-three
49	Hosting stakeholder meetings 28 / 100 characters	No	A3.2, A5.6	7. Regional Council of South Ostrobothnia	2,000.00	Bid-at-three
50	First level control 19 / 100 characters	No	WP1	8. Seinäjoki University of Applied Sciences	6,000.00	Other
51	Costs for hosting a project meeting 35 / 100 characters	No	WP1	8. Seinäjoki University of Applied Sciences	4,000.00	Bid-at-three
	Total				931,819.98	

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
52	Costs for printing & translating dissemination materials 56 / 100 characters	No	WP 1, A5.3, A5.4, A5.5	8. Seinäjoki University of Applied Sciences	2,500.00	Bid-at-three
53	Regional communication activities+materials 43 / 100 characters	No	A3.2, A5.6	8. Seinäjoki University of Applied Sciences	5,000.00	Bid-at-three
54	Hosting stakeholder meetings 28 / 100 characters	No	A3.2, A5.1	8. Seinäjoki University of Applied Sciences	6,000.00	Bid-at-three
55	Supporting the Mobility Center/pilot evaluation 47 / 100 characters	No	A2.7	8. Seinäjoki University of Applied Sciences	3,000.00	Bid-at-three
56	First level control 19 / 100 characters	No	WP1	9. Regional Council of North Karelia	6,000.00	Bid-at-three
57	Catering for hosted project meeting 35 / 100 characters	No	WP 1	9. Regional Council of North Karelia	3,000.00	Bid-at-three
58	Joint dinner at project meeting 31 / 100 characters	No	WP 1	9. Regional Council of North Karelia	2,000.00	Bid-at-three
59	Room rent for project meeting 29 / 100 characters	No	WP 1	9. Regional Council of North Karelia	1,500.00	Bid-at-three
60	Development and implementation of virtual market place platform 63 / 100 characters	No	GoA 3.3	9. Regional Council of North Karelia	30,000.00	Limited national tender
61	Travel costs for external speakers to the conference 52 / 100 characters	No	A5.1, A5.6	9. Regional Council of North Karelia	2,000.00	No procurement
62	Travel costs of associated Partners 35 / 100 characters	No	A5.1	9. Regional Council of North Karelia	4,000.00	No procurement
63	System development for IT-platform to manage transport orders and app for end-users to place orders 99 / 100 characters	No	A4.3	10. Vejle Municipality	130,716.71	Limited national tender
64	Publicity and promotion 23 / 100 characters	No	WP 1, A3.2	10. Vejle Municipality	502.33	No procurement
65	FLC costs 9 / 100 characters	No	WP1	10. Vejle Municipality	9,000.00	Bid-at-three
66	Hosting partner meeting, room, meals, bus, speakers 53 / 100 characters	No	WP 1, A5.1	10. Vejle Municipality	2,000.00	No procurement
67	External support in pilot start-up phase: mapping of transport patterns and availability aspects 97 / 100 characters	No	A4.1, A4.2	11. Municipality of Trelleborg	2,000.00	Bid-at-three
68	Renting facilities for hosting project meeting, incl food, conference room 74 / 100 characters	No	WP 1	11. Municipality of Trelleborg	4,000.00	Bid-at-three
	Total				931,819.98	

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
69	External speakers to hosted project meeting 43 / 100 characters	No	A5.1	11. Municipality of Trelleborg	2,000.00	No procurement
70	Translation services for project outputs 40 / 100 characters	No	A5.3, 5.4, 5.5	11. Municipality of Trelleborg	2,000.00	Bid-at-three
71	Renting facilities for hosting regional stakeholders meeting, incl food, conference room 89 / 100 characters	No	A5.6	11. Municipality of Trelleborg	999.45	Bid-at-three
72	Hosting knowledge database 26 / 100 characters	No	A5.2	11. Municipality of Trelleborg	1,600.00	Bid-at-three
73	External expertise (scoping study on WP 2) 42 / 100 characters	No	A2.3, 2.4, 2.5, 2.6	12. Bielsko District	2,500.00	Bid-at-three
74	External expertise (provide reserch support on WP 4.2) 54 / 100 characters	No	A4.2	12. Bielsko District	4,000.00	Bid-at-three
75	Translations services for project outputs and flyers 52 / 100 characters	No	WP1, A5.3, 5.4, 5.5	12. Bielsko District	1,200.00	Bid-at-three
76	Creation of website/application for Mobility Centre 51 / 100 characters	No	A3.2, A3.3	12. Bielsko District	5,000.00	Bid-at-three
77	Promotion (roll-ups, banners, etc.) 35 / 100 characters	No	WP 1	12. Bielsko District	2,000.00	Bid-at-three
78	Meeting costs (catering, organisation, transport, dinner) 57 / 100 characters	No	WP 1, A5.1	12. Bielsko District	5,500.00	Bid-at-three
79	Order for provision of transport-on-demand services in the frame of the pilot project 85 / 100 characters	No	A4.3	12. Bielsko District	15,250.00	Bid-at-three
80	Translation and material preparation 36 / 100 characters	No	WP 1, A5.3, A5.4, A5.5	13. Bielsko-Biala Regional Development Agency	2,500.00	Bid-at-three
81	Meeting costs (catering, organisation, translation, expert) 59 / 100 characters	No	WP 1	13. Bielsko-Biala Regional Development Agency	2,500.00	Bid-at-three
82	Transport logistics expertise to evaluate possibilities and requirements for rural car sharing pilot 100 / 100 characters	No	A4.1, A4.3	13. Bielsko-Biala Regional Development Agency	4,000.00	Bid-at-three
83	Technical preparation of car-sharing application for different devices (computer, mobile) 89 / 100 characters	No	A4.3	13. Bielsko-Biala Regional Development Agency	7,000.00	Bid-at-three
84	Adjusting car-sharing application according to needs and requirements discovered in testing phase 97 / 100 characters	No	A4.3	13. Bielsko-Biala Regional Development Agency	12,000.00	Bid-at-three
	Total				931,819.98	

Item No.	Contract specification	Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
85	Study visit organisation (catering, room, expert presentation, transport) 73 / 100 characters	No	A5.1	13. Bielsko-Biala Regional Development Agency	2,000.00	Bid-at-three
86	National Stakeholder event organisation 39 / 100 characters	No	A5.6	13. Bielsko-Biala Regional Development Agency	2,000.00	Bid-at-three
87	First level Control 19 / 100 characters	No	WP1	14. Institute for Climate Protection, E	9,000.00	Bid-at-three
88	Workshop/Seminar, (conference space, lunch, joint dinner for 25 participants) 77 / 100 characters	No	WP 1, A5.1	14. Institute for Climate Protection, E	1,625.00	No procurement
89	Hosting project partner meeting, 1 day, (conference space, lunch, joint dinner for 35 participants) 100 / 100 characters	No	WP1, A5.1	14. Institute for Climate Protection, E	2,275.00	No procurement
90	Travel costs for Industry Associate 35 / 100 characters	No	A5.1	14. Institute for Climate Protection, E	2,748.00	No procurement
91	Translation services for project outputs 41 / 100 characters	No	WP 1, A5.3, A5.4, A5.5	15. Road Transport Administration	1,800.00	No procurement
92	Costs for organising ocal stakeholders seminars / round tables 62 / 100 characters	No	A5.6	15. Road Transport Administration	500.00	No procurement
93	Printing of project outputs and communication material 54 / 100 characters	No	WP1, A5.3, A5.4, A5.5	15. Road Transport Administration	1,000.00	No procurement
94	Project management for MC implementation and communication with local communities 81 / 100 characters	No	A3.1-3.4	10. Vejle Municipality	46,000.00	Bid-at-three
	Total				931,819.98	

6.2 Equipment

Item No.	Category		Investment item?	Group of activities no.	Contracting partner	Planned contract value	Planned award procedure
	Category	Additional Specification					
1	Furniture and fittings	Office furniture (desk, chair, shelves) for project employee 60 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	2,500.00	Bid-at-three
2	IT hardware and software	PC for project employee 23 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	1,200.00	Bid-at-three
3	IT hardware and software	Laptop for project employee 27 / 100 characters	No	WP 1	1. Diaconie of Schleswig Holstein	560.00	Bid-at-three
4	IT hardware and software	Laptop for project manager 26 / 100 characters	No	WP1	5. County of Ploen	1,400.00	Bid-at-three
5	Vehicles	Leasing of car for testing in village car / rural car sharing pilot 67 / 100 characters	No	A4.3	6. County of Cuxhaven	25,000.00	Limited national tender
6	Office equipment	Laptop/office equipment for project manager 43 / 100 characters	No	WP1	8. Seinäjoki University of Applied Sciences	2,000.00	Bid-at-three
7	IT hardware and software	Mobile equipments for Car sharing pilots 40 / 100 characters	No	A4.3	9. Regional Council of North Karelia	4,000.00	Bid-at-three
8	IT hardware and software	Software for set-up of knowledge database (GoA 5.2) 51 / 100 characters	No	A5.2	11. Municipality of Trelleborg	12,180.00	No procurement
9	IT hardware and software	Laptop with software and printers +scanner+ Projector for project staff (set) 76 / 100 characters	No	WP 1	12. Bielsko District	6,100.00	Bid-at-three
10	Furniture and fittings	Furniture for Mobility Center (set) 35 / 100 characters	No	A3.3	12. Bielsko District	1,000.00	Bid-at-three
11	IT hardware and software	Equipment for Mobility Centre 29 / 100 characters	No	A3.3	6. County of Cuxhaven	50,000.00	Bid-at-three
12	IT hardware and software	Printer 7 / 100 characters	No	WP 1	13. Bielsko-Biala Regional Development Agency	250.00	No procurement
13	IT hardware and software	2 Laptops + software 20 / 100 characters	No	WP 1	13. Bielsko-Biala Regional Development Agency	2,000.00	Bid-at-three
14	IT hardware and software	2 Tablets 9 / 100 characters	No	WP 1	13. Bielsko-Biala Regional Development Agency	600.00	Bid-at-three
	Total					108,790.00	

There is no investment selected.

6.4 Expenditure for specific project activities (e.g. expenditure for large research activities on sea etc.)

This section is activated only in the exceptional cases defined in the Programme Manual and after a sucessful consultation with the JS.

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This section is activated only in the exceptional cases defined in the Programme Manual and after a sucessful consultation with the JS.

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6.5 Breakdown of planned project costs per budget line & per partner

Partner	BL1 - Staff costs	BL2 - Office & administration	BL3 - Travel & accommodation	BL4 - External expertise & services	BL5 - Equipment	BL6 - Infrastructure & works	BL7 - Specific project activities	Total project budget
PP 1 - Diaconie of Schleswig Holstein	284,776.71	42,716.51	31,400.00	188,550.00	4,260.00	0.00	0.00	551,703.22
PP 2 - Nordregio	261,500.00	39,225.00	22,000.00	13,100.00	0.00	0.00	0.00	335,825.00
PP 3 - Vidzeme University of Applied Sciences	155,100.00	23,265.00	8,000.00	13,635.00	0.00	0.00	0.00	200,000.00
PP 4 - Vidzeme Planning Region	59,913.00	8,986.95	11,400.00	159,220.00	0.00	0.00	0.00	239,519.95
PP 5 - County of Ploen	130,829.52	19,624.43	18,200.00	65,313.49	1,400.00	0.00	0.00	235,367.44
PP 6 - County of Cuxhaven	27,840.00	4,176.00	7,200.00	80,785.00	75,000.00	0.00	0.00	195,001.00
PP 7 - Regional Council of South Ostrobothnia	70,840.00	10,626.00	22,200.00	49,000.00	0.00	0.00	0.00	152,666.00
PP 8 - Seinäjoki University of Applied Sciences	147,240.00	22,086.00	22,200.00	26,500.00	2,000.00	0.00	0.00	220,026.00
PP 9 - Regional Council of North Karelia	194,400.00	29,160.00	21,000.00	48,500.00	4,000.00	0.00	0.00	297,060.00
PP 10 - Vejle Municipality	39,770.40	5,965.56	6,045.00	188,219.04	0.00	0.00	0.00	240,000.00
PP 11 - Municipality of Trelleborg	238,196.28	35,729.44	15,000.00	12,599.45	12,180.00	0.00	0.00	313,705.17
PP 12 - Bielsko District	75,000.00	11,250.00	21,200.00	35,450.00	7,100.00	0.00	0.00	150,000.00
PP 13 - Bielsko-Biala Regional Development Agency	76,800.00	11,520.00	6,000.00	32,000.00	2,850.00	0.00	0.00	129,170.00
PP 14 - Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy	90,270.97	13,540.65	8,244.00	15,648.00	0.00	0.00	0.00	127,703.62
PP 15 - Road Transport Administration	118,815.00	17,822.25	12,200.00	3,300.00	0.00	0.00	0.00	152,137.25
Total	1,971,291.88	295,693.79	232,289.00	931,819.98	108,790.00	0.00	0.00	3,539,884.65

There is no state aid relevant activity selected.

6.7 Planned project budget per funding source & per partner

Partner	Country	Legal status	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]
PP 1 - Diaconie of Schleswig Holstein	DE	Bodies governed by public law	ERDF	75.00 %	551,703.22	413,777.41	137,925.81
PP 2 - Nordregio	SE	International organisations acting under the national law of any country in the Programme area governed by public or private law.	ERDF	75.00 %	335,825.00	251,868.75	83,956.25
PP 3 - Vidzeme University of Applied Sciences	LV	Bodies governed by public law	ERDF	85.00 %	200,000.00	170,000.00	30,000.00
PP 4 - Vidzeme Planning Region	LV	National (governmental), regional and local public authorities	ERDF	85.00 %	239,519.95	203,591.95	35,928.00
PP 5 - County of Ploen	DE	National (governmental), regional and local public authorities	ERDF	75.00 %	235,367.44	176,525.58	58,841.86
PP 6 - County of Cuxhaven	DE	National (governmental), regional and local public authorities	ERDF	75.00 %	195,001.00	146,250.75	48,750.25
PP 7 - Regional Council of South Ostrobothnia	FI	National (governmental), regional and local public authorities	ERDF	75.00 %	152,666.00	114,499.50	38,166.50
PP 8 - Seinäjoki University of Applied Sciences	FI	Bodies governed by public law	ERDF	75.00 %	220,026.00	165,019.50	55,006.50
PP 9 - Regional Council of North Karelia	FI	National (governmental), regional and local public authorities	ERDF	75.00 %	297,060.00	222,795.00	74,265.00
PP 10 - Vejle Municipality	DK	National (governmental), regional and local public authorities	ERDF	75.00 %	240,000.00	180,000.00	60,000.00
PP 11 - Municipality of Trelleborg	SE	National (governmental), regional and local public authorities	ERDF	75.00 %	313,705.17	235,278.87	78,426.30
PP 12 - Bielsko District	PL	National (governmental), regional and local public authorities	ERDF	85.00 %	150,000.00	127,500.00	22,500.00
PP 13 - Bielsko-Biala Regional Development Agency	PL	Bodies governed by public law	ERDF	85.00 %	129,170.00	109,794.50	19,375.50
PP 14 - Institute for Climate Protection, Energy and Mobility – Law, Economics and Policy	DE	Bodies governed by public law	ERDF	75.00 %	127,703.62	95,777.71	31,925.91
PP 15 - Road Transport Administration	LV	Bodies governed by public law	ERDF	85.00 %	152,137.25	129,316.66	22,820.59
Total ERDF					3,539,884.65	2,741,996.18	797,888.47
Total					3,539,884.65	2,741,996.18	797,888.47

6.8 Spending Plan - per reporting Period

	EU partners (ERDF)	Norwegian partners (Norway)	Total
Period 1 [Month 1-6]	265,491.35	0.00	265,491.35
Period 2 [Month 7-12]	442,485.58	0.00	442,485.58
Period 3 [Month 13-18]	619,479.81	0.00	619,479.81
Period 4 [Month 19-24]	707,976.93	0.00	707,976.93
Period 5 [Month 25-30]	707,976.93	0.00	707,976.93
Period 6 [Month 31-36]	796,474.05	0.00	796,474.05
Total	3,539,884.65	0.00	3,539,884.65

6.8 Spending Plan - per reporting Period

6.9 Net-revenues

No.	Project Partner	Description	Amount [in EUR]	Source of revenues
1	Please select	0 / 100 characters	0.00	0 / 100 characters

7. Prepaparation costs

7.1 Preparation Costs

Would you like to apply for reimbursement of the preparation costs?	Yes

7.2 Other EU support of preparatory cost

Did you receive any other EU funds specifically designated to the development of this project application?	No

7.3 Payment request to reimburse Preparation cost

The project herewith applies for reimbursement of the preparation cost.

This reimbursement is based on a lump sum which means that no real cost have to be certified by the first level controller. Please note that for the lump sums no accounting documents proving expenditure will be required by the Programme. The only preconditions to receive this lump sum payment are:

- the approval of your application;
- the conclusion of the subsidy contract;
- no double financing of the preparation cost.

PP no.	PP name/country	Total cost	Co-financing rate	Reimbursement	Fund
1	Diakonisches Werk Schleswig-Holstein (DE)	7,000.00	75%	5,250.00	ERDF
2	Nordregio (SE)	2,000.00	75%	1,500.00	ERDF
3	Vidzemes Augstskola (LV)	1,500.00	75%	1,125.00	ERDF
4	Vidzemes planosanas regions (LV)	1,000.00	75%	750.00	ERDF
5	Kreisverwaltung Plön (DE)	500.00	75%	375.00	ERDF
6	Landkreis Cuxhaven (DE)	1,000.00	75%	750.00	ERDF
7	Etelä-Pohjanmaan liitto (FI)	1,000.00	75%	750.00	ERDF
8	Seinäjoen Ammattikorkeakoulu (FI)	1,000.00	75%	750.00	ERDF
9	Pohjois-Karjalan maakuntaliitto (FI)	1,000.00	75%	750.00	ERDF
10	Vejle Kommune (DK)	1,000.00	75%	750.00	ERDF
11	Trelleborgs kommun (SE)	2,000.00	75%	1,500.00	ERDF
12	Powiat Bielski (PL)	500.00	75%	375.00	ERDF
13	Agencja Rozwoju Regionalnego SA w Bielsku-Bialej (PL)	500.00	75%	375.00	ERDF
14	Institut für Klimaschutz, Energie und Mobilität – Recht, Ökonomie und Politik e.V. (IKEM) (DE)	0.00	75%	0.00	ERDF
15	VSIA "Autotransporta direkcija" (LV)	0.00	75%	0.00	ERDF
	TOTAL	20,000	75%	15,000	

7.4 Bank information

Name of the bank	Evangelische Bank eG, Filiale Kiel
Address	HerzogFriedrichStraße 45, 24103 Kiel
Country & Town	Germany — Kiel
IBAN	DE13 5206 0410 0106 4038 24
BIC (S.W.I.F.T.-Code)	GENODEF1EK1
Internal reference	-/-
Holder of the account	Diakonisches Werk SchleswigHolstein, Landesverband der Inneren Mission e.V.
Address	Kanalufer 48, 24768 Rendsburg
Country & Town	Germany — Kiel