



| Health Care | **Mobility** | Education |

**IGES**

## Beyond Cities: Sharing in rural areas

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- A close-up photograph of a hand holding a small, round, gold-colored compass. The compass face is visible, showing cardinal and intercardinal directions. The background is a soft, out-of-focus blue and white, suggesting a sky or a light-colored wall.
1. IGES at a glance
  2. Rural Mobility 2017
  3. Innovation 2017+
  4. Scenarios 2017++

## Company Profile

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- **Company evolution**

- IGES was founded in 1980 as an independent Institute for Research and Consulting.
- More than 1.200 projects have been performed in the Health Care and Mobility sector.
- Offices: Berlin, Hamburg, Nuremberg, City of Basel (CH)

- **Subsidiaries**

- CSG Clinische Studien Gesellschaft (Clinical Research)
- IMC (Management Consulting for Hospitals)
- HealthEcon AG, Switzerland and AiM GmbH Lörrach

- **Human resources**

- Together, the IGES Group employs more than 120 experts from transport, economics, sciences and statistics.
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## Challenging demographic and economic trends

### Challenges for mobility and access to local supply

Decreasing population / Increasing group of mobility restricted persons (incl. age)

Concentration of public service providers and local supply, e.g. health care, food, financial services etc.

Increasing distances

Traditional collaborative mobility (public transport) does not meet rural transport needs

Sharing strategies needed to ensure mobility access?



## Is there any answer to private car addiction?

### Rural public transport „innovation“

#### Improved trunk-and-feeder systems

- High frequency bus lines (PlusBus etc.)
- Demand responsive public transport

#### Development of integrated services

- Integrated information platforms (PT and Sharing)
- Rural mobility hubs (Bike/Pedelec & PT)
- Integration of special purpose services (health care and welfare sector)

#### Provision of mobility guarantees

- Mix of PT modes and taxi services



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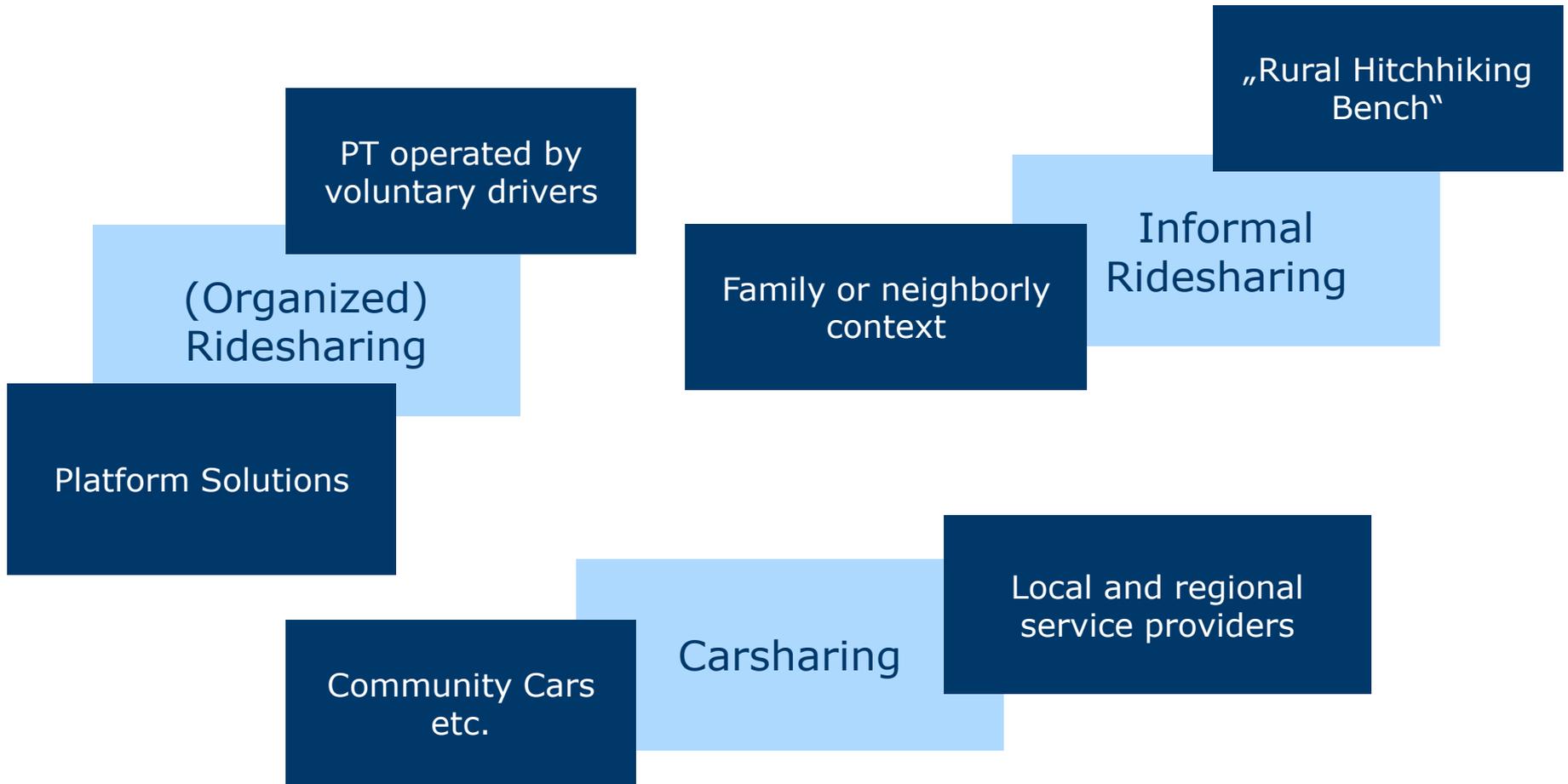
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# Is there any answer to private car addiction?

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## Rural sharing approaches between private and public context



## Start of mobility revolution in rural areas?

### Autonomous driving can be a Game-Changer

But its future position, especially in rural areas, is still unclear

- Infrastructure investments
- Behavior of PT-providers and passengers



### Scenarios:

#### Individualisation – Individual mobility

- Autonomous vehicles as part of individual mobility

#### Desintegration – PT loses importance

- Autonomous vehicles as part of individual but shared mobility
  - Ridesharing (Robotaxi)
  - CarSharing-Swarm

#### Integration – PT as mobility backbone

- Autonomous PT as feeder system /demand responsive system
- PT organizes integrated mobility services including Ridesharing etc.

## Contact

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