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Future transportation in rural areas?

Mobility issues are ever present and affect many people, both in big cities and in rural areas. More and more people start thinking of alternatives to our present ways of travelling. Some of the reasons could be economical, practical or environmental, but regardless of incentive, ride-sharing is a logical step in evolving more effective means of travelling.

Since the beginning of 2013 Energy Agency for Southeast Sweden has run a project on ride-sharing in rural areas together with German and Swedish partners. After an initial analysis matching the needs of the villages with available systems, four different sites have had the opportunity to try modern tools using computers and smart phones to offer or look for rides.

Six months into the trial phase, that will continue throughout the year, the results so far have been evaluated. All partners have been successful in presenting their respective system, getting a lot of positive attention from both politicians and citizens. However, what is a small step in theory is a giant leap in reality. So far the initiatives have not attracted as many users as expected and consequently not as many shared rides have been carried out due to few matches.

The main focus for the remainder of the project period will be reaching more target groups, getting more users involved and stressing the individual benefits, as well as environmental ones, of using ride-sharing.

For more information, please visit the project website, mobiletogether.wordpress.com
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