

FUTURESILIENCE Lab Policy Solution

FUTURESILIENCE lab
MULTILOCAL Lab

Policy Solution Title
Integration of Shared Mobility Platforms

Description

The solution integrates public transport systems with sharing economy platforms (e.g., ride-sharing, bike and scooter rentals, car-pooling, and on-demand shuttles) to provide more flexible, sustainable, and accessible mobility options. This measure responds to the challenges of multilocal living, where residents often move between urban and rural municipalities and require seamless, multimodal travel opportunities.

The model reduces dependence on private cars, lowers environmental impacts, and fosters inclusive access to mobility services. While piloted in Estonia, it addresses a pan-European challenge, as regions across the EU face rising mobility needs, suburbanisation, and ecological pressures. The concept can be adapted wherever transport systems and shared platforms coexist.

Process

The policy solution was developed through the **MULTILOCAL Lab's scenario-based approach** in the Tartu region (2024–2025).

1. **Scenario Analysis (Workshop II, 2024)** – Stakeholders assessed key development factors such as sustainable transport, service organisation, and changing communication channels. It was concluded that integrated solutions would enhance mobility resilience.
2. **Policy Design (Workshop III, 2025)** – Participants evaluated policy options across three future scenarios (Digital Development, Rising Tensions, Diversifying Living Arrangements). Integration of shared mobility platforms consistently scored as a highly effective and flexible measure.
3. **Pilot Framing** – A pilot case was proposed for Tartu city and its surrounding municipalities, where multilocal lifestyles are widespread. This **co-creation process** provided a replicable framework for designing transport policies in other EU regions.

Purpose

To reduce private car dependency and improve territorial mobility options by:

- Enhancing sustainable transport networks across multilocal and commuter regions.
- Providing flexible, multimodal alternatives for daily and seasonal travel.

- Supporting EU goals for green transition, climate neutrality, and territorial cohesion

Implementation

- **Inter-municipal cooperation:** Agreements between cities, rural municipalities, and transport authorities to coordinate policies and incentives.
- **Public–private partnerships:** Collaboration between traditional transport operators and sharing economy platforms (ride-sharing, bike/scooter operators, e-mobility providers).
- **Common ticketing and data integration:** A unified system enabling users to combine buses, trains, bikes, and shared cars with a single platform or app.
- **Incentives for sustainable mobility:** Subsidies and discounts for electric vehicles, e-bikes, and low-carbon transport options.
- **Pilot project in Tartu:** Implementation in Estonia’s second-largest city, with gradual expansion to other municipalities and eventually to national and EU levels.

Implementation feasibility in other EU regions depends on digital infrastructure and regulatory frameworks. Regions with established smart transport systems (e.g., Nordic countries, Benelux) can adopt the model quickly, while others may need to strengthen data governance and ticketing integration first.

Beneficiaries

- **Residents:** gain from affordable, flexible, and environmentally friendly transport choices.
- **Municipalities:** benefit from reduced congestion, lower emissions, and better service efficiency.
- **Environment:** positive impact through reduced car use and greenhouse gas emissions.
- **Transport operators:** opportunities for innovation if they adapt to integrated platforms.
- **Potential losers:** traditional operators resistant to change may lose competitiveness.

At the European scale, beneficiaries include urban–rural commuter regions, tourist destinations, and metropolitan corridors where multilocal mobility is high and integrated solutions are critical for sustainable growth.