



HiReach

INNOVATIVE MOBILITY SOLUTIONS  
TO COPE WITH TRANSPORT POVERTY



[www.hireach-project.eu](http://www.hireach-project.eu)

# THE HIREACH SOLUTION

**HiReach focuses on** the development of new tools and business models to improve accessibility for special areas and communities. The project aims to contribute to the eradication of transport poverty by triggering inclusive and innovative mobility solutions.

HiReach builds on the potential of bundling dispersed, special, and non-coordinated trip requests and combining **needs from different vulnerable user groups**. The scope is to favour inclusive and participative mobility rather than exclusive and geographically limited mobility.

## Addressing the needs of potential vulnerable groups



Children and youth



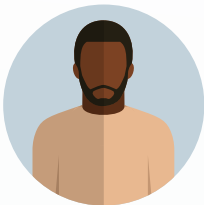
Elderly



Women



People with reduced mobility



Migrants and ethnic minorities



People living in rural and deprived areas



Low income and unemployed

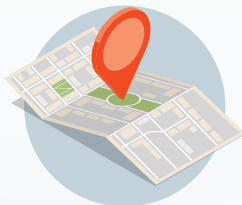
**Social groups and individuals as RESPONSIBLE PRODUCERS AND CO-USERS of mobility solutions**

## Exploring and developing new business models

**Small scale, modular and easily replicable mobility services provided at affordable prices or with minimum subsidies**



Informal ride-sharing and van pooling



Community transport services



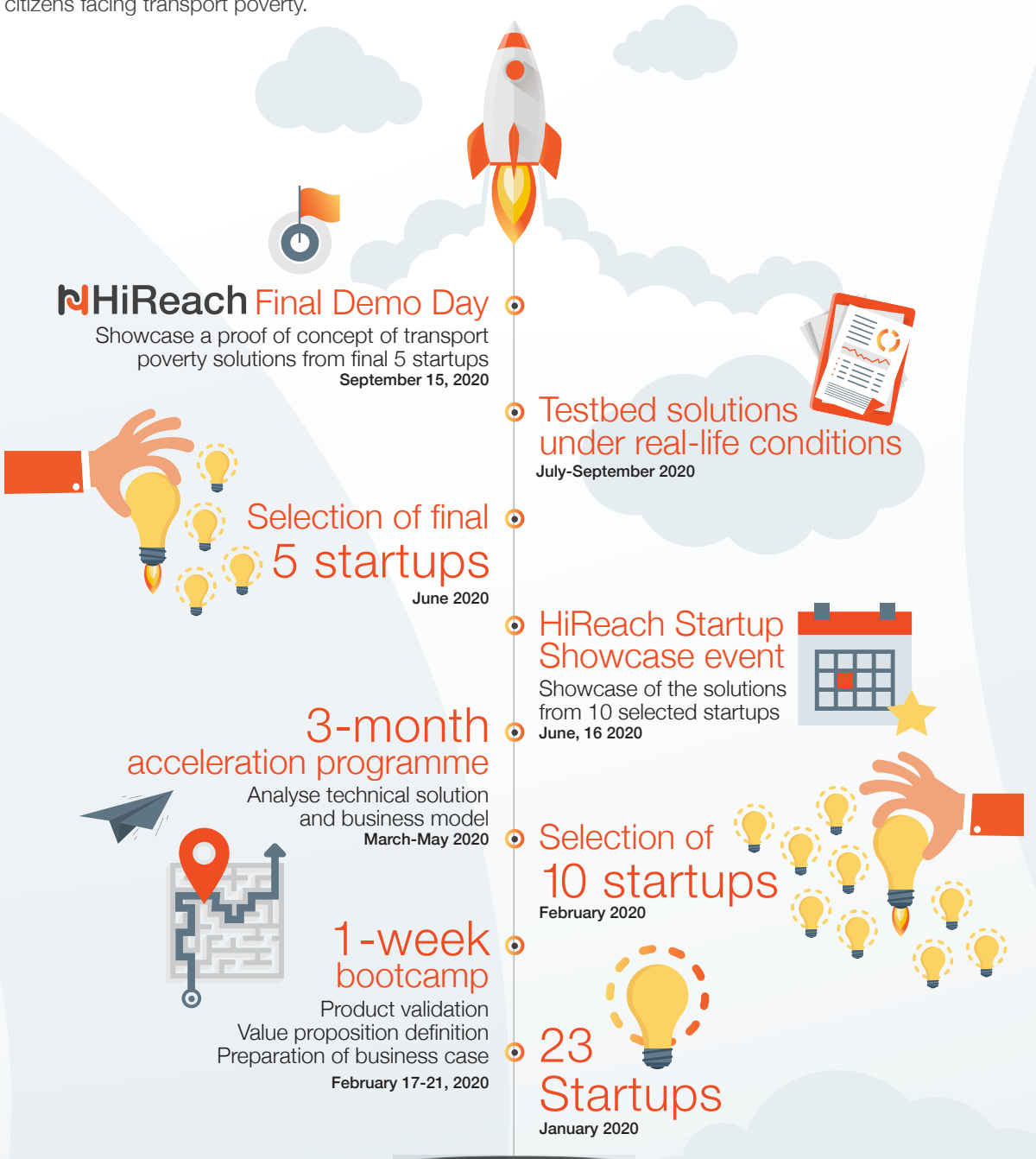
Innovative ride-hailing mobility services



On demand flexible public transport

# THE HIREACH STARTUP LAB ACCELERATION PROGRAMME

The acceleration programme offered **mentoring services**, **technical expertise** and **financial support** to assist the more than **20 startups** that were invited to develop projects to improve the mobility of European citizens facing transport poverty.



# THE FINAL 5 STARTUPS



**Dreamwaves** is an early-stage company, based in Vienna, that wishes to develop a multimodal routing app, making use of augmented reality for blind persons that will enable blind and visually impaired people to be more independent.



**CityMaaS** is a company from the UK that is developing a journey planner for reduced mobility people, with self-filtered accessibility data layer & self-adaptive UX/UI, making use of Artificial Intelligence technology.

**CHILDFY**

**Childfy** is a Spanish startup that offers a carpooling solution for families, contributing to achieving work life balance, providing a safe riding service for the new generation that helps parents to reconcile work and family life.



**Hoop** is a Spanish company that offers carpooling solutions to connect drivers and passengers, so they can share their daily rides to work, university and hospital. They have included features like 'wheelchair space check', 'only women filter' in their solution.



**Nemi** is a Spanish young startup that aims at bringing inclusive, efficient and sustainable demand-responsive mobility in low-density areas with inexistent or ineffective public transport through software solutions by providing flexible public transport services.

The **final 5 startups** worked cooperatively with hosting partners, real-world institutions who directly or indirectly deal with a transport poverty problem. Hosts offered startups adequate patronage and a testbed to test and validate their solutions in order to make a **meaningful difference in the everyday life of our European citizens** and improve accessibility for special areas and communities.

## THE HIREACH BOOK: RE-THINKING MOBILITY POVERTY. UNDERSTANDING USER'S GEOGRAPHIES, BACKGROUNDS AND APTITUDES

HiReach submitted for publication a book entitled "Re-thinking Mobility Poverty. Understanding User's Geographies, Backgrounds and Aptitudes" in Routledge. The publication is based on the findings and results from the first phase of the project, related to the analysis of mobility needs and capabilities of vulnerable to exclusion user groups.

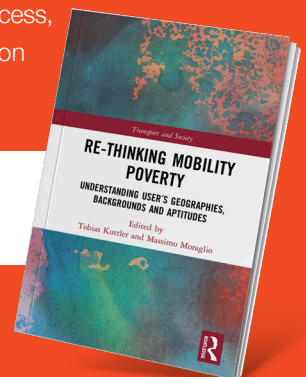
This book seeks to better conceptualise and define mobility poverty, addressing both its geographies and socio-economic landscapes. It moves beyond the analysis of 'transport poverty' and innovatively explores mobility inequalities and social construction of mobility disadvantages. It also offers a comparison of

the global phenomenon through fieldwork conducted in six different European countries: Greece, Portugal, Italy, Luxembourg, Romania and Germany. The book will be available totally in open access,

both online and on print on **December 10th, 2020.**



**It is now  
offered for  
pre-order!**



## THE HIREACH OPEN SOFTWARE TOOLS

**One of the goals of HiReach** is to provide useful software tools for startups, aiming at working in the transport poverty domain, that will be used in their own software as a support for their services. The HiReach toolbox of existing open tools contains more than 100 APIs (Application Programming Interfaces). For more details, see <https://hireach-project.eu/open-software-tools-apis>

HiReach also developed APIs that may be used to be integrated in the startups' own software solution as a support for their services.

**Congestion API:** to **track congestion spots and crowded areas** using real-time location data from mobile devices. By using this API, you can:

- show crowded areas on a map
- plan a route avoiding crowded bus stations
- notify your users when approaching crowded areas
- predict future congestion to enhance route planning

It can be used in combination with the following two APIs to extend its feature set: a Gateway API built to aggregate data from multiple Congestion APIs, and a Prediction API for forecasting time-series data to predict future congestion.

**Geofencing API:** to **monitor travellers** during a planned trip and check if the predefined route and all its aspects is respected and if something happens it will inform supervisors in real time about the issue. Some of the events that the API can detect and inform about **in real time**, by using a push notification system, are:

- if the traveller does not respect the predefined route and goes off the specified road
- if the traveller stays too much in the same spot
- when a traveller reaches, or not, a specific location that was set in the route configuration
- when a traveller reaches the destination

For more details, see: <https://hireach-project.eu/content/hireach-innovative-software-mobility-services>





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HiReach Project



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