DIGNITY

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In and for socieTY

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Digital transport in and for society

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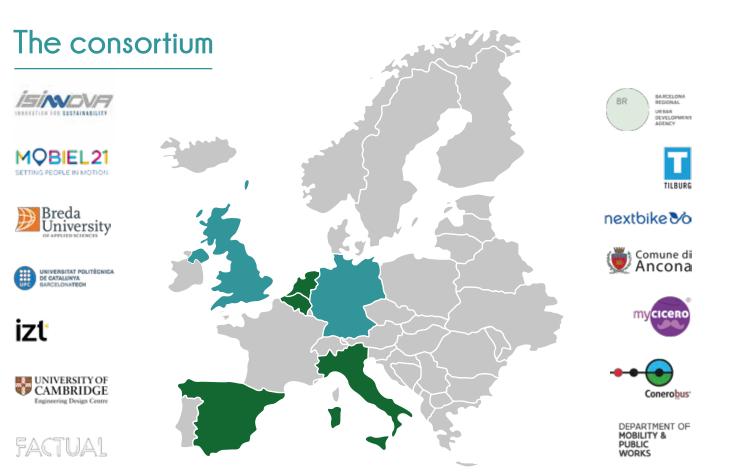Contact us at sgaggi@isinnova.org

What is DIGNITY?

DIGNITY wants to grasp the full range of factors that might lead to disparities in the uptake of digital mobility by different user groups in Europe. The aim is to propose solutions for an inclusive, user friendly digital transport system that takes into account the needs and characteristics of all parts of society, with particular attention to digitally excluded groups. It looks at the challenges brought about by digitalization from both a user and a provider's perspective, designing, testing and validating a unique approach that connects individual user experiences to available products and services, while looking at how transport policies and strategies can support a more inclusive digital transition.

The DIGNITY approach

- Framing the digital gap: an analysis is done of how many people are at risk of being excluded in the digital mobility sector and why.
- Bridging the digital gap: Cambridge University's Inclusive Design Wheel is applied to see how inclusive current products and services are, while foresight is used to examine policies, envision future scenarios, and propose strategies to reduce the digital gap.
- Testing the solutions: local stakeholders are engaged to improve selected digital mobility services and co-create strategies to foster inclusion in four areas across Europe: Barcelona, Spain; Tilburg, Netherlands; Ancona, Italy; and Flanders, Belgium.
- Validating the approach: the outcomes are evaluated to see if the digital gap has been reduced and to gather best practices for wider application.

The consortium

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MOBIEL21 — SETTING PEOPLE IN MOTION
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Expected results of DIGNITY

The DIGNITY approach will result in an innovative decision support tool to help public and private mobility providers design mainstream digital products and services that are accessible to as many people as possible, regardless of income, social situation or age. It will also help policy makers formulate long-term policies that promote innovation and inclusiveness in transport while responding to global social, demographic and economic changes. By focusing on and involving end-users throughout the process of designing policies, products, or services, it aims to reduce social exclusion while boosting new business models and social innovation.

Who benefits from DIGNITY?

- Policy makers
- Public and private transport operators
- Digital mobility product and service providers
- User associations
- Researchers
- Citizens

These target groups will be connected on DIGNITY's Learning Community Platform, where they can network, co-create knowledge, and offer valuable feedback on the project's outputs, such as the inclusive design guidelines, policy recommendations, educational toolkit, design insights and publications.