DIGNITY

Digital transport in and for society

D3.2: Four local implementation plans

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Executive summary

This deliverable describes how the bridging phase of the DIGNITY project will be executed in each pilot region: Flanders (BE), Tilburg (NL), Ancona (IT) and Barcelona (ES). The bridging phase consists of two processes: a trajectory of Scenario Building and an iterative process of inclusive design, following the Inclusive Design Wheel. How and when these methods will be specifically implemented in each DIGNITY pilot region is described in detail in this document. These local pilot implementation plans are the result of ongoing discussions between the DIGNITY research partners leading each process (IZT and UoC), the pilot coordinators (Mobiel 21) and pilot representatives of each region.

Document History

Date	Person	Action	Status
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Contents

Introduction

Project Summary

The overarching goal of DIGNITY is to foster a sustainable, integrated and user-friendly digital travel eco-system that improves accessibility and social inclusion, along with the travel experience and daily life of all citizens. The project delves into the digital transport eco-system to grasp the full range of factors that might lead to disparities in the uptake of digitalized mobility solutions by different user groups in Europe. Analyzing the digital transition from both a user and provider's perspective, DIGNITY looks at the challenges brought about by digitalization. This will inform the design, testing, and validation of the DIGNITY approach, a novel concept that seeks to become the 'ABCs for a digital inclusive travel system'.

The approach combines proven inclusive design methodologies with the principles of foresight analysis to examine how a structured involvement of all actors - local institutions, market players, interest groups, and end-users - can help to bridge the digital gap by co-creating more inclusive mobility solutions and by formulating user-centered policy frameworks.

The idea is to support public and private mobility providers in conceiving mainstream digital products or services that are accessible to and usable by as many people as possible, regardless of their income, location, social or health situation, or age; and to help policymakers formulate long-term strategies that promote innovation in transport while responding to global social, demographic and economic changes, including the challenges of poverty and migration.

By focusing on and involving end-users throughout the process of designing policies, products, or services, it is possible to reduce social exclusion while boosting new business models and social innovation. The result that DIGNITY is aimed at is an innovative decision support tool that can help local and regional decision-makers to formulate digitally inclusive policies and strategies, and digital providers to design more inclusive products and services.

Objectives of this deliverable

The main objective of this deliverable is to create an overview of how and when the DIGNITY bridging phase will be implemented in each pilot in the DIGNITY project (Ancona, Barcelona, Flanders and Tilburg). It describes in detail how task 3.3 (scenario building) and task 3.2 (inclusive design wheel) are planned to be executed in the pilot regions. By filling in a template, pilots were encouraged to think about the objectives, setting, participants and timing for these tasks. First, they were introduced to the scenario building and inclusive design wheel methods during a kick off workshop in February 2021 where the guidelines for these processes (D2.2 and D2.3) were presented by IZT and UoC. Second, together with the research partners, the pilots evaluated how their respective pilot objectives, using the input from the DIGNITY framing phase (task 3.1), could be met with these processes. then resulted in a structured local implementation plan for each pilot, which are described in this deliverable.

Outline of this deliverable

The deliverable has four chapters, one for each pilot. Each chapter has the same structure: after a short introduction about the pilot city or region, the local objectives and official DIGNITY partners are described. Then follows the main part of the deliverable: a detailed overview of how the Scenario Building and the Inclusive Design Wheel processes will be implemented. For each of the two processes the objectives, expectations, timing, setting, participants and possible extra partners are described.

1. Ancona

1.1 Introduction

Ancona is the capital city of the Marche region in the center of Italy. It has more or less 100 000 inhabitants. Partly due to its location next to the Adriatic sea, there are three major interchange hubs in Ancona: the port, the airport and the train station. This attracts a lot of passengers (citizens, tourists, commuters) to the city that make use of its public transport.

1.2 Local objectives

To integrate the multimodal information provision and ticketing of the public transport services within Ancona, the **ATMA app** was released in 2016. However, several vulnerable to exclusion groups are still not being reached with this app. The Ancona Municipality, together with public transport operator **Conerobus** and the digital service provider **myCicero**, wants to tackle this problem. In doing so, they aim to improve the ATMA app to make sure they reach as many users as possible. Within DIGNITY, they aim to learn more about the needs of certain vulnerable groups to help this process. By enhancing the quality of the ATMA app they wish to better accommodate the needs of, for example, people with disabilities or migrants. The end result will be a more inclusive transport system and better access to the city for áll passengers.

The DIGNITY Ancona pilot team has three main pilot partners involved in the Dignity project and the implementation of the DIGNITY approach:

- **Municipality of Ancona**: local administration, main contact with user groups and local stakeholders
- **myCicero**: digital service provider, leader of the Ancona pilot, benchmark current state of transportation system, develop new features
- **Conerobus**: local public transport operator

1.3 Implementation of the DIGNITY approach

1.3.1 Scenario Building

	Description
Objective(s)	The main **aim** of this activity in the pilot of Ancona is the generation of scenarios related to the **mix of sustainable mobility development of the city** on the one hand and the **inclusion of disabled users** such as physically disabled and blind users on the other hand. They consequently want to stimulate a revolution in digital inclusion and the extensive adoption of intermodality. The **interoperability among different mobility services** is key in achieving this.
Expectations	The **expectations** for this process is threefold: ● Definition of different development scenarios using the key drivers and their projections; ● Development of recommendations for action in each thought out scenario; ● Strengthen ties with vulnerable groups within the area of influence of the pilot.
Timing	**Two workshops** will be carried out during the scenario building process: ● *16th April*: first and second SB workshop. The content of the first two workshops according to the Scenario Building guidelines, combined into one event. Understanding the gap and anticipating the future; ● *24th June*: third workshop. Development of guidelines and strategies towards the future.
Setting	Workshops are held **digitally,** using the **GoToMeeting** platform and supported by **Miro** (online whiteboard; brainstorm tool), **Slido** (Q&A and polling app) and **YouTube** to facilitate the workshops. This works as follows. Miro will be used as a whiteboard, to provide to the participants a bigger picture of the key drivers, as a table for discussion. This will be supported by the use of Slido, where participants can connect through a QR code using their own devices. This will enable them to access the brainstorm(s) in an accessible way. These instances will help to feed the whiteboard and by consequence, the discussion surrounding the key drivers and the different projections resulting from this.
Participants	The **participants** in these workshops are varied and participate from different backgrounds. **Public Administration**: ● Municipality of Ancona: Department for Social Policies **Public Transport operators / companies**: ● myCicero: Technological partner ● Conerobus: local public transport **Users**: ● Italian Union of the Blind and Visually Impaired (UICI acronym in Italian) ● National Deaf Organization (ENS acronym in Italian) ● Young people

	Description
	● Migrants
	● People with mobility reduction association
Partner(s)	No extra partner will be involved to facilitate these workshops.

1.3.2 Inclusive Design Wheel

	Description
Objective(s)	The focus of the Inclusive Design Wheel process in Ancona is on improving the **ATMA app.** This app manages local mobility and can be used to look up timetables, multimodal trips and to purchase tickets. The goal is to develop **new features for the app, to make it more accessible and to enhance usage among all groups**. Besides improving the app using the insights from the workshop, the participants will be able to brainstorm about several other actions that the city can take. This way **both digital solutions and physical support measures** can be developed to enhance trip planning in Ancona.
Expectations	The Ancona pilot team **expects** to achieve the following goals: ● Defining what accessibility and other common terms mean according to the different stakeholders; ● Running the inclusive design wheel with the most representative vulnerable-to-exclusion groups in their region: disabled users, elderly, people with a low income and migrants.
Timing	Several **milestones** will foster this process: ● *7th of September 2021*: Start. Co-creation workshop with vulnerable groups; ● *October 2021 – ... 2022*: timing to be decided. Testing the IDW results in real-life. ● *March 2022*: Evaluation.
Setting	The co-creation workshop will be organized in a **digital setting**. Local COVID restrictions do not allow a physical organization. During the workshop Miro, graphical editors, and other multimedia tools will be used. To reach people who are digitally disengaged, **telephonic interviews** will be conducted in the weeks after the co-creation workshop.
Participants	The main group this process will focus on are people with disabilities, most notably hearing and visual impaired. Besides, migrants and people with a low income will be paid extra attention to as well.
Partner(s)	No extra partner will be involved.

2. Barcelona

2.1 Introduction

In an area no much larger than 100 km2, the municipality of Barcelona has a population of 1.7 million inhabitants, a huge density compared to other European cities. According to official data, in the metropolitan region of Barcelona there are 7.2 million trips a day with origin/destination Barcelona. Its density, still very important though not as high as in the city itself, allows the majority of them to be done by foot (41%). Public transport is the next most important (33% of trips), leaving the car or the motorbike as a minority option (23%). Bicycles represent only 3% of daily trips. By sex, men have a higher use of private transport, while women tend to use more public transport.

2.2 Local objectives

Despite the fact that face-to-face ticket sales have almost disappeared in recent decades (replaced by vending machines), public transport in the Barcelona region still does **not have high levels of digitization.** There is no payment by mobile phone, bank card or rechargeable card in the validation machines, as the usual fashion is to travel with cardboard transport tickets. This situation is about to change during the next few years, with the entry into force of the **T-mobilitat project** which has long been postponed. Public parking spaces on the street on the other hand usually work with a smartphone app, as well as logistic parking, and there is a very popular public bike sharing system (called Bicing), fully digital and operating only in Barcelona. In the last years modern mobility sharing options, with different digital systems, have spread around Barcelona and its surrounding municipalities, mainly motorbike options.

The DIGNITY project in Barcelona examines the **challenges of digitization** from the point of view of the user, the service providers and the administration. An approach that connects individual users 'experiences with available products and services is tested and validated, analyzing how transportation policies and strategies can support a more inclusive digital transition.

Two main pilot partners are involved in the DIGNITY project to implement the DIGNITY approach. Other partners will be involved in the respective processes if appropriate.

- **Barcelona Regional**: public agency led by Barcelona City Council, with the participation of Barcelona Metropolitan Area (AMB), Barcelona's Port and

Barcelona's Airport; coordinator of the Barcelona pilot, taking the lead in the scenario building process.

- **Factual consulting**: consultancy firm specialized in mobility; coordinate and support Barcelona pilot activities, taking lead in inclusive design wheel process

2.3 Implementation of the Dignity approach

2.3.1 Scenario Building

	Description
Objective(s)	The scenario building process in Barcelona will be focused on **public transport accessibility** in the area of Barcelona and requires the participation of different interest groups regarding public transport: public administration on its different levels, transport companies or public transport users, covering all its diversity. The main **objective** of this activity is to propose **guidelines and strategies** to achieve a public transport system in which digitization takes into account the needs and characteristics of all parts of society, with special attention to digitally excluded groups. Thereby, they want to make progress in reducing the digital gap in mobility and achieve a scenario in which inclusion in public transport is for everyone.
Expectations	The scenario building process is **expected** to solve three challenges about how the future mobility ecosystem of Barcelona and his metropolitan area should be been designed to be inclusive: ● Get insights into the key factors that will evolve mobility, the digitization of mobility and its digital divide; ● Understand how these key factors will evolve, and the type of scenarios that can facilitate this; ● Develop strategies and actions that policymakers should take to achieve maximum inclusion in public transportation.
Timing	**Three workshops** will be organized: ● *15th June 2021*: first SB workshop. Understanding the gap. Key factors affecting the digital inclusiveness of public transport ● *28th June 2021*: second SB workshop. Anticipating the future. Evolution of digitization and the gap in public transport. ● *5th July 2021*: third SB workshop. Building the future. Guidelines and strategies for more inclusive mobility.
Setting	Due to COVID restrictions, these workshops will be organized **digitally via Mural**, a digital workspace for a visual collaboration of the participants. In addition, **Zoom** will be used for the online meeting itself and **Mentimeter** to evaluate and conclude the sessions.
Participants	The **participants** involved in the workshops are people with special relation to mobility, digitization or with special sensitivity to excluded groups. There have been policymakers of regional and city level, public

	transport companies representatives , and representatives of elderly, low income, disabilities and mobility- users associations. **Public Administration:** ● Barcelona City Council. Office for Mobility ● Barcelona City Council. Digitization plans and programs ● Barcelona City Council. ICT Agent ● Government of Catalonia : Digitization plans and programs ● Metropolitan Transport Authority (ATM). T-Mobility implementation ● Barcelona Metropolitan Area (AMB). Social and pricing **Public transport operators / Companies** ● RENFE. Implementation and management of transport technology ● TMB. Implementation and management of transport technology ● B:SM Barcelona Mobility Services ● Factual. Transport on Demand and others experiences **Users** ● Public Transport Promotion Association ● Income vulnerability. Third sector table / Caritas ● Cognitive disabilities. DINCAT ● Discapacitat sensorial. ACIC ● Advisory Council for the Elderly
Partner(s)	The Barcelona pilot partners will work together with **Manahmana**. As an expert facilitation company, it has organized and facilitated the workshops through a methodology of work flow, dialogue and collaboration of all the participants, all in a digital environment, new for many of the participants.

2.3.2 Inclusive Design Wheel

	Description
Objective(s)	The general **aim** is to develop an **additional transport option for commuters in industrial parks** in the metropolitan region, while increasing the vehicle occupation, improving sustainability of the journey and minimizing both car circulation and road congestion in Barcelona´s accesses. The inclusive design wheel will be focused on **stimulating carpooling** in a specific industrial area in Granollers (30 km outside Barcelona). Since for a lot of people private cars are the only suitable way to commute, the area suffers from traffic congestion and, more relevantly to the project, vulnerable groups have less options to get to their work in the area. The inclusive design wheel process will be focused on **existing carpooling apps**, like Fes-e-dit and Compartir. Designated parking facilities will be used as an incentive to those using carpooling to get to the Granollers industrial area.
Expectations	The Barcelona pilot team **expects** to: ● Identify **possible gaps in their mobility project design** and deliver a more effective and user-centric service of carpooling in El Congost;

	● Learn from a user perspective which are other possible solutions to **improve their commuting** in the metropolitan area and use this information in future iterations of the pilot once it is scaled.
Timing	Starting with a trajectory of **conceptualization** of the pilot activities (February - March 2021) and **technical specification** to select the appropriate Carpooling apps to participate in the process (April - June 2021), several **milestones** will foster this process: ● *September 2021*: workshops and interviews with users, prior to the pilot activity implementation. ● *December 2021*: Testing of IDW results in real-life conditions. ● *March 2022*: Evaluation and exploitation. Continuous assessment of KPI's and development of other use cases.
Setting	Workshops/ interviews will take place in a **physical setting** prior to the implementation of the carpool app system. Tools and format of these are to be determined during the first weeks of September.
Participants	The Barcelona pilot team will focus on and include **commuters** to the Granollers industrial area "El Congost" in the IDW process. Special attention will be given to people with **low income**, **women** and **immigrants**.
Partner(s)	To facilitate this process, two extra **partners** will be involved in this process: ● **ATM** (Metropolitan Transport Authority) is involved as they develop the Valles Mobility Plan, which includes a promotion of carpooling. ● **Granollers city council** is involved as well because the pilot approach meets two objectives of the local government: sustainable mobility and social inclusion.

3. Flanders

3.1 Introduction

The Region of Flanders is an area of about 13 000 km², situated in the north of Belgium. Counting 6.5 million inhabitants, Flanders is the biggest of all 3 Belgian regions. Flanders includes a number of mid-sized cities, including Antwerp (500 000 inhabitants), Ghent (257 000 inhabitants) and Bruges (118 000 inhabitants).

3.2 Local objectives

In April 2019, the Flemish parliament voted for the **decree on basic accessibility**. This decree aims at making the transport system in Flanders more efficient and more demand-oriented. Creating **seamless connections between different transport options** (public transport, collective and shared transport systems, bicycles, cars, etc.) is one of the most important yet challenging objectives of the new decree. To foster this transition, all 300 Flemish cities and municipalities were divided into **fifteen transport regions.**

Each transport region is required to establish a regional Sustainable Urban Mobility Plan or SUMP. The councils of these transport regions consist of local authorities (the municipalities), a representative official from the Flemish Department of Mobility and Public Works, the public transport operator for buses and trams, and the Flemish road administration. Together they will discuss options, create a vision, enable participation and develop their mobility action plans.

To tackle these challenges and implement the DIGNITY approach, the Flemish pilot team consists of one main partner:

- **The Flemish Department of Mobility and Public Works**: a department of the Flemish government that actively supports the minister in the implementation of policy, both for mobility and traffic safety and for the investment, management and operation of transport and port infrastructure. They are the pilot leaders within Tilburg.
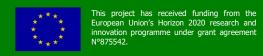
3.3 Implementation of the Dignity approach

3.3.1 Scenario Building

	Description
Objective(s)	In Flanders, they are looking to determine +/- **10 key factors** that influence the macro level, with detailed description, evaluation and weights. The resulting 3-4 scenarios that will result from this process will be highly valuable as they are partly shaped from the specific point of views of the target groups. This will help the region of Flanders to **define their future (digital) mobility policy**, under the decree Basic Accessibility.
Expectations	The Scenario Building exercise has already been done in Flanders: in 2020 a Mobility Vision 2040 has been created, including 4 mobility scenarios. The Flemish department of Mobility and Public Works **expects** to: ● Build further on the previous scenario work that has been done, in a complementary way. They expect to achieve this by shifting the focus to the digital aspect of mobility policy. ● Have a more specific vision towards inclusion in general and how digital inclusion is a part of this. They will use these insights in further practical developments on the policy level.
Timing	To foster this process, **three workshops** will be organized: ● *8th of September*: first workshop. Situation analysis & problem definition. ● *15th of September*: second workshop. Understanding the evolution. ● *24th of September:* third workshop. A robust strategy for greater inclusion.
Setting	A **digital setting** will be used for all workshops, through Teams. Due to current COVID restrictions, and to work as efficiently as possible (taking up the time of a lot of stakeholders), no physical contact nor travel time will be needed for this.
Participants	**Participants** from several specific groups will be invited with no specific focus on certain vulnerable-to-exclusion groups. Focus is bigger: people with limited access (or skills) to digital mobility systems. **Public administration:** ● Flemish government (DMOW & department working on the Mobility Central in particular). ● Association of Flemish Cities and Municipalities (VVSG) **Public transport operators** ● Public transport company De Lijn (Bus/tram) **Stakeholder organizations (vulnerable-to-exclusion groups) and users** ● Inter Vlaanderen (focus: accessibility & universal design) ● Gezinsbond ● Mobiel 21 (expertise on transport poverty) ● Users with capability loss themselves

Partner(s)	The Flemish department of Mobility and Public Works will work together with Tomorrowlab to organize and lead the two Scenario Building workshops. **Tomorrowlab** is a Flemish company that helps cities and organizations to develop possible future scenarios within several domains or themes of expertise. They will support and organize the Scenario Building activities. They are specialized in this work, and were also involved in the development of the scenarios for the Flemish Mobility Vision 2040. Therefore, they are suited to extend this work within DIGNITY.

3.3.2 Inclusive Design Wheel

	Description
Objective(s)	The Inclusive Design Wheel approach will help Flanders in the (practical) start of the decree **Basic Accessibility**, and therefore the development of the **Mobility Central**: a MaaS-application to plan, book and pay for different ways of transport. Using the Inclusive Design Wheel approach, the goal is to make sure that the information provided within this application is clear and everyone is able to understand and use it.
Expectations	The **expectations** of the Flemish pilot team from this process are threefold: ● Valuable insights and practical recommendations to help develop the final version of the Mobility Central application. ● Make sure that everybody can easily access the new concept of mobility in Flanders without digital (and other) obstacles.
Timing	To achieve these expectations, the IDW process will be set up in different phases, including several **milestones**: ● *October 2021*: co-creation workshop with end-users. ● *November 2021*: inclusive design workshop with UoC, to develop solutions. ● *December 2021*: Testing of IDW results in real-life conditions. Since the actual implementation of the Mobility Central in Flanders is delayed and therefore unsure (not 1-1-2022), mock-ups will have to be used to implement (and evaluate) the results coming from the Inclusive Design Wheel process. ● *March 2022*: Evaluation.
Setting	A combination of **digital and physical ways** will enable this process. When interacting with end-users, a non-digital way is the only option to reach and engage them. Because of COVID restrictions, the exact setting will depend on the regulations in October 2021. Engaging with other stakeholders will always happen online.
Participants	The main focus in this process will be on **elderly people living in remote/rural areas.** These people currently most often use the on-demand bus called 'the Belbus' in Flanders, which they book by telephone. Booking this bus service will be possible with the Mobility Central application in the future. Therefore, the Mobility Central will

	affect them the most. The Flemish pilot team wants to make it as easy as possible for them to foster a smooth transition.
Partner(s)	The Flemish pilot team is still investigating whether an external partner will be necessary.

4. Tilburg

4.1 Introduction

Tilburg is a city located in the south of the Netherlands, in the province of North Brabant. It counts no less than 217 595 inhabitants. Therefore it's the sixth-largest city of the Netherlands. It is particularly interesting to notice that almost a quarter of the population (or at least one of their parents) were born outside of the Netherlands. Furthermore, the city of Tilburg is part of the metropolitan area of Brabantstad, which counts 2,5 million inhabitants and is made up of five main cities. The geographical area being taken into account within DIGNITY, consists of both rural and urban areas.

4.2 Local objectives

Recently, the Dutch government assigned a dedicated administrative task to explore the relation between mobility solutions as an important vehicle to diminish social exclusion of vulnerable groups in society. Both mobility policy as well as policy in the social domain are kept responsible for solving the problem.

Even though Tilburg is the frontrunner in socially inclusive mobility policy within Brabantstad, they are facing various challenges with social exclusion of vulnerable groups in urban and rural areas. Rural areas are mainly populated by elderly people who may not be **familiar or at ease with the available digital services for the city's mobility**. In addition, earlier research into transport poverty from 2020 showed that transport poverty also exists within the urban area as **access to bicycles or public transport** is fairly limited because of high fees and complexity. These conclusions have shaped the Dignity pilot activities within Tilburg, and made the Tilburg pilot team keen on stimulating active and sustainable mobility (walking and cycling) solutions and the use of public transport as part of the problem to tackle transport poverty.

By integrating user perspectives, design dimensions, and the strategic options of policymakers, the Tilburg pilot team aims to achieve these local objectives. A future orientation must be integrated to inform policymakers about potential new challenges and changes and to develop robust strategic options.

For this purpose, several partners are working together to implement the DIGNITY approach in Tilburg. On the one hand, the two main Dignity pilot partners:

- **Municipality of Tilburg:** the governing body of the Municipality of Tilburg. They are the pilot leaders within Tilburg.

- **Nextbike:** a company that specialized in bike sharing. That way, they aim to share and mobilize people in a sustainable way. They have established bike sharing as an elementary component of urban mobility in over 300 cities worldwide. Nextbike will support the Inclusive Design Wheel process.
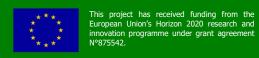
4.3 Implementation of the DIGNITY approach

4.3.1 Scenario Building

	Description
Objective(s)	The Tilburg team aims to get insights into to what extent **mobility solutions are not/ less accessible for vulnerable target groups** such as elderly and families in poverty and people with a migrant background, due to digitalization and mobility poverty. The goal for Tilburg is to achieve/ create inclusive (digital) mobility solutions as an important tool to reduce social exclusion. On the macro level it could be **a change in the mobility or social policy** to reduce mobility poverty and improve (digital) accessibility for all citizens.
Expectations	With the outcome of the scenario building process, the Tilburg pilot team **expects** to: • Get insights in ways to increase the digital ability of several vulnerable-to-exclusion groups in rural and urban areas by lowering the digital barrier to use public transport.
Timing	Three separate **workshops** will be organized: • *8th of June 2021*: first workshop. Understanding the gap; • *22nd of June 2021*: second workshop. Towards the future. This will be a creative session where the participants are divided in 3 groups in which the scenarios will be developed. • *6th of July 2021*: third workshop. Developing robust strategies and scenarios. An illustrator will draw scenarios which will be used in this workshop to determine strategies and follow-up actions.
Setting	The first workshop will be **digitally** via Teams. Both **Miro** (online whiteboard; brainstorm tool) and **Mentimeter** (Q&A and polling app) will be used to facilitate the first workshop. The other two workshops will be **live sessions**, because the local COVID-19 restrictions will allow it by then.
Participants	The **participants** involved in the workshops are from a variety of different backgrounds. The city of Tilburg wants to look at the theme from different perspectives to get an overall picture so they can make well balanced policy advice/ products. **Public Administration:** • City of Tilburg. • Provincial and regional policymakers (social and mobility departments). **Users:** • Representatives of elderly, welfare and mobility associations

	• Actual elderly people living in different corners of the city/region.
Partner(s)	**Bureau ZET** is working together with the city of Tilburg to organize and lead the Scenario Building workshops. Bureau ZET is a non-profit organization tackling several types of (change) challenges with a social component. They are the connecting link between all parties that contribute to these issues, and direct processes of cooperation and co-creation, build learning networks and help governments and other organizations to grow into their responsive roles. Bureau ZET will support both the Scenario Building and Inclusive Design Wheel activities.

4.3.2 Inclusive Design Wheel

	Description
Objective(s)	Together with actual end-users, *two Inclusive Design Wheel processes* will be setup in parallel to design tailor made solutions: • For the rural context, based on the individual requirements of the elderly, a solution is being designed and tested that will provide an opportunity to enable the use of public transport. The output will be tested at a **Mobility Market** (and other activities, to be decided) for elderly people. • For the urban context, a bike (sharing) solution is being designed to bridge the gap in the needs and skills of people/families living in poverty and/or with a migrant background. More specifically, a **Bike hub** will be designed and tested. Goal is to reduce bicycle poverty. The target groups come to the bike hub and there we can check if there's a (digital) barrier to use the bicycle. In co- creation with Nextbike and Mobycon a scenario will be developed/ tested in the IDW by end-users and professional stakeholders such as: policymakers, welfare organizations and Hopperpoint (bike sharing system in Tilburg)
Expectations	Each process has its own **expectations**: • Rural context (elderly): develop social and mobility strategies which can be implemented on the policy level. Also, they hope to get concrete improvement proposals for (digital) products which can be implemented in the product/ service in the public transport system. • Urban context (poverty/migrants): get insights in the (digital) barriers these groups experience using the bicycle. In addition, they hope to create a concept for potential solutions/ measures.
Timing	The exact timing is not known yet. Both processes will take place between September 2021 and October 2021. First session (with women, fits in the Bike hub traject) will be organized the 27th of September.
Setting	The exact setting is not known yet, due to uncertain COVID-19 restrictions.
Participants	Each process targets a specific vulnerable-to-exclusion group, and will therefore include different **participants** in the process:

	• Rural context: elderly in rural and urban areas that don't/ have less access to public transport because they experience (digital) barriers. Welfare/ social bike repair organizations and policy makers (from the social and mobility departments). • Urban context: families in poverty and people with a migrant background who experience transport barriers because they don't/ have less access to bike facilities. In addition, several welfare/ social bike repair organizations and policy makers (from the social and mobility departments) will participate.
Partner(s)	To organize the **Inclusive Design Wheel** process, the city of Tilburg will work together with **Nextbike** and **Mobycon**. Mobycon is an independent consulting organization in the Netherlands experienced in mobility issues. They support the Inclusive Design Wheel process. Commissioned by Nextbike, they will organize the IDW for families in poverty and people with a migrant background.

Conclusion

The development of the local DIGNITY implementation plans has given each of the 4 DIGNITY pilots the time and opportunity to think their tasks and objectives trough in detail, before starting the actual work. The details displayed in each of the 4 local implementation plans in this document show that the implementation of the DIGNITY bridging methodologies (being Scenario Building and Inclusive Design Wheel) can vary to a great extent, depending on the local situation. All activities described in the implementation plans will be carried out in 2021 and the beginning of 2022.

The development of local implementation plans has several reasons. First and foremost, the local implementation plans will function as a test case for the methodologies developed to complete the bridging phase of the DIGNITY approach. When this phase is finished, the implementation and results will be evaluated. The work of the DIGNITY pilots will display how well the DIGNITY approach is suited to work towards a digital inclusive mobility ecosystem, and how the methodologies or the overall approach can be improved in order to replicate the methodology in other cities or regions worldwide.

In addition, the developed implementation plans will increase the effectiveness of the implementations linked the local challenges and objectives, and will provide interesting insights on how this variety in the implementation of both methods by each pilot region leads to different results. Based on these results, long term strategies to work on a more inclusive digital mobility in each pilot will be developed in a next stage of the project (D3.5).