

For the elderly and young people in rural areas, transport opportunities are of great importance.



At the age of 80, I'm lucky to be able to drive to many activities and I'm lucky to have a healthy young 75-year-old who can also drive. We often take others when we go out, including those who do not themselves have the possibility of carriage. We would like to stay for so long as possible, here where we feel at home. But we will not get younger, and one day it will be us. There is a need for good driving enthusiasts.

Holger Hansen, 80 years old, Senior citizen and former farmer living in Lindeballe, Vejle municipality



In order to avoid a very long transport time, I have to leave the class a couple of times a week before the last hour ends. I am happy to live in a village, but when there is not a bus and my parents can not get there me, I sometimes have to say no to being with friends and girlfriends. Regarding my sport, I am very dependent on my parents can drive me when it is not possible for me to get home after training, as the last bus departs from Kolding before 17:00. Several promotions could mean a lot to me and to others in the village.

Malene Petersen, 15, is in 9th grade at Kolding Real School, lives in Jordrup, Kolding municipality

The GreenDriveThinking model

A model and solution to involve private in solving rural area transport needs.

The problem for young people

- Young people in rural areas have transport needs public transport cannot solve
 - Young people do not participate in sports because of missing transport options
 - Young people are forced to leave education when public transport does not allow for home transport after end of teaching

There are many other cases where young people in rural areas are positioned with less opportunities than young people in urban areas due to lack of transport options.

The problem for the elderly

- Older people in rural areas have transport needs public transport can not solve
 - Older people do not participate in older activities due to lack transport options
 - Older people can not participate in children's and grandchildren's sports, school and other activities due to lack of transport options

There are many other cases where older people, especially in rural areas, are poorly positioned due to lack of transport options.

The problem of socially vulnerable families

- Socially vulnerable families without their own car public transport needs can not be solved
 - Adults' ability to get into work is reduced due to lack of transport options
 - Children and adolescents of socially vulnerable families can not participate sports and school activities due to lack of transport options

There are many other cases where socially disadvantaged families, especially in rural areas, are positioned poorly due to lack of transport options.

Possible solutions

- The municipalities recognize that the public transport can not solve the task
- The municipalities agree that the transport options exists as available seats in private cars
- By associating private transport in the public sector transport planning, transport options can be significantly improved.

Solution barriers

- Many travel to / from work with available passenger carriers. The Primary challenge is making these promotions available to those there Has the need for transportation, in a safe way.
- It requires a technological “t portal” on mobile phone for supply and demand. Technology must be found or developped.
- The most difficult barrier is that private individuals can not be required to offer available seats for carriage for other citizens. It requires motivation and security in order for a large number of private lift offerings.
- It is not a barrier to get those who request lifts to use a Mobile App, but It's a challenge to get a large supply if it required from private “providers” to use a mobile app. There must be found a solution that does not require active use of a Mobile App for passenger transport to be made available to friends and members of local associations

The GreenDriveThinking model

- A wide range of private transport opportunities can be created through municipal cooperation with workplaces to make employees' available seats available for transportation to and from work for other citizens, without requiring that commuters actively use a mobile app.
- Motivation for offering lifts is created by municipal cooperation with local associations, so the citizens only provide free seats for people they know and want to help and take in the car. Specific actions can involve rewards
- The main component of the solution is information, motivation and rewards, specified in "Kørselsvane Ambassadør" projects for workplaces and local associations respectively.
- The second component of the solution is the technological "transport portal", in the form of an App where private rides safely can be offered to friends and safe known people in local associations and other "friend groups". This solution component should make it easy and convenient for providers and requesters "to find each other's supply / demand" and to coordinate the transport
- The third component of the solution is a technological administration and information tool for workplaces and local associations that make it efficient for workplaces to publish ride offers on "the transport portal" as well as ensure security management against uninvited members in groups so that nobody can join a closed group without administrator or member approval
- Several components can be included in the model under information, motivation, convenience and reward. It is the individual workplace and local association that decides what to do. Overall, the model and solution goes under "The GreenDriveThinking model"