

La MOBILITÉ dans les villes Européennes

7th edition

Peri-urban and rural areas: how can we
make the transition to low-carbon
mobility for all?



13 & 14
November
2025

Strasbourg

Cité de la musique et de la Danse
1, place Dauphine – 67000 Strasbourg (FR)

OUR PARTNERS:

POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

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BACKGROUND & ISSUES

Peri-urban and rural areas are characterised as 'low-density' areas.

In these sparsely populated areas, there is a pressing need to offer more transport solutions – including, in some cases, cars – to certain groups of people who are forced to remain immobile, in the interests of social and territorial inclusion. There is also a need to roll out large-scale carbon-free solutions in these areas, which are far from major urban centres and their amenities.

In the European context, issues related to the ageing population in these areas make it all the more urgent to find solutions that can break dependence on private cars.



OBJECTIVES

The 7th edition of the European Mobility Days in Strasbourg, organised on 13 and 14 November 2025, aims to address these issues from a European perspective, promoting inter-territorial and cross-border cooperation by combining feedback, technical perspectives and research results around the following themes:

- Understanding the challenges of decarbonisation and inclusion in rural areas
- Strengthening capacities and expertise
- Deploying shared mobility
- Supporting vulnerable users
- Combating mobility-related poverty
- Managing on mobility demand
- Encouraging transport services to better meet needs
- Decarbonising through innovation
- Making services more agile
- Providing a forward-looking vision...



PUBLIC

The event is open to elected representatives and decision-makers, engineers and technicians from local authorities, researchers, civil servants, companies and consultancies.

Speakers will make their presentations either in French or in English. A live translation will be provided to participants.



REGISTRATION

Online registration on the Cerema Website: [click here](#)

Fees

Participants are asked to make a financial contribution of **100 euros** for logistical costs, except for organizers, speakers and participants from French local authorities. The tarif includes

Registration deadline : 5th of November 2025 at 23:59 (As the number of participants is limited, organizers recommend to register as soon as possible)

Contact : jems2025@cerema.fr

Moderation by Julie Merckling (from « Merci pour la Transition »).

Thursday 13 November 2025, morning

8:15 *Registration and Welcome Coffee*

9:00 **Welcome addresses**

Béatrice AGAMENNONE, Cerema, Regional Director, East CNFPT

Pia IMBS, Eurométropole de Strasbourg, President

9:20 **Opening speech**

Melanie SCHADE, Bundes Institut für Bau-, Stadt- und Raumforschung – Mobility in rural areas: a comparative analysis of approaches in Europe

10:00 **Session 1 – Understanding the challenges of decarbonisation and social inclusion through mobility in peri-urban and rural areas**

Sara ESCUDERO RUBIO, University of Paris-Nanterre – Ecole d'architecture de Paris - La Villette, Daily mobility tactics in rural areas: making arrangements to meet up, making arrangements to get everything done, making arrangements to live up to values and standards

Paola PUCCI, Giovanni LANZA, Universita Politecnica Milano, Between Needs and Choices. Understanding Car Dependency and Its Policy Implications in Low-Density Areas. The case of the Province of Bergamo

10:45 **Coffee break**



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- 11:15 **Session 2 (round table) – Strengthening capacity building and expertise in sparsely populated areas**
- Francesca Lacqua**, Università degli Studi di Milano-Bicocca – *Peri-Urban Mobilities in Transitions: Sustainability challenges, Social practices, and Local Policy Pathways in North-West Italy*
- Andrea Lorenzini**, MEMEX – *Developing new policies, strategies, and plans for a new era of rural mobility*
- Wim Dijkstra**, Overijssel Province – *Bridging the Rural Mobility Gap: Governance, Finance, and Innovation in Europe*
- Alexandre Fabry**, Cerema – *Coordination between stakeholders: a key factor in the success of rural mobility projects*
- Céline Mouvet**, French Ministry of Ecological Transition, *A look back at seven years of implementing the 'France Mobilités' programme*
- 12:00 **Mathieu Voisin**, Expertise France – *Supporting the emergence of sustainable mobility in the Western Balkans*
- 12:30 *Lunch*

Thursday 13th November 2025, afternoon

- 13:45 **Session 3 – Sharing is the new black : when car sharing multiplies the solutions**
- Jean-François Virot-Daub**, Citiz – *Rural and peri-urban car sharing: challenges, realities and conditions for success. The expertise of Citiz*
- Esther De Reys, Merel Vansevenant**, Way To Go – *Car-sharing in Housing Developments: Evidence, Co-Creation, and Acceleration Instruments*
- Sami Angstholm**, Bax, **Valérie Denis**, Brest Métropole – *The Shared Mobility for All project: Co-creating and testing new shared mobility solutions*



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14:30 **Session 4 – Soutenir et favoriser les usagers de solutions légères de mobilité dans les territoires peu denses**

Leonard Pröbsting, TTK, 'Cycle highways' – *Different approaches in Germany and France*

Anna Tailliez – Mobycon – *Visitors from near and far : how investments in cycling tourism can improve everyday mobility for local communities*

Marc Figuls, Factual – *Data-driven strategies for enhancing active mobility safety and perception in peri-urban and rural areas*

Thomas Durlin, Cerema – *Supporting the emergence of intermediate vehicles – Safety and coexistence*

15:30 *Coffee break*

15:50 **Session 5 – Closing distances, broadening access : Mobility solutions tackling Transport Poverty (chaired by POLIS)**

Paolo Gandolfi, Reggio Emilia City

Klemen Gostič, Ljubjana Urban Region

Matthieu Graindorge, Helmond City

17:00 **David Borot**, SNCF – *Innovation and experimentations to open up remote areas and their inhabitants*

Mathieu Lévêque, SNCF – *Artificial intelligence to help guide visually and cognitively impaired travellers in stations and trains*

17:30 *End of 1st Day of conference*



PROGRAMME

Friday 14th november 2025, morning

8:00 *Welcome and coffee*

8:30 **Session 6 – Managing mobility demand to strengthen decarbonisation**

Joël Meissonnier, Matris, UMR Cerema - CY Paris Cergy Université – *How can we encourage rural populations to question their travel habits? Initial findings from action research conducted through a documentary film in Lumbres (Hauts-de-France Region)*

Sylvain Guillaume-Gentil, Transitec – *New forms of work and their impact on transport demand in Switzerland*

Marie Couvrat-Desvergne, Cerema – *Mobility management in sparsely populated areas: concrete actions and available tools*

9h15 **Session 7 (round table) – Encouraging public transport services to better meet the needs of rural residents**

Christian Berger, Basler Verkehrsbetriebe BVB – *Public transport in rural areas – the example of Switzerland*

Marti Jofre, Factual – *The case of demand responsive public transport : a key factor in levelling up rural mobility*

Marius Basty, TTK, *Stratégies de structuration des flux pendulaires transfrontaliers – cas d'étude des flux entre la Lorraine et le Luxembourg*

Amélie Cheminel, Eurométropole de Strasbourg – *The FLEXHOP on-demand transport service around Strasbourg*

Ida Blinkenberg-Lidell, NABOGO, *Innovative strategies supporting car-pooling solutions in Danish rural areas*

Alexandre Mora, Transdev, *Transdev's experience in supporting rural populations*

10h **Coffee Break**



Friday 14th november 2025, morning

10h30 **Session 8 – When Decarbonisation Meets the Mobility Needs of Rural and Peri-Urban Inhabitants for Sustainable Mobility (chaired by EIT Urban Mobility)**

Presentation of insights from EIT Urban Mobility partners, with a European perspective, on various innovative solutions:

- on-demand transport services
- shared and collaborative economy models supporting electromobility
- mobility behaviour change, and micro-incentives

With :

Martí Jofre, Managing Partner at Factual

Ignacio Estellés, CEO at Mooveo

Clémentine Flinois, Innovative Development and Economic Transformation at Clem

Ingrid Lanoë, Government Partnership Manager at Bird

Joachim Renaudin, Head of BU South at Karos

11h30 **Session 9 – Small railway lines, express mobility services: when heavy transport becomes agile to better serve remote areas**

Balraj David, Cerema – *Assessment of the potential of local rail services as an alternative to private cars in rural and peri-urban areas*

Marius Basty, TTK – *The Karlsruhe tram-train: success of an express mobility service approach in Germany*

Laurent Stummelen, Eurométropole de Strasbourg, REME, *an integrated public transport system for residents of the outskirts of Strasbourg*



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12h15 **Session 10 – A future outlook for everyday mobility in peri-urban and outlying areas?**

Laurent Jardinier, EXPLAIN – *Everyday mobility: transforming rural constraints into levers for change*

Mireia Gilibert, EIT Urban Mobility – *The 'New European Bauhaus' initiative: transforming urban and rural areas across Europe into more beautiful, sustainable and inclusive spaces*

12h50 **End of 2nd Day and Final conclusions**

13h *Lunch*

Friday 14th November 2025, afternoon

14:00-17:00* **3 technical visits are proposed (20 persons max per visit):**

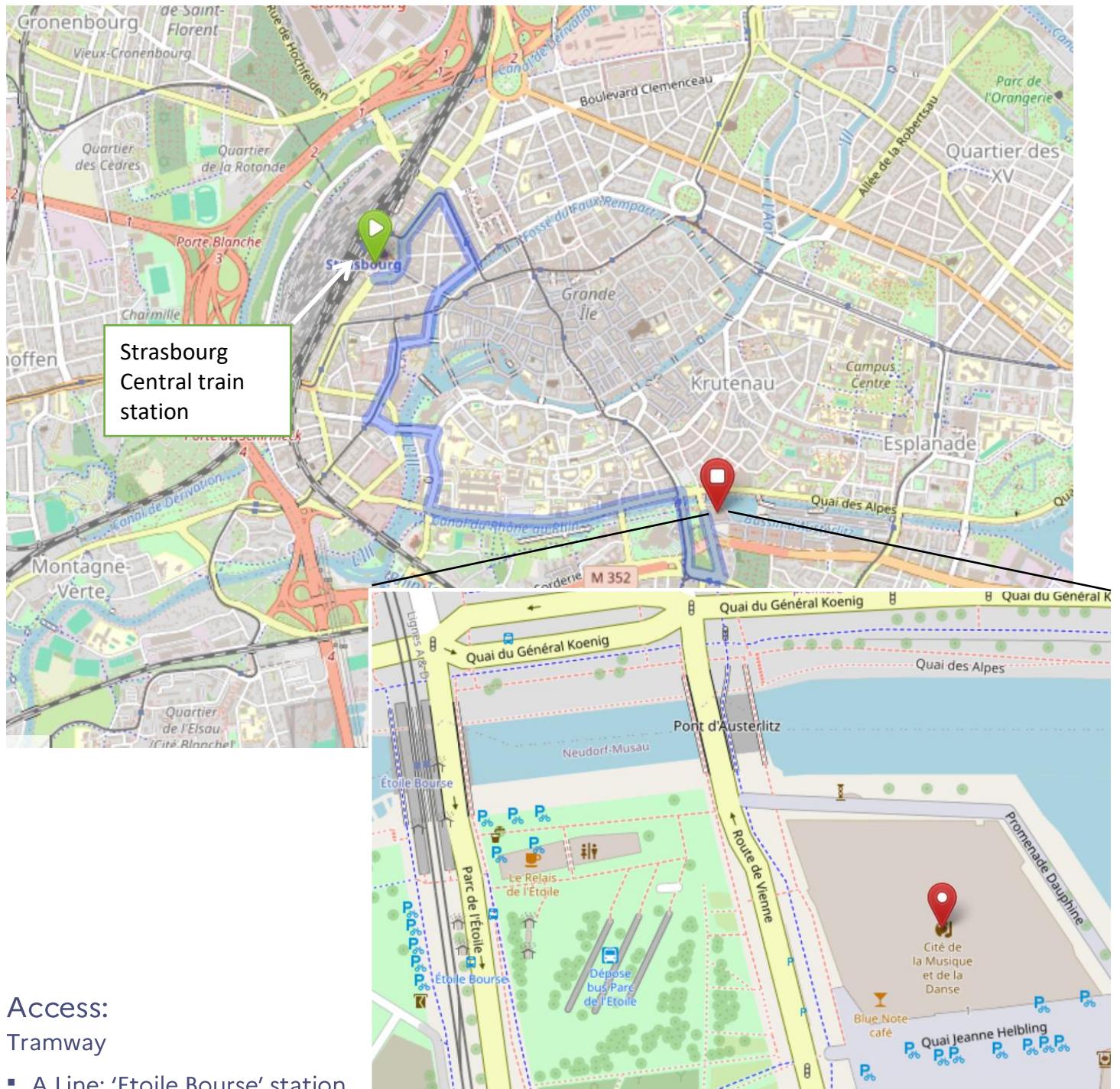
1. **KaleidosCoop:** collaborative French-German living and working space
2. **Landscaping and greening around Schluthfeld School:** with a citizen counting project in partnership with Telraam
3. **TechniCentre SNCF VOYAGEURS:** visit the premises for maintaining the equipments for the Greater Strasbourg metropolitan express network

* Timetable is provisional at this stage and will be confirmed at a later date.

Please note that due to organisational constraints, you must specify your choice of visit at the time of registration. Visits comments will be led in French.

Cité de la Musique et de la Danse

1, place Dauphine – 67000 STRASBOURG (FRANCE)



Access:

Tramway

- A Line: 'Etoile Bourse' station
- D Line: 'Etoile Bourse' or 'Etoile Polygone' stations
- E Line: 'Etoile Polygone' station

 about 15 minutes from Strasbourg Central train station

 about 30 minutes walking from Strasbourg Central train station