



## Designing a sustainable and feasible transport and mobility solution for visitors and local food in a sparsely populated Biosphere Reserve

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Region Västerbotten*

*ESPON seminar 181002  
Economic development  
in rural regions – new  
thinking and policies in  
finding and exploiting  
Endogenous capacities.*





# Transports and mobility for visitors and tourism along Road 363 and the Vindeln River Valley (MOBEVI)

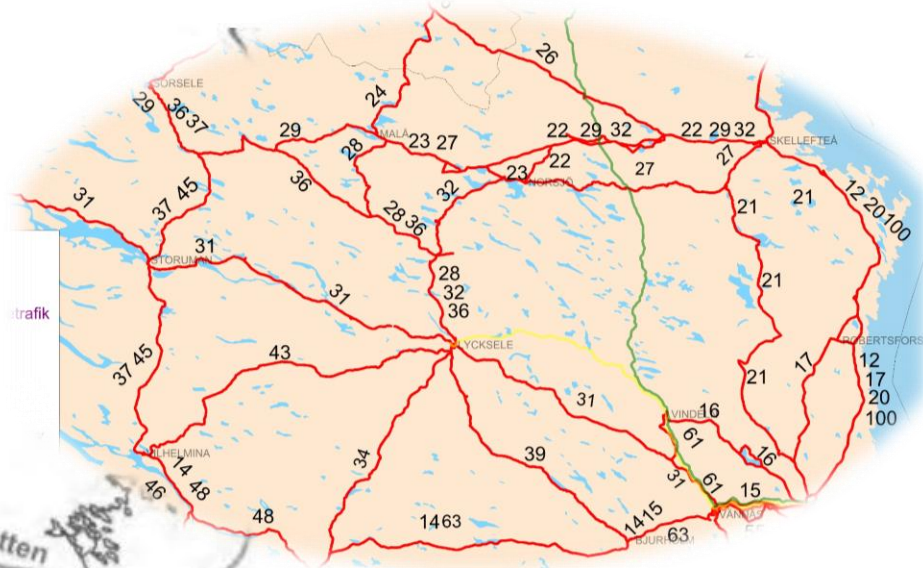
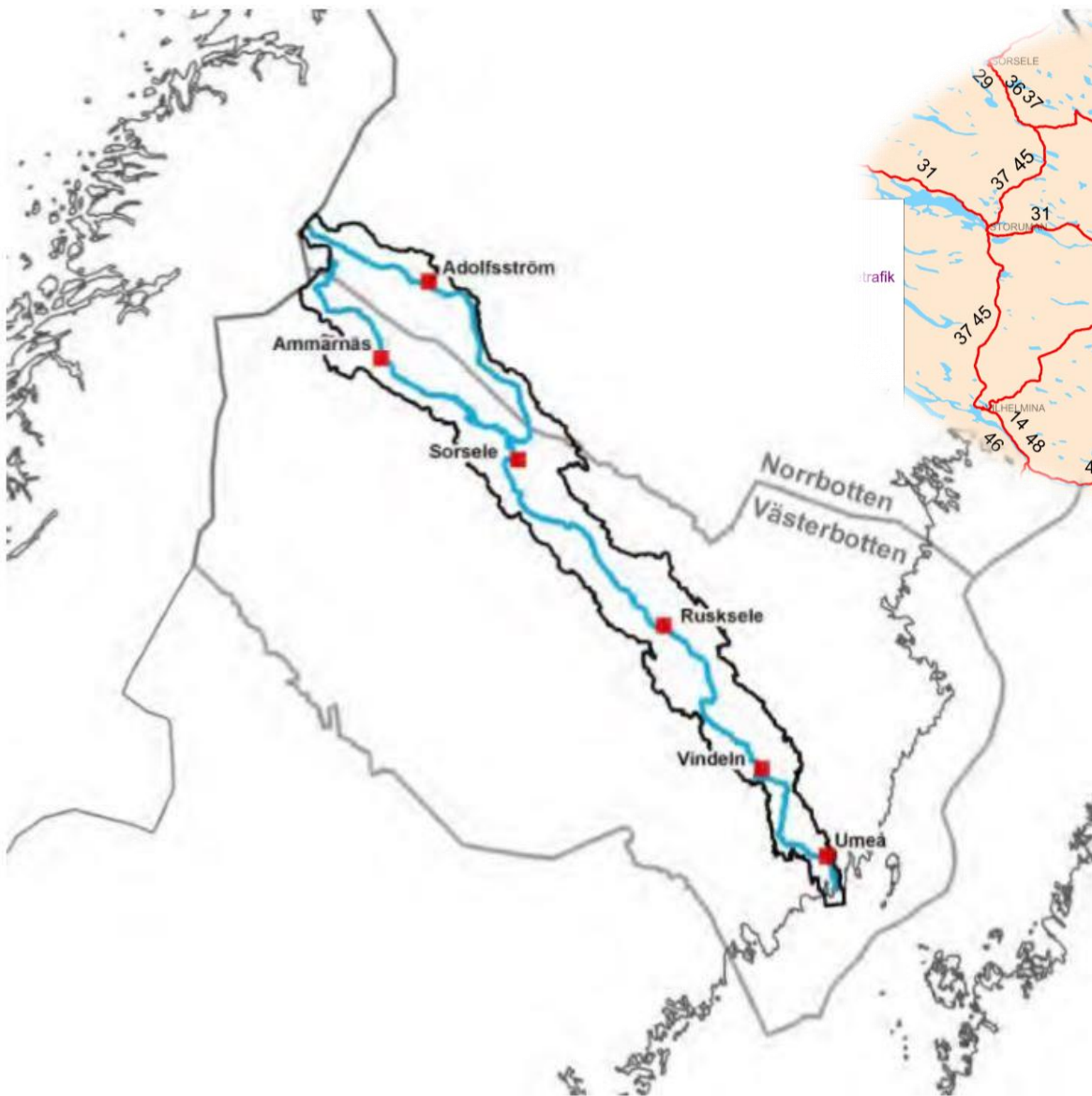




REGION  
VÄSTERBOTTEN  
KOLLEKTIVTRAFIKMYNDIGHETEN

## Accessibility on the agenda







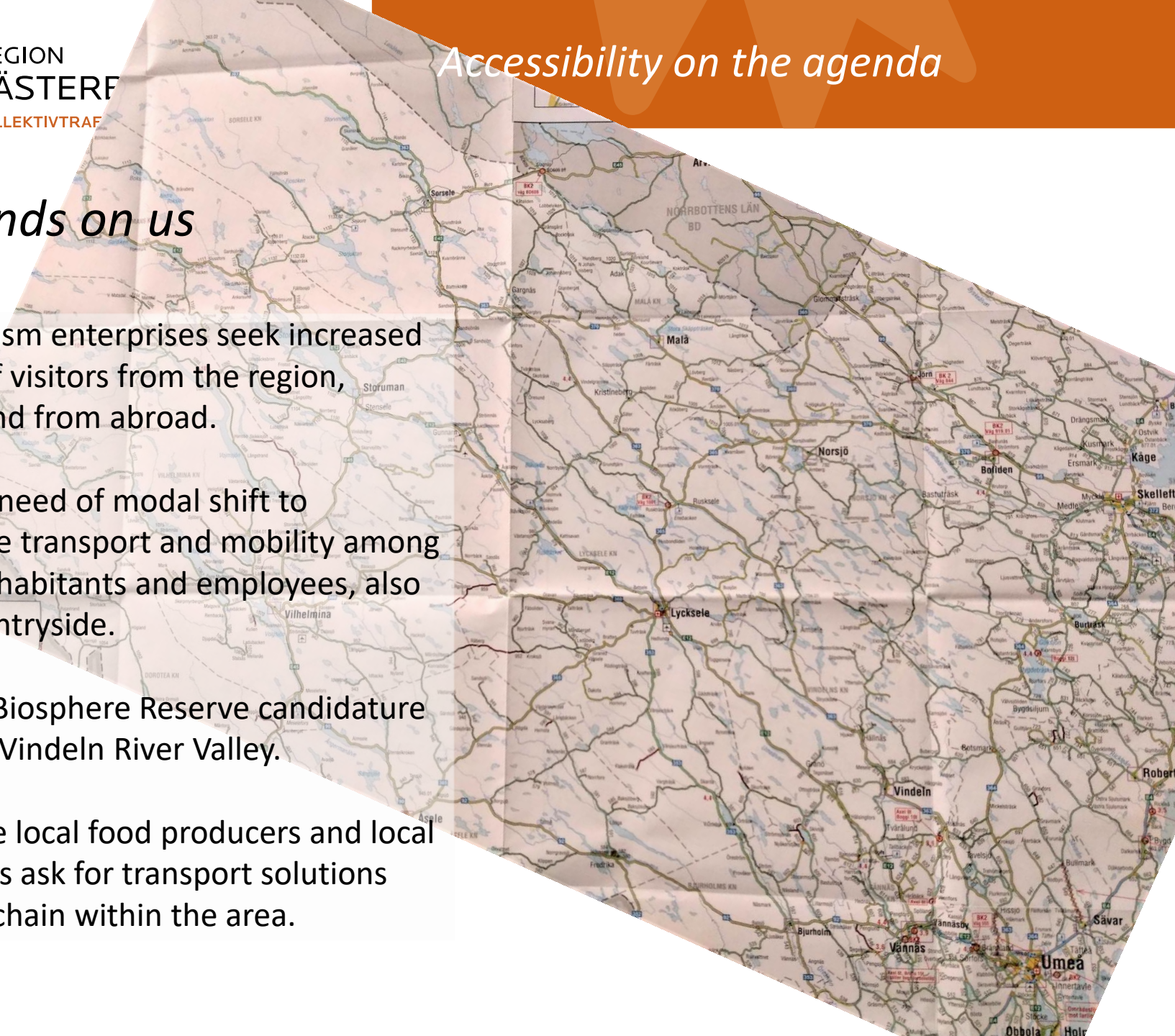
## *Demands on us*

Most tourism enterprises seek increased number of visitors from the region, Sweden and from abroad.

There is a need of modal shift to sustainable transport and mobility among visitors, inhabitants and employees, also in the countryside.

On-going Biosphere Reserve candidature project of Vindeln River Valley.

Small scale local food producers and local restaurants ask for transport solutions with cold chain within the area.

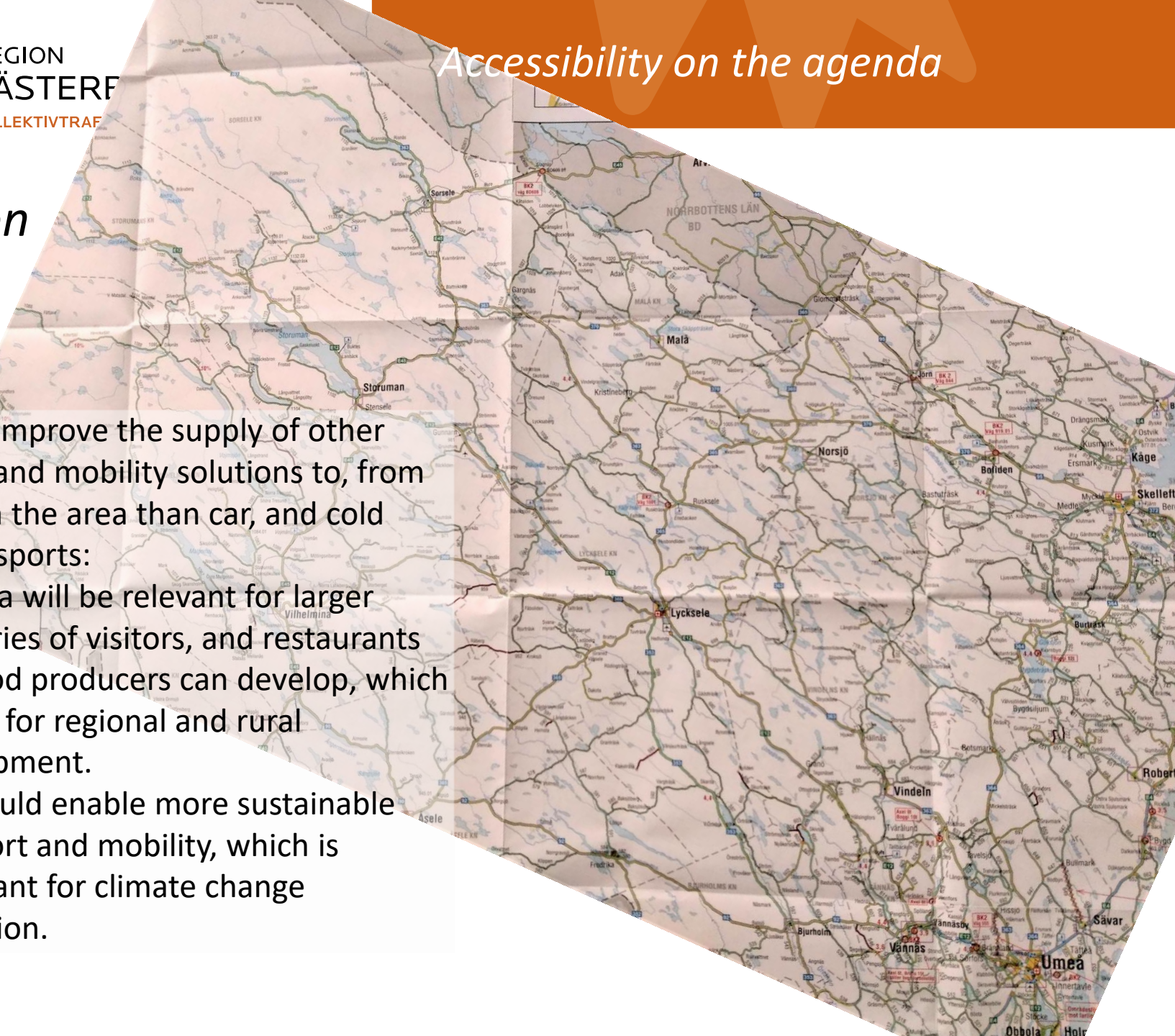




## *Mission*



IF we can improve the supply of other transport and mobility solutions to, from and within the area than car, and cold chain transports:

- the area will be relevant for larger categories of visitors, and restaurants and food producers can develop, which is good for regional and rural development.
- this would enable more sustainable transport and mobility, which is important for climate change mitigation.






Increased accessibility More sustainable transports within rural tourism Regional development  
Rural development Climate change mitigation.



1. A sustainable transport- or mobility solution for visitors and grocery has been tested, monitored and successively adjusted, with positive results and prerequisites for final implementation. 2. An implemented, sustainable transport- and mobilitysolution that now (at latest) spreads to other parts of Sweden and thus contributes to overriding goals even more.



**The project goal** is a well-prepared, established and formed project that pilots a transport or mobility solution(s?) for visitors and grocery along Road 363, that follows Vindeln river. A solution that has good chances to sustain in the long run.





## *Method to form the transport- or mobility solution*

- Develop in a conscious, unprejudiced, solution-focused, innovative way
- Design Process with focus on Participatory Design, Service Design and Social Innovation
- Design leader and Umeå institute of Design run the design Process
- Accept the complexity and involve wide range of relevant stakeholders
- Don't commit early to certain solutions or parts of solution
- Keep focus on reaching project and long term goals
- Use previous and on-going research results on public transport and mobility in rural areas and within tourism







## Organization

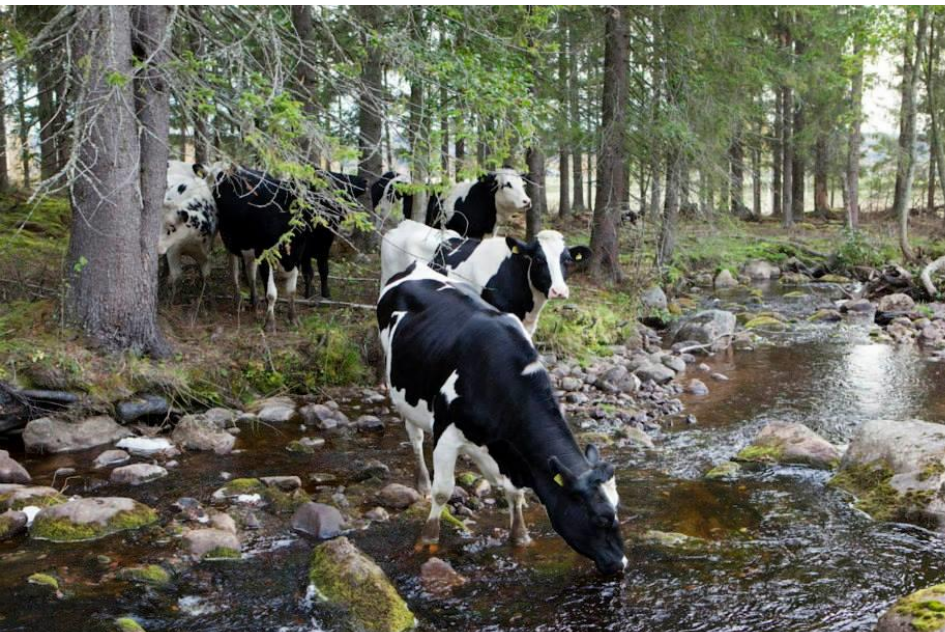
- Region Västerbotten-project owner
  - Project leader
  - Project employees
  - Design leader
  - Umeå Institute of design
  - The work group
  - SVID
  - Steering group
  - Reference group
  - Financers
- 
- Receivers of value and users
  - The Biosphere candidature project
  - Other stakeholders





## *Coming up next*

- On-going procurement of Design Leader with team
- First Steering Group meeting
- Mapping research and previous projects
- Kick-off, field visit and Design method introduction
- Meeting with several stakeholders





# Identified stakeholders

Those that will use

Profit from

Produce parts of

...the transport- or mobility solution that will be developed during the prestudy.

Visitors (tourists, hikers, other visitors)

Food Producers

Inhabitants

Tourism Entrepreneurs in the corridor

Commercial and Public Services

Financers of Public Transport

Procurers of Public Transport

Bussgods Nord –company that forwards goods aboard buses

Bus Operators

Those who might come to produce parts of, or might be interested in developing outcomes of the project further – e.g. IT-companies and vehicle producers.



Övergripande mål för  
förstudien och blivande  
genomförandeprojekt

Regional utveckling Sveriges klimatmål Landsbygdsutveckling  
Ökad tillgänglighet och mobilitet och mer hållbart resande och  
transporter särskilt inom besöksnäringen på landsbygden

Long-term Goal 2022-

An implemented, sustainable transport- and mobilitysolution that now (at latest) spreads to other parts of Sweden and thus contributes to overriding goals even more.

Long-term Goal 2020-2023

A sustainable transport- or mobility solution for visitors and grocery has been tested, monitored and successively adjusted, with positive results and prerequisites for final implementation.

Prestudy Project Goal  
and Expected Result  
2018-2019

A well-prepared, established and formed project that pilots transport or mobility solution(s?) for visitors and grocery along Road 363, that follows Vindeln river. A solution that has good chances to sustain in the long run.

### Milestones of the prestudy

(i de flesta fall är målen aktuella under hela  
förstudien även aktiviteterna fokuseras till  
viss tidsperiod)

Project organi-  
sation established  
(Aktivitet 1,2 och 5)

Experiences from  
previous projects  
and research captured  
and the project is  
communicated with  
those actors.  
(Aktivitet 3, 11, 13  
och Resultatspridning)

Relevant  
stakeholders have  
Had opportunity to  
Collaborate in the  
Design process in  
Adequate manner  
(Aktivitet 3-8)

Steps 1-4 of the design  
process carried out and  
resulted in a proposal of  
one or more transport-  
or mobility solutions for  
visitors and grocery  
along the corridor, to be  
tested in the  
implementation project  
(Aktivitet 6-7)

Central aspects of the  
carrying out of the  
testing/implementation  
project, and of  
documentation and  
research, are clarified  
klarlagda (Aktivitet  
8, 9 och 10)

There is a credible plan  
for building up travel  
/transport demand during  
the test period and for  
thereby improving  
chances that the  
transport- or mobility  
solution  
will be long standing or  
permanent

(Aktivitet 11-12)

----- Activities that lead to Milestones and Project Goal -----



## Activities

	Aktivitet	Startdatum	Slutdatum
1	Start up at Region Västerbotten and in collaboration with UID	2018-09-01	2018-09-30
2	Procurement of design leader, start up meeting with him/her (cooperation with SVID and Umeå municipality)	2018-09-01	2018-09-30
3	Mapping research and previous project results that are relevant for giving form to this transport or mobility solution. External monitoring of e.g. automation and MaaS and things going on in the corridor. Intensively in Fall, continues.	2018-10-01	2018-11-30
4	Complete the target group and stakeholders that may produce parts of the solution. Make sure they agree to contribute. Complete with other stakeholders and in which form they will contribute.	2018-10-01	2018-11-30
5	Kick-off with the project organisation (employees, design leader, UID, steering group, reference group) including design method course. If needed, information to, workshop or course with the target group that the students will work with.	2018-11-01	2018-12-31
6	Contribute to planning of, kick-off for and running the 10 weeks course at UID. E.g. making design brief, instructions, contact information, participation in kick-off and/or field visits.	2018-11-01	2019-05-31
7	Design leader gives form to the solutions to be tested in implementation project. Based on results of the UID course, stakeholders and target group's needs, the context etc. In close collaboration with Region Västerbotten, other stakeholders and target group, in an iterative work process including workshops.	2019-05-02	2019-10-31
8	Continued discussions with researchers –relevant research questions for the implementation project, costs of studying them, financing the the costs.	2019-06-01	2019-09-30
9	Budget and scheduling, planning the practical performance of the pilot, depending of what solution(s) have been chosen.	2019-10-01	2019-12-31
10	Mapping sources of financing for performance of the pilot, depending on what solutions(s) have been chosen.	2019-05-01	2019-11-30
11	Anchoring the chosen solutions(s) and the implementation project among stakeholders and target group.	2019-10-01	2019-12-31
12	Planning of an starting up the external communication work of the implementation project, to maximize chances of a successful pilot.	2019-10-01	2019-12-31
13	Final prestudy conference, which hopefully will be the upbeat for writing applications to financers of the implementation project/pilot.	2019-12-01	2019-12-19