

# UMCASE: CITIZENS' INCLUSIVE & ACCESSIBLE MOBILITY SOLUTIONS



## ABOUT US

### Background

**UMCASE** shifts the attention of policymakers and mobility experts to those who often don't have a voice, providing cities with a method to improve their public transport systems and digital solutions and tailor them to individual needs.



## THE PHASES

### 5 key steps

#### 1. Field immersion:

One week of immersion in each city, trying to observe and experience the current mobility from the end-user's eyes;

#### 2. Ideation workshop:

A co-ideation session with representatives of all the parties having a stake in the provision or use of inclusive digitally-enhanced mobility;



## *Creating mobility with people, for people*



## FOCUS

### Involved cities

#### Vitoria, Spain:

Older people, approaching the digital gap that this age group might have

#### Eindhoven, Netherlands:

Travellers with low income



## THE PHASES

#### 3. Design exploration:

The initial material was further refined, deepened, and brought to a point where the best ideas or solution blocks could be mocked-up;

#### 4. Mocking-up:

The ideas further refined and deepened in the previous phase were turned into mock-ups;

#### 5. Mock-up appraisal:

Finally, these mock-ups were evaluated, in context, by actual users and local stakeholders.

MORE INFORMATION :  
[HTTPS://ENGAGE.EITURBANMOBILITY.EU/PROCESSES/UMCASE](https://engage.eiturbanmobility.eu/processes/umcase)



# UMCASE: CITIZENS' INCLUSIVE & ACCESSIBLE MOBILITY SOLUTIONS



*"Citizen engagement does not only foster an understanding of different viewpoints. It also has to create trust in the government and public institutions. This trust means that people not only feel they are heard but know they are understood since their voices are being used to construct a better future"*



## CONTACT



**Phone number:**

+32 3 287 25 31



**E-mail Address:**

sven.vlassenroot@tractebel.engie.com



**Our Platform:**

<https://engage.eiturbanmobility.eu/processes/umcase>

## THE TEAM



Centro  
de Estudios Ambientales  
CEA  
Ingurugiro  
Gaietarako Ikastegia



## LESSONS LEARNT

### Citizen engagement is crucial

- Users will tell us what works best for their mobility needs;
- Involving citizens in the process improves communication, builds trust in public instances, and gives a sense of participation and community feeling;
- Engaging with cities and citizens produces valuable knowledge, insights, and experiences.



## OUTCOMES

The co-created **UMCASE methodology** and **execution tutorial** are not only intended to benefit the communities in our pilot cities, but will also be available for other cities, service providers, and stakeholders.

Included in these materials is **a set of recommendations** which can be used by local governments to improve their mobility policies.



Co-funded by the  
European Union

*UMCASE is a one-year project, supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union.*

**MORE INFORMATION :**  
[HTTPS://ENGAGE.EITURBANMOBILITY.EU/PROCESSES/UMCASE](https://engage.eiturbanmobility.eu/processes/umcase)