

European Mobility Days of Strasbourg 2025

13 & 14 November 2025

Call for paper

« Peri-urban and rural areas: how can we make a successful transition to low-carbon mobility for all? »



*The 7th **European Mobility Days in Strasbourg** will be held on **13 and 14 November 2025**.*

<https://www.cerema.fr/fr/evenements/journees-europeennes-mobilite-strasbourg-2025>

*The event is aimed in particular at public decision-makers, engineers and technicians from public authorities, academic researchers and practitioners, companies and start-ups in the transport and mobility sector. Presentations can be given **in English** or **French** (live French-English translation will be provided during the event).*

*This 7th edition will focus specifically on the following theme: « **Peri-urban and rural areas: how can we make a successful transition to low-carbon mobility for all?** »*

Peri-urban and rural areas are characterised as 'low density' areas, although it is not easy to give a very precise definition. However, there are a number of characteristics that bring them together:

- Low density in relation to urban areas, although there are wide variations depending on the area;
- An older population than in urban areas;
- A lower average per capita income;
- A high proportion of daily trips made by private car;
- A Low use of intermodal transport solutions, due to a public transport offer that is often inadequate or poorly calibrated to needs;
- Available resources (both financial and engineering) are often lower than in urban areas.

Generally speaking, main challenges for mobility in rural areas must be highlighted, between the need to **offer more travel solutions - including sometimes fossil fuel solutions** - to some inhabitants subjected to forced immobility (social and territorial inclusions), and the need to **deploy low-carbon solutions on a very large scale** in areas that are far from major urban hubs and their amenities. In the European context, **the ageing populations in these areas** make it all the more urgent to find solutions that can break the dependence on the private car.

We propose to address these issues **from a European perspective**, encouraging **inter-territorial and cross-border cooperation** by combining **feedbacks** from local projects and experiences, **technical approaches** and **research findings** around the following six main themes :

- 1- [Proposing alternatives from private car](#)
- 2- [Focusing on active mobilities : cycling, walking, personal mobility devices](#)
- 3- [Reducing distances and managing mobility demand](#)
- 4- [Proposing inclusive mobility solutions to rural inhabitants](#)
- 5- [Reinforcing coopération towards integrated mobility in rural areas](#)
- 6- [Making solutions durable](#)

1. Proposing alternatives from private car

Can one live in the countryside without his/her private car? What concrete alternatives can allow to (re)organise travel flows in peri-urban and rural areas in a more environmentally-friendly way, while meeting the needs and aspirations of the people who live there?

Hereinafter, a few examples of questions raised :

Is transport on demand a solution for rural mobility?

What are the new trends for suburban trains in Europe ? Comparisons between SERM (France), S-Bahn (Germany, Austria), S-Tog (Copenhagen), REME (Strasbourg region)... ?

Mobility areas (interchanges) in rural areas: role and effectiveness?

Car-sharing services: an attractive solution?

What innovative mobility solutions in order to improve traffic flows between urban, suburban and rural areas?

Electric mobility: what about its relevance in sparsely populated areas? How can we ensure an effective network of charging stations?

What role can alternative forms of transport play in mountain areas?

What role should car-sharing play (car-sharing lines, on-demand or hitchhiking)?

What is the best mix of mobility services for rural and peri-urban areas...

2. Focusing on active mobilities : cycling, walking, non-motorized personal mobility devices

Since the Covid-19 pandemic, the modal share of cycling has increased significantly in France, although it remains half that of the EU average (7% compared with 3%). And in rural areas, cycling accounts for barely 2% of daily journeys. What are the solutions for speeding up the switch to cycling in these areas? How can cycling policies be adapted to the particular topography of these areas? Is the development of electric bike a game changer in rural areas, by broadening the scope for individual activity?

Hereinafter, a few examples of questions raised :

What are the potential issues developing express lanes for bicycles?

Are there any advantages/limits to dedicating roads entirely to active modes in rural areas? Would it be possible to organise modal split on existing roads (including those with heavy traffic)? And under what conditions?

The 'quarter-hour city, half-hour territory' : how can these concepts be successfully implemented into rural reality?

How can 'competitive' and comfortable walking routes be created in sparsely populated areas?

What do we know about the prerequisites for definitively convincing people living in suburban and rural areas to walk or cycle?

How has the transition gone in Europe's sparsely populated areas that succeeded into increasing cycling modal share in a short time?

Is there a gender bias in relation to cycling in rural areas? How can this be remedied?

How relevant are personal mobility devices in rural areas?

How can one better link the development of cycle routes for daily commuting with routes dedicated to cycle tourism?

What public or private cycling services are best suited to mobility in rural areas?...

3. Reducing distances and managing mobility demand

Acting on mobility demand requires an overall vision of needs and performing mobility services to be deployed to meet them. The remoteness of suburban and rural areas and the obstacles they face in accessing seamless travel systems other than solo car make it all the more essential to advocate solutions based on bringing economic life, leisure activities and places of residence closer together: mobility management initiatives, policies to strengthen the link between urban planning and travel, transit-oriented development around public transport lines serving less densely populated areas, trainings.... In addition, the deployment of solutions that reduce the need to travel to major urban centres can also meet the needs of these areas' inhabitants: teleworking, 'reverse mobility' solutions, coworking spaces and places of economic and social interaction, etc. How better integrate these demand-targeting tools overall policies that encourage modal shift in outlying areas?

Hereinafter, a few examples of questions raised :

Is there a « centre vs periphery » model in Europe? What similarities and differences can one pick up?

What is the reality of the « served/serving territory » logic (links in both directions)?

Does psychological approaches of end-users' needs could target to more accurate solutions?

How can commuters be better supported in rural areas?

How to compare best practices of integrated « urbanism – mobility » approaches in Europe?

Has transit-oriented development (TOD) become widespread in Europe's suburban and rural areas?

What impact do restricted or controlled access zones (LTZ, lower speed limits, etc.) have on suburban areas?

What role does teleworking play in a possible change in the distribution of activities/housing, especially following the covid-19 pandemic?

Will the deployment of third-party facilities (coworking, etc.) have a long-term impact on the integration of low-carbon mobility solutions in rural areas?

What new forms of mobility advice should be deployed in rural and peri-urban areas?

What innovations in mobility management should be specifically dedicated to the inhabitants and workers of these outlying areas?..

4. Proposing inclusive mobility solutions to rural inhabitants

A determined action to broaden the range of mobility services and their accessibility for inhabitants in sparsely populated areas facing economic and social weaknesses contributes to their inclusion and helps to overcome feelings of social relegation. Economic inclusion through mobility is therefore particularly relevant in outlying areas, and can also help to increase the acceptability of new, more CO₂-efficient services to replace solo car solutions.

Hereinafter, a few examples of questions raised :

How can we answer secluded people's needs in a way that is consistent with limited financial resources of small local authorities?

At a time when mobility policies and services are becoming increasingly digital, how can we ensure that they meet the needs of people living in rural areas?

Do mobility policies based on heavy transport and cycling adequately meet the needs of an ageing population?

What is the impact of an ageing population in areas that are heavily dependent on the car?

What social innovations are there in support of vulnerable people (the elderly, the unemployed, etc.) in sparsely populated areas? What good practice has recently been adopted in Europe?

Do reverse mobility solutions (i.e. bringing services directly to local residents, rather than asking inhabitants to move to reach them) actually help to strengthen social inclusion through mobility in European countries?

What role can associations and non-profit organizations play in European countries rural areas?

Is there a 'European model' for socially dedicated transport services in rural areas?

How can we reach 'silent' populations who are not necessarily used to taking part in community events ?...

5. Reinforcing coopération towards integrated mobility in rural areas

The multiplication of players is obvious when it comes to peri-urban and rural areas, which are at the crossroads of various authorities and skills in the field of mobility. Given this situation, how can we facilitate decision-making to make mobility projects smoother and faster? And how can we improve consultation and take into account the real needs of the people and players in these sparsely populated areas ?

Hereinafter, a few examples of questions raised :

How can the 'right-to-be-mobile' be achieved in rural areas?

Is there a 'good' balance between public authorities and the private sector (or associations) in rural areas?

How can the interests of all stakeholders (inhabitants, associations, businesses, etc.) in these areas be best taken into account?

How can non-profit sector be part of the solution for a integrated low-carbon mobility system?

How can the organisation of travel flows be best tackled from a cross-border perspective?

How are discussions and decisions on low-carbon mobility systems organised at local level in Europe?

How to better coordinate every governmental levels' responsibilities in terms of sustainable mobility?

What are the approaches in terms of 'integrated mobility areas', going beyond administrative boundaries?...

6. Fostering lasting solutions

The question of the sustainability of clean and efficient mobility ecosystems in rural areas is fundamental. In particular, this requires the deployment of innovative solutions to ensure the long-term financing of decarbonised and inclusive mobility ecosystems in Europe's sparsely populated areas. Are innovative approaches, based in particular on the financial participation of specific players, a sufficient response? How can financial equalisation between metropolitan areas and peripheral regions be organised ?

Hereinafter, a few examples of questions raised :

How can one ensure the financing of ambitious energy transition policies for mobility, dedicated to the inhabitants of rural areas?

How can employers contribute to the funding of mobility solutions in response to commuters' mobility demand?

What would be similar solutions to the French 'versement mobilité' (e.g. tax paid by employers that is used directly to finance transport and mobility services) in Europe?

How can we ensure that tourists properly contribute to transport funding in the areas they visit?

Generally speaking, how can the 'right' level of participation by every stakeholders (companies, users, tourists) in financing rural mobility solutions be organised?...

Practical informations

Contributions may be submitted in either **English** or **French**.

Contributions will focus in particular on **feedback on national or local best practice**, the presentation of **research work** or the implementation of **innovative solutions** (technical or in the human and social sciences fields)

Submissions must be sent by **Wednesday, 3 September 2025 15 :00** at the following address (*Warning : when logging in for the first time, you must create your personal account before submitting your abstract*) : <https://jems-2025.sciencesconf.org/submission/submit>

Contributions should conform the following recommandations:

- Give a title for the proposal
- Precise the main theme the proposal is answering;
- Display a short summary (500 words maximum);
- Develop your proposal's content (2500 words maximum), including the main results obtained or the innovative points of the displayed project.

Participants will be informed of the organisers' decision regarding their proposal (acceptance or rejection) no later than 10 days after the call closes.

For any request, please contact : jems2025.dmepps.dtectv.cerema@cerema.fr