



BK-95

GREEN MOVE

CERV PROJECT

Raising Awareness of Fundamental Rights and EU
Values through Sustainable Transportation
Infrastructure





ENHANCING AWARENESS OF FUNDAMENTAL RIGHTS THROUGH INTEGRATED PUBLIC TRANSPORT

Enhancing awareness of fundamental rights through integrated public transport and shared mobility in the Limbazi Region is achieved by embedding rights education into transport systems and communication channels. Collaboration with Limbazi Municipality and civil society ensures that transport services are inclusive and respect the right to mobility for all, including vulnerable groups.



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WHY MOBILITY MATTERS FOR FUNDAMENTAL RIGHTS

Mobility is a key enabler of rights (access to work, education, health, participation) in Limbezi Region. Related to EU values: equality, solidarity, social inclusion, sustainability.

Ensuring transport options in rural regions like Limbaži is part of ensuring equal opportunities for all.

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MUNICIPALITY OVERVIEW

Limbaži Region is located in Vidzeme, northern Latvia, on the Gulf of Riga coast.

Demographics: more than 20000 rural population, some sparsely populated parishes.

Key features: mix of small town (Limbaži) and many rural settlements, which is why rural mobility challenges differ from urban ones.

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CURRENT PUBLIC TRANSPORT INFRASTRUCTURE – WHAT WE KNOW

Bus services: e.g., route 5078 between Limbaži-Kirbiži - Ainaži with ~15 stops.

Presence of local operator: AS MK Autobuss servicing Limbaži Municipality.

Observation: the network exists, but frequency, connectivity and integration is limited.

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MOBILITY CHALLENGES IN RURAL CONTEXT

Rural areas in Latvia face: low frequency of service (some of Limbazi Region's parishes “served with 2 or fewer trips per day”).

Car dominance: ~87.6% of annual passenger kilometres in Latvia were by car.

Institutional issues: regional bus services are not organised according to justified needs in many places of rural locations in Latvia.

Implication: people without access to private car actually are socially excluded, and a rural mobility poverty is a concern.



TRANSPORTATION NEEDS IN LIMBAŽI REGION – KEY TOPICS

Accessibility: getting from village to school, work, healthcare, shops, social life.

Frequency/reliability: more regular, predictable services enable participation.

Integration: seamless transfers among modes (bus, bike).

First/last-kilometer: solutions for remote rural households to access main transport hubs by the help of Social Center.

Sustainability: alignment with EU goals (green transport, less car-dependency) included in Limbazi Region Development Plan.

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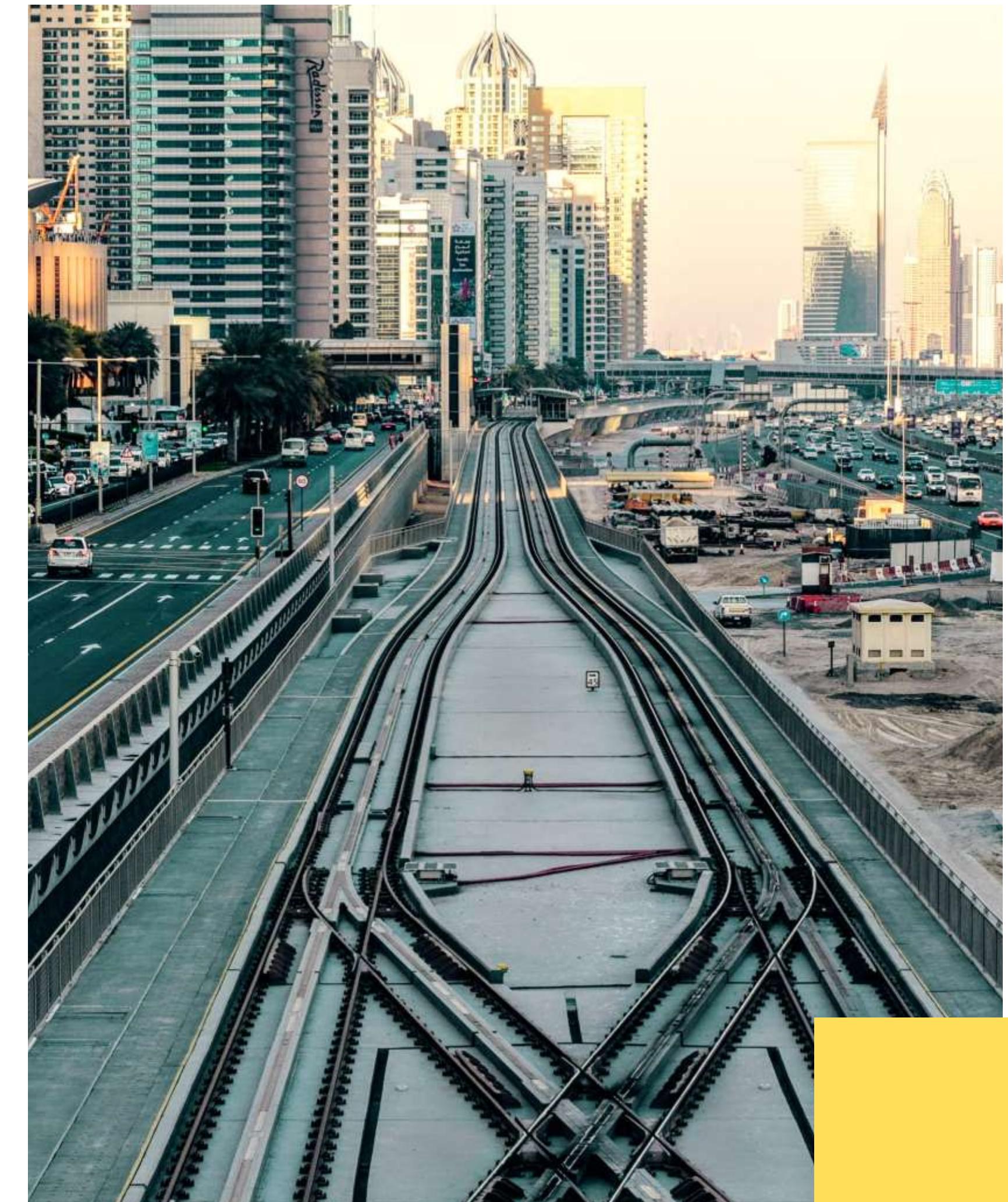


EXISTING AND EMERGING SHARED MOBILITY / ALTERNATIVE TRANSPORT SOLUTIONS

Introduction to “mobility on-demand”, citizen buses, alternative modes in rural Latvia. For example: the MARA project developed guidelines for new mobility concept in remote areas such as Limbazi Region.

For example: in the regional context of Vidzeme, alternative mobility such as “citizen bus” and transport-on-demand have been piloted, but not yet in Limbazi Region.

Insight: these approaches shall complement standard bus in Limbaži region in a near future.



ALIGNING WITH EU VALUES & FUNDAMENTAL RIGHTS

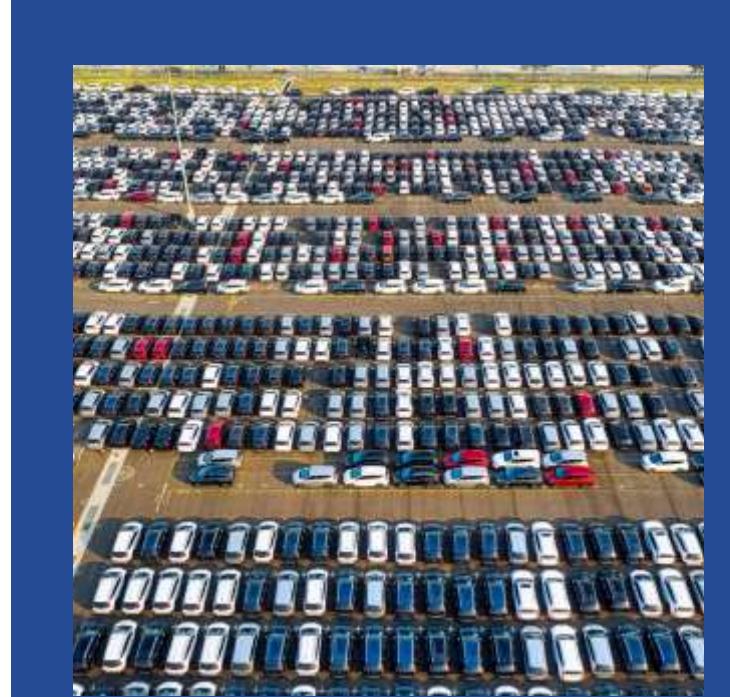
Fundamental rights: freedom of movement, access to services, non-discrimination.

EU values: social inclusion, cohesion, environmental sustainability, solidarity among regions.

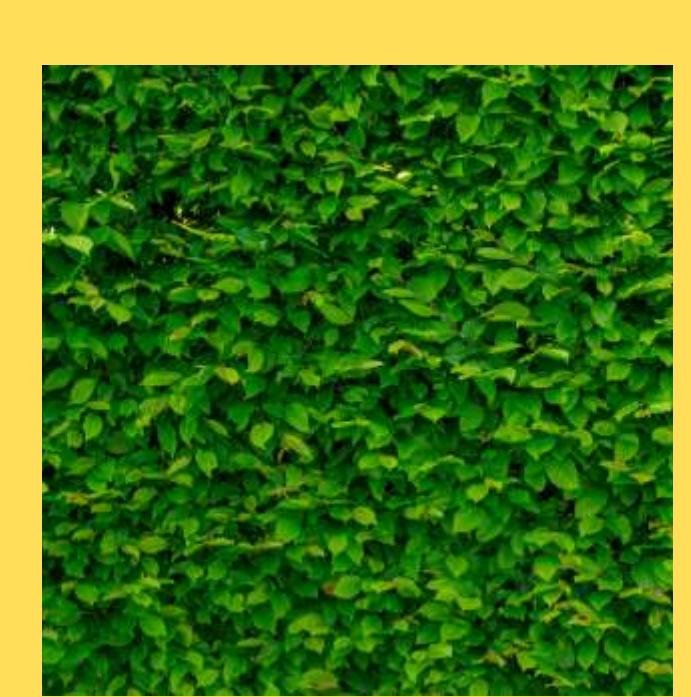
How mobility links: by providing inclusive transport options in rural areas, we uphold rights and values - ensuring rural citizens are not left behind (e.g. by the Social Center involvement).



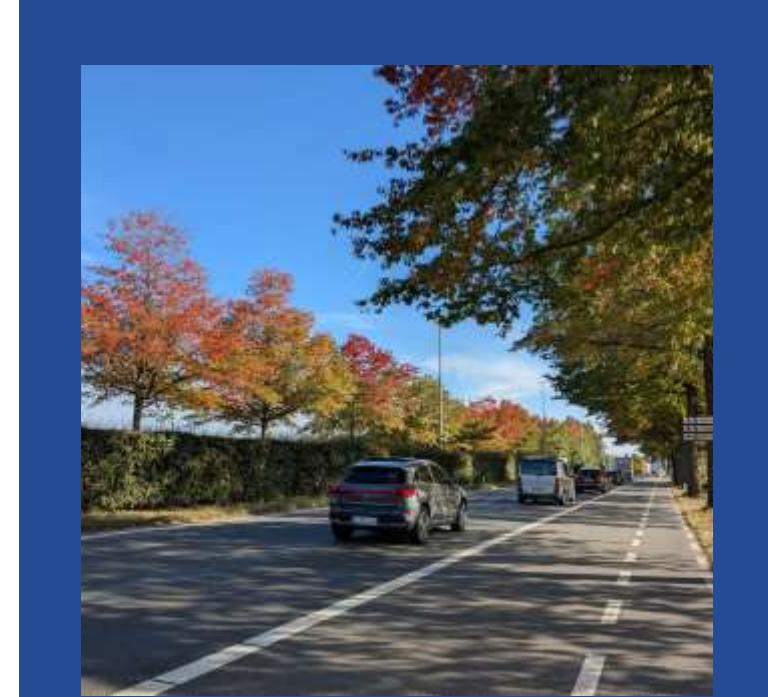
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STRENGTHS AND OPPORTUNITIES IN LIMBAŽI REGION

Strengths: existing bus route network, rail infrastructure nearby, willingness in region (Vidzeme region mobility projects).

Opportunities:

EU & national funding (e.g., through Interreg) for rural mobility pilot projects.

Improving integration of rural mobility with regional hubs (Limbazi town, bus interchange).

Engaging local community in designing mobility solutions ("bottom-up" approach) through public discussions and parish consultation services

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KEY GAPS & CHALLENGES TO ADDRESS

Service frequency and network coverage still limited, especially in the rural parishes of Limbazi Region.

Cost: ensuring viable operations while keeping fares affordable.

Digital solutions: many rural users lack access to apps or digital ticketing.

Behavioural change in future in Limbazi Region: shifting from private car to shared/public mobility.

Funding & governance: alignment of local, regional and national policies in Limbazi Region; using data-based route planning

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PROPOSED STRATEGIC ACTIONS FOR LIMBAŽI REGION

Development of a mobility strategy for Limbaži region & municipality, aligned with the regional mobility plan.

Initiative of a pilot project of transport-on-demand / community bus services in sparsely populated parishes of Limbazi Region planned in near future.

Initiate shared mobility options (car-share and e-bikes/scooters) for first/last kilometer.

Communicate and engage citizens of Limbazi Region: initiate public discussions on public/shared mobility.

Seek funding from EU programmes (e.g., Interreg, Cohesion Fund) for the planned piloting and scale-up.





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COMMUNICATION AND AWARENESS-RAISING PLAN

Key audiences: rural residents, parish residents, transport operators, policy makers of the municipality, community groups.

Messaging topics:

- Mobility is a right, not a privilege.
- Shared and public transport is a part of sustainable and inclusive region.
- How EU values translate into daily transport access.

Channels: local meetings, public discussions, municipality website and social media, local newspaper Auseklis, schools.

Activities: community workshops, information on shared mobility options.



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NEXT STEPS & CALL TO ACTION

Launch pilot shared-mobility / transport-on-demand in selected area.

Launch e-bikes

Secure funding and partnerships.

Monitor and evaluate pilot, then scale.



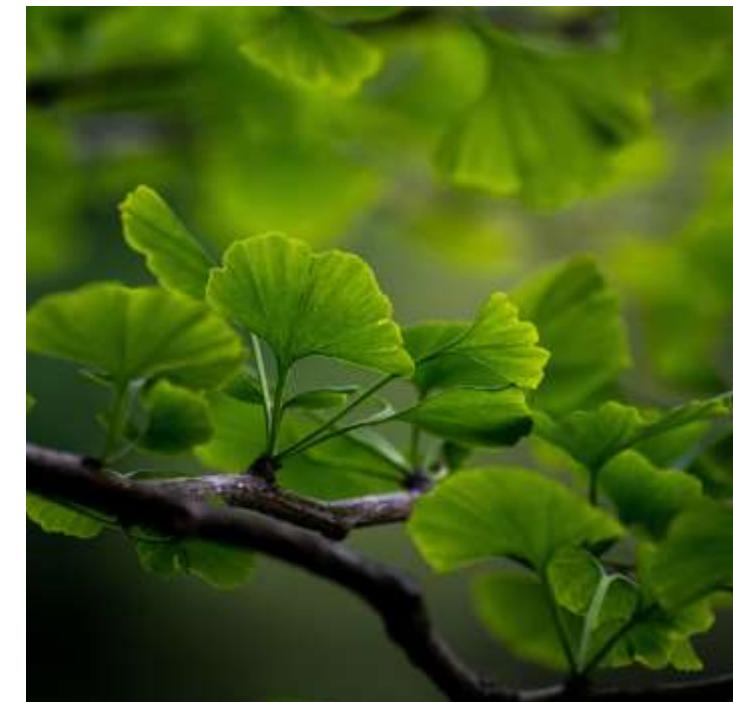
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