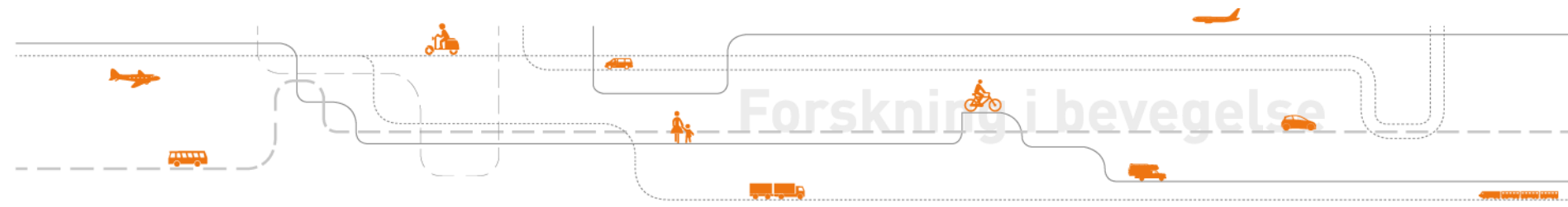


Universal design as a way of thinking about mobility

Mobility4EU

Jørgen Aarhaug

jaa@toi.no



What is Universal design?

Main solution accessible for all

Implications

- Focus shifting from the interest of special groups to creating good main solutions for the entire travel chain
- Organizational impacts, not a technical solution



Unreachable target

Different solutions in different settings

Cost benefit

- All travellers appreciate UD
- Benefit cost ratios are positive even with few passengers



New Tech and UD

- At which level should UD be implemented?
 - *Operators, regulators, fleet or vehicle?*
- Personal assistants
 - *for all or a few?*
- Who should pay for it?
 - *Direct subsidies or cross-subsidies?*





jaa@toi.no