



European Network for
Rural Development

Smart Villages Seminar

22 May 2018, Brussels Belgium

'Revitalising Rural Services through Social and Digital Innovation'

Albert Borschette Congress Center

REZO POUCE



A digital app to promote car sharing and safer hitchhiking in rural areas

Rezo Pouce is a mobility scheme adapted to short and medium car rides and daily journeys in rural and peri-urban areas.

The application is free and was developed in partnership with the Transdev Group, a major player in the global transport industry and the Macif Foundation, a non-profit organization dedicated to social innovation. It is now **managed by a social enterprise**.

People (over 16) register with the municipality engaged with the scheme or on the website and sign the Rezo Pouce Charter.

Drivers and passengers carry a sticker on the windscreen or a badge. They meet at hitch spots to **share short trips between key locations**.

The expenditure of the system is **covered by the registering municipalities** is being rolled out across France - with the support of LEADER in some areas.

Results and achievements

1. Activity has grown by 300% throughout the last two years all over rural France. More than 1 500 municipalities have enrolled.
2. It provides a solution for the last mile allowing people to reach transport hubs or main service centres. 75% of the trips are below 10 km and young adults with no driving license are the main beneficiaries.
3. Rezo Pouce is now managed by a **growing social enterprise** with a team of 5 staff and 2 volunteers.

For more information visit:

www.rezopouce.fr

Funded by the

