



In Europe

TAKING A STAND

for Inclusive Mobility

GroupeSOS
Entrepreneurs for common good

**European
position paper**

Current European Context

The freedom of movement and residence within the European Union, established by the Maastricht Treaty in 1992, is a cornerstone of European citizenship. Now enshrined in Article 3 of the Treaty on European Union and Article 21 of the Treaty on the Functioning of the EU (TFEU), this freedom is also guaranteed by Article 45 of the Charter of Fundamental Rights of the European Union.

In its 2020 European Strategy for Sustainable and Smart Mobility, the European Commission highlighted the critical role mobility plays in the economic and social lives of European citizens. It emphasised that the transition to sustainable, smart, and resilient mobility must also be fair. Referencing the European Pillar of Social Rights, the Commission stressed that this transition must leave no one behind, which means moving towards affordable mobility for all and making sure « that rural and remote regions are better connected, accessible for persons with reduced mobility and persons with disabilities, and that the sector offers good social conditions, reskilling opportunities, and provides attractive jobs. » This imperative for inclusive mobility is also reflected in the European Green Deal's goal of reducing transport-related greenhouse gas emissions by 90%. Additionally, the European Accessibility Act requires Member States to make various products and services, including transport, more accessible by 2025.

The lack of mobility solutions exacerbates economic precarity and social isolation, whether when combined with other challenges or when hindering access to essential services or economic activity. Access to mobility is therefore at the intersection of economic, social, and environmental challenges faced by all EU Member States. To address this, we must jointly define the contours of sustainable, responsible, and inclusive mobility, and guarantee every European citizen with the right to move freely and thus access healthcare, employment, leisure, and maintain social connections.

3 key figures

NEARLY 1 IN 3 JOB SEEKERS HAS TURNED DOWN A JOB

or declined to apply due to mobility issues¹. An Irish study has found 45% of car-free households found the lack of transport options a significant barrier to finding or changing jobs².

« PUBLIC TRANSPORT HAS BEEN IDENTIFIED AS ONE OF THE MOST IMPORTANT SERVICES

for facilitating people's daily lives, after healthcare (EIGE, 2020). »

The European Union has committed to

REDUCING TRANSPORT-RELATED GREENHOUSE GAS EMISSIONS BY 90%.

¹Wimoov, Baromètre des mobilités du quotidien, 2024

²The Economic boom, bust and transport inequity in suburban Dublin, Science Direct, 2016

Low income, high fuel prices, zones poorly served by public transport... In 2024, 15 million adults in France face mobility precarity, limiting their freedom of movement. Wimoov, an association within Groupe SOS, helps over 31,000 people annually towards inclusive mobility solutions. Since its inception, Wimoov has worked closely with local communities, policymakers, and beneficiaries, contributing to the inclusion of the right to mobility for all in France's 2019 Mobility Orientation Law (LOM).

From its early days, Wimoov has embedded its activities in a strong European dynamic, creating its first inclusive mobility platforms following the Norwegian model: genuine resource centres providing information, advice, diagnostics, and support to anyone facing mobility difficulties. In the face of environmental and social challenges, Europe is more than ever a driver for the acceleration of the transition to inclusive mobility.



#1

STIMULATE A EUROPEAN DYNAMIC MAKING INCLUSIVE MOBILITY ONE OF THE ESSENTIAL DRIVERS FOR SOCIO-PROFESSIONAL INTEGRATION AND ACCESS TO HEALTHCARE

Let us unite actors involved in mobility access to co-create effective and sustainable solutions. Across the EU, diverse social actors address inclusive mobility through various lenses: professional integration, social support, climate action... Inclusive mobility is intrinsically linked to socio-professional inclusion and requires a holistic approach involving all relevant actors: local authorities, associations, private companies, and public institutions. Mobility impacts many aspects of daily life, including healthcare and employment access as well as the preservation of social connections. Uniting to champion the right to mobility ensures all Europeans can access essential services.

OUR ACTIONS

For Wimoov, the ability move freely is a fundamental freedom and a prerequisite for autonomy, well-being, and ageing well. The association aims to support all regions and populations, reduce mobility precarity, and make inclusive mobility a pillar of the ecological transition. To reach this goal, Wimoov started innovating as early as 2002 when it created France's first mobility platform. This local proximity service involves all regional actors (operators, elected officials, and social and community organisations) in diagnosing existing systems, creating tailored solutions, and informing and supporting users.

Firmly locally rooted, in over 150 employment areas, Wimoov leverages its partnerships to understand residents' specific needs. It impacts local economy, social issues, the environment, health, and road safety through support programmes designed for job seekers and seniors. Believing that only a collective approach can scale inclusive mobility solutions, Wimoov advocates for co-constructing responses with communities, associations, businesses, beneficiaries... At the European level, Wimoov is building a network by identifying inclusive mobility actors across Member States.

FOCUS

Innovating by Combining Mobility and Digital Solutions

Since 2017, Wimoov has complemented its on-the-ground work with a digital interface, enabling it to support more beneficiaries effectively. Win, the digital platform for users, referrers, and partners, is the inner and outer pillar of Wimoov's operations, with annual connections doubling each year. Combining automated and interactive features, Win is the central tool for developing mobility skills.

RECOMMENDATIONS :

Integrate the mobility aspect into the broader employment support pathway, encouraging a collective approach among European actors.

Support the development of inclusive and solidarity-based mobility projects through coalitions of actors.

Promote the emergence and sustainability of support solutions towards inclusive mobility, notably mobility and mobility advisory services platforms, across Europe.



#2 DEVELOPING A SHARED FRAMEWORK FOR INCLUSIVE, SUSTAINABLE, AND RESPONSIBLE MOBILITY

Let us pool the expertise of inclusive mobility stakeholders across Europe to define a common concept. Across the continent, countless initiatives aim to make mobility more inclusive and responsible, yet they lack a clearly defined and shared concept. While each country has its specificities regarding mobility practices, a joint European effort is essential to better understand citizens' needs. Advancing towards a common definition of inclusive mobility begins with establishing a framework for Member States to discuss their challenges and practices. This will enhance the visibility and sustainability of existing solutions and foster the emergence of innovative approaches.

OUR ACTIONS

Wimoov is part of an Erasmus+ -supported project alongside Spain's Ibercaja Foundation and two Belgian associations, Responsible Young Drivers Flanders and Responsible Young Drivers Wallonia-Brussels. Together, these four partners exchange best practices and conduct immersions to map ecosystems and better understand each country's needs and practices.

Through this on-the-ground expertise, European stakeholders are developing a shared framework around inclusive mobility: a concept used to define actors, ecosystems, policy decisions, and orientations defining mobility in order to enable free movement for all citizens, regardless of age, gender, disability, or financial means. These advances provide a solid foundation for a multifaceted European definition of mobility that is inclusive, responsible, sustainable, and resolutely future-oriented.

RECOMMENDATIONS :

Adopt a European definition and shared framework for inclusive mobility.

Encourage joint diagnostics of residents' circumstances across Member States to suggest tailored inclusive mobility solutions.



#3 CREATING A EUROPEAN MOBILITY OBSERVATORY

Only large-scale surveys and in-depth regional diagnostics will provide the comprehensive overview needed to define the EU's priority guidelines for mobility. Currently, it is almost impossible to gather consolidated data on the number of people affected by mobility precarity in Europe. We must precisely and thoroughly identify which groups (seniors, people with disabilities, or those already in precarious situations) are most affected. This is an essential prerequisite to reach a wide overview of daily mobility challenges, identify their causes, and define clear guidelines to accelerate the transition to inclusive mobility.

OUR ACTIONS

In France, Wimoov produces barometers on inclusive mobility, aiming to offer a biennial snapshot of French citizens' daily mobility practices and identify situations and factors of precarity in this area. This barometer analyses French urban and rural mobility practices as well as stresses and opportunities for the development of daily transportation that is ecological and accessible to all. The third barometer, conducted with five partners³ reveals a worrying rise in mobility precarity, and even the emergence of extreme precarity, with 15 million French adults over 18 facing mobility challenges.

RECOMMENDATION :

Develop a European mobility observatory and barometers, modelled on the French example, with indicators of mobility precarity to guide EU mobility policies.



³Ministère de la Jeunesse, des sports et de la vie associative, 2023, «Vers un statut d'association transfrontalière européenne»

About Groupe SOS

Groupe SOS is a non-profit organisation committed to fostering social cohesion. It develops associations and social enterprises, united by their social and environmental commitments.

Its initiatives are structured around two main priorities:

- Managing non-profit facilities dedicated to youth, healthcare, vulnerable individuals, and the elderly
- Preparing for a sustainable and inclusive future through initiatives for ecological transition, regional revitalisation, responsible businesses, and access to culture.

Secular and non-partisan, it promotes a genuine social vision focused on the common good.

With 26,000 employees, 2 million beneficiaries each year, and a presence in 50 countries, Groupe SOS demonstrates that large-scale impact is both desirable and achievable in building a fairer and more inclusive future.

In Europe

Groupe SOS is committed daily to initiatives and projects that contribute to the development of the Social and Solidarity Economy in the European Union.

With over a hundred projects carried out with more than 85 European organisations from 19 countries, Groupe SOS demonstrates its ability to build strong connections across Europe. Its projects are supported by over 15 European funding programmes, including Erasmus+, Creative Europe, the New European Bauhaus, and the FAMI, ESF+, and ERDF funding programmes. Thanks to EU support, Groupe SOS and its partners lead diverse, impactful, and innovative initiatives, such as vocational training and professional integration projects, activities aimed at improving support for people with disabilities and promoting the social integration of migrants through sports.

Through its partnership network and innovative projects, Groupe SOS is resolutely committed to making the Social and Solidarity Economy a catalyst for social progress in Europe.



CONTACT



102C rue amelot, 75011 Paris

www.groupe-sos.org

europe@groupe-sos.org

Crédits pictures :

*Photos taken by Groupe SOS teams within its establishments,
associations, and social enterprises*

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