

Revolutionizing Rural Transport: Celering's Shared Mobility Solution

A Case Study in the Arratia Valley



ARRATIARAKO UDALEN
MANKOMUNITATEA

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ARRATIAN

The Arratia Valley

Location

The Arratia Valley, located in the Basque Country, consists of 9 small towns with dispersed populations.



The Arratia Valley



Population Challenges

- Aging population with limited access to essential services.
- Reduced public transport services and longer travel times to access urban areas.



Impact on Community

- Closures of essential businesses (schools, healthcare, banks).
- A growing need for efficient mobility solutions to prevent further depopulation.

Challenges in Rural Areas

- **Aging Population**
Many residents are older adults who rely on nearby services but face limited transportation options.
- **Service Closures**
Schools, clinics, banks, and other essential services are closing, pushing people towards urban centers.
- **Higher Costs and Lower Quality of Services**
Sparse populations mean public transportation is less frequent, less reliable, and more expensive to maintain.
- **Increasing Depopulation**
These combined factors drive people out of rural areas, reducing community sustainability.

The goal:
Bringing services closer to home



Celering's Solution - Shared Mobility Services



**Shared taxi for
older adults**



**Virtual line for
university students**

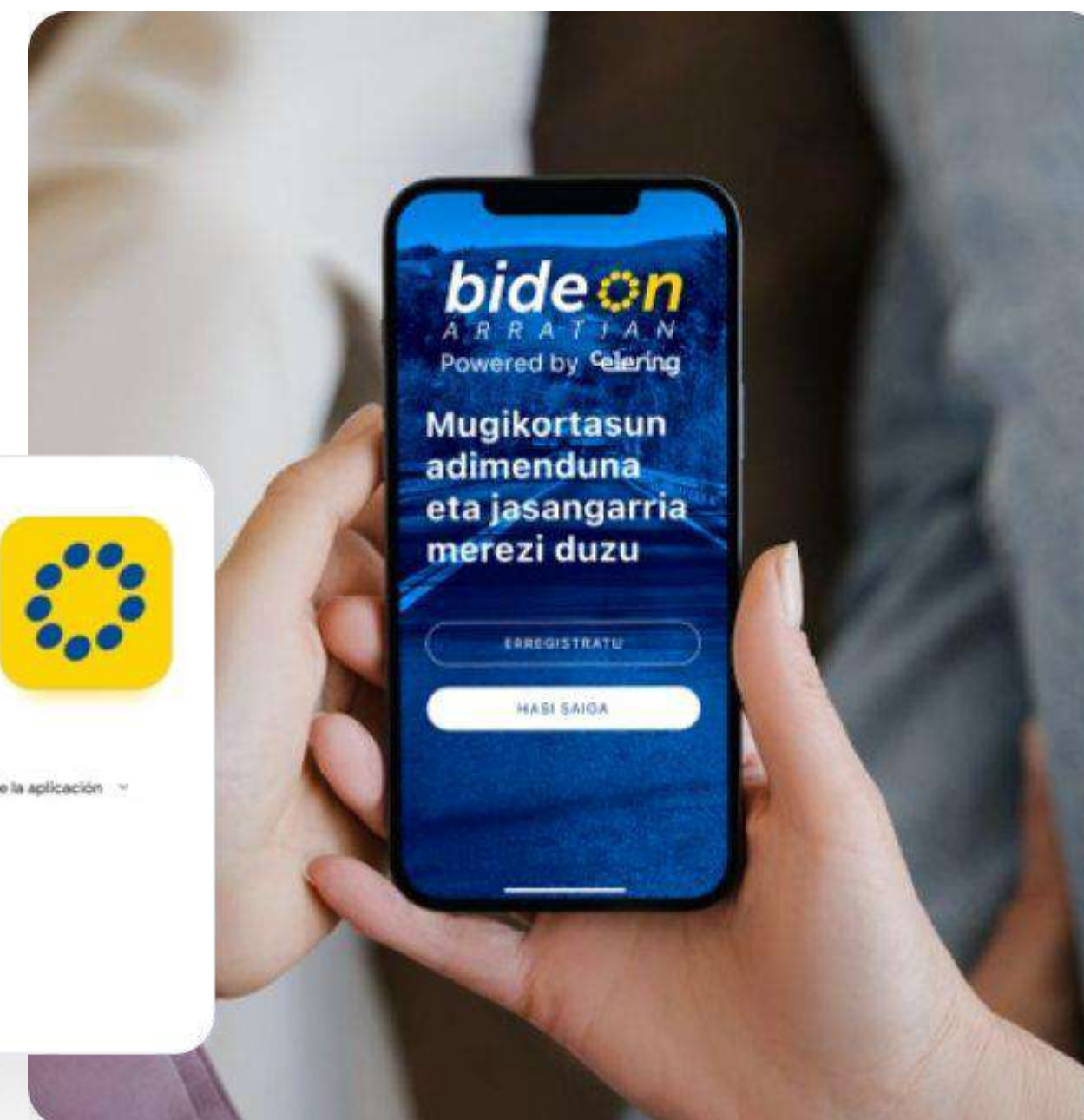
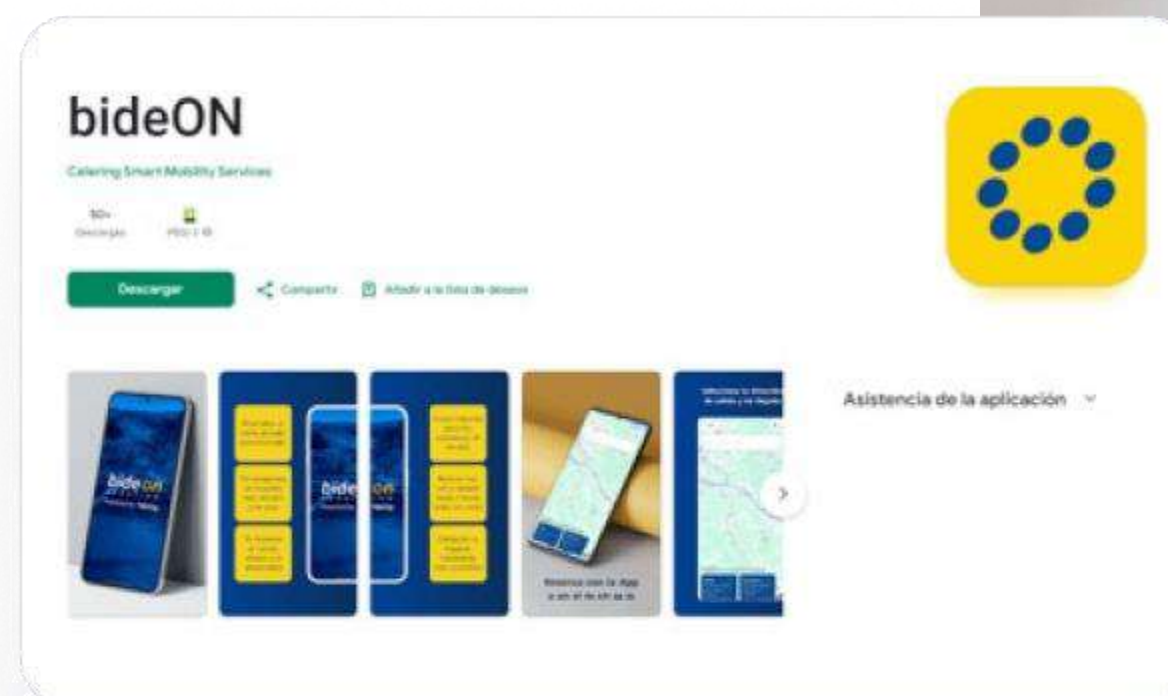


Custom App

Personalized naming and Look&Feel

We integrate our App into your brand universe, giving it its own name, adapting the look & feel and configuring the languages you need.

- Name of the App
- Brand Identity
- Languages



Dynamic dashboard

In real time and configurable by groups

- Conversion funnel analysis
- Real time service use by entity, group and route
- User behaviour analysis
- Demand predictive models
- Service performance KPIs: financials, quality and environmental



Shared Taxi Service for Older Adults

- Provides a convenient transportation option for elderly residents who need to access basic services like healthcare, grocery stores, and more.
- Empowers the local community by employing local taxi drivers, fostering a sense of support and proximity.

How it works?

Shared taxi service: Erderly people

Shared taxi service available for essential needs, such as medical appointments, haircuts, and grocery shopping



Requesting a Ride

A resident who needs to go to the hospital calls the local mobility office.



Users with tech gap

A mobility agent, such as Andoni or Irati, inputs the request into the system.



Automatic Scheduling

The platform calculates the optimal pick-up time and informs the passenger through the app or a call.

A person with a shaved head, glasses, and a large camouflage backpack is seen from the back, walking in a crowd. The person is wearing a blue t-shirt and a necklace. The background is blurred, showing other people and what appears to be an outdoor setting.

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(Shared taxi) + Virtual Line for University Students

- Connects students from rural homes in the valley to the university in Bilbao.
- Offers a reliable service that reduces travel time and eases access to education for students living in remote areas.

How it works?

(Shared taxi) + Virtual line: University students

Connecting university campuses and their homes with two services: bus line and shared proximity taxi.

Local office with 2 mobility agents



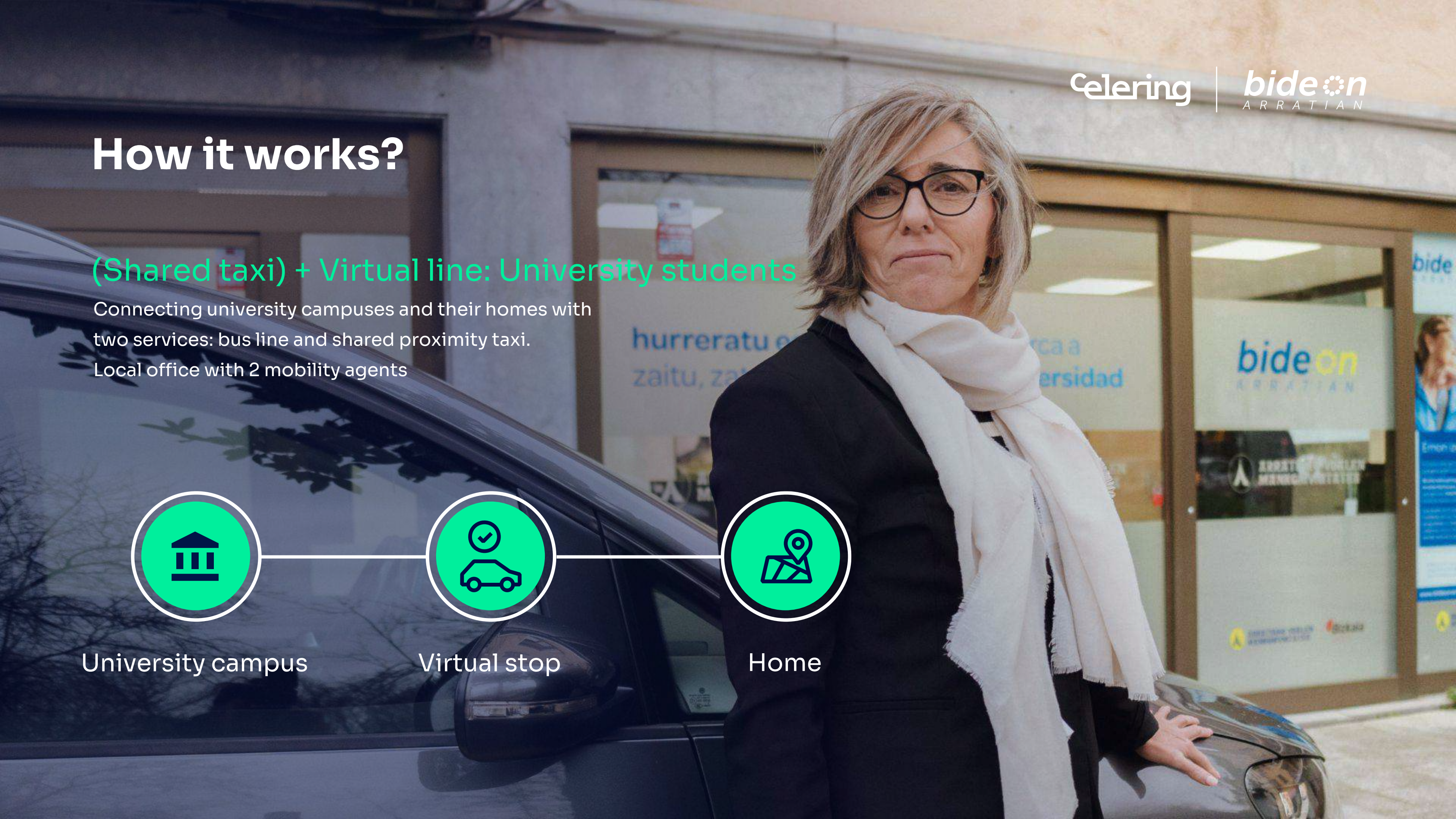
University campus



Virtual stop

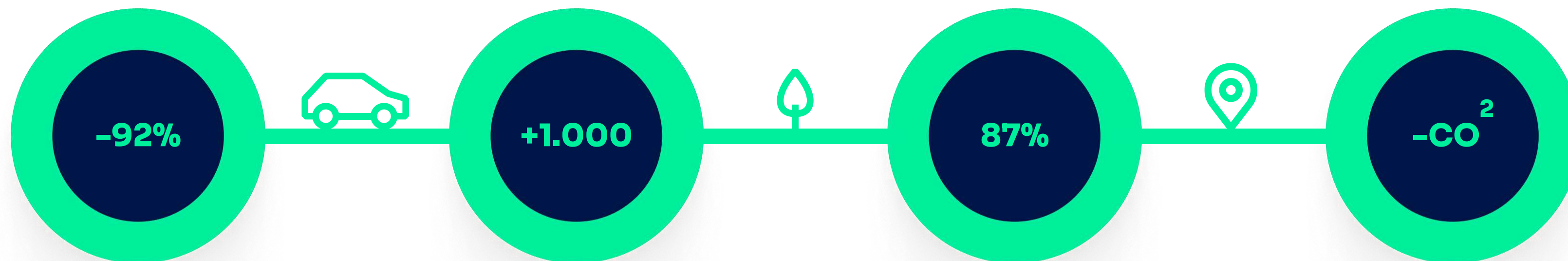


Home





Measurable Impact on Community and Environment



Cost Savings

Achieved a 92% reduction in transportation service costs.

Service Adoption

Over 1,000 services provided per month.

Budget spent within the valley

Most of the budget is spent within the valley to keep personnel in rural areas.

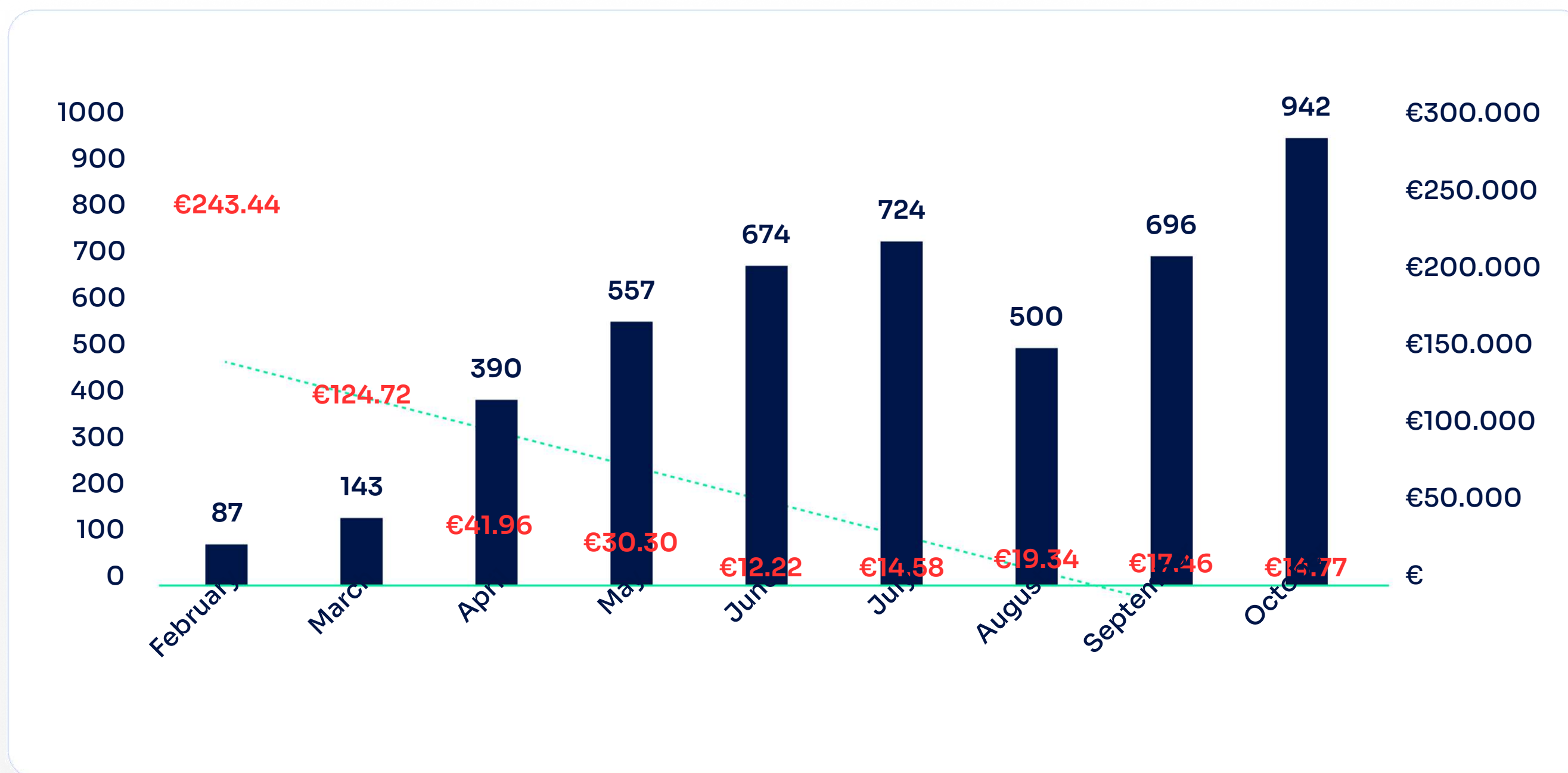
Environmental Impact

Reduction in CO₂ emissions. Fewer vehicles on the road, contributing to a cleaner, less congested environment.

Service evolution

Cost – User 2024

N° services
 Linear (cost per service)
 Cost per service



Benefits for Residents and Public Administration in Rural Areas



Improved Quality of Life

Providing reliable transport options helps residents maintain independence and access essential services.



Sustainability Focus

By reducing vehicle usage, the solution minimizes environmental impact and supports sustainable rural living.



Operational Efficiency

The demand-based model ensures cost-effective service delivery that meets the needs of the community without wasteful expenditure.



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Our mission is to **transform mobility**, enabling people to have a better quality of life and choice over their future, humanizing cities and connecting rural spaces, reducing time, economic resources and environmental impact.

We customize our platform's features to meet your specific needs

How would you like to set up your service?

Service options	Main stops	Days	Time range
<input checked="" type="checkbox"/> Shared with other organizations		<input type="checkbox"/> Monday	
<input checked="" type="checkbox"/> Individual taxi or PHV rides		<input type="checkbox"/> Tuesday	
<input checked="" type="checkbox"/> PRM vehicle		<input type="checkbox"/> Wednesday	
<input checked="" type="checkbox"/> Premium vehicle		<input type="checkbox"/> Thursday	
<input checked="" type="checkbox"/> Door-to-door service		<input type="checkbox"/> Friday	
		<input type="checkbox"/> Saturday	
		<input type="checkbox"/> Sunday	

shared or individual rides,

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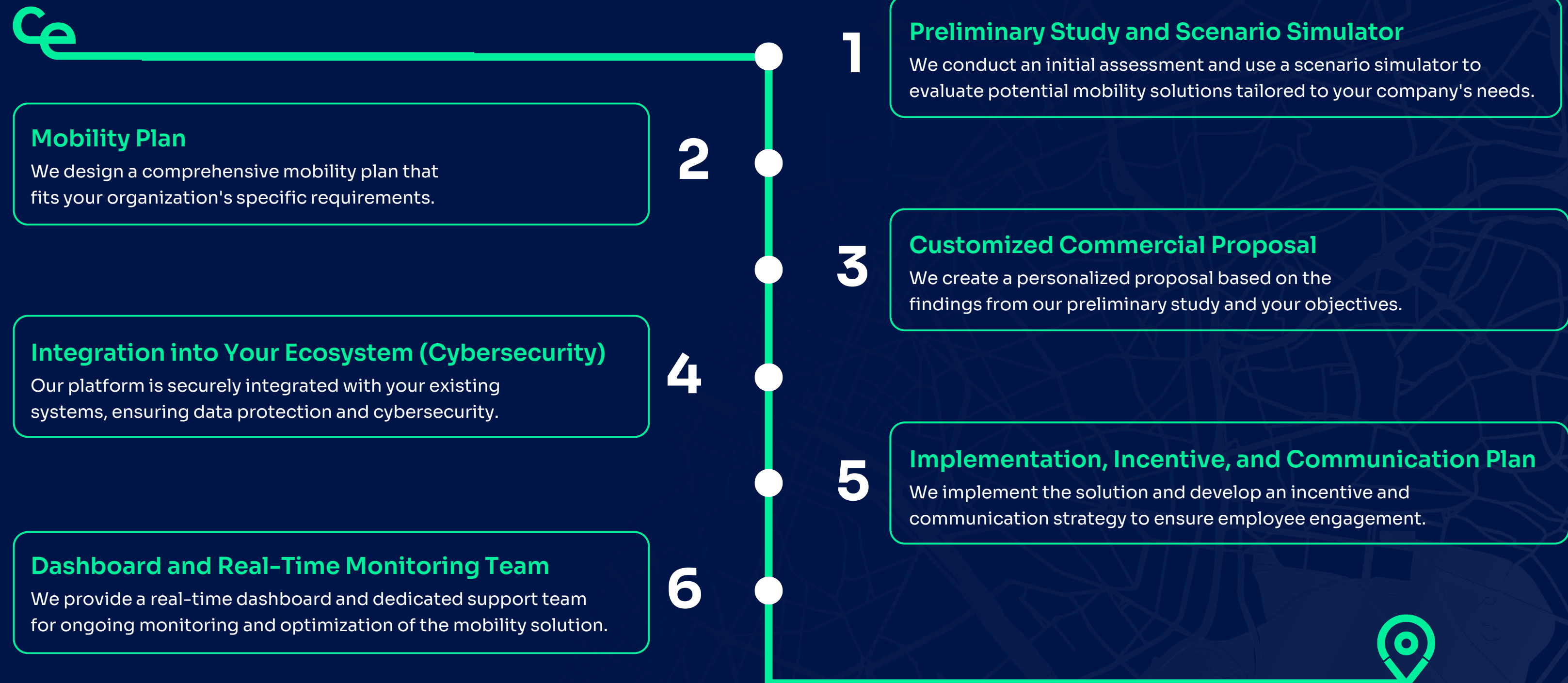
0:48 / 2:13

Mobility as a Service end to end

- Broader Talent Pool
- Faster, Cost-Effective Commutes
- Reduced Traffic Congestion
- Direct Drop-Offs



Our process to transform corporate mobility



Meet the Team



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CEO

MBA MSc. Mech. Eng.

MIT, Universidad de Navarra, Audi, Metrotenerife, UNECE, Tecnalía, IEA, Sustainable energy for all.



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Platform operations

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BMW, Bitext, Cetelem, Correos, Ibermática, Siemens Gamesa, Airbus, Everis, Altran.



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Advertising & marketing

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Datais, Bankinter, Wyred, Universidad Complutense de Madrid, CUNEF Universidad.



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Reimagine mobility