

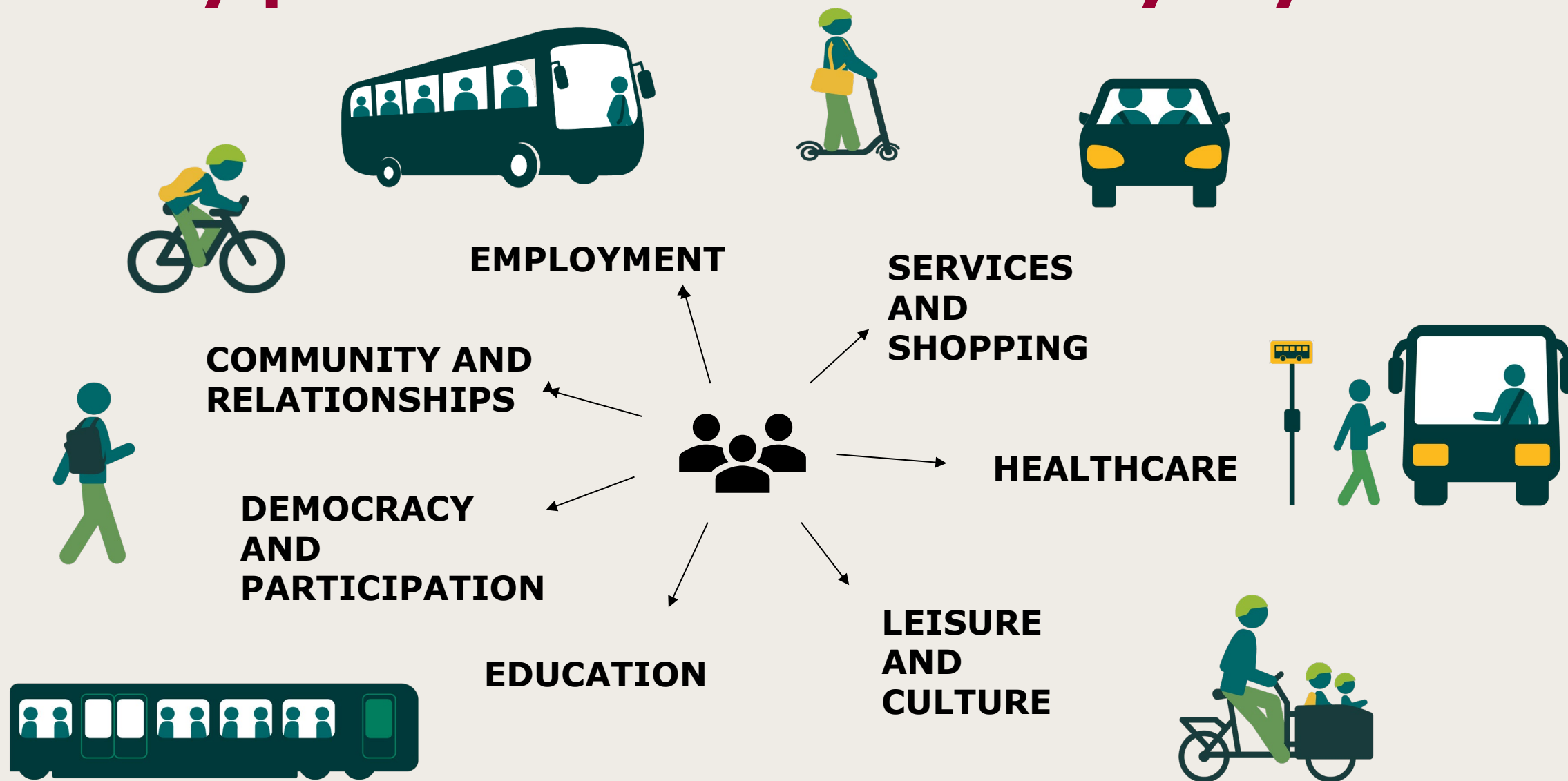
Access to everyday life in rural areas

- From EU policy to regional solutions

Head of Division Jane Baad Jensen, Regional Development, Central Denmark Region
Trafikdage 2026



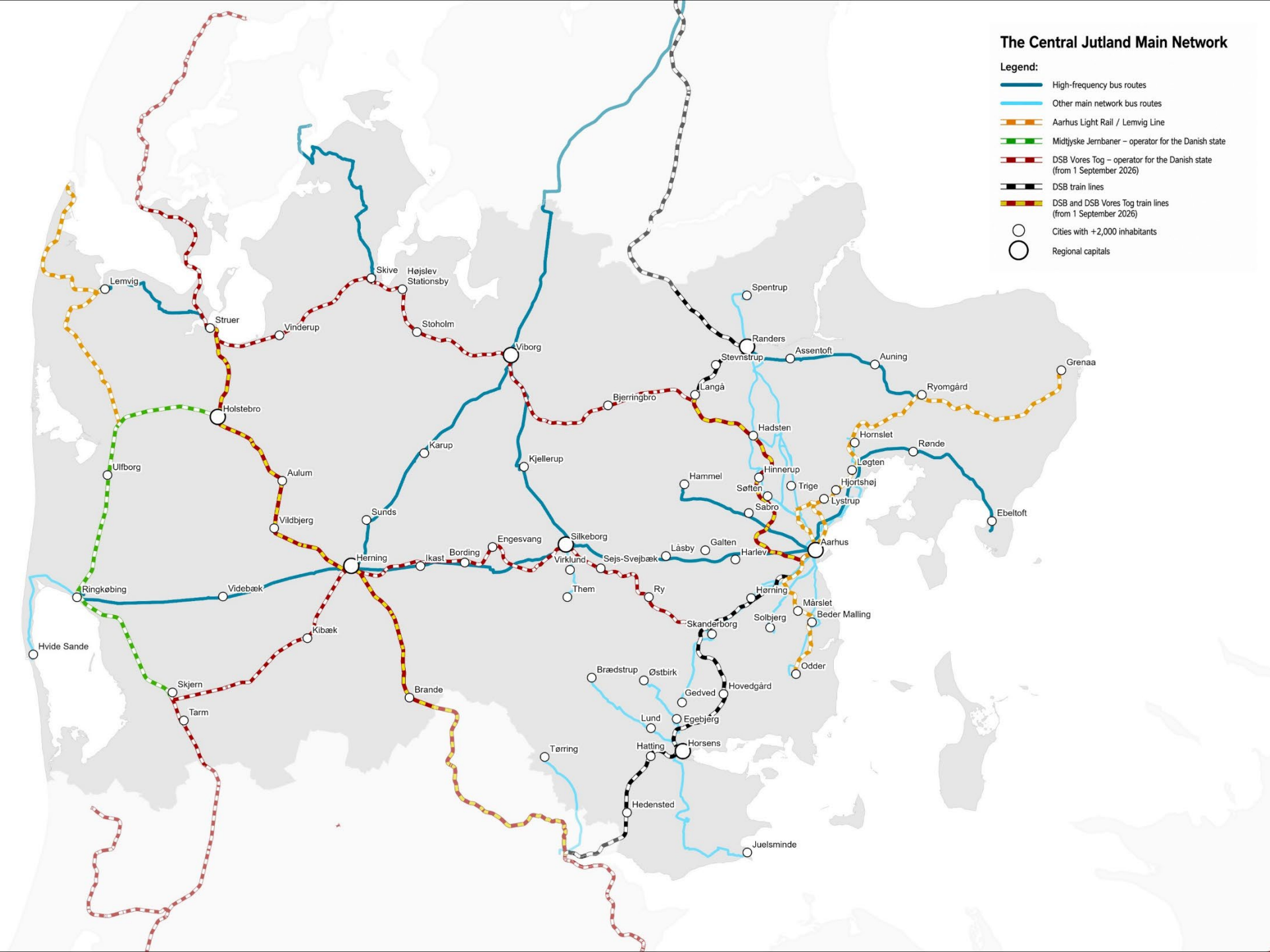
Mobility provides access to everyday life



The Central Jutland Main Network

Legend:

- High-frequency bus routes
- Other main network bus routes
- Aarhus Light Rail / Lemvig Line
- Midtjyske Jernbaner – operator for the Danish state
- DSB Vores Tog – operator for the Danish state (from 1 September 2026)
- DSB train lines
- DSB and DSB Vores Tog train lines (from 1 September 2026)
- Cities with +2,000 inhabitants
- Regional capitals



Measures of Success

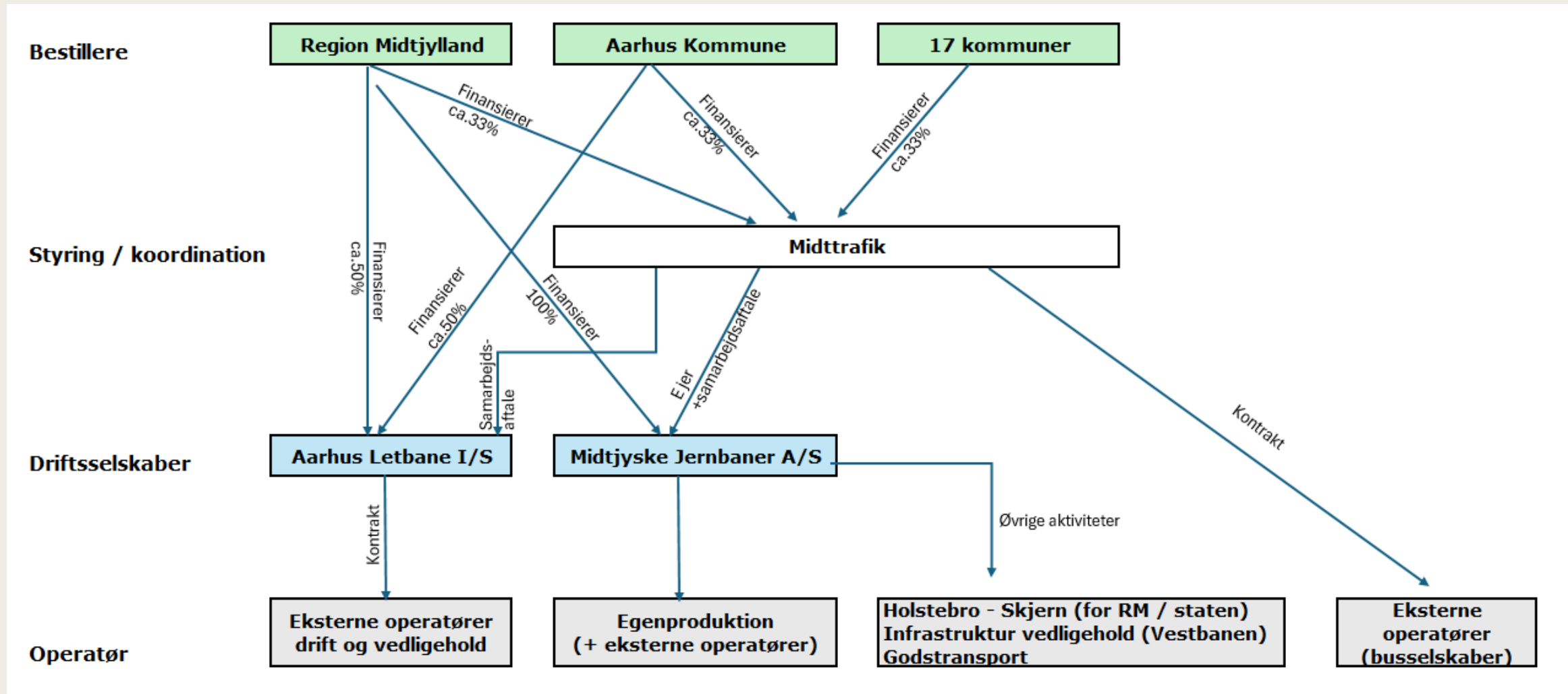
Should we measure success by counting:

- Passenger numbers?
- Social cohesion?
- Accessibility?
- Access to everyday life?
- Economy?

Key considerations about an integrated mobility system

1. Organization and Collaboration
2. Interaction between multiple modes of transportation
3. The State and the EU – Prioritization and Funding

1. Organization and Collaboration

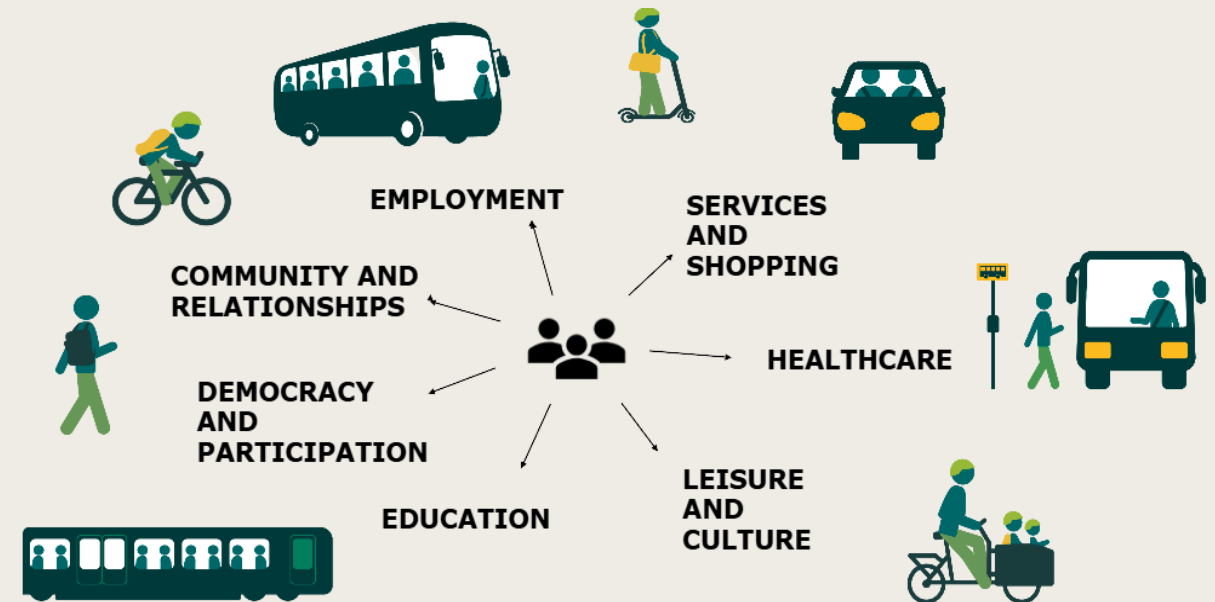
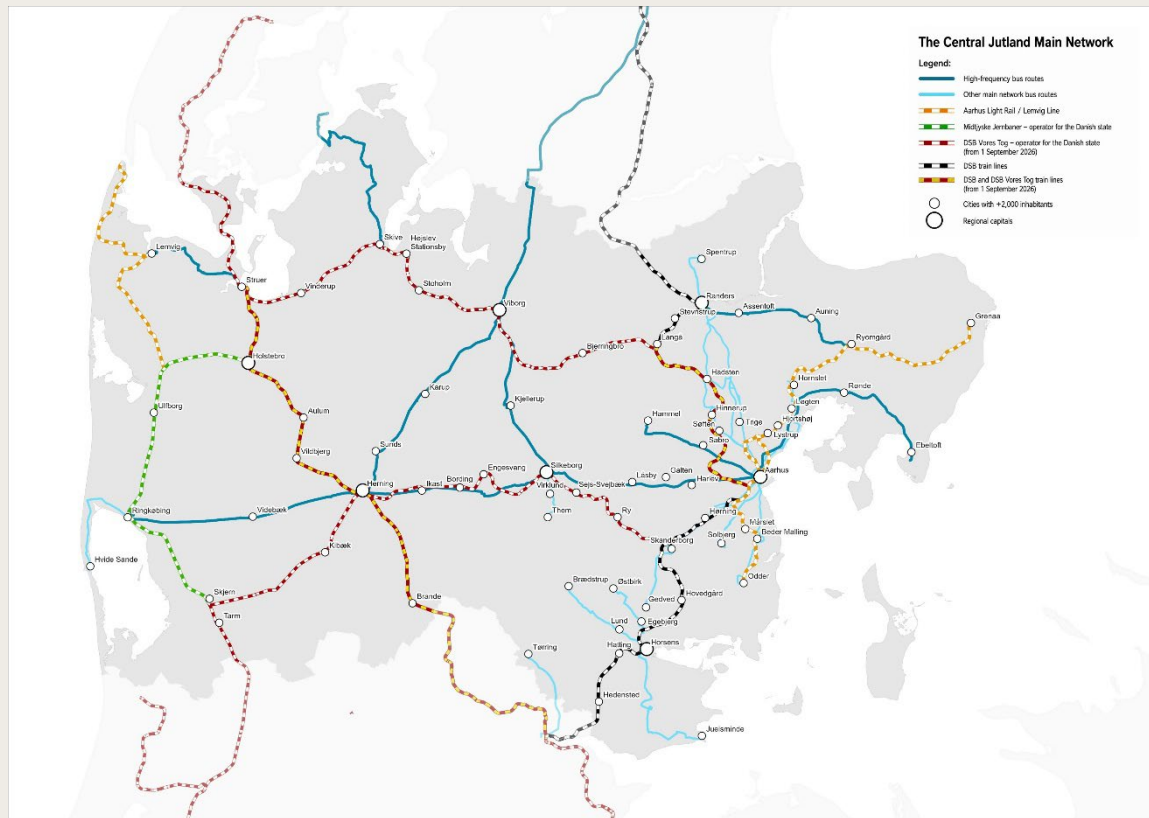


The solution

- ❖ Need to simplify organization
- ❖ Citizens experience mobility as a single, seamless journey - not as the responsibility of multiple agencies
- ❖ Stronger regional coordination can create better integration between trains, buses, cycling, carpooling, on demand, and other mobility solutions



2. Interaction between multiple modes of transportation



Different modes of transportation for different geographic areas and needs



3. The State and the EU Prioritization and Funding



NATIONAL & REGIONAL PARTNERSHIP PLANS (€865 BILLION)

ONE INTEGRATED PLAN PER MEMBER STATE

SIMPLER. MORE FLEXIBLE. MORE STRATEGIC.

Delivered through place-based, multi-level governance.
In close partnership with regions and other stakeholders.

**EUROPE'S
BUDGET
THE POWER
OF TOGETHER**

So what do we need to succeed with an integrated regional mobility system in Denmark?



A simpler organizational structure with regional responsibility that prioritizes passengers' needs over administrative boundaries



Stronger regional coordination can create better integration between trains, buses, cycling, carpooling, on demand and other mobility solutions



Legislative changes in the law regarding Public Transportation Companies, which enable the development and scaling of the right solutions



The EU is presenting us with a policy opportunity—the new National and Regional Partnership Plans and the Social Climate Fund hold great potential if the government involves the regions and mobility stakeholders in the work

Thank you!

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