

Paris, 15 June 2015

## The Macif and PSA Peugeot Citroën Foundations work to enhance mobility for the most vulnerable

To help people from all walks of life find fulfilment through mobility, the Macif and PSA Peugeot Citroën Foundations today issued a nationwide call for projects to address the shared challenge of improving access to mobility for the most vulnerable members of society.

The programme will be taking submissions from 15 June to 15 September 2015 via the website [www.fragiles-et-mobiles.com](http://www.fragiles-et-mobiles.com). A total of **€300,000 will be allocated to around 15 projects**, to be selected by a jury of experts in November 2015.

To be eligible for selection, the projects must be backed by a general interest group and address the needs of a vulnerable segment of society, e.g.: seniors, the physically or mentally disabled or the psychologically vulnerable.

### **A few examples of best practices to develop and potential projects:**

- Methods of sharing a car (shared taxis, carpooling, carsharing)
- "Inverted" mobility and itinerant services
- Digital platforms for local food and other retail outlets
- Digital travel assistance projects
- Projects for re-locating everyday services to suburban neighbourhoods
- Projects helping to optimise use of public transport

Through this partnership, the Macif Foundation and PSA Peugeot Citroën Foundation are reasserting their vision of mobility as a **force of social cohesion** and fulfilment for all, especially for the most vulnerable among us.

### **A few facts and figures:**

44% of people over 75 say they have trouble getting around.

28% of them live in France's least densely populated areas and don't leave their home for five days at a time.

80% of people with a disability regularly give up on their travel plans.

### **About the Macif Foundation:** Committed to social innovation

Created in 1993, the Macif Foundation develops, supports and partners innovative solutions in the areas of health, transport, housing, socially responsible financing and social mainstreaming. Long committed to enhancing mobility, the foundation is one of the pioneering organisations that helped to develop the first carpooling and carsharing programmes in the late 1990s. Keenly aware of today's mobility-related challenges and convinced that mobility is a powerful driver of technological, behavioural and social innovation, the Macif Foundation conducted a study on the issue in 2013.

More information at [www.fondation-macif.org](http://www.fondation-macif.org), Macif YouTube channel – [Macif Foundation playlist](#)

### **About the PSA Peugeot Citroën Foundation:** A world in motion

The PSA Peugeot Citroën Foundation was created in June 2011, as part of the Group's commitment to taking an active role in the development of socially responsible, socially inclusive mobility. Today, it is a key component in the Group's corporate social responsibility strategy, which aims to support innovative local initiatives while also leading nationwide partnerships. In the four years since its creation, the foundation has partnered some 350 projects backed by non-profit organisations, NGOs and general interest groups, leveraging a network of 25 delegates and employee-sponsors.

[www.fondation-psa-peugeot-citroen.org](http://www.fondation-psa-peugeot-citroen.org)

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