Promoting sustainable mobility among the elderly

Examples from the AENEAS project

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What is AENEAS?

• Attaining energy-efficient Mobility in an Ageing Society
• August 2008 – May 2011
• Co-funded by the „Intelligent Energy Europe“ Programme of EACI (Executive Agency for Competitiveness and Innovation)
Who is AENEAS?

- 5 European Cities, their Public Transport Operators and local NGOs
- 2 European Networks
  - EMTA - European Metropolitan Transport Authorities (FR)
  - AGE – The European Older People’s Platform (BE)
- 2 Supporting Organisations
  - Rupprecht Consult (DE), Coordination
  - REC - Regional Environmental Centre for Central and Eastern Europe (HU), Dissemination
- Project Ambassador: Ragnar Domstad (SE)
Why is AENEAS necessary?

- Population 65+ is expected to double between 1995 and 2050 in the EU-25
- Europe is challenged with a “car generation growing old”
- People stay active and fit for a longer time
- Changes in land use patterns
- Diversification of the Older Population
What are the consequences?

• The transport system must be adapted to the demographic changes (also understand users)
• Motivation and abilities of ageing persons to use transport alternatives need to be developed
• But: Classic mobility management cannot be converted 1:1!
• There is no homogeneous target group of older people
AENEAS – aiming at visible impact

- Promote sustainable alternatives to the private car (encourage)
- Make sure that older people can use them (enable)
- Keep senior citizens fit and mobile
- Improve safety of older people in transport
- Exchange knowledge across Europe
- Create awareness for the (future) dimension of the challenge
Soft measure application in partner cities

- Application of soft measures: e.g. mobility management, awareness raising, training, mobility days
- Focus on energy-efficiency without neglecting other aspects (e.g. health benefits, attractiveness, or cost savings)
- Achieve modal shift
- Foster clean, energy-efficient and safe urban mobility
- Positively influence abilities of older people to live healthy and independently

Kerstin Langer
Odense (Denmark)

- Two urban policies (older people strategy, mobility & health strategy) form the background
- “Independent and healthy mobility for older citizens”
- Encourage older people to walk & cycle instead of using cars
- Promote public health
- Strong participatory elements
- Different campaigns
  - Walking campaign for 5,000 people
  - Walking routes in the city centre => promote walking as a serious mode
  - Guided cycling tours for the elderly
Salzburg (Austria)

- Mobility management for older people
  - Marketing & communication campaign
  - Mobility days
- Passenger and driver training
  - Counteract falls and other safety issues
  - Maintain the elderly mobile and as costumers
  - Training in small groups
  - Toolbox passenger & driver training (2010)
- Communication
  - Personal contact to senior passengers, visits at senior clubs, complaints
  - Permanent communication (articles and press releases, radio and TV, brochures, folders, information stands…)

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AENEAS is supported by:
Intelligent Energy
Munich (Germany)

• Individualised Mobility Marketing
  • Building on positive experiences with recent campaign for new residents
  • Part of the city’s integrated Mobility Management Strategy
  • Target group: 65-70 year old, “recently retired”, people with recent breaks in their biography (death of partner, accident,…)
  • Multimodal campaign, individual approach
  • No “older people’s package” but tailor-made information

• Travel training
  • Theoretical & practical units
  • Public transport, walking & cycling
  • Travel information on the internat
  • Safety and motivation to use alternatives to the car
Good Practice Exchange Ring

• Exchange of successful concepts for implementation in partner cities and beyond
• European transfer via dedicated training units for transport practitioners and urban planners
• Other tools, e.g. website, newsletter, study tour catalogue, good practice implementation guide, toolbox on passenger & driver training…
• At least 50 cities directly involved → creation of a network with wider European outreach
Dissemination and communication

- Best practice collection and dissemination
- Connect relevant stakeholders on city level
- Involvement of senior citizens (participatory activities crucial)
- Innovative elements (e.g. public debate, project ambassador)
Get involved in AENEAS!

- European Network of Cities and Organisations
- Focused Training Workshops for Practitioners:
  - Munich, 4-5 March 2010: Multimodal marketing in an ageing society
  - Odense, June 2010: Cycling and health
  - Salzburg, October 2010: Older passengers: It’s all about communication. How to address them? How to keep them?
- Subscribe to the Newsletter via:
  www.aeneas-project.eu
Thank you for your attention!

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