



POLIS PARTNER SEARCH FORM

IEE CALL 2013

Project proposal acronym/title	SusMAP Sustainable Mobility for an Ageing Population
Call identifier	INTELLIGENT ENERGY FOR EUROPE Call for Proposals 2013 STEER Energy Efficient Transport Behavioural Change Approaches
Short description of project idea	<p>SusMAP Sustainable Mobility for an Ageing Population would build on the results of SaMERU Safer Mobility for Elderly Road Users www.sameru.eu</p> <p>People have become reluctant to move away from the car and adopt more sustainable modes of transport even though good alternatives are available. The habit of reliance on the car is seen as a barrier to the use of other forms of transport, particularly among older age groups who have become accustomed to using the car even for short trips of less than 5km. SusMAP aims to remove this barrier and achieve a quantifiable modal shift away from the car to more sustainable modes of transport by employing proven methods that are known to work.</p> <p>Objectives</p> <ul style="list-style-type: none">• A measurable shift away from the car as the principal means of transport for people over 65 years of age• A quantifiable reduction in carbon emissions and energy consumption of those over 65 in line with EU targets on mobility energy efficiency• Increase in the use of public transport, walking and cycling by older people <p>Quantifying the impact of interventions</p> <ul style="list-style-type: none">• Provide a synoptic overview of the impact of successful behavioural change approaches concerning the mobility of senior citizens.• Monitor trips undertaken by older people participating in the project through a travel diary, before, during and after the implementation of project measures in order to accurately measure changes.• Present the modal shift impact of interventions both individually, in

	<p>combination, and in the context of demographic data.</p> <ul style="list-style-type: none"> • Model the long-term predicted modal change away from the car to more sustainable forms of transport for project interventions both individually and in combination and disseminate the results. • Assess the carbon/energy savings of predicted modal changes, estimate cost savings to the community and disseminate the results. • Encourage local and national authorities to develop skills in mobility and carbon reduction for the elderly and provide resources for implementation • A culture change amongst stakeholders that generates a momentum amongst elderly people to move away from the car and adopt more sustainable modes of transport that will continue well after SusMAP has ended.
Current consortium	<ol style="list-style-type: none"> 1. Atkins – co-ordinator role (UK) 2. Southend-on-Sea Borough Council (UK) 3. Lancashire County Council (UK) 4. IFSTAR (FR) 5. Technical University of Dresden (DE) 6. Polis (BE) 7. Local Authority partner sought 8. Local Authority partner sought
Profile of partners sought	<p>We should like to invite two further partners from different countries within the EU that have adopted age-friendly policies. They should be local authorities with a statutory responsibility for highways and transportation and experience in implementing behavioural change policies. It would be an advantage if evidence could be provided of the move away from the car to other more sustainable modes of transport.</p>
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Deadline for expressions of interest	<p>15 April 2013</p>