



# Emerging solutions



PHOTO: WIESLAW MAJKA

Since its launch in August 2008, the AENEAS project has demonstrated the possibility of sustainable mobility in Europe. The project has shown that walking, cycling and using public transport not only yield environmental and social benefits, they can also improve the quality of life of older members of society.

## Key findings

- Older people enjoy increasing mobility and should therefore be recognised by decision makers as an important target group.
- It is just as important to bring about a change in attitudes as it is to make mobility physically easier and more comfortable.
- Multi-mobility means enjoying greater flexibility and maintaining active, independent lifestyles. Innovative soft measures encourage and enable older people to rediscover alternatives to the private car.
- Cooperation and exchange among many different experts, such as urban planners, public transport operators, municipalities, graphic designers and trainers are essential.

## Our achievements

- Mobility days attracting 900 participants.
- Live radio debates reaching 10,000 listeners.
- Individualised travel marketing campaigns targeting 16,000 people.
- Four television reports, 19 conference presentations and 50 newspaper articles.
- Training for 180 bus drivers and 1,800 older people.
- The commitment of 39 percent of training participants to cycle more and of 49.5 percent to walk more.
- The AENEAS website: 300 pages, 7 languages and 31,000 hits.



## Highlights

- **Improved quality of life.** Participants in AENEAS walking and cycling tours have the opportunity to discover their local area, keep fit and learn practical skills to improve their personal mobility and safety. Most importantly, they are motivated to move sustainably.
- **Individualised travel marketing.** New life stages, such as retirement from regular work, are a perfect opportunity for a change in behaviour and routine. The AENEAS project uses this opportunity to promote active and sustainable mobility among the baby boom generation through an innovative individualised travel marketing campaign.
- **Mobility days and forums.** The wide variety of AENEAS events provides an opportunity for citizens to learn new skills, suggest improvements to their environment and engage in social activities. Older people are able to find out about local mobility services, try out innovative bicycle designs and sign up for training workshops.
- **Training workshops.** We organise conferences and training workshops for both transport professionals and older people. Our biannual international training workshops for transport professionals are attracting increasing numbers of participants. Trainings have also been organised for bus drivers, as well as for older people wanting to acquire practical skills in relation to walking, cycling and using public transport.
- **Database of good practices.** Our on-line case studies enable the exchange of experience among diverse groups of professionals throughout Europe. The concise studies provide useful ideas and describe activities that have been implemented in practice. Share your own experiences by contributing to the database.
- **Information campaigns.** We target decision makers as well as the older generation through local newspapers, radio and television. We also communicate by direct mail campaigns, conference presentations and poster exhibitions. Transport practitioners can find up-to-date news and event information on our regularly updated website and in “Keep Moving”, our biannual electronic newsletter.
- **Electronic newsletter.** “Keep Moving” has become one of our key tools for sharing experiences among professionals. It contains news from throughout Europe, information on forthcoming events, mobility tips and project highlights. Become a subscriber, or promote your own activities by writing news articles and submitting events information.
- **We have made a change!** The project has already achieved tangible results. However, what we are most proud of is the fact that people who long ago gave up cycling or using public transport have returned to these sustainable forms of mobility.

### AENEAS is supported by

Intelligent Energy  Europe

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# AENEAS Final Conference

Brussels, Committee of the Regions • Bâtiment Jacques Delors  
Rue Belliard 99-101 • Room JDE51 • B - 1040 Brussels - Belgium  
April 8, 2011 • 09:00 – 15:30



## Green Mobility for Active Ageing

Keeping older people active, healthy and socially engaged

The European Commission's Directorate General for Employment has declared 2012 the European Year for Active Ageing. This will create debate, discussions and new funding opportunities in member states and at European level.

The timing is perfect, as baby boomers reach retirement age. But the present generation of senior citizens has some unique characteristics: people are living longer and enjoying a longer retirement than their parents did; they remain active for longer; they grew up as car drivers; and they don't regard themselves as old.

So what can policy makers and local actors do to promote active ageing and sustainable mobility? Meeting the mobility needs of today's (and future) senior citizens requires a new approach. Low-floor buses and other infrastructure, while necessary, are only the first step in encouraging today's senior citizens not to reach for their car keys every time they go out.

Urban mobility policies need to support older people's personal mobility while encouraging them to use sustainable modes of transport. However, in order to convince this generation of the benefits of active and sustainable mobility, a set of integrated mobility measures is required.

Over the past three years, the AENEAS project has explored soft measures to improve the mobility of older people. The partners have achieved enormous success with innovative activities ranging from travel training and assistance to awareness raising and individualised marketing.

The final AENEAS conference will highlight the challenges of demographic change; illustrate how the proposed activities fit into advanced urban mobility policies; and demonstrate how other cities can apply the innovative measures developed and piloted by the five AENEAS cities.

There is no participation fee for the event, but participants are required to **register at <http://www.aeneas-project.eu/?page=finalconference>**

For further information please contact **Mr Matthias Fiedler** at **Rupprecht Consult** or **Ms Ilenia Gheno** at **AGE Platform**: [m.fiedler@rupprecht-consult.eu](mailto:m.fiedler@rupprecht-consult.eu) • [ilenia.gheno@age-platform.eu](mailto:ilenia.gheno@age-platform.eu) Tel. +49 221 60 60 55 22  
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# Conference Programme

Moderation: Ann Frye, Ann Frye Ltd.

08:30	<b>Conference Registration</b>
09:00	<b>Conference Opening</b> <ul style="list-style-type: none"> <li>● Visual impressions from the AENEAS project</li> <li>● Welcome by Constance Hanniffy (Committee of the Regions)</li> <li>● Opening by the Executive Agency for Competitiveness and Innovation (EACI): Vincent Berrutto</li> </ul>
09:20	<b>Introduction to mobility for active ageing</b> <ul style="list-style-type: none"> <li>● Europe preparing for the Year for Active Ageing: Eva Lichtenberger, MEP</li> <li>● Contributions of AENEAS to Active Ageing: Siegfried Rupprecht, Rupprecht Consult GmbH</li> </ul>
10:30	<b>Break</b>
11:00	<b>Introduction to the panel discussion: Ann Frye</b>
11:15	<b>Panel discussion of decision makers: 'From EU To Local': Are EU institutions addressing green mobility in the 'Year for active ageing'?</b> <ul style="list-style-type: none"> <li>● Sven Matzke (European Commission, DG Employment)</li> <li>● Patrick Mercier-Handisyde (European Commission, DG Research and Innovation)</li> <li>● Anne-Sophie Parent (AGE Platform Europe)</li> <li>● Odón Elorza (Lord Mayor of Donostia – San Sebastián)</li> <li>● Bogusław Sonik, MEP</li> <li>● Anders Meuller (POLIS and City of Gothenburg)</li> </ul>
12:30	<b>Lunch at the AENEAS Market Place</b>
13:30	<b>70 years and crossing Germany on a tricycle: Gunda Krauss, Munich</b>
13:45	<b>Panel discussion of implementers: 'From Local To EU': Are local actors ready to implement mobility measures for older citizens?</b> <ul style="list-style-type: none"> <li>● Sabine Nallinger (Munich Transportation Company)</li> <li>● Gunter Mackinger (Salzburg Transportation Company)</li> <li>● Wiesław Starowicz (City of Krakow)</li> <li>● Steen Møller (City of Odense)</li> <li>● Sabine Avril (European Metropolitan Transport Authorities)</li> <li>● Monique van Wortel (European Commission, DG Move)</li> </ul>
15:00	<b>Conclusions of the panel discussions: Ann Frye</b>
15:30	<b>Reception at the AENEAS Market Place</b>

Simultaneous translation from English to Spanish and Polish





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## Age and mobility

According to the Statistical Office of the European Communities, Eurostat, the proportion of the EU population aged 50 and over is expected to increase from 35% to 49% between 2005 and 2050. While in the past walking and public transport were the most important modes of mobility among older people, there is now a strong shift towards the private car. In other words, Europe is challenged with a car generation growing old.

AENEAS will address these issues by implementing a range of soft measures in five European cities. These local activities take into account the heterogeneity of requirements and target citizens in their 50s (the “young old”), as well as the elderly, with tailored services. AENEAS will also foster the exchange of knowledge among key stakeholders across Europe.

GREEN CITY



## Why sustainable mobility in an ageing society?

Walking, cycling and using public transport can be just as beneficial for the individual as for society:

- **Increases energy efficiency.** Currently, there is a strong shift towards the private car among older people. Many trips in urban areas can be shifted to sustainable modes, since physical accessibility has improved in recent years. It is now time to remove mental barriers and convince older people that there are convenient alternatives.
- **Improves fitness and reduces costs.** Scientific research in world regions with high numbers of people above 100 years old clearly shows that one of the keys to a long and healthy life is physical mobility. A new urban mobility culture that maintains older peoples’ fitness and prevents accidents can contribute to dramatic cost savings.
- **Opens up perspectives.** Our world is designed by young people for young people: meanwhile, our societies are ageing. However, in terms of expectations and lifestyle, members of this “rock-and-roll generation” are very different from the older people of 20 years ago. It is high time to reconsider our attitudes, from the way we communicate to the way urban mobility is planned.
- **Increases social inclusion.** Recent surveys clearly show that to be mobile means to be able to take part in life. Multimodal, energy-efficient mobility improves opportunities for all, regardless of financial strength, gender or ethnic background.



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## How to get involved

Join us! Network membership allows participating cities to:

- Participate in training workshops and site visits
- Attend AENEAS conferences
- Share good practices
- Receive implementation handbooks
- Exchange experience with other European cities
- Get first-hand information via mailings and internal web space

## Contact project coordinator

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## AENEAS partners

### COORDINATOR

Rupprecht Consult (Germany)

### CITY AUTHORITIES

Donostia – San Sebastián (Spain) ● Kraków (Poland)  
Munich (Germany) ● Odense (Denmark)

### PUBLIC TRANSPORT OPERATORS

Salzburg AG (Austria) ● Munich Transport Company (Germany)

### EUROPEAN NETWORKS

AGE – the European Older People's Platform ● The Regional  
Environmental Center for Central and Eastern Europe (REC)  
European Metropolitan Transport Authorities (EMTA)

### EXPERT ORGANISATIONS

Centre for Generations and Accessibility (ZGB Austria)  
Green City e.V. (Germany)

### PROJECT AMBASSADOR

Ragnar Domstad

COVER PHOTO CREDITS: MARIJAN SUSENJ (bicycle), AGE (bus women), FLICKR.COM  
(train women), SALZBURG AG (newspaper), WIESLAW MAJKA (pedestrians)

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### Local activities

Besides Europe-wide activities, AENEAS will also bring about visible improvement in its local partner cities. More than a dozen selected measures will be implemented to improve the energy-efficient mobility of older people. For more information visit [www.aeneas-project.eu](http://www.aeneas-project.eu).

### DONOSTIA – SAN SEBASTIÁN (SPAIN)

As part of AENEAS, the city of Donostia – San Sebastián will:

- Identify and eliminate obstacles from pavements
- Run an information campaign
- Adapt public transport services to the needs of older people
- Improve road safety and encourage non-motorised mobility

### KRAKÓW (POLAND)

The city of Kraków will help older people by:

- Increasing the safety and attractiveness of public transport
- Running an awareness-raising campaign for younger people
- Organising information campaigns and training for older people

### MUNICH (GERMANY)

In Munich the main activities will include:

- An individualised marketing campaign for senior citizens
- Training sessions to teach older people to use electronic travel information tools
- A comprehensive training scheme covering walking, cycling and public transport

### ODENSE (DENMARK)

The city of Odense will primarily focus on:

- Organising a large-scale walking campaign for older people
- Planning and implementing walking routes for older people through the city centre
- Running guided cycling tours for older people

### SALZBURG (AUSTRIA)

In Salzburg activities will cover:

- Providing older people with mobility management service
- Training public transport passengers and bus drivers
- Developing toolboxes for public transport providers
- Running a campaign to motivate people to use public transport through cultural discovery

DONOSTIA –  
SAN SEBASTIÁN

KRAKÓW

MUNICH

ODENSE

SALZBURG



**aeneas**

Attaining Energy-Efficient Mobility  
in an Ageing Society

[www.aeneas-project.eu](http://www.aeneas-project.eu)



DONOSTIA –  
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SUMMARY

# Staying Mobile

A guide to mobility management in ageing societies



## About AENEAS

Attaining Energy-Efficient Mobility in an Ageing Society (AENEAS), an EU project that ran from August 2008 to May 2011, was co-funded by the Executive Agency for Competitiveness and Innovation (EACI) under the Intelligent Energy Europe programme ([ec.europa.eu/energy/intelligent](http://ec.europa.eu/energy/intelligent)).

AENEAS's mandate was to apply "soft" measures (e.g. training, individualised travel marketing, awareness raising and events) in five European cities to encourage and enable older people to use alternatives to the private car. The project also transferred knowledge to other cities, forging links among those working in the field in Europe and beyond. Training materials and good practice case studies in English, Basque, Danish, French, German, Polish and Spanish can be downloaded from the AENEAS website ([www.aeneas-project.eu](http://www.aeneas-project.eu)).

The present brochure is a summary of the AENEAS publication *Staying Mobile: A guide to mobility management in ageing societies*, which was produced to highlight exemplary programmes and projects that help older citizens to remain active and mobile. The guide is aimed at practitioners and stakeholders who are thinking of implementing similar measures and can be downloaded from <http://www.aeneas-project.eu/?page=download>.

## Who is old?

In terms of mobility behaviour, there is a clear difference between the working population and retirees. AENEAS focused on the latter group, also using as a point of reference the age of 50, at which point the share of retired people in Europe roughly equals the share of those still working. A second line was drawn at 75, the age at which people's mobility tends to become restricted. Thus the AENEAS target group was broadly divided into the "young old" (50-75 years) and the "older old" (those over 75). Physical age, however, was used mainly for orientation: personal abilities and preferences in mobility behaviour were the deciding factors.

## General trends and challenges

The impacts of ageing societies and demographic change on urban transport and mobility have been discussed for some time across Europe and beyond. Most local authorities and transport providers are aware of the challenges. However, due to the heterogeneity of the target group, many practitioners and decision makers are uncertain as to the most appropriate approach.

**TOP MARKS:** Graduates of a training programme in Manchester (UK) collect their completion certificates.  
Photo: CTC



**TWO'S COMPANY:** Travelling is more fun with a friend.  
Photo: Gábor Bodó

Today's ageing baby boomers clearly cannot be compared with their parents. Life expectancy and levels of overall fitness are higher. Many older people today are still active, forward looking and keen to participate in society. Car ownership has risen among the elderly — especially women — in Europe. Today's senior citizens acquired their driving licences at the age of 18 and most have never used public transport, which has a particularly poor image among this group. Growing old today often means ageing in suburbia, but urban patterns are also changing: in suburban areas many smaller shops and services are closing or moving to new retail centres, making access to everyday items limited without a car. All of this makes today's seniors very different from earlier generations, and makes them a demanding target group.

## Accessibility and mobility management

Accessibility includes more than physical access to transport services: it implies a basic level of trust and safety. The transport system — including walking, cycling and innovative concepts such as car sharing — needs to be easy to reach, easy to use and attractive to all, old and young, disabled and able-bodied.

Public transport companies must address the wants and needs of senior citizens as a legitimate market segment. Most changes to date have focused on physical accessibility, with the introduction of low-floor vehicles and other technical features. Older people have simply been grouped with physically impaired passengers.

Mobility management employs soft measures such as marketing, communication, training and the coordination of activities to change travellers' attitudes, to influence behaviour, to promote sustainable transport, and to address the demand for car use.

As these behaviour-related measures do not usually require large financial investments, they are a cost-effective alternative to making changes in infrastructure.

To date, older people have not been a focus of mobility management, largely because, until recently, their mobility behaviour was relatively stable and less car focused and they were a "captive audience". However, this target group has proved difficult to reach through standard marketing. Producers of television commercials, for example, consider 49 as the upper age limit of their effective reach. Promoting sustainable mobility among older people therefore requires highly developed communication skills and an attractive product. AENEAS's aim is to create multi-modal older travellers: ones who are independent and flexible in their mobility choices and who have sustainable alternatives to the private car.







## Needs and expectations of older people

Older people's needs and expectations cannot be met by changes in infrastructure alone. Older people desire independent living, active and healthy ageing, participation in society, an easy-to-use transport system that provides quality service, safety and security, and support when they need it. At the same time, they dislike being talked down to and associated with negative images of ageing.

Projects involving innovative soft approaches targeting older people have been developed in recent years across Europe. These projects recognise the heterogeneity and relevance of the target group. They involve organisations already working with older people and do not address senior citizens using the term "older people".

## Implementation of good practices

This section describes briefly the seven chapters of AENEAS's *Staying Mobile* guide, which highlight many of the innovative projects taking place in Europe around seniors and mobility.

### Enabling travel by public transport

Travel training helps older passengers to make independent use of public transport confidently, safely and without fear. It introduces them to new technologies such as e-ticketing, or less-known features such as pram buttons. The majority of schemes focus on bus travel, since older people have particular problems entering or alighting from these vehicles or walking inside them. The introduction of ticketing machines or

e-ticketing, and the rising number of accidents involving older people in public transport, are typical triggers for initiating a public transport training scheme.

#### Benefits:

- Older people feel safer, more secure and confident when using public transport.
- People are helped to stay independent for as long as possible.
- The number of accidents involving older people in public transport vehicles is reduced.
- The image of the public transport operator is improved, and its ridership numbers increase.

**Target audience:** Older people who are still able to travel independently but who do not know how to use public transport and/or do not feel safe.

**Key partners:** Public transport operators and associations, local authorities and public transport authorities, and older people's interest groups

**Other stakeholders:** Local politicians, the media, health services and public authorities.

### Enabling cycling

Older people cycle less, and in some European countries no cycling culture existed when today's senior citizens were young. While there are clearly physical limits to cycling, training may contribute to prolonging skills, and, in a virtuous circle, cycling

**ON BOARD:** Bus passenger training is a good way to orient seniors to new ticketing systems and other on-board technologies. Photo: Salzburg AG



**STEADYING HAND: A Paris programme offers personal escorts for public transport trips.**  
Photo: Compagnons du Voyage

will help senior citizens to remain healthy. Age-specific analysis has shown that the relative benefits of cycling are highest among older age groups.

**Benefits:**

- Older people gain confidence cycling and enjoy greater flexibility and independence.
- Opportunities are created for group activities, overcoming social isolation.
- Training sessions — on traffic rules, appropriate clothing and riding skills — contribute to road safety as well as the safety of the individual cyclists.
- Regular cycling improves health, even among those with chronic diseases.
- A Cycling England study revealed that the economic benefits of encouraging cycling among those aged between 45 and 64 are approximately EUR 270 per year per cyclist.

**Target audiences:** Older people who are still active but who have problems using standard bicycles; senior citizens who feel challenged by today's traffic; younger senior citizens who suffer from chronic diseases due to low levels of physical activity; and younger senior citizens who never learned to cycle.

**Key partners:** NGOs or specialised organisations to implement the cycling training; cycling or environmental groups or agencies specialised in sports and health to participate in the organising team; and the local municipality and those experienced in working with older people.

**Other stakeholders:** Social or community centres, local bicycle clubs, health services, bicycle retailers, renters and manufacturers, the police, physiotherapists, bicycle mechanics, and the local media.

**Mobility events and campaigns**

Many lifestyle-related diseases can be prevented simply by incorporating regular physical activity into older people's lives. Campaigns and programmes can encourage the use of active and sustainable modes of transport in leisure-time activities. Rather than training people in a skill, such campaigns motivate people by offering programmes that are interesting and social, while at the same time incorporating physical activity.







#### Benefits:

- Road safety campaigns make drivers aware of older people as pedestrians and of their specific needs. Older people are given tips on road safety, encouraging them to walk and explore their neighbourhood.
- Mobility days give public transport providers a chance to show they care about their loyal customers, and to promote public transport as an energy-efficient mobility mode.
- Walking campaigns can lead to the emergence of new local walking clubs that can carry on the walking training.
- Senior citizens' maps are far more useful if they are created with input from participating senior citizens.

**Target audience:** Specific groups can be targeted for particular events or tours. Even those with mobility problems can benefit from tailored physical (and social) activities. Cycling campaigns should focus on those who cycled regularly in the past and who still feel relatively confident on a bicycle. Road safety campaigns should target drivers of all ages. City planners can be targeted if encouraging walking through improving facilities in urban areas.

**Key partners:** Activities can be spearheaded by city departments, senior citizens' organisations, road safety organisations, health-focused organisations or NGOs.

**Other stakeholders:** Doctors or physical therapists; road safety organisations or police road safety units; (volunteer)

leaders for walking or cycling groups; historical societies, nature societies or other groups that can set up themed walks; organisations that provide mobility-related information or services; and driving schools.

#### Bus driver training

More senior citizens than ever before hold a driving licence. Public transport providers must therefore make their services attractive to those who have the option of driving. If elderly passengers frequently have bad experiences on buses, they will stop travelling by bus altogether, resulting either in them losing mobility and independence, or in them putting another car on the road. In either case, the transportation company loses a paying customer. Conversely, bus drivers who make a good impression instantly improve the image of the entire company.

#### Benefits:

- Bus companies get fewer complaints (and more compliments) from passengers who travel with well-trained bus drivers.
- Accident rates go down when drivers understand and accommodate the challenges that older passengers face (e.g. giving senior citizens time to find a seat before leaving a stop).
- A public transport provider's image can be improved significantly by improving services to senior citizens.

**WIRED GENERATION:** Internet courses in Munich (above) show how passengers can get travel information.

Photo: Green City





**Target audience:** Bus drivers.

**Key partners:** Training programmes can be initiated by the municipality, senior citizens organisation, non-profit society or the public transport operator itself. Whoever initiates it, the public transport operator must fully support such an undertaking if it is to succeed.

### Passenger support services in public transport

Using public transport can be challenging for the uninitiated of any age, and fears for personal safety may also put people off using buses or trams. However, with the proportion of older people increasing, public transport providers must recognise the need to provide them with services that enable them to travel safely and confidently. This includes helping them enter and exit vehicles; ensuring they have seats; accompanying them on a practice journey; providing information and tips on schedules, connections and tickets; and showing them how to use ticket machines. If elderly passengers know that vehicles are clean, that support is available, and that they can be certain of encountering helpful and friendly people, they are more likely to use public transport.

**PLATFORM FOR CHANGE:** In Cologne's PatentTicket scheme (above), public transport pass holders are encouraged to introduce their friends to the service. Photo: Birgit Kasper

### Benefits:

- The public transport provider's image can be improved significantly, leading to revenue growth.
- Through their on-the-ground experience, assistants can help public transport providers identify gaps in services.
- Young people providing help to senior citizens set an example for others.
- Personalised tips on how to optimise their use of the system greatly increase senior citizens' satisfaction with public transport services.
- Training and awareness raising among young people on the needs of older people are lessons for a lifetime.

**Target audience:** Older people who are physically able to get around on their own but who rarely use public transport, have difficulties in doing so, or simply need some assistance. One programme is unique in targeting children, who often tend to be unaware of the needs of those around them.

**Key partners:** Programmes can be initiated by a municipality, a senior citizens' organisation, an NGO, or community volunteers. However, without the support of the public transport provider, such projects stand little chance of success. Schools and youth centres are important partners in awareness-raising programmes aimed at young bus passengers.

**Other stakeholders:** The media are important for information dissemination and awareness raising.



## Individualised travel marketing

Individualised travel marketing materials provide information about transportation choices. Creating such materials does not (necessarily) require the development of new mobility programmes: the main task is to gather information on existing active mobility services, training, seminars or activities relevant to older citizens, as well as providing personal contact, information and training (where necessary) on the most suitable options for each individual.

### Benefits:

- Promotes valuable existing programmes, projects and services rather than creating new, competing ones.
- People talk about the project and share the handbook with friends and relatives.
- A positive image is created for the city as a “messenger” bringing news to its citizens.
- Although the handbook is aimed at senior citizens, the information can be re-used for other audiences.
- Increases the customer base for public transport.
- Builds relationships among existing service providers, thus strengthening local networks.

**Target audience:** Those around retirement age and/or relatively active senior citizens (between 60 and 75 years old).

**Key partners:** NGOs, senior citizens’ group or the city. Support from the city greatly increases the programme’s credibility to the target audience.

**Other stakeholders:** Environmental groups, public transport providers, the police, and cycling organisations.

## Peer-to-peer approaches in public transport

Older people are considered a difficult-to-reach target group in mobility management. Some older people also find it odd to receive training on age-related constraints by a young person. Peer-to-peer approaches take advantage of senior citizens’ understanding of each other’s needs. A recommendation about a monthly bus ticket or car-sharing scheme may be more readily received from a friend than from a marketing brochure.

### Benefits:

- An increase in the number of passengers and season ticket holders, including young old people.
- The public transport provider benefits from the skills of its experienced passengers, and peer trainers value a behind-the-scenes look at their local public transport system.
- Older people share a common language and can benefit from one another’s personal experience.
- Most trainers find it rewarding to share their knowledge with their peers and to help them improve their mobility.

**Target audience:** Peer-to-peer approaches have two main target groups: senior citizens who can explain and promote public transportation to other senior citizens (trainers); and senior citizens who receive information, recommendations and support (trainees).

**Key partners:** The local public transport authority (possibly) local or regional authorities, a moderator or consultant facilitating the process, and older citizens who act as volunteer trainers or ambassadors.

**Other stakeholders:** These could include the media and possibly NGOs dealing with sustainable transport.

## Contact

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