Green Silver Age Mobility

Forum STRATEGOV 2019

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Overview about the project

EU Interreg Baltic Sea Region Project „Green Silver Age Mobility“ (GreenSAM)

- **Priority:** Sustainable transport
- **Specific objective:** To enhance environmentally friendly transport systems in urban areas based on increased capacity of urban transport actors
- **Project lifetime:** 01/2019 – 09/2021
- **Project budget:** 1,94 Mio. € / ERDF: 1,53 Mio. €
- **Project Partners:** City of Aarhus, Municipality of Gdansk, City of Riga, Tartu City Government, Institute of Baltic Studies, Valonia / Regional Council of Southwest Finland, Turku University of Applied Science

Figure 1: www.interreg-baltic.eu
Due to the demographic change, that every country in the EU is facing, acceptance of this new service solutions by the elderly is very important for their success. But the needs of seniors are often disregarded when designing eco-friendly mobility services.

Therefore, the main aims of the project are:

- **Increasing the acceptance** of eco-friendly mobility services among senior citizens
- **Improved participation** of senior citizens
- **Capacity building** of public authorities and stakeholders in the field of public transport
Overall aim of the project

User group (increased acceptance)

- Elderly citizens 60 +
- Especially people who are reluctant towards sustainable mobility solutions
- Also people who are already using eco-friendly mobility solutions but facing barriers

Target group (improved participation)

- Public authorities
- Public transport authorities
- Public transport companies
- Companies of sustainable mobility solutions like
  - Carsharing / Bikesharing
  - Shuttle-on-Demand
  - E-Scooter
## Main objectives

### Conceptualising Toolbox
- Scoping the status quo
- Summary in the „BSR Atlas“
- Conceptualising of participation tools
- Transfering these tools into model solutions

### Model Solutions
- Six different pilot projects
- Six different participation approaches to the user group
- Six different countries of the BSR
- Three different mobility solutions / topics
- Adaption of BSR Atlas and building of capacity among target group

### Capacity Building
- Transnational outreach of the results of GreenSAM
- Involving Associated Organisations as well as Follower Cities like St. Petersburg
Conceptualising toolbox

- Toolbox comprise concept papers, enriched by further contents
  - Catalogue of quality standards
  - Implementation guidance
  - Impact assessments
- Basis of the toolbox is an analysis of the Status Quo in a BSR Atlas which consists of
  - Risks, barriers and success factors
  - Socio-cultural, legal and political conditions

Figure 2: www.greensam.eu
Model solutions

How to design age-friendly bicycle sharing systems?

▪ Pilot aims to find out what barriers keep seniors from cycling and how to overcome these barriers

▪ Coaching classes with user group for systematic detection of barriers

▪ Pilot activities include professional field exploration activities, testing and training sessions with e-tricycles

▪ Gdansk will introduce a Senior Board as an advisory body to Gdansk City Council

City of Gdansk – Explorative participation

Figure 3: www.greensam.eu
Model solutions

How to design age-friendly bicycle sharing systems?

- An innovative ICT participation tool is being piloted, to be applied to the city’s bike sharing system (BSS)

- A sample of the user group will automatically be “interviewed” after using the BSS, enriched with trip data

- The tool will be developed in a co-creation with the User Group

City of Tartu – ICT-based Participation Tool

Figure 4: www.greensam.eu
Model solutions

How to design age-friendly public transport systems?

- City of Aarhus will develop a Mobility Bazaar model solution aimed to enhance seniors participation
- 500 individual counselling through trained staff
- Seniors counsel authority: “for me good mobility requires…”
- Authority counsels seniors: “a new mobility offer matching your needs could be…”

City of Aarhus – Mobility Bazaar

Figure 5: www.greensam.eu
How to design age-friendly public transport systems?

- Mobility Lab unites public authorities, seniors and experts, and will facilitate 3 public co-design sessions
  - Solutions how to adapt urban public space
  - Fostering use of green mobility services among seniors
  - Potential of blockchain technology application in PT
- Testing, data-processing, discussing and co-designing various mobility solutions, services and technologies

City of Riga – Mobility Lab

Figure 6: www.greensam.eu
How to design age-friendly public transport systems?

- Encourage user group in testing and developing new services of FÖLI (Turku Region Public Transport authority)
- Peer Coaching: same-aged peers coach seniors on public transport
- Youngsters coach seniors on PT apps and other services
- School Coaching: a coaching course will be developed with a local school
**Model solutions**

How to design public space in a way that seniors feel more confident with green mobility modes?

- Participative process to determine barriers in public space around green mobility hotspots
- On-Site-Participation combining a survey with field exploration at mobility hot-spots
- Several workshops and a mobility panel to develop model solutions and a catalogue of model measures
- Implementation and testing of selected model solutions

**City of Hamburg – Improved Participation**

*Figure 8: Free and Hanseatic City of Hamburg, Borough of Eimsbuettel*
An important aspect in the GreenSAM project is capacity building among public authorities.

Capacity building will be ensured via the following steps:

- Capacity building seminar
- Online learning module
- Presentation of the results on the final meeting

Furthermore during the project seven „Follower Cities“ will be continuously informed about the project and its progress.
Contact

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