Attaining Energy Efficient Mobility in an Ageing Society

ECOMM • 15 May 2009

Matthias Fiedler
Rupprecht Consult
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)
- Total Budget 1.8m EUR
Who is AENEAS?

- Five European Cities, their Public Transport Operators and local NGOs
- Two European Networks
  - EMTA - European Metropolitan Transport Authorities (FR)
  - AGE – The European Older People’s Platform (BE)
- Two 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?

- Europe challenged with a “car generation growing old” – less captive riders
- 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!
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
- Promote innovative schemes
- Foster clean, energy-efficient and safe urban mobility
- Positively influence abilities of older people to live healthy and independently
Munich: Individualised Travel 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,…)
• Main Aim: Reducing car use, promoting alternatives
• Multi-stage individualised marketing campaign
• No “older people’s package” but tailor-made information
• Additionally:
  • Concentrating existing offer for senior citizens
  • Travel Training (PT, bicycle, walking)
Salzburg: Travel Training and Communication

- Approx. 33% of passengers are 60+
- Targets:
  - Counteract falls and other safety issues
  - Maintain the elderly mobile
  - Keep older people as costumers
- Training Scheme for Older Passengers
  - Theoretical and practical lessons in small groups
  - Co-operation with local NGO
- Training Scheme for Bus Drivers
- Mobility Days
- Bus Brochure
- Communication and Public Relation Work
Donostia – San Sebastián: Promote and Enhance Walking

• Walking plays a big role
• Walking campaign
  • Brochures
  • Workshops
• Increasing safety by removing “black spots”
• Small interventions to enhance comfort & accessibility
• Improvement of vertical transport
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 “transfer tools”, e.g. internet, high-quality paper documents (dissemination crucial)
- Practical lessons and expert advisors
- 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, ambassador)
How can I take part?

- European Network of Cities and Organisations
- Focused Training Workshops for Practitioners
- National and Regional Events
- Good Practice Fact Sheets, Study Tour Catalogue and Good Practice Implementation Guide
- Newsletter and Webpage

www.aeneas-project.eu
Thank you for your attention!

www.aeneas-project.eu

m.fiedler@rupprecht-consult.eu