ECCENTRIC

CIVITAS Forum 2019

Session 9: How new technologies and strategies can change peoples' behaviour

CIVITAS ECCENTRIC Munich: Senior citizens and modern technologies

Stefan Synek
City of Munich
October 03th, 2019

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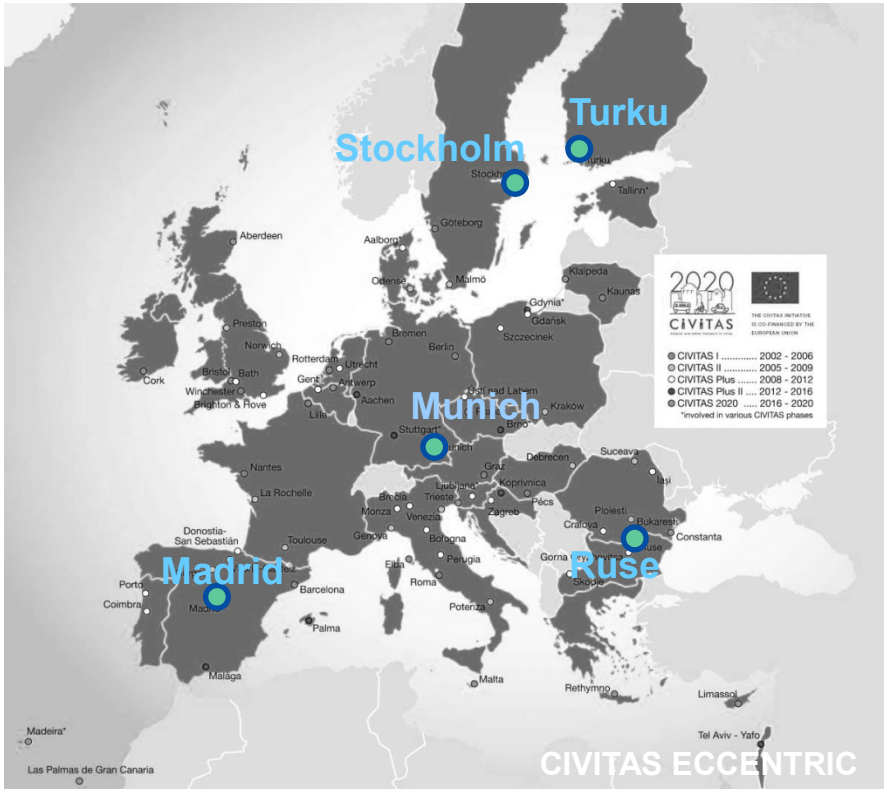
CIVITAS ECCENTRIC

Sustainable mobility in suburban city districts

Key information CIVITAS ECCENTRIC

- 5 partner cities
- 29 project partners (science, administration, consultancy, public transport & logistics, NGOs)
- 50 traffic and mobility measures
- Project duration: 09/2016 - 08/2020
- Special features: laboratory areas in city outskirts, exemplary integration of mobility and housing
- Measure fields: public transport, cycling, pedestrian, parking, services, technologies, logistics, mobility management, education and road safety



CIVITAS ECCENTRIC - Munich laboratory area

A model for a future-oriented urban development

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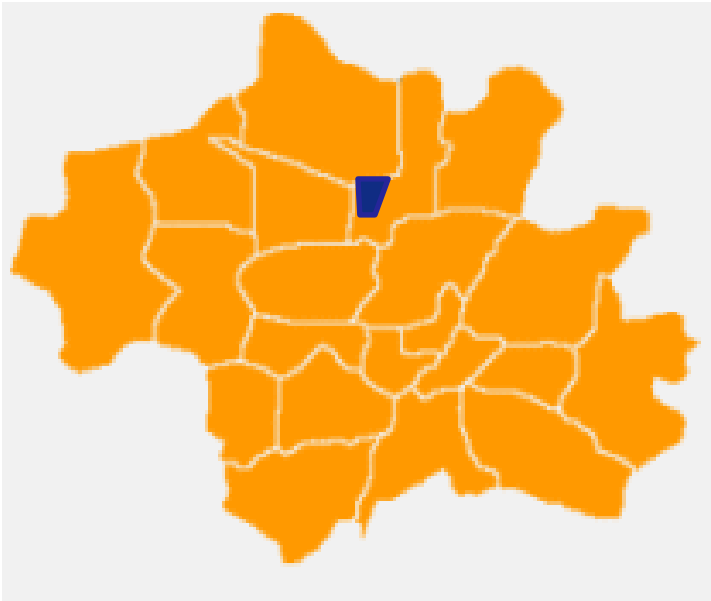
Domagkpark
- 1.600 housing units
- aprox. 4.000 inhabitants

Parkstadt Schwabing
- 1.500 housing units
- aprox. 4.000 inhabitants
- 200 companies
- 12.500 workplaces



Living lab
- development area
- 11 measures
- 7 partner institutions
- duration: 2016 - 2020
- budget: 4,5 Mio.€

Landeshauptstadt München Kreisverwaltungsreferat
Landeshauptstadt München Referat für Arbeit und Wirtschaft
MVG Ganz einfach mobil
Technische Universität München
GREEN CITY EXPERIENCE
GREEN CITY Der Verein.

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Mobility of elderly people in the context of urban mobility trends

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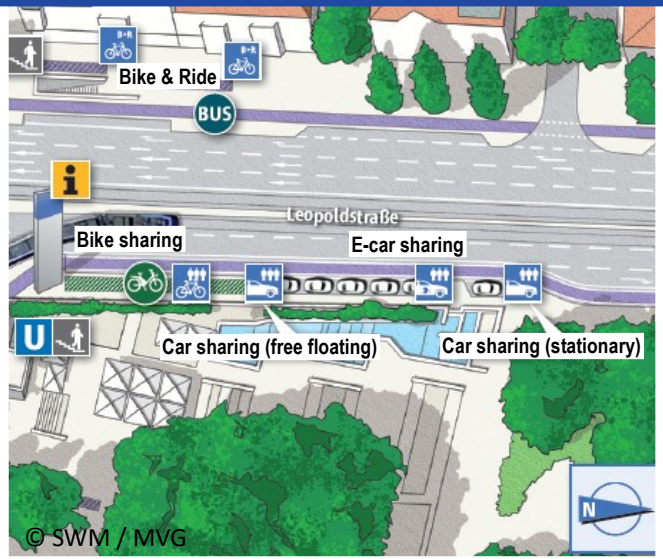

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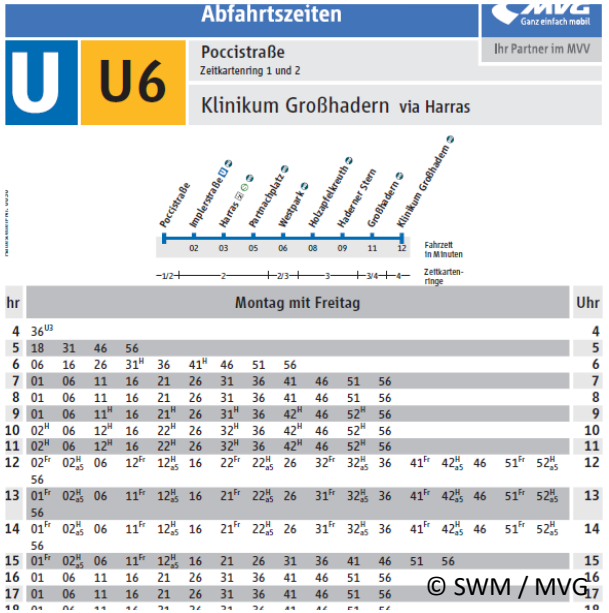

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The ‘Transfer’ workshop concept

ECCENTRIC Measure M2.10

The ‘Transfer’ workshop concept

Facts and Figures

Participants at workshops (18.09.2019):

Teenagers: 311

Elderly people: 211

Schools: 9

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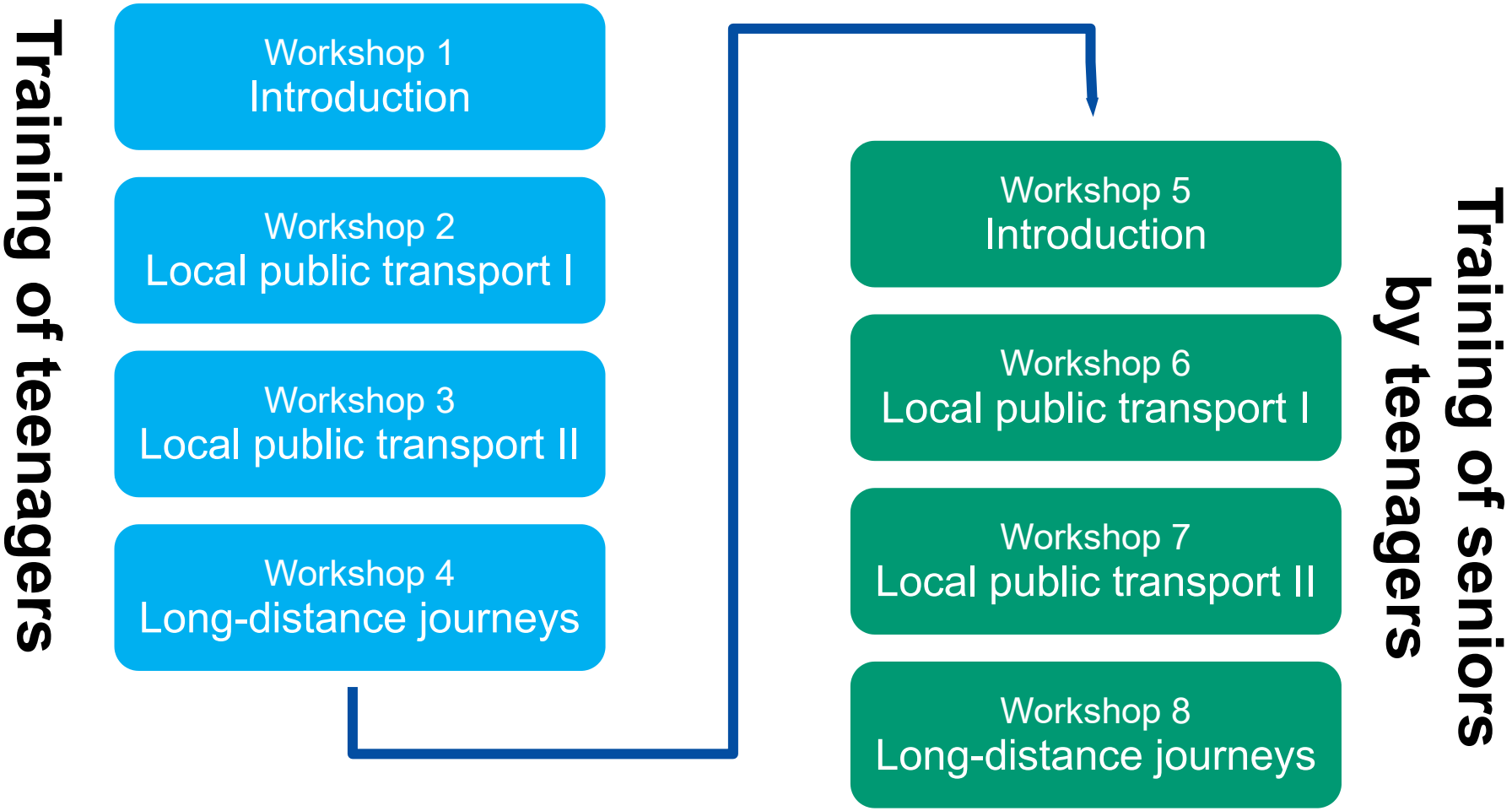
The ‘Transfer’ workshop concept

Procedure



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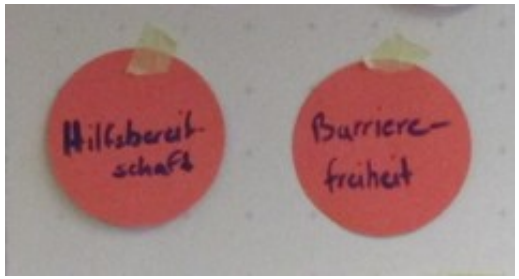
The ‘Transfer’ workshop concept

Examples of exercises

Workshop 1
Introduction



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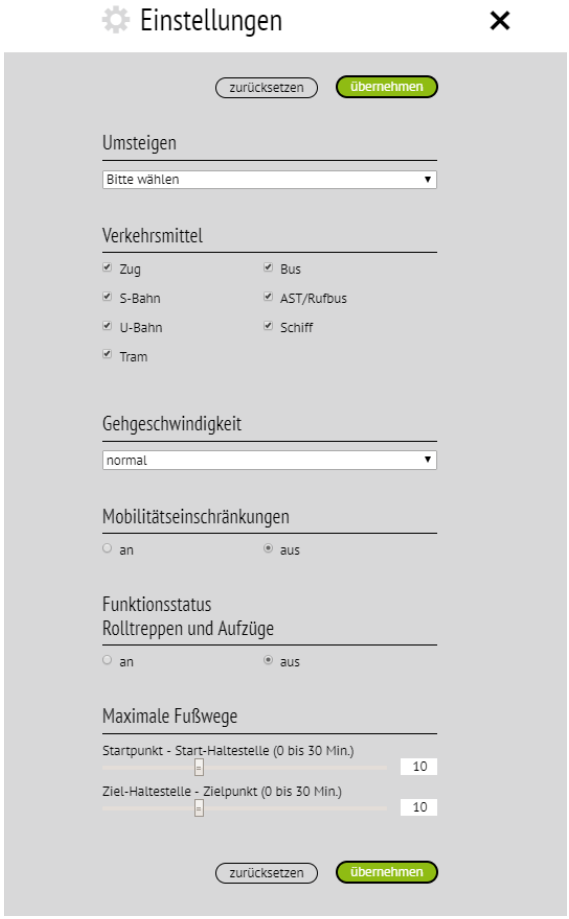
The ‘Transfer’ workshop concept

Examples of exercise

Workshop 2
Local public transport

Electronic timetable MVG and extended settings



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The ‘Transfer’ workshop concept

Examples of exercises

Workshop 2
Local public transport

Are all escalators and lifts working?

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The ‘Transfer’ workshop concept

Examples of exercises

Workshop 3
Local public transport

How to buy a ticket online
How to use bikesharing/carsharing

www.mvg.de

Fotos Green City e.V./Henkes

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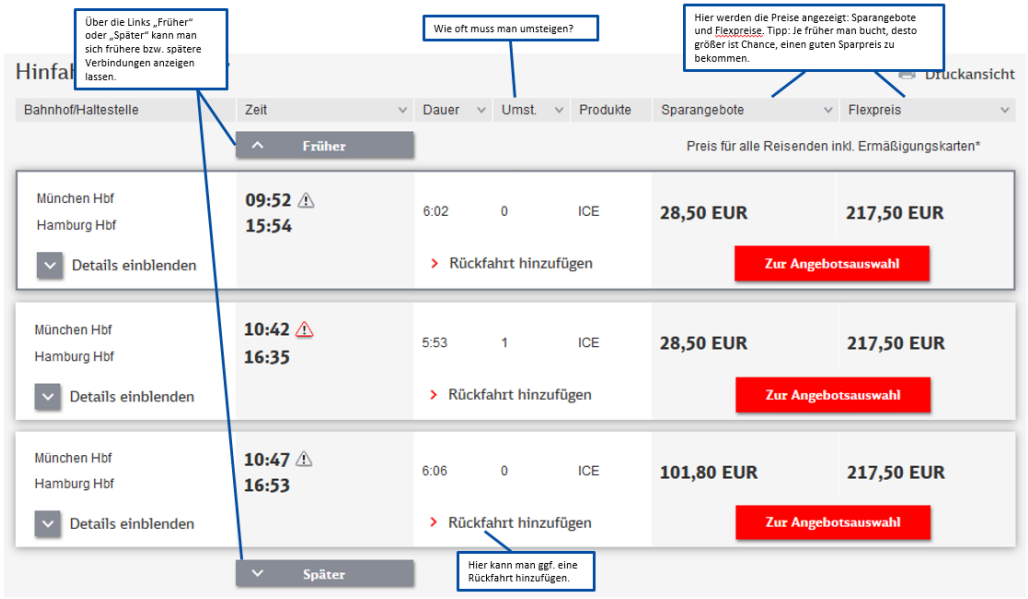
The ‘Transfer’ workshop concept

Examples of exercises

Workshop 4
Long-distance journeys

Offers for daytrips into the surroundings of Munich
How to buy a ticket for a long(er) distance trip by train or coach



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The ‘Transfer’ workshop concept

Impressions

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The ‘Transfer’ workshop concept

Impacts

Benefits to participants (of both groups!):

- Workshops support respectful intergenerational exchange of skills
- Gaining knowledge (computer skills, transport options, journey planners, ticket purchases, accessibility of transport etc.)
- Developing confidence in using transport services (PT, sharing etc.)
- Motivation to change own mobility choices and patterns.
- Extending the spatial activity range, increasing independence and confidence, improving self esteem, reducing the risk of isolation in old age
- New technologies allow door-to-door journey planning from home, tailored to individual needs and requirements
- Establishing cooperation with schools and senior clubs helps to arrange learning groups

The ‘Transfer’ workshop concept

Summary and outlook

Conclusions:

- Elderly people do have a strong need for this kind of workshops.
- Not all participants are interested in mobility planning, some expect a general technical class → it is recommended to combine those two aspects.
- Workshops should not be longer than 90 min.
- Not more than 3 or 4 workshops.

Replication

- model (pupils working with elderly people) possible in every country.
- Easy to understand with high acceptance.

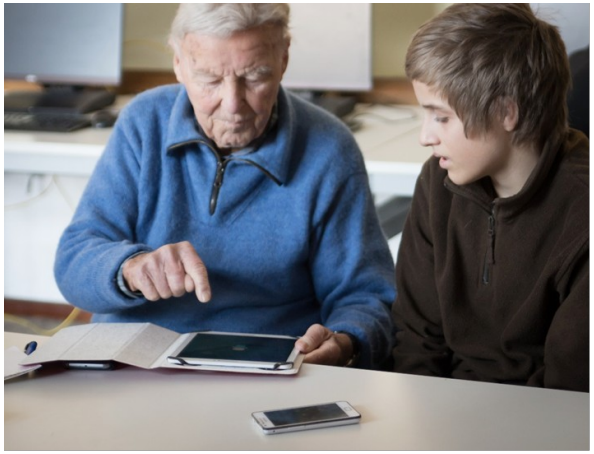

Foto: Green City e.V./Schiffner

Foto: Green City e.V./Sieber

Thank you!

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