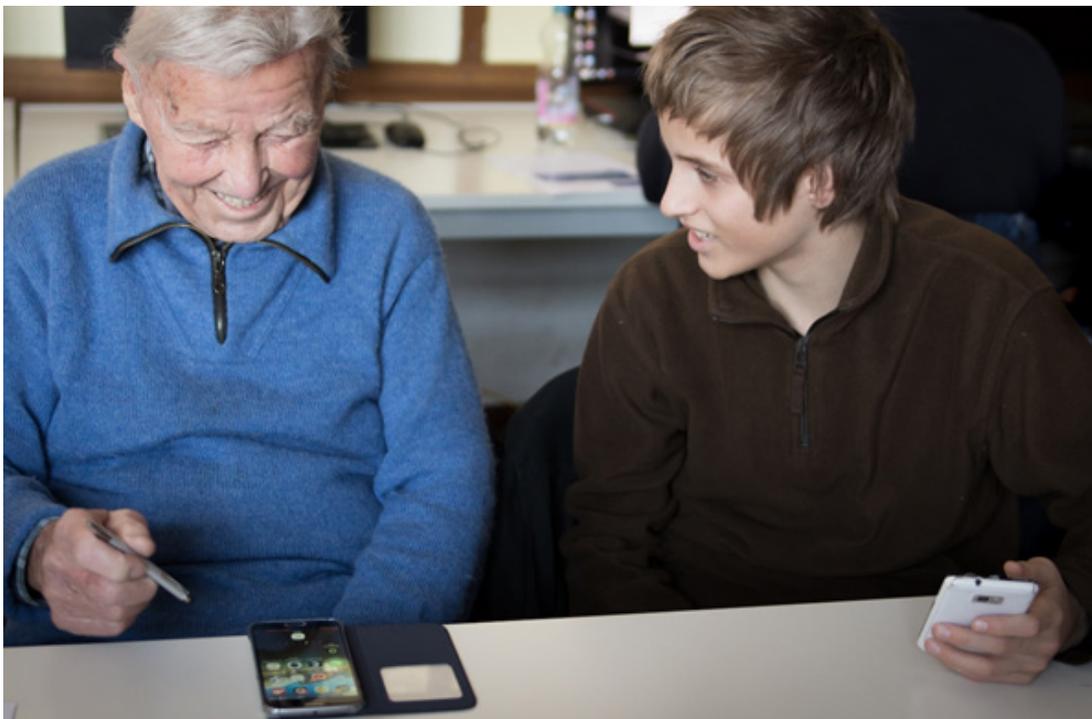


# Transfer – Exchanging communication and information technology for everyday mobility between generations

Summer 2019



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- Workshops given by young and old making sustainable mobility accessible through ICT
- Increase in sustainable transport choices
- Bridging the generational gap

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Munich, Germany

**Organisations involved:** [Green City e.V.](#)

## What is the solution?

The measure **Transfer** is an environmental education project which aims to empower young and elderly citizens to make environmentally conscious decisions related to their own mobility patterns. The main objective is to enable senior citizens to organise their daily mobility with the help of modern communication devices such as computers, tablets or smartphones. This is achieved through workshops in which teenagers pass on their competencies with ICT devices to the older generation. Both groups, teenagers and seniors, will acquire knowledge of sustainable travel options and will be motivated to use environmentally friendly means of transportation. The overall goal is a reduction of traffic and CO<sub>2</sub> emissions in urban areas.

## How does it work?

This measure is implemented by Green City e.V. schoolgirls and boys aged between 13 and 17 who teach senior citizens how to use web-based applications for organising their daily mobility. These web-based applications include public transport planning tools, shared mobility services as well as walking and cycling route planning tools. To equip the teenagers with the necessary skills, an educational specialised staff of Green City e.V trains them in technologies and devices for mobility planning and their use in up to four workshops. The training covers the use of applications on smartphones and tablets, using the internet in general and mobility planning services in particular.

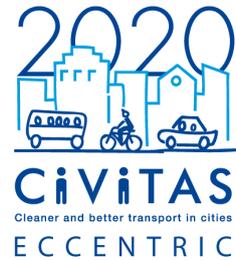
The first training session goes into detail on important skills when interacting with elderly citizens. This includes practical exercises with an old age suit that help the teenagers to put themselves into the seniors' shoes and to fully understand their limitations and needs. Following the training, the teenagers are equipped to pass on their knowledge. In a series of workshops, they assume the role of teachers and support seniors' in familiarizing themselves with modern information technology and the ways in which it can support them in planning their day to day mobility needs. In these workshops, the teenagers take on full responsibility for the seniors' learning experience. Both the teenagers and the seniors receive incentives to use alternative mobility solutions since the benefits of applications and web pages that make it easy to plan trips with public transport are highlighted.

## Expected results

Teenagers and seniors will acquire knowledge about sustainable mobility and feel empowered to change their own mobility choices and habits. They will be informed about the various options for more sustainable mobility and will be encouraged to choose sustainable options like walking, cycling, public transport and sharing solutions. Senior citizens, in particular, will be equipped to use modern technologies and devices for planning their daily trips. In addition, the measure will foster intergenerational exchanges and understanding, from which both groups will benefit.



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## Business model

The measure is run by Green City e.V. - a non-profit-organisation, which fully depends on public or private partnerships to implement the measure. The measure requires 100% funding - this can be split variably between public and private partners as long as it yields 100% together. Private funds can be sourced from companies, financial institutions, foundations, private schools and members of the public who want to support environmental education projects. Public funds are typically sourced from the City of Munich or nearby municipalities, the regional government of Bavaria, the (German) national government, the European Union or public foundations.

There is not yet an elaborated business model established, however, the main cost is staff working time. Other costs are for equipment, materials and travel.

A planned timeframe of one year is expected which includes several workshop series.

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