Keeping the elderly mobile
Training activities in the AENEAS Project

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Older people – a heterogeneous target group

Differences in
• Backgrounds
• Expectations
• Abilities
• Needs

Different self-image
• Retirement as a “second spring” rather than the “beginning of the end”
• The “Rolling Stones Generation” compared to the modest war-generation
A car generation is growing old…
…and will continue to rely on the car…

60 year old Women with Driving Licence (%)

Source: Rupprecht Consult 2007, based on data by BMVBS, AAV and DfT
Why don’t older people use public transport?

- I don’t need it: 219
  - Female: 121
  - Male: 98

- Poor supply: 125
  - Female: 41
  - Male: 44

- Not comfortable: 118
  - Female: 51
  - Male: 29

- Not accessible: 90
  - Female: 39
  - Male: 51

- Not flexible: 18
  - Female: 13
  - Male: 5

- Too expensive: 12
  - Female: 7
  - Male: 5

- Too slow: 6
  - Female: 5
  - Male: 6

Source: ILS 2010
AENEAS in a nutshell

AENEAS promotes sustainable transport that is

- **easy** to use and **comfortable**
- **safe** and **secure**
- **accessible**
- good for older peoples‘ **health**

Older people need a transport system that supports active and healthy ageing
The AENEAS project (2008-2011)

- 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**
- Supported by the Intelligent Energy Europe programme of EACI)
Use major life events to achieve change of behaviour

Munich: individualised travel marketing
(Re-)activate skills of older travellers

Salzburg: travel training and communication
Develop self-reliance towards new technologies

Kraków: get familiar with new ticketing machines

Munich: using the Internet for travel planning
Support older people in travelling independently

Kraków: assistance service in public transport
Promote active, safe and healthy travel

Walking tours in Donostia - San Sebastián

“Cycle captains“ guide trips in Odense
Active involvement in planning

Odense: citizens plan senior-friendly walking routes

Munich: develop walking maps with older people
Increase awareness and service orientation

Bus driver training in Salzburg and Donostia

Awareness raising among younger passengers in Kraków
Example: Bus driver and passenger training in Salzburg

**Bus drivers**
- Time pressure: Keeping the schedule!
- Conflicts with other road users (car drivers, cyclists, pedestrians)
- Hindrances due to breakdowns, construction sites, traffic jams, etc.
- Demanding attitude of passengers
- Accidents

**Elderly passengers**
- Time pressure: everything is moving too fast
- Too much technology and too many innovations
- Doors close quickly
- Abrupt vehicle movements
- Getting on and off with passengers pushing
- Finding a seat and sitting down before the vehicle starts
- Getting to a connecting bus
Common impairments

- Vision defects in old age
  - Loss of focus; bright-dark adaptation; colour perception; accurateness of vision;

- Hearing loss
  - Directional hearing; frequencies; delayed reactions to acoustic signals;

- Weak musculoskeletal system
  - Handgrip strength; slower standing up; osteoporosis; precise stepping;

- Sense of balance
  - Miscalculated movements; sudden motions
Training by doing
How would you feel yourself wearing an ageing suit?

- Ageing suits
- Moving boards
- Wheelchairs and rollators
- Training tool kits
Results and Conclusions
Working with older people on the local level

- an **heterogeneous** group – different mobility behaviour and abilities
- older people do not consider themselves as “old”
- **work together** with organisations representing older citizens and other stakeholders (e.g. the police)
- use “word of mouth” **marketing** and intensive PR
- **accessible** venues (with toilets)
- **social** aspects are essential

Hard measures (vehicles, cycling paths, footpaths, stations, ...) still are necessary
The policy dimension

• multimodal & active mobility means quality of life to individuals

• cost savings to society thanks to better health, less accidents and increased independence

• older travellers are an important customer group – (not only) for public transport

• seniors moving greener contribute to climate protection and energy saving targets

Ageing of society is a fact – and an opportunity

A new mobility culture is developing – we need to encourage and enable older people to join in!
Train practitioners and create European outreach.
Thank you for your attention!

www.aeneas-project.eu

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