



CiViTAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
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WEBINAR

Mobility training for specific target groups

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Background

- City of Zagreb is faced with a continuous increase in the number of senior citizens
Mobility is highly important for the quality of their lives

Objectives:

- Improve safety of senior citizens in public transport
- Raise reliability of public transport to senior citizens
- Increase the understanding among public transport staff of senior citizen's expectations and needs



CIVITAS ELAN
Measure:
Safety and security
for seniors

Partners:
City Office for the
Strategic Planning
and Development of
the City,
ODRAZ, ZET



Target group

- Senior citizens - to encourage them to use more public transport
- Recruited in cooperation with City Office for Social protection
- Homes for elderly and seniors' associations visited
- CIVITAS ELAN joined marking of International Day of Older Persons and Healthy week—additional 2.000 beneficiaries
- Public presentations



Implementation

- 17 workshops, mostly in different homes for elderly held
- Workshop in ZET (PT provider) depot on how to use PT safely
- Workshops with tram and bus drivers on safety of elderly in PT
- Leaflet with practical advices for seniors on how to use PT, the first of the kind
- Short movie on seniors in PT „Alojz and Vlatka”
<http://www.youtube.com/watch?v=3zoaGg4Zn9g>
- CIVITAS ELAN Info-point
- Visibility in different media



Inspired by Salzburg PT provider!

Results

- Some 500 seniors participated in 17 workshops
- Recommendations for mobility improvements collected and referred to relevant authorities
- Four workshops with more than 160 PT drivers, drawing drivers' attention to seniors' needs in PT
- Seniors acquainted with information on how to travel safe in PT
- Seniors informed on types of available e-tickets and their use
- Improvements in PT- low floor trams and buses co-funded through CIVITAS ELAN contributed to easier and safer use of PT by seniors



Regards from Zagreb!

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