



## AENEAS –

### Attaining Energy Efficient Mobility in an Ageing Society

The EU-25 population aged 50 and over is expected to increase from 35% to 49% between 2005 and 2050 as EUROSTAT stated. While in the past, walking and public transport have been the most important modes among older people, currently there are strong shifts towards the private car which are expected to increase further in the future. In other words: Europe is challenged with a car generation growing old. This will have massive negative impacts on energy-efficiency in urban transport.

At the same time, sustainable travel options lack appropriateness to older people's needs and wishes. Not all of these barriers are related to vehicles and infrastructure. Alternatives to the private car are often perceived as unattractive or not suitable, or people simply do not know how to use them properly even though this is hard to admit.

**AENEAS** will address these “soft issues” in order to attain a shift towards more energy-efficient modes. The project will promote enabling and encouraging measures, such as awareness & marketing campaigns, training courses, events, guided tours and will exchange knowledge with European practitioners via dedicated training sessions.

The **AENEAS** project – to be launched in August 2008 – is co-funded by the Intelligent Energy Europe Programme (STEER).

#### Background – why is AENEAS necessary?

Demographic change in is an emerging issue in Europe with impacts on urban mobility. An increasing number of older people are car drivers and are less familiar with energy efficient mobility options such as walking, cycling, public transport and intermodal services. At the same time, this has negative effects on independent living (since personal mobility is mostly connected to the private car) and personal health, because people reduce active travel.

Despite of these facts, it is clear that alternatives to the private car will only be used if they are easy to use, comfortable, safe & secure, accessible, affordable and offering attractive fares, providing a certain level of service quality and last but not least these means of transport need to offer a positive travel experience.

Different national and European projects have dealt with older people's mobility, also on the urban level. Previous projects focused on “hard” measures to raise accessibility, while neglecting non-technical barriers and non-motorised modes. Older people do not consider themselves as disabled persons and want to be addressed as normal customers and citizens – this means both aspects marketing and accessibility need to be considered in an integrated way.

While there has been exhaustive work on the needs and requirements of older people in urban transport, there is a lack of concrete examples of action which can be taken up by third parties. This is where **AENEAS** comes in: Measures that enable and encourage the use of energy-efficient modes will be applied in 5 European cities and these experiences will be transferred to other European cities, too.



## The AENEAS approach

**AENEAS** will focus on urban mobility and consider all energy efficient modes and mobility concepts – such as walking, cycling and public transport - not to forget innovative solutions such as carsharing and public bicycle where users aged 50+ are hardly to be found. It deals with “people beyond working age” – at least 50 years old, but including as well the oldest citizens, beyond the age of 80 years. Thus ageing is considered as a process rather than a stage – abilities and requirements are constantly changing. In order to achieve the best possible results, the issue will be approached from both sides: The transport system needs to be adapted to changing demographics while readiness and abilities of ageing persons to use alternatives to the private car needs to be developed.

Within **AENEAS**, different **soft measures** (e.g. mobility management, awareness raising, training, mobility days) will be applied in order to achieve more energy efficient mobility of the older generations. Energy efficiency will be the main focus of this project, **AENEAS** will however add further objectives and policies linked to urban transport, since the main motivation for people to change mobility behaviour are attractiveness, cost savings or health benefits and not environmental concerns.

Examples of these measures are mobility management and cycling training for older people in Munich, passenger and bus driver training in Salzburg, promotion of walking in Odense, assistance to older passengers at tramway hubs in Kraków and safety improvements for pedestrians in Donostia – San Sebastián.

These targeted measures will enable and encourage modal shifts towards sustainable modes and raise the share of walking, cycling and public transport. It will also open innovative schemes such as carsharing and public bicycles to costumers 50+. This will not only contribute to clean, energy-efficient and safe urban mobility but influence positively the abilities of older people to live healthy and independently.

Other European cities, mobility providers and stakeholders can benefit from **AENEAS** as well: The project will establish a “Good Practice Exchange Ring”: Successful concepts will be exchanged in order to implement them in the partner cities and beyond. These good practices will be transferred to other cities in Europe via dedicated **training units for transport practitioners and urban planners**. These workshops will provide practical lessons and include expert advisors from the AENEAS partners and beyond.

**AENEAS** includes also a strong **dissemination and communication** part: Best practices will be collected and disseminated via different media (study tour catalogue, good practice implementation guide, brochures, internet, conferences and events). Also dialogue and interactivity between different stakeholders – inside and outside institutions – will be fostered. Senior citizens themselves will be involved, as they are the most valuable experts on older people’s mobility.



## AENEAS Partners

**Rupprecht Consult** (Coordinator), DE

**REC** - Regional Environmental Centre for Central and Eastern Europe (Dissemination), HU

**EMTA** - European Metropolitan Transport Authorities, FR

**AGE** – The European Older People's Platform, BE

**City of Donostia – San Sebastián**, ES

**City of Kraków**, PL

**City of Munich**, DE

**Green City**, DE

**MVG** – Munich Transport Company, DE

**City of Odense**, DK

**Salzburg AG Stadtbus**, AT

**ZGB** – Centre for Generations & Accessibility, AT

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