GreenSAM Online-Seminar

Moving closer to age-friendly green mobility
Skills for urban planners and mobility experts

9th September 2021 | 08.30 am - 1 pm CET
Register now: www.greensam.eu/events

Programme

08:30 Welcome
08:45 Introduction to GreenSAM project & participants
09:00 Parallel workshop sessions
   WORKSHOP 1 How to involve seniors in creating age-friendly infrastructure and public spaces
   WORKSHOP 2 You don’t have to yell! I’m hearing you. (How to involve stakeholders)
   WORKSHOP 3 Increasing senior participation through encouragement and mentoring
   WORKSHOP 4 Interactive tools for participatory age-friendly mobility planning
   WORKSHOP 5 Future-proof digital services to support Silver-Age Mobility in the post-COVID world
10:40 Lunch Break
11:40 Plenary session
   PRESENTATION & DISCUSSION
   Presenting the results of the discussion of workshops in a plenary session
12:45 Summary of the day

Register now!
Choose one workshop and register online.

WWW.GREENSAM.EU
WORKSHOP 1
How to involve seniors in creating age-friendly infrastructure and public spaces
Accessibility and acceptability are two important aspects of age-friendly green mobility. Creating age-friendly public spaces and infrastructure is therefore crucial for a sustainable traffic transformation. How can we successfully involve seniors in the design of public space and infrastructure in order to make sure, that their needs and ideas are integrated in the planning? In the workshop we will present and discuss different examples. It will also give the opportunity to share ideas and experience.
Silke Edelhoff, Free and Hanseatic City of Hamburg, Borough of Eimsbuettel

WORKSHOP 2
You don’t have to yell! I’m hearing you. (How to involve stakeholders)
Who and how should the senior residents of our cities consult if they need information about how to move around? And how do we as city administration get to know the real demands of the user group? In this workshop we will look into stakeholder involvement and ways to qualify the debate about seniors and mobility. It is not necessary to yell, but to speak clearly about challenges and opportunities for an age-friendly mobility system. We want to identify showstoppers for senior residents to get around in our cities and ideas for addressing them.
Gustav Friis, City of Aarhus

WORKSHOP 3
Increasing senior participation through encouragement and mentoring
Encouragement and peer support plays an important role in increasing the seniors share in public transport and city bike offers. It can also enhance interaction between the authorities and senior mobility users. In this workshop we will discuss participation based on two cases: encouragement to use city bikes in Tartu (Estonia) and public transport volunteer mentors’ network & quality communications in Turku (Finland).
Silja Ngobese, Valonia | Regional Council of Southwest Finland & Marika Post, City of Tartu

WORKSHOP 4
Interactive tools for participatory age-friendly mobility planning
Age-friendliness and sustainability are goals that can and should be combined in planning urban mobility. In this workshop, we introduce two interactive tools, the GreenSAM Atlas and Toolbox, which are aimed to support an understanding of engagement and to give a framework for participatory age-friendly urban mobility planning. With these tools and concrete real-life examples, we take the participant through a step-by-step process of planning and implementing senior-friendly green mobility solutions that meet the needs of your target group.
Ritva Salminittty, Turku University of Applied Sciences & Andra Somelar, Institute of Baltic Studies

WORKSHOP 5
Future-proof digital services to support Silver-Age Mobility in the post-COVID world
The COVID-19-pandemic has fundamentally changed the life of everyone, however, the effects have the greatest impact on the most vulnerable group of society, the elderly. This not only concerns the direct, immediate consequences but also the indirect, future consequences – such as limited mobility, changed lifestyles, impoverished social life, limited access to regular health care and other services. On the other hand, the application of digital technologies has increased enormously. Online communication, digital services and remote care concepts are implemented much more widely and there has been a major surge in the digital emancipation of the society. But how about the silver agers?
Nika Kotoviča & Janis Andins, City of Riga | Riga Energy Agency
About the seminar

The online seminar on the 9th of September 2021 focuses on the key findings of GreenSAM and helps planners and mobility experts from Europe to apply the knowledge in their practice. The main aim of the workshops is to share the project’s experiences and to increase the seminar participants’ own capacities in age-friendly mobility planning: What should my first steps be when I want to design an urban space in an age-friendly way? How can I encourage seniors to use rental bikes? How can I help older people adapt to digitalisation and new mobility services?

All experts in charge of urban mobility and/or senior affairs are invited to gain new knowledge and share their experiences with the participants in the interactive workshops.

As the workshops aim at an active exchange between the participants, the number of participants is limited and early registration is recommended. The seminar will be held digitally and in English. Registrations are open. Participation is free of charge.

About GreenSAM

GreenSAM stands for Green Silver Age Mobility. The overall aim of the project is to increase the acceptance of ecofriendly mobility services in the user group of senior citizens. Eight project partners from the Baltic Sea Region develop participative approaches to age-friendly green mobility in order to involve the Generation 60+ in the design of sustainable mobility modes. Six pilot projects address three different topics in order to implement model solutions: Bike-sharing, public transport and public space. For the accompanying participation process of the pilots, the “Atlas on participative approaches to age-friendly green mobility” was developed. Together with the GreenSAM Toolbox, that contains various participatory tools, the Atlas serves as a framework for understanding and implementing participation tools to involve senior citizens in the development process of green mobility modes.

GreenSAM is an Interreg project supported by the Interreg Baltic Sea Region Programme of the European Regional Development Fund of the European Union.

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