



SALZBURG AG

## Age and mobility

According to the Statistical Office of the European Communities, Eurostat, the proportion of the EU population aged 50 and over is expected to increase from 35% to 49% between 2005 and 2050. While in the past walking and public transport were the most important modes of mobility among older people, there is now a strong shift towards the private car. In other words, Europe is challenged with a car generation growing old.

AENEAS will address these issues by implementing a range of soft measures in five European cities. These local activities take into account the heterogeneity of requirements and target citizens in their 50s (the “young old”), as well as the elderly, with tailored services. AENEAS will also foster the exchange of knowledge among key stakeholders across Europe.

GREEN CITY



## Why sustainable mobility in an ageing society?

Walking, cycling and using public transport can be just as beneficial for the individual as for society:

- **Increases energy efficiency.** Currently, there is a strong shift towards the private car among older people. Many trips in urban areas can be shifted to sustainable modes, since physical accessibility has improved in recent years. It is now time to remove mental barriers and convince older people that there are convenient alternatives.
- **Improves fitness and reduces costs.** Scientific research in world regions with high numbers of people above 100 years old clearly shows that one of the keys to a long and healthy life is physical mobility. A new urban mobility culture that maintains older peoples’ fitness and prevents accidents can contribute to dramatic cost savings.
- **Opens up perspectives.** Our world is designed by young people for young people: meanwhile, our societies are ageing. However, in terms of expectations and lifestyle, members of this “rock-and-roll generation” are very different from the older people of 20 years ago. It is high time to reconsider our attitudes, from the way we communicate to the way urban mobility is planned.
- **Increases social inclusion.** Recent surveys clearly show that to be mobile means to be able to take part in life. Multimodal, energy-efficient mobility improves opportunities for all, regardless of financial strength, gender or ethnic background.



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## How to get involved

Join us! Network membership allows participating cities to:

- Participate in training workshops and site visits
- Attend AENEAS conferences
- Share good practices
- Receive implementation handbooks
- Exchange experience with other European cities
- Get first-hand information via mailings and internal web space

## Contact project coordinator

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## AENEAS partners

### COORDINATOR

Rupprecht Consult (Germany)

### CITY AUTHORITIES

Donostia – San Sebastián (Spain) ● Kraków (Poland)  
Munich (Germany) ● Odense (Denmark)

### PUBLIC TRANSPORT OPERATORS

Salzburg AG (Austria) ● Munich Transport Company (Germany)

### EUROPEAN NETWORKS

AGE – the European Older People's Platform ● The Regional  
Environmental Center for Central and Eastern Europe (REC)  
European Metropolitan Transport Authorities (EMTA)

### EXPERT ORGANISATIONS

Centre for Generations and Accessibility (ZGB Austria)  
Green City e.V. (Germany)

### PROJECT AMBASSADOR

Ragnar Domstad

COVER PHOTO CREDITS: MARIJAN SUSENJ (bicycle), AGE (bus women), FLICKR.COM  
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### Local activities

Besides Europe-wide activities, AENEAS will also bring about visible improvement in its local partner cities. More than a dozen selected measures will be implemented to improve the energy-efficient mobility of older people. For more information visit [www.aeneas-project.eu](http://www.aeneas-project.eu).

### DONOSTIA – SAN SEBASTIÁN (SPAIN)

As part of AENEAS, the city of Donostia – San Sebastián will:

- Identify and eliminate obstacles from pavements
- Run an information campaign
- Adapt public transport services to the needs of older people
- Improve road safety and encourage non-motorised mobility

### KRAKÓW (POLAND)

The city of Kraków will help older people by:

- Increasing the safety and attractiveness of public transport
- Running an awareness-raising campaign for younger people
- Organising information campaigns and training for older people

### MUNICH (GERMANY)

In Munich the main activities will include:

- An individualised marketing campaign for senior citizens
- Training sessions to teach older people to use electronic travel information tools
- A comprehensive training scheme covering walking, cycling and public transport

### ODENSE (DENMARK)

The city of Odense will primarily focus on:

- Organising a large-scale walking campaign for older people
- Planning and implementing walking routes for older people through the city centre
- Running guided cycling tours for older people

### SALZBURG (AUSTRIA)

In Salzburg activities will cover:

- Providing older people with mobility management service
- Training public transport passengers and bus drivers
- Developing toolboxes for public transport providers
- Running a campaign to motivate people to use public transport through cultural discovery

DONOSTIA –  
SAN SEBASTIÁN

KRAKÓW

MUNICH

ODENSE

SALZBURG



**aeneas**

Attaining Energy-Efficient Mobility  
in an Ageing Society

[www.aeneas-project.eu](http://www.aeneas-project.eu)