

# Organisation and Organisers



Salzburg AG  
StadtBus  
Plainstraße 70,  
A-5020 Salzburg  
[www.stadtbus.at](http://www.stadtbus.at)

**Congress-Organisation:**  
Chrissie Hutter  
[congress@zgb.at](mailto:congress@zgb.at)  
Tel.: 0043 (0)662 840281

**Congress venue:**  
Salzburg AG  
Bayerhamerstraße 16  
A-5020 Salzburg

**An accessible, user friendly format of the folder can be found at [www.zgb.at](http://www.zgb.at).**



ZGB - Zentrum  
für Generationen & Barrierefreiheit  
Reichenhallerstraße 6,  
A-5020 Salzburg  
[www.zgb.at](http://www.zgb.at)

**Registration:**  
Deadline 25th August 2008  
You find the form on page 3.

**Limited number of participants**  
**For hotel reservation info – see registration.**

**Congress fee: € 280.-**  
Congress participation, congress file, drinks in the breaks, lunch, evening event, free public transport. (Without evening event: € 250.-)



## CONGRESS IN SALZBURG 15<sup>th</sup> + 16<sup>th</sup> Sept. 08

Congress language:  
German / English  
Interpreter translates

# Get on, get off, ... get around!

**Congress on the opportunities for changing and managing mobility in an ageing society**

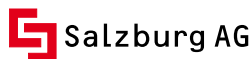
- What do older passengers need?
- How can target group orientation produce a win-win situation?
- Which concepts foster multi-modal mobility?
- How is energy efficient mobility encouraged?

Supported by

Kick-off for the EU project AENEAS

Intelligent Energy Europe

Many thanks to the following supporters and sponsors:



Unterstützt durch

Intelligent Energy Europe



- 12.00 Check in**
- 13.00 Welcome speeches**  
*Wilfried Haslauer, Vice Governor of Salzburg*  
*Dr. Arno Gasteiger, Speaker for the board of Salzburg AG*  
*HR Prim. i.R. Dr. Peter Erhart, ZGB Chairperson*  
*Dir. Gunter Mackinger, Director StadtBus*
- 13.30 Introduction**  
*Siegfried Rupprecht, Rupprecht-Consult, Cologne, (GER)*
- 13.45 The physiological changes, needs and dangers of ageing**  
*Dr. Christa Erhart, Scientific Director ZGB, Salzburg, (A)*
- 14.30 Room to manoeuvre and choosing how to live life in old age – The meaning of mobility**  
*Prof. Dr. Urs Kalbermatten, FH Bern and Prosenectute, (CH)*
- 15.15 Break**
- 15.45 Local Bus Services and Travel Concessions - the Experiences and Views of Older People - an Urban Case Study in the UK**  
*Dr. Alan Burnett, Help the aged, London, (UK)*
- 16.30 Target group orientation vs. profit maximisation – approaches for transport businesses and associations**  
*Dipl. Vwt. Gerd Probst, Probst & Consorten, Marketing Consultancy, Dresden, (GER)*
- 17.15 End of congress day 1**
- 
- 19.30 Meet at the castle lift**  
**An evening at Hohensalzburg Castle**  
*(Registration requested). Lift ride up to the castle*
- 20.00 Castle restaurant. Austrian buffet.**  
*(Drinks not included)*

- 8.30 Introduction**
- 8.40 Presentation of the new EU project AENEAS**  
**'Attaining energy efficient transport in an ageing society'**  
*Dipl.-Geogr. Matthias Fiedler, Rupprecht-Consult, Cologne, (GER)*
- 9.15 Living without barriers is much more than low floors. A checklist for public and private sector people transporters**  
*Susanne Schinagl, General Manager ZGB, Salzburg, (A)*
- 10.00 Break**
- 10.20 At the right time – Managing the choice of means of transportation in a biographical context**  
*Univ. Prof. Dr. Joachim Scheiner, University of Dortmund, (GER)*
- 11.00 Gender Mainstreaming - The latest fashion or an opportunity to improve local public transport?**  
*DI Gisela Stete, Steteplanung, Darmstadt, (GER)*
- 11.45 Mobility of Senior Citizens in EC and in Poland – experiences and results from SIZE project**  
*Dr. Ing. Lidia Zakowska, Cracow University of Technology, Cracow, (PL)*
- 12.30 Lunch break**
- 13.45 Where do we go from here? - The future of public transport 2020+**  
*Dkfm. Horst Schauerte, ÖBB-Holding AG, Vienna, (A)*
- 14.30 From behind the wheel to a seat on the bus: Persuading older people to use public transport**  
*Ann Frye, Mobilityconsultant, (UK)*
- 15.15 Break**
- 15.45 CSR - Public relations for and with senior citizens**  
*Angelika Gasteiner, StadtBus, Salzburg, (A)*
- 16.30 Closing speeches**

On Wednesday, Sep. 17<sup>th</sup> 2008, the 3rd Salzburg mobility day for senior citizens and people with limited mobility will take place in Zentralgarage, Alpenstraße 91.

**Please submit all registrations by the 25<sup>th</sup> August 2008 by e-mail, post or fax to:**

ZGB - Zentrum für Generationen & Barrierefreiheit  
Reichenhallerstraße 6, 5020 Salzburg

**Fax: 0043 (0)662 840281, E-mail: congress@zgb.at**

I hereby submit a binding registration for the

## Get on, get off, . . . get around!

congress on the 15<sup>th</sup> and 16<sup>th</sup> September 2008 in Salzburg

Name, title(s): .....

Institution: .....

Function: .....

Address: .....

Telephone: .....

E-Mail: .....

I shall be attending the **evening event**  
at Hohensalzburg Castle on 15<sup>th</sup> September 2008:

Fee: 280.-  Yes

Fee: 250.-  No

I require:  Sign language interpreter

Escort to/from the venue

others: .....

.....

Reservation codeword for bookings via e-mail, post or telephone – 'Salzburg AG'.  
All prices are per room and include breakfast and taxes.

■ **Mercure Hotel Salzburg City\*\*\*\*:** Mail: h0984@accor.com  
Bayerhamerstraße 14a, 5020 Salzburg, Tel.: +43 662 88 14 380  
**Single € 89.-, Double € 119.-**

■ **CD City Art Hotel\*\*\*\*:** Mail: salzburg.cityart@cdhotels.at  
Sterneckstraße 21, 5020 Salzburg, Tel.: +43 662 87 04 08  
**Single € 84.-, Double € 124.-**

■ **Mercure Hotel Kapuzinerberg\*\*\*\*:** Mail: h5354-re@accor.com  
Sterneckstraße 20, 5020 Salzburg, Tel.: +43 662 88 20 310  
**Single € 89.-, Double € 112.-**

## Fees and payment

**Congress Fee: € 280.-**

Congress participation, congress file, drinks in the breaks, lunch, evening event, free public transport. (Without evening event: **€ 250.-**)

**When registering please transfer the fee immediately to the following account:**

Salzburger Sparkasse  
Bank code: 20404

Acc. No.: 1800692699

**Subject line: Congress 2008**

Accountholder: Zentrum für Generationen & Barrierefreiheit

**For bank transfers from abroad:**

IBAN: AT 882040401800692699

BIC: SBGSAT2S

As soon as we have received fees you will be sent verification of registration and payment.