

GreenSAM – Green Silver Age Mobility

Silke Edelhoff, Free and Hanseatic City of Hamburg, District of Eimsbüttel

Workshop „Social Interreg“ June 2021

Overview of the project

- **Priority:** Sustainable transport
- **Specific objective:** To enhance environmentally friendly transport systems in urban areas based on participation and an increased capacity of experts and decision makers
- **Project duration:** 01/2019 – 09/2021
- **Project budget:** 1,94 Mio. € / ERDF: 1,53 Mio. €

Programme area: BSR



Figure 1: Programme area, www.interreg-baltic.eu

Project partners

-  Free and Hanseatic City of Hamburg
-  City of Aarhus
-  Municipality of Gdansk
-  City of Riga
-  Tartu City Government
-  Institute of Baltic Studies
-  Valonia / Regional Council of Southwest Finland
-  Turku University of Applied Sciences



Figure 2: Pilot cities

Follower Cities

- Gothenburg (Sweden)
- Växjö (Sweden)
- Oslo (Norway)
- Tampere (Finland)
- Vilnius (Lithuania)
- Gdynia (Poland)
- St. Petersburg (Russia)

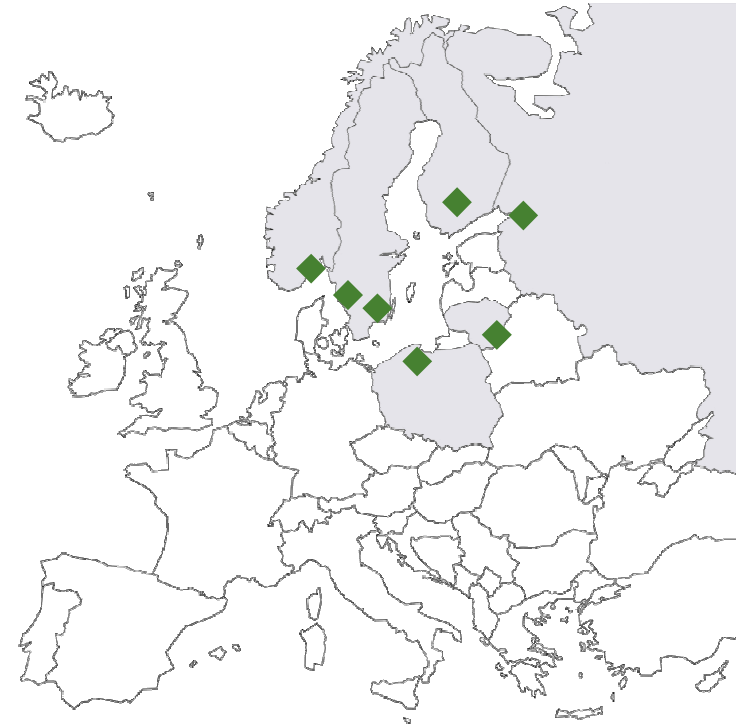


Figure 3: Follower cities

Project goals

Due to the demographic change in European countries the acceptance of green urban mobility solutions by the elderly is very important for their success. But the needs of seniors are often unknown and/or disregarded when designing eco-friendly mobility services and introducing new technologies.

Therefore, the main goals of the project are:

- to **induce behaviour change** among the user group of elderly citizens
- to **help public authorities** to gain structured knowledge about user needs
- to **increase needs-driven decision-making** in urban mobility planning

Activities



Conceptualizing Atlas & Toolbox

- Background information and inspiration in the **Atlas**
- Providing tools and experience in a **Toolbox**
- Using these tools in **pilot projects** and reflecting them



Activities



Model Solutions

- Six pilot projects to improve the participation of the user group and develop institutionalised model solutions
- Three fields of interest: Public transport, bike-sharing & public space



Information & Encouragement

Mentoring



Planning & Co-Creation



Activities



Capacity Building

- Capacity building among **target group**
- GreenSAM website as **online knowledge portal**
- **Online Learning Module**
- **Transnational outreach:**
Conference 8 Sept. 2021,
Seminar 9 Sep. 2021



Contact

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