

# GreenSAM Online-Seminar

## Moving closer to age-friendly green mobility

Skills for urban planners and mobility experts

9<sup>th</sup> September 2021 | 08.30 am - 1 pm CET

Register now: [www.greensam.eu/events](http://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

#### Register now!

Choose one workshop and register online.

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



Photo: Pasi Leino



Photo: Heta Lailho

**Green SAM**  
Green Silver Age Mobility

**Interreg**  
Baltic Sea Region



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

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### About the seminar

The online seminar on the 9<sup>th</sup> 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.**

**GreenSAM**  
Green Silver Age Mobility



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