

GreenSAM Online-Conference

Moving closer to age-friendly green mobility

How to engage seniors in the planning process?

8th September 2021 | 9 am - 3 pm CET
Register now: www.greensam.eu/events

Programme

- 09:00 Welcome
09:15 Introduction to GreenSAM
09:40 Co-creation and mobility labs – Minimising the distance
between seniors and mobility planners
GreenSAM pilot projects in Hamburg (Germany) and Riga (Latvia)

Coffee Break

- 10:15 Co-producing an action plan on transport and mobility
for older people: A case study from Greater Manchester, UK
Prof. Dr. Charles Musselwhite
Chair in Psychology, Aberystwyth University, Wales, UK

- 11:05 The right people around the right table –
How counselling can improve mobility planning for seniors
GreenSAM pilot projects in Aarhus (Denmark) and Gdansk (Poland)

11:25 Lunch Break

- 12:25 Mobility and wellbeing in old age
Ph.D. Susanne T. Dale Nordbakke
Sociologist and head of the research group “travel behaviour and mobility”
at the Institute of Transport Economics, Norway

- 13:15 Information in the right form – Mentoring and information to senior
citizens about senior-friendly mobility
GreenSAM pilot projects in Tartu (Estonia) and Turku (Finland)

Coffee Break

- 13:50 Panel discussion
14:45 Summary of the day



Green SAM
Green Silver Age Mobility



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About the conference

The one-day virtual conference on the 8th of September 2021 „Moving closer to age-friendly green mobility“ will shine a spotlight on participatory planning approaches for senior-friendly green mobility options in Europe and on age-friendly cities. The knowledge gained during the three-year project period of GreenSAM will be shared with professionals and stakeholders in the field of age-friendly sustainable mobility planning. Prof. Dr. Charles Musselwhite and Ph.D. Susanne Nordbakke will enrich the discussion of the day with speeches on the ageing population and their particular mobility needs.

Different actors from public authorities in charge of urban mobility and /or senior affairs, urban and mobility planners, active senior citizens and their associations and NGOs come together to learn about participatory age-friendly mobility planning.

**The international conference will be held in English and broadcasted online.
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

Interreg
Baltic Sea Region



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