

Minutes of the Kick-off Meeting of the GreenSAM project **18-19 March 2019, Hamburg, Germany**

Venue: Bezirksamt Eimsbüttel, Grindelberg 62-66, Hamburg

Material: see attached presentations

Participants: see attached list of participants

MONDAY, 18 MARCH 2019

Local context

Kai Gätgens (City of Hamburg / Eimsbüttel District Governor) welcomed the GreenSAM partnership and introduced to mobility issues in Hamburg. He emphasized the topic's importance for the city. According to opinion polls mobility is the most urgent concern of the people of Hamburg. Current mobility projects in Hamburg include covering the city's main motorway, planning and construction of a new underground line (U5), new cycling paths and renovation of foot paths. Pedestrians account for 28% of all traffic in Hamburg.

Thorsten Rösch (City of Hamburg District of Eimsbüttel / Lead Partner) introduced into current transport and mobility projects in the district of Eimsbüttel

(See slides).

Question: how do you address the target group of Green SAM in particular?

Answer: authority guidelines of the city of Hamburg do not focus specifically on the needs of the elderly but more on people going to work for example, hope that project will help to set the focus more on the needs of the elderly.

Introduction to the Project

Partners introduce themselves, each partner was asked to mention his/her hopes and fears in connection with carrying out the GreenSAM project

- *Gustav Friis, Aarhus:* How can we really activate the mobility of elderly? How to establish smooth communication with elderly's organisations?
- *Thomas Jacob, Senate Chancellery of the City of Hamburg:* It is necessary to understand the demand side, not just request more and more of the same (cycle paths, buses, etc.), but search for intelligent solutions.
- *Małgorzata Ratkowska, City of Gdansk:* Mobility demands of the elderly have until now almost been neglected, it is important to promote cycling by changing the image, to show that cycling is about "having fun".
- *Marika Post, Tartu City Government:* It will be a challenge to involve all stakeholders sufficiently.
- *Katariina Kiviluoto, Turku University of Applied Sciences (TUAS):* Fears are related to the short project duration, while it is positive that the project started early-on, avoiding any delays from the beginning.
- *Silja Ngobese, Valonia:* Be aware of the short project duration! Please refer to PP06 ("Regional Council of Southwest Finland") as "Valonia"!

- *Jozsef Attila Darabos, MA/JS*: All project partners are kindly invited to ask him or his colleagues in case of questions related to finances, administration, visibility rules etc. He encouraged all partners to cooperate with other projects both within the same programme, such as BSR electric or SUMBA as well as project from other funding programmes. Key messages for the remaining 2.5 years: (1) Do not “reinvent the wheel” but cooperate with other similar projects! (2) Do not forget your target group, the silver aged! (3) Proof the transnational value in order to show that projects like GreenSAM that focus on local issues do have a transnational value.

Jakob Marcks (REM Consult) introduced into the GreenSAM project structure

(See slides)

- Partners are free to add more AOs if that makes sense
- Keep in mind the short lifetime of the project! 5 Reporting Periods is a relatively short project duration, especially when major procurements are to be carried out, which is the case in GreenSAM

GoA2.1 “Scoping the status quo: participative approaches to age-friendly green urban mobility (Moderation: TUAS)

(See slides)

TUAS: There are several open questions, such as (1) the need to discuss how to involve follower cities in the analyses of GoA 2.1 as well as (2) the issue of expert interviews and (3) a definition of the user group (“silver agers”). The following points have been agreed:

1. Regarding the involvement of follower cities, GoA4.3 Lead will deliver a systematic approach for the involvement of follower cities over the next months
2. As to interviews, the application form mentions “expert interviews” as one of the methodologies that shall be used to gather the knowledge needed for GoA2.1. *TUAS* will reflect if such interviews are needed and how they have to be structured in order to allow for an added value (what kind of experts should be addressed, which questions should be addressed, ...). *Jakob Marcks (REM Consult)* pointed out that “expert interviews” are mentioned as only one of several methodologies; if other methodologies are deemed more useful, the focus should be on these other ones. If the results are in line with what is stipulated in the application form, the methodology is of less importance.
3. The partners discussed possible definitions of GreenSAM’s user group (e.g. 55+; qualitative criteria, ...). *Thomas Jacob (Senate Chancellery of the City of Hamburg)* suggested to work with existing definitions that are applied in the partner cities instead of one narrow and strict project-wide definition. The partnership agreed with this approach.

Study Visit to Metro Station Christuskirche

GoA2.2 Conceptualizing Change: Participation Toolbox for age-friendly green mobility solutions

Introduction to the pilots (5-10 min per partner; see individual presentations of the partners)

Pilot of PP6 (Valonia): Mentoring scheme

PP6 closely cooperates with AO22 (FÖLI, public transport operator) to develop and implement a coaching and mentoring scheme. The model solution will be targeted especially towards male senior citizens, as they have been identified as a group that is more than others reluctant using public transport.

- *Question:* What kind of information do you need from the project and the activities in WP2?
- *Answer:* We need to get knowledge on participation tools. How to get the target group to participate in the development of the tool.
- *Question:* When do you need the input?
- *Answer:* As fast as possible since the work starts in spring.
- *Question:* Why do you involve younger people when the project is about seniors?
- *Answer:* Youngsters need to be involved, since they need to be “educated” how to behave when elderly people are present (help to get into the bus, give information when to get off, etc.)

Pilot of PP5 (Riga): Mobility Lab

The Mobility Lab of PP5 unites target group and user group representatives with experts and students. Altogether three Mobility Lab sessions will be held, each lasting several days. The aim is to test mobility solutions and new technologies (such as block chain technology) to find out how the user groups accepts these technologies.

- *Question:* do you intend to identify any gender specific interests within the target group?
- *Answer:* It is rather necessary to look specifically at certain social groups, because demographic characteristics are different in the various districts of the city

Pilot of PP2 (Aarhus): Mobility Bazaar

In the light of current cut-backs of public funding to public transport, PP2 plans to develop a Mobility Bazaar, a knowledge hub that acquaints the user group with new and alternative mobility solutions and at the same time allows public authorities to better understand the mobility needs of the user group.

- *Question:* What precisely is the role of the user group in your pilot?
- *Answer:* Concept “Mobility bazar” has been developed. This is a market place where everybody from the target group, but also other age groups can bring forward his/her ideas. People tend to complain, just saying that it was better before. User group should be empowered to speak the language of the target group.
- *Question:* What knowledge and information do you need from the partners, especially in WP2?
- *Answer:* A lot – especially related to “softer” factors. Mobility is a precondition for maintaining social relations, which in turn are an important element of life quality for everyone.

Pilot of PP3 (Gdansk): Green Mobility Committee in the Silver Age City Council

PP3 will develop a participation tool that is based on coaching and further activities with the user group to allow for a systematic detection of barriers, to provide a sound knowledge baseline for decision-making and to change user behaviour. To institutionalise the approach, the partner will

guide the introduction of an advisory body to the city council that is entitled to submit regulations to the council.

Pilot of PP7 (Tartu): ICT-based tool

While a major part of city's population (e.g. senior citizens) can use public transport free of charge, the challenge is rather how to replace cars in the city center by increasing the use and acceptance of car-sharing and bike-sharing among the user group. Using shared mobility solutions requires basic knowledge of communication technology, as they rely on mobile applications and the like. Against this background (and similar to the case of Valonia) it is important to include young people as they can show senior citizens how these digital tools work.

Pilot of PP1 (Hamburg):

The participation process shall targeted specifically to senior groups, collecting information how public space can be designed age-friendly. Based on this research, guidelines will be developed allowing for the reconstruction of existing or construction of new stations for sustainable mobility. Challenge: how can senior groups be motivated to engage in participation?

Group Discussion:

The partners divided into three groups to discuss the following questions. Discussion results will be summarised and provided separately by GoA2.2 Lead.

- How will the pilots be linked to preliminary results of GoA2.1 activities? What happens after the pilots?
- How are the pilots related to each other, what is the common/shared part between the pilots?
- What kind of quality criteria seem to be important in case of your pilots?

GoA4.2 Dissemination

Tom Schumacher (REM Consult) gave an overview over BSR programme's visibility rules

(See slides)

Thorsten Rösch (Lead PArtners) presented first plans for a dissemination strategy and communication materials

(See slides)

As to four different logo variations that have been presented, the partners agreed on the following one.



The partners discussed the following matters that are of importance for the finalization of the logo:

- Ensure that the logo looks appealing even if printed in black and white?
- Ensure that the logo looks appealing if placed next to the Interreg and EU logo
- Replace the tag line with words that better describe the topics of the project (mobility, age-friendliness). One suggestion was to simply write "silver aged mobility".

Addition: In further discussions after the Kick-Off Meeting the partners agreed on the following Logo.



Nika Kotoviča (Riga) presented the website concept

(See slides)

The following matters were discussed:

- Which groups does the website target? First and foremost, the website is intended to serve the project's target group (public authorities)
- The website will be solely in English, yet it will show links to local website of the project partners where information in the national language shall be made available
- While the first idea was that the website features both, a news section and a blog, the partners discussed whether both can be merged to avoid extra work
- For both aspects, regular contributions of all partners are needed (as stipulated in the application form).

GoA4.3 Transnational Outreach activities to the target group

Jakob Marcks (REM Consult): Follower Cities and their role in the project

(See slides)

GreenSAM has six follower cities, most of the covering countries where GreenSAM does not have any partners (e.g. Oslo, Vilnius). They committed to engage in mutual exchange with the partnership, their exact contributions are written in the respective Letters of Intent.

Practical Issues

Jakob Marcks (REM Consult): Financial issues and reporting

(See slides)

Next Steps and Wrap up

Jakob Marcks (REM Consult) presented the most important next steps:

GoA2.1

- Activity 1: Analysis of Good Practices – content-wise the activity is completed, results will be included in outputs
- Activity 2: Analysis of risks, barriers, success factors: TUAS will continue working on this analysis.
 - TUAS will discuss internally to what extent expert interviews are needed and approach the partners if needed
 - TUAS will conduct further research on possible study visit cities and keep interested partners informed.
- Activity 3: Analyses of local situation in the six partner cities: TUAS will approach the partners with a template supporting the analysis of the local situation (to be shared with partners in April)

GoA2.2

- Activity 1: Quality Criteria for Participation Tools / Quality criteria catalogue: IBS will develop a draft throughout the next weeks and discuss the draft with all partners at an online workshop in May
- Activity 2: Concept Papers of Participation tools
 1. In general: All partners: Keep developing your participation tools (in line with quality criteria); keep the GoA Lead (and the LP) in the loop about your plans
 2. During the next meeting, a project-internal workshop will be held to further develop the concepts for your participation tools
 3. (RP2: Local workshops in the six piloting cities to discuss and develop your participation tool)

WP3

- WP3 Starts only in RP2 – The WP Lead (Aarhus) will reflect how to monitor and coordinate activities in WP3; first ideas to be discussed at the next meeting

GoA4.1:

- TUAS will develop ideas for how to formalize Activity 2 (bilateral exchange and mutual learning of partners in “coaching pairs”)

GoA4.2:

- The LP will develop a Dissemination Strategy
- Riga will keep working on the website

GoA4.3:

- Hamburg will structure Activity 2 (Follower Cities)

Next Meeting:

- 05/06 June in Tartu, Estonia (two full days)