

# AENEAS Final Conference

Brussels, Committee of the Regions • Bâtiment Jacques Delors  
Rue Belliard 99-101 • Room JDE52 • B - 1040 Brussels - Belgium  
April 8, 2011 • 09:00 – 15:30



## Green Mobility for Active Ageing

Keeping older people active, healthy and socially engaged

The European Commission's Directorate General for Employment has declared 2012 the European Year for Active Ageing. This will create debate, discussions and new funding opportunities in member states and at European level.

The timing is perfect, as baby boomers reach retirement age. But the present generation of senior citizens has some unique characteristics: people are living longer and enjoying a longer retirement than their parents did; they remain active for longer; they grew up as car drivers; and they don't regard themselves as old.

So what can policy makers and local actors do to promote active ageing and sustainable mobility? Meeting the mobility needs of today's (and future) senior citizens requires a new approach. Low-floor buses and other infrastructure, while necessary, are only the first step in encouraging today's senior citizens not to reach for their car keys every time they go out.

Urban mobility policies need to support older people's personal mobility while encouraging them to use sustainable modes of transport. However, in order to convince this generation of the benefits of active and sustainable mobility, a set of integrated mobility measures is required.

Over the past three years, the AENEAS project has explored soft measures to improve the mobility of older people. The partners have achieved enormous success with innovative activities ranging from travel training and assistance to awareness raising and individualised marketing.

The final AENEAS conference will highlight the challenges of demographic change; illustrate how the proposed activities fit into advanced urban mobility policies; and demonstrate how other cities can apply the innovative measures developed and piloted by the five AENEAS cities.

There is no participation fee for the event, but participants are required to **register at <http://www.aeneas-project.eu/?page=finalconference>**

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# Conference Programme

Moderation: Ann Frye, Ann Frye Ltd.

08:30	<b>Conference Registration</b>
09:00	<b>Conference Opening</b> <ul style="list-style-type: none"> <li>● Visual impressions from the AENEAS project</li> <li>● Welcome by Constance Hanniffy (Committee of the Regions)</li> <li>● Opening by the Executive Agency for Competitiveness and Innovation (EACI): Vincent Berrutto</li> </ul>
09:20	<b>Introduction to mobility for active ageing</b> <ul style="list-style-type: none"> <li>● Europe preparing for the Year for Active Ageing: Eva Lichtenberger, MEP</li> <li>● Contributions of AENEAS to Active Ageing: Siegfried Rupprecht, Rupprecht Consult GmbH</li> </ul>
10:30	<b>Break</b>
11:00	<b>Introduction to the panel discussion: Ann Frye</b>
11:15	<b>Panel discussion of decision makers: 'From EU To Local': Are EU institutions addressing green mobility in the 'Year for active ageing'?</b> <ul style="list-style-type: none"> <li>● Sven Matzke (European Commission, DG Employment)</li> <li>● Patrick Mercier-Handisyde (European Commission, DG Research)</li> <li>● Anne-Sophie Parent (AGE Platform Europe)</li> <li>● Odón Elorza (Lord Mayor of Donostia – San Sebastián)</li> <li>● Bogusław Sonik, MEP</li> <li>● Political representatives of city networks (tbc)</li> </ul>
12:30	<b>Lunch at the AENEAS Market Place</b>
13:30	<b>70 years and crossing Germany on a tricycle: Gunda Krauss, Munich</b>
13:45	<b>Panel discussion of implementers: 'From Local To EU': Are local actors ready to implement mobility measures for older citizens?</b> <ul style="list-style-type: none"> <li>● Sabine Nallinger (Munich Transportation Company)</li> <li>● Gunter Mackinger (Salzburg Transportation Company)</li> <li>● Wiesław Starowicz (City of Krakow, tbc)</li> <li>● Steen Møller (City of Odense)</li> <li>● Sabine Avril (European Metropolitan Transport Authorities)</li> <li>● Madeleine Kelly-Tychtli (European Commission, DG Move)</li> </ul>
15:00	<b>Conclusions of the panel discussions: Ann Frye</b>
15:30	<b>Reception at the AENEAS Market Place</b>

Simultaneous translation from English to Spanish and Polish