

## Moving closer to age-friendly green mobility ...

### The case of Tartu, Estonia – designing an age-friendly bike-sharing system

#### Before the GreenSAM project:

When Estonia's first public bike sharing system was launched in Tartu in 2019, it became an overnight success. However, despite its use being free for seniors, less than 1% of all bike share users were seniors. It became apparent that there were elements of the service that did not meet the needs of the elderly.

#### What was done?

1. To offer senior-friendly instructions and tutorials on how to register for and use the bike sharing system, 4 study videos and paper instruction manuals were created.
2. 2 public events were held at senior day centers that included a lecture and practical training.
3. The current bike dock information stands were re-designed considering the needs of the elderly (simpler language, larger font, less text).
4. Feedback from seniors both before and after the intervention was gathered during [walking groups](#) and meetings.
5. Evaluation of activities



*Event at a local senior day center, introducing bike sharing bikes (September 2020)*

#### Results?

- The bike docks now have elderly-friendly instructions and other paper instruction manuals and study videos are available.
- Elderly that were involved in the activities feel:
  - Less sceptical about using bike sharing and more confident to try biking.
  - Encouraged to motivate others to try biking (sharing the knowledge they received).
  - Empowered that they were part of decision-making (designing new info-posts) and that their contribution is valuable (they become so-called cycling 'ambassadors').
- Two-fold increase in 60+ bike share users.
- City Transport has increased its knowledge about and capacity to organize effective and inclusive planning and evaluation processes.

**Read more:** [Link to the video](#) and [Pilots' section in a homepage](#)

#### Recommendations to city planners?

- While designing anything, even information materials, think of all target groups and test any design solution with a variety of users before installing them.
- Go meet with the elderly at places they normally visit, e.g. day centers. People need physical contact and e.g. day centers may help you in involving the user group and disseminating materials.

