

Moving closer to age-friendly green mobility ...

The case of Aarhus, Denmark - age-friendly public transport

Before the GreenSAM project:

As many other European cities, the City of Aarhus is experiencing an increase of senior citizens, and although the share of senior citizens is relatively low in Aarhus (14%) compared to Denmark in general (19%), we are looking into a rather large increase. By 2040, it is expected that there will be more than 40% more senior citizens above 65-years of age than today, bringing the total up to nearly 70,000 inhabitants. The seniors are relatively well organised and are represented in municipal matters through the senior citizens' council. However, speaking specifically about public transport, it is a challenge to meet all demands of this group (availability, acceptability, accessibility, and affordability) while supporting a Public Transport system for all. The aim of the project was to qualify the dialogue between the public transport providers and the senior citizens.

What was done?

1. Carrying out [conversations](#), [observations](#), and [personal narratives](#) to map mobility challenges.
2. Compiling an inspirational catalogue that includes the Mobility Package to support addressing the needs of user groups and a framework for involving the user group into mobility development processes.
3. Disseminate and institutionalise the output of the inspirational catalogue amongst city planners.

Results?

- Decision-makers' knowledge about the needs of the seniors will increase, and the results from the GreenSAM project will be used in local strategies for public transport in Aarhus.
- Decision-makers have better understanding how to involve senior citizens more systematically.
- Decision-makers will have several ideas to develop the public transport to be age-friendlier. In addition, a new accessibility strategy has been adopted.

Read more:

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

Recommendations to city planners?

- Use already existing arenas and frameworks such as senior consultants, volunteers and the senior citizens council to reach target and user groups.
- Be flexible in your activities to maximize the benefits of these kinds of projects.
- Be prepared to receive several ideas for developments that you cannot implement on your own – there is a need to cooperate with different organisations.
- Quite often the needed changes may be very small – it is important to listen and observe user groups and introduce the available opportunities to them.



- Projects are good motivators to support setting priorities in cases where administration is overloaded with work.

