

Moving closer to age-friendly green mobility ...

The case of Hamburg, Germany - age-friendly public spaces

Before the GreenSAM project:

The City of Hamburg and all its boroughs are investing in sustainable mobility modes, especially cycling, PT and sharing offers such as bike-sharing, ride-sharing and car-sharing. As a result, the physical infrastructure for green mobility has been renovated and extended on a large scale. As about 18% of the city's inhabitants are 65 years or older - with increasing tendency - it is important to take the needs and ideas of this user group into account. Even though barrier-free planning is already an important aspect in mobility, the needs of the elderly have not been explicitly in focus for planners and authorities, yet, and there was not much experience in realizing participatory processes. With its "Law on the Involvement of Seniors" and several initiatives of mobility providers for seniors there is a good basis for an increased involvement of the elderly that could be built on in the pilot.

What was done?

1. Carrying out street talks with nearly 200 seniors, collaborating with ca. 30 seniors in several workshops and organizing a mobility forum, collecting several further comments on an online participation platform. All together ca. 280 seniors were involved.
2. Compiling a guideline for planners, mobility providers and decision-makers and implementing exemplary solutions.
3. Realizing traffic experiments to reduce conflicts between cyclists and pedestrians.
4. Evaluation of activities.



Results?

- A practical guideline (in German and English) on how to plan or rebuild transfer hubs that has been disseminated within the metropolitan region of Hamburg and other cities. The document will be attached as an additional resource to binding regulations in Hamburg.
- Several improvements at a local bus-terminal regarding the organisation of pedestrian and bicycle traffic and the atmosphere as well as follow-up investments.
- New ways of participation, including mutual learning and a close collaboration with the local Seniors Advisory Board.
- Increased awareness of decision-makers and planners of the importance of senior participation in green mobility.



Read more:

[City of Hamburg: How to design age-friendly intermodal transfer hubs \(greensam.eu\)](https://greensam.eu)



[Link to success story video](#)

Recommendations to planners and decision makers?

- Meeting seniors where they are and speaking about the item (public space and mobility) on the spot using the tool [Street Talk](#), as well as visiting day centres, are very helpful to get profound insights into barriers and needs.
- Workshops or focus groups with planners and seniors and discussing in smaller working groups is a very good approach to create profound results and to enhance mutual learning.
- Working together with multipliers in the field of age-friendliness and mobility is essential.
- Traffic experiments combined with short questionnaires and observations are a very good way to test new approaches and to learn more about user behaviour and acceptance before implementing costly permanent measures.

