

30.06.2021

# Project wide Evaluation Report

Activities and results of the GreenSAM project

Institute of Baltic Studies

City of Aarhus

## Contents

<b>1</b>	<b>Introduction .....</b>	<b>3</b>
1.1	In the middle of a pandemic .....	3
<b>2</b>	<b>Overview of pilots .....</b>	<b>4</b>
2.1	Activities and outputs .....	4
2.2	Outcomes.....	5
2.3	Impact .....	7
<b>3</b>	<b>Success .....</b>	<b>8</b>
<b>4</b>	<b>Lessons learnt and recommendations .....</b>	<b>8</b>
	<b>Conclusions .....</b>	<b>10</b>

# 1 Introduction

The GreenSAM project started in January 2019 and will terminate by September 2021. The overall aim of the GreenSAM project has been to increase the acceptance of green mobility services among senior citizens. For this, it was necessary to communicate to mobility planners how crucial it is to involve their user groups already in the planning process as participative approaches not only ensure that the planned intervention meets the needs of the end-users better but also ensures a greater acceptance of these solutions by the end-users. Therefore, the project developed the [Atlas](#) and the [toolbox with guidance for improved participation of senior citizens](#) in green urban mobility solutions, and the [evaluation framework](#) to support improving the engagement. Project partners carried out model solutions or pilots (combination of different tools and activities) to increase the share of silver agers in green mobility modes, and to increase mobility for senior citizens by moving their respective mobility sys-



tems in a more available, accessible, affordable and acceptable direction. Evaluation reports of all pilots were compiled based on the evaluation framework during and after the implementation process. This report summarises the most important aspects of country reports and meetings with project partners.

3

In terms of terminology, in the GreenSAM project, the target group refers to city planners and user group to end-users, i.e. seniors.

## 1.1 In the middle of a pandemic

The project has been impacted by the COVID-19 pandemic half of its lifetime. It has had a different effect on partners' activities. Some of the partners have had to modify their activities and timeschedules remarkably as community centres were closed, mobility planners could not work on the spot, getting together events were prohibited, public transport was avoided, etc. It means also that some of the activities of the GreenSAM project will be carried out during the next months and results of the project may not be seen so well. However, to combat these effects, the partners tested other approaches during the project as well, including digital engagement tools, which was a valuable learning experience. In light of these experiences, several digital tools were also added to the Toolbox.

However, as the project is ending, it is important to have a look at what kind of project-wide results GreenSAM has had so far. Therefore, this report covers activities until the beginning of June 2021, last months of the project are covered in partners' evaluation reports (see ...).

## 2 Overview of pilots

Pilots of the GreenSAM project focused on

- age-friendly bicycle sharing systems,
- age-friendly public transport systems, and
- age-friendly public space.

Although all partners had a slightly different focus in the project, the common aim was to get a better understanding of the seniors' needs and how to involve them in planning processes: what are the challenges, needs and expectations they have in using public transport, bicycle sharing systems or public space, and what are the barriers in using green mobility offers and how to overcome these barriers.

As carrying out evaluation activities is an important part of the process if you want to increase the quality of your activities and decision processes, partners were encouraged to evaluate all their activities. For that, the [evaluation framework](#) was compiled during the project and several compulsory and voluntary indicators were set to support keeping in mind the aim of activities. The following overview of pilots is based on the partners' evaluation reports and commonly agreed indicators to give comparable project-wide understanding about the results of the GreenSAM project.

4

### 2.1 Activities and outputs

To reach the objectives, partners chose to use slightly different activities. Main tools to engage target and user groups were workshops, online participation options, conversations, discussions, forums, interviews, and questionnaires. In Hamburg, Street Talk sessions, workshops and traffic experiments were implemented. In Aarhus, personal narratives were compiled and tested. In Gdańsk, the Green Mobility for Seniors Advisory Board was created, and one study was carried out. In Tartu, theoretical and practical bike trainings for people in silver age were carried out to get input for improvements and, at the same time, encourage the user group to test and use bikes. In Riga, concept for Mobility Lab co-creation sessions were developed and tested. This innovative approach also led to a successful mobility experiment in which an age-friendly street design was implemented. In Turku, different types of peer-to-peer and cross-generational mentoring approaches were tested to involve seniors and increase their share in public transport. Also, several partners compiled promotional materials and carried out communication campaigns or events to increase their understanding about the needs of people in silver age and to encourage using green mobility solutions.

Altogether partners planned to carry out about 60 events (including using some of the tools) and reach about 550 persons. Although all partners had to modify their activities and there were limitations to sizes of groups due to COVID-19, about 33 events were carried out and about 770 persons were reached<sup>1</sup>. Due to COVID-19, partners were forced to carry out several digital events and information

<sup>1</sup> These numbers are approximate and not final as 1) not all activities have been carried out by now 2) sometimes it is difficult to decide what kind of activity to count as an event (e.g. sometimes dissemination activities are not counted as events as it has been carried out during the whole project lifetime but sometimes these have been very concrete events)

gatherings whereby at the beginning of the project using ICT tools with people in silver age seemed to be something unrealistic to most of the partners. To get the needed input from user and target groups, partners had to test using ICT tools, which meant also carrying out activities to teach people in silver age to use ICT tools and solutions. For several partners, e.g., Aarhus, the aim of the project was to meet the senior citizens (i.e., the user group) in settings that were relaxed and could facilitate a calm and high-quality conversation. The originally planned mobility bazaar concept should have been a proof of concept on how participation processes can be more valuable, when the settings are friendly and related to everyday activities of the senior citizens.

## 2.2 Outcomes

Outcomes are mid-term results of activities i.e., outputs lead to outcomes. These can also describe the effectiveness of activities. In this project, we focused on materials compiled based on the input received, increase of knowledge of decision makers and user groups and improved (short-time) engagement of the user group. However, due to the diversity of projects and activities, several of these indicators can also be seen as long-term impact and several impact indicators as outcomes. As mentioned earlier, all outcomes of the project are not yet ready during the time of writing this report due to the COVID-19. However, while comparing the target values and current results in a simplified view, it can be said that the project has been effective.

5

When at the beginning of the project not all partners saw the value in analyzing and compiling their experiences in written form, then this has changed and by now, all partners have compiled reports, guidelines or other similar documents. In Aarhus, for example, the initial thought was to disseminate the good stories of participatory approaches to the user groups as small and relevant case-stories; however, as the project came along it became clear that the highest value would come from providing the lessons learned and the recommendations directly to the target group of the project through an inspirational catalogue for participation and mobility. This is a very good example of the need to adapt to not only the local context, but also to changes in city strategies and priorities over the lifetime of a project – specifically during a pandemic like the COVID-19-pandemic. The guidelines and reports could be separate documents or part of some other documents (e.g., in case of Aarhus, recommendations are part of their inspirational catalogue). During the project and internal meetings, it was interesting to see how partners' understandings about the need for this kind of documents changed. Documents were even shared with partners to get some more ideas from others' experiences even though it meant reading the document with help of Google Translate. Several partners stated that documents and recommendations compiled were added to the list of documents that must be considered while engaging target or user groups or while developing mobility. Some of the partners have even validated the relevance of recommendations and guidelines with target and user groups.

One of the compulsory indicators was also **“report about the results of engagement”** to induce evaluating activities carried out. If at the beginning of the project describing and evaluating everything seemed to be something new and incomprehensive then by the end of the project several partners saw these as natural parts of their everyday activities. It was seen also from partners' evaluation reports: results of first activities were considered while planning next activities. Although some of the partners needed the support in describing the results of engagement even at the end of the project,

all partners managed to do it and it was concluded that understanding of that need has increased.

Based on observations, interviews, conversations, etc., participants of the GreenSAM pilots and events have admitted that **they are more encouraged to use public transport and several (perceived) barriers have been reduced for them**. Also, several ideas were received to decrease barriers.

Although activities of the project have just finished or will be finished in upcoming months, we can say that the project has had at least a short-term positive effect on engagement of people in silver age. The reason is that during the project, several documents have been compiled to support engagement of people in silver age and partners have shared their experiences during coaching pair sessions, regular telcos and partner meetings. Also, these experiences have been shared with their local colleagues, verbally or by distributing materials of the GreenSAM. City planners have been invited to and have attended partner meetings and workshops as well, where different tools to engage people in silver age were introduced. Moreover, at the end of the project, there will be a bigger event to introduce the materials compiled during the project and share experiences of engagement. Therefore, a big step has been taken to improve the engagement of people in silver age. However, as mentioned earlier, due to the delays in the project and COVID-19, long term effect and actual usage of this knowledge will be seen in the future. However, there have been several positive signs in partner cities: compiled documents and tools are used daily, these are part of the documents that have been decided to take into consideration while developing something, various measures in public space have been implemented to overcome barriers, etc. For example, in Turku, the mentoring approach has become an ongoing activity, which signals important institutional change with a great impact.

One of the voluntary indicators was **“more convenient public transport for people in silver age”**. Depending on city, some of the changes where GreenSAM has had an impact, can already be seen. E.g., in Tartu, infoposts at bike sharing stations have been replaced with the ones that are age-friendlier and in Turku, bus drivers have been educated (with help of a communication campaign) to be more aware of the needs of people in silver age (incl. driving habits of bus drivers) who were also targeted in the communication campaign. In Aarhus, the focus has put on accessibility of bus stops and in Hamburg and in Riga, on the accessibility, acceptability, and safety of public spaces. Guidelines for the improvement of the senior friendly public space and public transportation in the Riga city were developed and the municipal departments have adopted these guidelines in mobility planning and further street design process. New concept of the universal seniors friendly design process has been started in the city of Riga.

One of the compulsory indicators was **increase in decision makers’ knowledge about the needs of senior citizens and the seniors’ knowledge about green mobility solutions**. Here the idea was to see if the project has done something to support an increase in this kind of knowledge and therefore the target value was “yes”. Project has fulfilled this indicator as all partners admitted that 1) at the beginning of the project people in silver age were rarely considered in development processes, 2) GreenSAM project gave new knowledge about the needs of seniors, 3) most important results of GreenSAM were distributed to target and user groups, and 4) several activities were carried out to introduce green mobility solutions and ICT solutions that support using these. Some of the partners even managed to

measure how many target and user group representatives admitted that their knowledge has increased.

## 2.3 Impact

One of the most difficult tasks now is evaluating the impact of the project. In general, it should be done about 6 or more months after the end of the intervention or activities. It would be good to see has something changed in the transport system based on people's opinions, are people in silver age using green transport more, are the members of the user group more active in social life and healthier. Although some of the changes can be seen and some of the people who attended events have admitted that probably they change their habits, it is not possible to evaluate these changes yet. It has been clear from the beginning of the project that the impact assessment would be the most challenging part of the implementation of a 2.5-year project concerning changes of mindsets in both target and user groups. One of the most prominent impacts to assess is how the target group perceives the outcomes of the GreenSAM project locally, and how the target group indicated the outcomes will live on after the end of the project.

Additionally, it is difficult to evaluate the increase in capacity of urban transport actors. However, as 1) partners have noticed that importance of involving silver age people in decision making is understood by different parties, 2) partners have received several materials about engagement and needs of silver age people, 3) there have been very positive examples of engaging people in silver age, and 4) there have been or will be several possibilities to share experiences and learn using the tools compiled (e.g. during the final conference of the GreenSAM), it can be assumed that **the project and its activities will have a positive impact on increasing the capacity of urban transport actors.**

One of the compulsory indicators of the project was **positive change in shares of senior citizens using the respective public transport offers** (bicycle sharing, public transport, etc.). If at the beginning of the project it was discussed that it will be questionable whether we see these changes by the end of the project, COVID-19 has made its corrections as well. Usage of public transport has decreased in all partner cities. However, as some of the event participants admitted that they feel more confident in using public transport and several ideas have been collected to improve public transport and related public spaces, the indicator will be fulfilled over a longer period. However, a few pilots have already shown positive changes. For example, in the Tartu pilot, the number of registered bikesharing users and public transport users has increased from 1% to 2% over the course of the project. In Hamburg, cycling has become noticeably more common, including among silver agers. In Turku, the seniors who participated in the mentoring activities stated that they will continue to use public transport regularly – this number is expected to grow as the newly established public transport peer support group continues to be active and reaches new users regularly. Although the impact of the GreenSAM project cannot always be clearly traced as there are many other factors influencing user numbers as well, it is likely that the project has had an effect on encouraging senior users to use these green mobility offers.

First signs have been seen also in improvements in decision-making processes of local public authorities in matters related to green urban mobility and in their capacity to implement participatory processes. Several partners mentioned that based on internal reflections, discussions, feedback, etc. it

can be assumed that users' needs will be considered more systematically in the future and input from them will be collected thoughtfully.

### 3 Success

The implementation of a GreenSAM pilot or tool can be successful in many ways. The key to success often lies in knowing the context that you are working in. Over the last two and a half years, each partner has strived to obtain and present their greatest successes. When accessing the GreenSAM website at the end of the project, you will find success stories from each pilot city. The success stories are designed to be inspirational for the target group all over the BSR-community and beyond.

### 4 Lessons learnt and recommendations

Throughout the project, feedback was collected from partners about ongoing issues, lessons learnt and recommendations to others who want to develop public transport and engage people in silver age. Below are some of the most important lessons learnt and recommendations:

- Senior participation should be considered in all stages of the process (planning, implementation, and evaluation). Consider that seniors want to see improvements in real life, not just to talk about it.
- Use as many tools as needed to involve people with different backgrounds and activity levels. Consider that while the 60+ target group is heterogenic, they also have various things in common such as decreased physical abilities, etc.
- Prepare using different involvement tools carefully, step by step, with a clear aim of each stage of implementation.
- Find so-called locomotives to reach other people in your target and user group while carrying out different actions.
- Create a comfortable environment at different events and during implementing different activities so that participants feel free to discuss and give feedback. Have social warm-up before the event.
- Support people with participating in events and using ICT and onlinetools.
- Ensure your communication is high-quality and relevant: reach out through local networks and organizations and ensure a good balance of passive and personal communication.
- Remind decision-makers and politicians about documents compiled to ensure that the input of the target group is considered, and they are ready to share their experiences and ideas in the future as well.



- While designing or implementing anything, think of all target groups and test any solution with a variety of users before installing or implementing them. Consider implementing experimental pilots and minor use cases first before instigating major changes in senior friendly mobility and infrastructure.
- Do not rely only on creating instruction materials and disseminating them. Practical trainings and personal instruction (both peer-to-peer and from (young) experts) are also important for silver age people.
- Go meet with the senior citizens at places they normally visit, e.g., day centers, public transport, streets, medical centres. People need personal contact. Meeting seniors where they are and speaking about the item (public space and mobility) on the spot is very helpful to get profound insights in barriers and needs.
- Use representatives of user and target groups and already existing frameworks to reach target and user groups. They may help you in involving the desired group and disseminate materials.
- Be prepared to receive ideas for developments that you cannot implement on your own – there is a need to cooperate with different organisations and cross-sectorally.
- Quite often the needed changes may be very small – it is important to listen and observe user groups, introduce the available opportunities to them, increase empathy, helpfulness and caring of drivers and other passengers.
- Working together with multipliers, e.g., networks or community leaders, in the field of age-friendliness and mobility is essential.
- Offer mentoring and trials to user groups – this will encourage them to use PT (public transport), including city bikes.
- Do not underestimate the digital skills of people in silver age. However, be ready to support them, carry out trainings, compile info materials, etc. if needed.
- Projects are good motivators to support setting priorities in cases where administration is overloaded with work and may struggle with knowing which areas to prioritize.
- Be flexible in your activities to maximize the effect of these kinds of projects.

More recommendations can be read from here:

- [Atlas](#) – covers different aspects that are good to know while thinking about age-friendliness and participatory approach

- [Implementation guidance](#) – gives several recommendations to design the participatory process when developing and improving green mobility and public transport solutions. Available in all partners' languages (Estonian, Finnish, Latvian, German, Polish, Danish)
- [Evaluation framework](#) – provides a practical framework and overview of what, why and how to consider while evaluating your activities. Available in all partners' languages.
- [Toolbox](#) – consists of 26 different tools with detailed concept papers that support you in engaging user groups (and other target groups as well). The focus of concept papers is on what to avoid and how to maximize the effect of using a tool. (List of tools with short description and filtering options are available in all partners' languages, detailed concept papers are in English)
- [Pilots' section and pilot one-pagers on the homepage](#) – describes all pilots shortly, includes chronology of the project with links to more detailed articles, blog posts, reports, etc.

## Conclusions

Despite the global hardships resonating from COVID-19 both on a personal and institutional level, the GreenSAM project can be considered a success. Despite delays or changes to the original plan, virtually all city partners realized their pilots in a way that increased the capacity of the implementers and taught them how to engage their user groups better. The helpful materials created in the project supported all partners in planning and implementation and also helped them evaluate their activities – something that was new to several of the partners.

Although long-term results will remain to be seen, the short-term effects of pilot actions have been tangible and pilot cities boast several successful examples of improved engagement and more senior-friendly mobility solutions and public spaces. The project has helped set the focus on the often-neglected silver age target group and has helped city planners realize the value of their senior citizens – a success that has already been disseminated to other municipalities and countries as well. The partners will continue monitoring the impact of the project after its lifetime as well and will continue to share these results with their cooperation partners and colleagues as well.

All in all, the GreenSAM project has had a remarkable impact in its target cities and regions and has increased the capacity and knowledge of all participating partners.