



Older passengers: It's all about communication. How to address them? How to keep them?



Fifth AENEAS Training Workshop
24 – 25 November 2010
City of Salzburg, Austria
Second Announcement

Version 07 October 2010

AENEAS is supported by





The AENEAS project

AENEAS is a European project in the framework of the Intelligent Energy Europe (IEE) programme. Its acronym stands for "Attaining Energy-Efficient Mobility in an Ageing Society." The project's objective is to become the cornerstone for international reference projects in the field of urban mobility of older people. As the "car generation" is growing old, older people (50 and above) are increasingly using the private car instead of environmentally sustainable modes of urban transport. AENEAS wants to exchange good experiences among European cities on energy-efficient mobility in ageing societies. Concrete measures in the AENEAS partner cities, on mobility management; training; awareness raising and communication, are enabling and encouraging older people to use energy-efficient mobility. Find out more on www.aeneas-project.eu.

Aims of the training workshop

The aims for this fifth training workshop are:

- Understand the specific requirements for communication with older passengers
- Learn from experiences in AENEAS Cities
- Develop implementation recommendations of successful programs from Salzburg
- Take home a tool box which supports you to set up a program in your city

The main target group of the AENEAS training workshops consists of professionals from city mobility departments and public transport operators. Representatives from other organisations working on themes of sustainable transport on the local level are also welcomed to participate in the workshop.

The first day of the programme has a more plenary character, while during the second day we will break up in smaller groups for the training session. All participants will receive a reader before the workshop, which will contain background information on the theme, good practice examples and an introduction to the interactive parts. After the workshop the reader will be extended with the conclusions from the workshop.

The language of the workshop will be English. The movie on day 2 is in German with English subtitles and for the discussion with the "movie stars" a translation will be provided.

The conclusions from the previous workshops are available on the AENEAS website. www.aeneas-project.eu

Practical information

A final programme will be available in October 2010. Participation is free. If you are interested to join us in Salzburg, please send the registration form via e-mail to Gabi Wegeler at Rupprecht Consult at: g.wegeler@rupprecht-consult.eu. In case of any questions, you may reach Gabi via e-mail or telephone: +49 221 60 60 55 12 (9-13h, EN, DE and FR)

Draft Programme

Tuesday, 23 November (optional)		
16:30	Short walk city tour with official tour guide (1,5 hours, language English).	Meeting point: 16:30 bus stop Mozartsteg
18:00	Individual visit of Christmas Market around the cathedral, snack at the stands	

Wednesday 24 November Venue: Salzburg AG, Bayerhamerstrasse 16 Conference room, ground floor		
Introduction		
09:00	Official welcome by the mayor of Salzburg the Managing Director of Salzburg AG and the Managing Director of public transport operator Short overview on transport and mobility in Salzburg	Dr. Heinz Schaden Dr. Arno Gasteiger (tbc) Dir. Gunter Mackinger
09:30	Introduction to the training workshop	Bernd Decker, Rupprecht Consult
09:35	The AENEAS project; objectives and actions	Matthias Fiedler, Rupprecht Consult
10:10	The impact of ageing on communication abilities	Dr. Christa Erhart
10:40	Who is who in the training?	Bernd Decker, Rupprecht Consult
10:50	Coffee Break	
11:20	Key note speech on Communication	Prof. Dr. Ralf Risser, Factum
12:00	Lunch at canteen of Salzburg AG	
Experiences – communication with older people on mobility		
13:15	Activation exercise	Bernd Decker, Rupprecht Consult
13:30	Communication with older people on mobility, experiences from Salzburg	Angelika Gasteiner, Salzburg AG
14:30	Experiences from Sweden	Eva Rödsta, City of Göteborg
15:15	Coffee break	
15:45	Round table: “Communication with older people”: do’s and don’ts – success factors and lessons learnt.	Representatives from AENEAS cities, audience
17:15	Summary of first day, further programme	
19:30	Official dinner	

Thursday 25 November Venue: Salzburg AG, Bayerhamerstrasse 16 Conference room, ground floor		
Communicate with older people		
09:00	Welcome, the highlights of the first day and short presentation of second day programme	Bernd Decker, Rupprecht Consult and Maarten van Bemmelen
09:15	Movie about mobility projects with older people in Salzburg	All participants
09:30	Discussion with a panel of older citizens from Salzburg	The "movie stars"
10:30	Coffee break	
Transfer workshop		
11:00	Small groups work on transfer of training concepts to other cities.	
	Bus Driver training	Passenger training Angelika Gasteiner Susanne Schinagl
12:15	Lunch	
13:30	Bus Driver training continued	Passenger training continued Small groups
14:30	Presentations of results in market place setting	
15:00	General conclusions	
15:30	Evaluation of workshop Handing out of toolboxes*	Bernd Decker, Rupprecht Consult
16:00	End of the workshop	
17:40	Optional: Vintage train from Salzburg to Oberndorf, Visit of the "Silent Night" Chapel and the small Christmas market, return 20:00	Meeting point 17:30 Lokalbahnhof
20:30	Optional: Brauerei	

*Tool Boxes: Salzburg AG and ZGB (Centre for Generations & Accessibility) developed two "tool boxes" for public transport companies which transfer their experiences. Both are available in German and English and one copy of each box will be handed out to the participants of the workshop free of charge.