

MOBILITY SCOUTS

Sensitisation Handbook
for stakeholders
at local level

ENGAGING OLDER PEOPLE IN
CREATING AN AGE-FRIENDLY
ENVIRONMENT



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MOBILITY SCOUTS

Handbook

ENGAGING OLDER PEOPLE IN
CREATING AN AGE-FRIENDLY
ENVIRONMENT

We would like to thank all *Mobility Scouts* for bringing in their ideas and knowledge and contributing to an age-friendly environment. Furthermore, our special thanks go to our cooperation partners who brought in their expertise and supported the realisation of the local projects:

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- Mobility Agency Vienna
- Municipal Departments of Vienna: Urban Development and Planning (MA18) & Architecture and Urban Design (MA19)
- Agency of Local Agenda 21 Vienna
- Senior citizen representative Vienna

In Germany

- Seniors Office, Voluntary Agency and Department for Demography of the Municipality of Hanau
- Association 'Menschen in Hanau'
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In Lithuania

- Lithuanian Sports University
- Association of Kaunas Community Centres
- National M. K. Čiurlionis Art Museum
- Association "Kauno Senjorai"
- UAB Kauno autobusai

In the Netherlands

- Senior citizens of Zutphen
- District managers Gemeente Zutphen
- Leefbaarheidsalliantie - Zorgbelang Gelderland en Spectrum
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At EU level

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Contents

ACKNOWLEDGEMENTS.....	5
WELCOME TO THE HANDBOOK.....	9
BACKGROUND INFORMATION ON THE PROJECT & TOPIC	10
THE ROLE OF LOCAL AUTHORITIES AND STAKEHOLDERS.....	29
TIPS & TRICKS FOR STARTING AND IMPLEMENTING A MOBILITY SCOUTS PROJECT	33
OPPORTUNITIES FOR EMBEDDING ACTIVITIES IN THE FIELD OF CREATING AGE-FRIENDLY ENVIRONMENTS.....	35
RESOURCES: LINKS & LITERATURE.....	37

Aims and target group of the Handbook

This Sensitisation Handbook addresses institutions, organisations and companies responsible for or having an impact in the designing and shaping of public spaces and providing services to older citizens. These may be, for example, local public authorities and/or private companies dealing with transportation, shopping and leisure time activities, which are important for seniors' daily lives. It aims to inspire stakeholders in involving participants in the initiatives organised within *Mobility Scouts* in developing participatory processes to improve, in age-friendly terms, the quality of the offers, outdoor spaces and buildings, transportation and information.

How to use the Handbook

Since each group of people, the context and the community someone works in is unique and has different challenges and solutions, the practical examples in this Handbook should not be seen as a blueprint. With the assumption that senior citizens may be agents of change contributing to win-win situations for their communities, they are meant to support co-production for age-friendly initiatives.

This Handbook draws on the experiences of implementing projects that follow the idea and concept of the *Mobility Scouts* project. It includes background information about the *Mobility Scouts* approach and provides information about roles and fields of activity of *Mobility Scouts*. A selection of project portraits from the five *Mobility Scouts* partner countries highlights what the project was about.

As successful projects also require supporting framework conditions and a dense net-work of cooperation partners possible roles of local authorities and stakeholders are also mentioned. Furthermore, we have included some helpful tips and tricks based on the learning experiences and feedback of the participants.

As we wanted to keep this Handbook as compact as possible, additional research results, publications and other useful materials for a *Mobility Scouts* training can be found on our website www.mobility-scouts.eu.

Translations of the Handbook in the national languages of the five partners are accessible both on our website and on the websites of the partners.

WELCOME TO
THE HANDBOOK



BACKGROUND INFORMATION ON THE PROJECT & TOPIC

The *Mobility Scouts* approach

Mobility Scouts is an Erasmus+ project implemented by partners working in the fields of social policy and research, social gerontology and adult education in Austria, Germany, Italy, Lithuania and the Netherlands. It lasted from October 2016 until September 2018.

The overall objective of the *Mobility Scouts* project was to involve older men and women in decision-making processes and enable and empower them to contribute to the creation of age-friendly environments and services as co-producers.

What do we mean by age-friendliness?

Age-friendliness means accessible and available services and environments, which is obviously a major prerequisite for participation. Public authorities and service providers are responsible for and profit from making their services and public spaces more accessible to all – including older citizens and customers. Older people are experts of their own lives and know best how services and public spaces should be designed and organised to meet their needs. They want their voices to be heard, their experiences to be acknowledged and their skills to be actively used and valued.

The core idea of the *Mobility Scouts* project is to train older men and women to initiate co-production processes. As ‘agents of change’ *Mobility Scouts* bring together older citizens and local authorities and service providers to cooperate in the development of age-friendly environments and services. They implement mobility projects based on the local specificities, their own and their cooperation partners’ interests.

What do we mean by co-production?

The *Mobility Scouts* partnership shares the belief that older men and women have a lot to contribute to making services and environments more accessible. We are convinced that local authorities and service providers can learn from their experience and skills. *Co-production* is a way of bringing together different voices and perspectives in order to create opportunities and find innovative solutions.

Who are *Mobility Scouts*?

Mobility Scouts are ‘front runners’ who are enthused to put the issue of age-friendly environments on the local agenda and give it a boost by initiating a project. Different options regarding the aim and anchoring of mobility projects are possible: *Mobility Scouts* may function as contact persons for older people and local stakeholders in their cities, dealing with issues such as better access to services, urban planning, and assessments of public spaces and services.

Link: If you are interested in learning more about the project and in the *Mobility Scouts*, please have a look at the Toolkit for Practitioners and the Online Training Course at the project website www.mobility-scouts.eu.

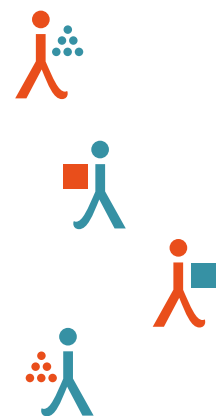
The importance of a project such as *Mobility Scouts*

‘The training was successful. It has resulted in a new perspective: I have learned to view my living environment through age-friendly glasses’
Mobility Scout in Zutphen (NL)

The *Mobility Scouts* project takes into account that mobility is not an individual characteristic. It is the result of a combination of circumstances and players, including an individual’s health condition and sense of (in-)security, spatial planning, design and organisation of transport, support infrastructure, traffic participants’ awareness and behaviour etc.

Mobility Scouts can be described as a participatory model of involving older people in the creation of age-friendly and accessible environments. Thus, the focus is on a target group that is currently not very well served in adult education but that could profit very strongly from increased participation in lifelong learning thus contributing to maintaining older persons’ well-being and is also remarkably cheap and cost-effective.

The *Mobility Scouts* trainings have not only provided older people with knowledge on accessibility and infrastructural issues, they have also been empowered to speak up and participate constructively in different societal, political, and economic fields and foster



new types of cooperation with organisations, institutions and companies. The stakeholders, in turn, make themselves ready for the involvement of older people and to profit from their experience and knowledge.

‘The discussion broadened the views of both groups and helped to formulate more constructive proposals to the round table on public transport.’

Cooperation partner in Kaunas, Lithuania

The role of *Mobility Scouts* and their fields of activity

‘Older people should share their experiences with professional organisations.’ Inhabitant of Zutphen

Mobility Scouts can become active in different fields and at different levels. In the *Mobility Scouts* project the field (‘age-friendly environments’) is rather extensive, including issues such as the design and organisation of public space, mobility or the accessibility of services (e.g. transportation). The level of co-production in the *Mobility Scouts* project is less that of co-producing individual support needed by older persons and more that of having a say, sharing power in evaluation, planning and designing processes shaping communities and raising awareness of these issues.

The following gives an overview of different roles *Mobility Scouts* can take over. It may be regarded as an attempt to categorise possible fields of activity that are very likely to overlap and to be combined in reality. Whenever possible, we included practical examples from *Mobility Scouts* already active in partner countries.

Please also remember that the *Mobility Scouts* project was implemented in both larger and smaller cities:

Rome (Italy): Municipality I and Municipality XII with a total of 345,000 inhabitants; **Vienna** (Austria): 1,8 million people; **Kaunas** (Lithuania): 292,000 inhabitants; **Zutphen** (Netherlands): 47,300 inhabitants; **Hanau** (Germany): 95,000 inhabitants

EXPLORE & TELL

As experts in their particular environments, older citizens have a trained eye for age-inappropriate spaces or offers. Problems are usually known and communicated among each other. In many cases, however, the seniors concerned do not forward problems to the competent authorities or have reservations about complaining actively to institutions, and no problem-solving can arise without prior knowledge.

Mobility Scouts can thus act as intermediaries, collect feedback and comments of older citizens on their living environment, possible problem areas, public buildings and senior-non-friendly offers and forward them to the relevant institutions (e.g. planners, companies, local authorities, municipal departments). *Mobility Scouts* can function as experts in bringing together older people and professionals from different sectors interested in involving older people. Experience shows that round tables, guided walks or workshops are appropriate methods to exchange views and gather ideas. However, *Mobility Scouts* can also establish a direct and anonymous possibility to report problems for all citizens (e.g. surveys).



Example of good practice of Mobility Scouts / Zutphen, NL

Walk-in living room meetings in the old city centre

Project partners started small-scale walk-in living room meetings (with coffee and cookies) in the old city centre of Zutphen. The aim was to raise awareness about age-friendly environments, to inform people about the *Mobility Scouts* project and collect ideas and input





for potential activities. It turned out that such easily accessible meeting places are very much wished for. One of the *Mobility Scouts* shared the idea and decided to open her house living room each Monday morning inviting her neighbours for a cup of coffee, to talk about their dreams and wishes to grow old pleasantly and exchange views on the quality of their living environment. Future plan: *Mobility Scouts* and the project team are searching for more participants willing to open up their living rooms resulting in a network of walk-in living room meeting places.

Target groups are (older) inhabitants of Zutphen.

Example of good practice of Mobility Scouts / Rome, IT

Mapping obstacles to local age-friendly mobility and proposing solutions

In Municipalities I and XII in the City of Rome inhabitants of elderly centres and cooperation partners were invited to identify obstacles in specific streets based on street maps used. The major ones identified were inter alia: architectural barriers (e.g. too high side-walks, erratic car parking, holes in the street pavements and footpaths), too few dedicated spaces for pedestrians and bicycles, traffic air pollution, inefficient and very often unpunctual public transportation and lack of decent functioning public toilets and public electric mobility. In joint meetings *Mobility Scouts*, older men and women and cooperation partners also discussed possible solutions. At the request of the Social Policies Councillor of Municipality I, obstacles and solution proposals will be part of a policy recommendations paper for further action with the Rome City Government.

Example of good practice of Mobility Scouts / Kaunas, LT

Round table for better public transport

In Kaunas Seniors are not happy about certain aspects of public transport and most often do not receive answers to their comp-

laints. It is possible to make an official complaint by phone or online form on the city website, but usually no feedback is received. Seniors wanted to have a face-to-face discussion with the managers of the public bus company and bus drivers.



A group of *Mobility Scouts* organised a round table discussion with the director of the public transport company. The group formulated their concerns (e.g. safety on the bus, the behaviour and culture of the drivers, time intervals between buses, the quality of bus shelters, information at the bus stop, frequent changes of routes and time tables). During the meeting they learned that decisions are made by the Municipality Department of Transport and that the public transport company has little freedom to make independent decisions. The parties agreed to hold a round table at the municipality.

Again, the team prepared for the meeting: wrote official letters to the municipality to agree about the date and time, formulated and sent the list of issues to be discussed, agreed the meeting agenda, the list of organisations to be invited, sent invitations. In total, 22 participants from three seniors' organisations and municipal departments attended. The meeting started with the presentation of the *Mobility Scouts* project and transportation domain in the framework of age-friendly environments. The head of the transportation department gave a presentation covering the issues raised by the *Mobility Scouts* and answered questions. Following the constructive discussion, the public bus company and the Department of Transport expressed interest in collaborating with *Mobility Scouts* in the future and to have regular meetings to discuss areas of collaboration.

Example of good practice of Mobility Scouts / Vienna, AT

Danube Island – towards a barrier-free recreation area

Danube Island is an important inner-city recreation area in Vienna. People enjoy spending time there running, walking, swimming or making use of the food offers. *Mobility Scouts* decided to identify barriers, especially for the elderly or people with disabilities, in terms of access and usability of the area. They choose one part of the island for their mapping of barriers, documented them and developed proposals for solutions. An example of one barrier, which limits the benefits of the Danube island especially for elderly people, concerns access to the water for swimming: the lack of railings on the steps.



For support in developing solutions concerning accessibility they contacted experts of the Mobility Agency Vienna. Finally, they handed over their documentation and ideas for solutions to important players, which they had identified earlier through a stakeholder-analysis.

Example of good practice of Mobility Scouts

Online Survey: Quality of living conditions of people 60+ in Hanau

Mobility Scouts planned and carried out a survey among people aged 60+. Based on the WHO concept of age-friendly cities questions focused on the topics of housing, environment, public transport, living situation, social participation and respect, and

communication and information. Further, socio-demographic data of the respondents were collected (e.g. age, sex, district, country of birth, education level, mobility, or state of health).



The survey was conducted with the help of an online tool. To ensure that as many people as possible participate in the survey, publicity was promoted by both involved departments of the City of Hanau and the *Mobility Scouts*. Citizens were informed about the survey several times through press releases, posters and flyers. The Seniors Office and the *Mobility Scouts* offered personal support to people without access to the internet. However, many seniors were reluctant even when personally addressed. In the given time frame of three months, 325 responses could be collected.

The results of the survey serve as a basis for future work. Although it is not a representative survey, the survey results can be used to identify problems and situations that were previously unknown. Furthermore, it is an expression of respect and acknowledgement that a city is interested in the opinions and assessments of its older citizens.

TRAIN & COMMUNICATE

Mobility Scouts can also take an active stance in the area of passing on their perspectives and knowledge to target groups relevant in the context of age-friendly environments, such as transportation companies, municipalities, service providers, but also students of architecture, planning or design. Furthermore, *Mobility Scouts* can actively promote existing offers and inform their fellow seniors about them.

'If inhabitants and stakeholder sit around the table and talk about relevant issues of ageing and mobility, stakeholders often have a head start. To have a constructive dialogue, it's necessary that stakeholders give access to relevant information. It leads to a equivalent conversation and eventually to co-creation.' Eric Schoenmakers, Senior lecturer and researcher at Fontys University of Applied Sciences

Example of good practice of Mobility Scouts / Hanau, DE

Training for older people and public transport drivers

A group of *Mobility Scouts* in Hanau decided to further expand an already existing training offer for seniors: Older people, both those who use and those who do not use a walking frame, are trained by volunteers on how to use public transport safely and are also made aware of their customer rights. At the same time, the drivers of the public transport company are trained about the special needs of older people. Exercises are organised in different districts so that distances for the participants are as short as possible. As not all districts can be covered by the project, the high demand for such trainings is not met.

The project is headed by the mobility commissioner of the Senior Citizens Council. The public transport company supported the project and provided training buses. The goal will henceforth be to offer training courses in every neighbourhood in Hanau and thus to reach all interested citizens. This can increase the mobility of people, as fears are reduced and mutual understanding is created.



Example of good practice of Mobility Scouts / Kaunas, LT

Participation in public discussions on Sustainable Urban Mobility Plan (SUMP)

Within a research on the state-of-the-art of age-friendliness and accessibility issues in Kaunas (LT) project partners became aware of the development of a Sustainable Urban Mobility Plan (SUMP). However, there was little information about the public events held

by SUMP developers. So, project partners and *Mobility Scouts* in Kaunas asked the municipal department for further information and to have it made available to a wider audience. In fact, older persons do not attend these meetings because they are not invited and therefore not represented. *Mobility Scouts* took over the task of spreading information and inviting older people to participate in these public discussions.

Example of good practice of Mobility Scouts / Rome, IT

Seniors' mobility at the Enrico Pestalozzi primary school

In Rome, a 90-year-old Mobility Scout and former graphic designer and cartoonist held three two-hour sessions with ten children in a primary school. In the group they exchanged ideas and drawings on the difficulties senior citizens face moving around in the city and what may be done to support them.



Example of good practice of Mobility Scouts / Rome, IT

Liberi di essere, liberi di muoversi (free to be, free to move)

The project, which allows free taxi transportation for seniors and other persons with mobility problems, started in 2014 in Rome Municipality I and, in addition to the Municipality, it involves Mobility Life, the Elderly and Retired Persons Federation and the

taxi cooperative Samarcanda. Altogether 50 taxi cars are available and may be booked through two call centres which are organised and managed by volunteers. The public private partnership is based on social marketing principles: private companies take advantage of advertising on the free to be, free to move cars and co-fund a useful transportation supporting the mobility of senior citizens.

Following a search for volunteers advertised by the Municipality, Esquilino elderly centre *Mobility Scouts* have started cooperating with the project as volunteers and have expressed interest in developing contacts with similar experiences in other European countries, to possibly plan visits and exchanges of seniors related to sustainable mobility innovation in European cities.

Example of good practice of Mobility Scouts / Kaunas, LT

Mobility Scouts & arts

The curator of social projects at Kaunas M.K. Čiurlionis Art Museum invited *Mobility Scouts* to explore exhibitions of Kaunas Biennial taking place in 24 public spaces of Kaunas. Kaunas Biennial 2017 questioned the notion of monument: what, when and why should a monument be or not be. While opposing the populist practice of re-moving-erecting and conservative traditionalism, prevalent in the memory discourse of public art in Lithuania, the Biennial aimed to stimulate and legitimise new, contemporary, conceptual, and relevant ideas and strategies. *Mobility Scouts* were approached as history witnesses to co-produce intergenerational activities with children from the Children Day Centre in the museum. Together with the curator *Mobility Scouts* organised activities with

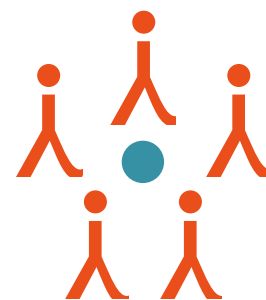


children to discuss remembrance and the concept of a monument. In February, March and April 2018 some women from *Mobility Scouts* group met every Thursday in different branches of the museum to crochet squares for the Blanket for Europe which will be delivered to the Dutch town of Leeuwarden, the European Capital of Culture 2018. This initiative was started by the Dutch sociologist-volunteer Esmeralda de Vries to demonstrate power, warmth, diversity, connection and colour. Blankets from different European cities will cover five football grounds. Women from *Mobility Scouts* team were crocheting squares to make the pattern of a tulip. All blankets crocheted in Kaunas were exhibited in the Town Hall Square on 14 April and afterwards will be sent to Leeuwarden.

Example of good practice of Mobility Scouts / Vienna, AT

Safety in the traffic system

In Vienna a group of *Mobility Scouts* focused on road safety. Their overall aim was to make roads and public space safer. In particular, they wanted to sensitise different road users (pedestrians, car drivers, cyclists) and enhance mutual respect between them. Their main spatial emphasis was crossings. Through different actions they tried to create awareness of dangerous situations at crossings.



Example of good practice of Mobility Scouts / Rome, IT

Via Longhena Timebank

Via Longhena Timebank was created in 2011 and has 335 members active in over 60 activities exchanging services with no money involved. *Mobility Scouts* in Rome have cooperated with different activities. For instance, they took over pedibus (bus on feet) shifts, during which elderly persons accompany young students to and from school. The activity has been: providing safe pedestrian mobility for the children; reassuring their parents who do not need to worry about their children's safety; enhancing new friendships among the young people and intergenerational interactions between the young and their senior chaperones. Furthermore, *Mobility Scouts* supported the promotion of the Timebank among older people.

CO-DESIGN & SUPPORT

In this type of co-production process, older persons support organisations/municipalities systematically in the design and production of services or provisions. They could e.g. function as contact persons for older customers or citizens and collect their feedback, support the organisation/municipality in developing publications, be co-designers in design/planning projects or train other older citizens/customers. The support or co-design may be coordinated by the *Mobility Scouts*.

Example of good practice of Mobility Scouts / Zutphen, NL

Electric hop-in/hop-off bus to the city centre

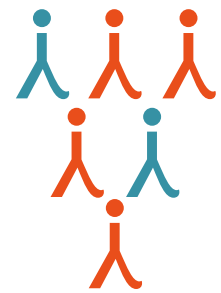
An alternative, affordable and age-friendly way of public transport in the city is the main aim of this project. The city bus will cover all districts of Zutphen, facilitating (older) people with mobility problems to go to the city centre, enabling them to go to the market, to engage in activities and meetings. Such a bus has already been realised in the city of Deventer, nearby Zutphen. *Mobility Scouts* organised a test-ride (7 March) and learned from the initiative in Deventer.

Project partners are the municipality of Zutphen and inhabitants of four districts in Zutphen. *Mobility Scouts* are actively looking for funding possibilities. During the implementation phase other partners, such as transport companies, will be asked to join in.

Example of good practice of Mobility Scouts / Zutphen, NL

Experience-Tables health and social care services

Mobility Scouts are setting up small-scale encounters, so called ‘experience-tables’, where older people share their experiences and give feedback about the accessibility and quality of health and social care services in Zutphen. Stakeholders are the Expertise Centre Older People Medicine (Gelre Hospital) and Zutphen – Platform Social Domain (Municipal Advisory Body), Social Care and Welfare organisation Perspectief (professionals and volunteers), Humanitas (project to combat loneliness and social isolation). On a national level there will be a link to the national programme ‘Beter Oud’ (Growing old in a better way), enabling participants to exchange experiences with groups in other parts of the country as well as to participate in trainings to improve their competences. Organisational plan: setting up experience tables in all districts.



INSPIRE & MOTIVATE

Mobility Scouts can also organise courses and activities to support others to stay and become active and participate in social life. Some target groups (e.g. older people with dementia or with disabilities) need special infrastructure and support to leave their homes and get involved. Generally, senior trainers are already a popular concept in fields such as volunteering, inter-generational projects or cultural education.

Example of good practice of Mobility Scouts / Hanau, DE

Jointly mobile: Activities at the Main River

Mobility Scouts in Hanau (Germany) implemented an offer for older people with and without dementia. For this purpose, regular guided walks along the Main River were organised in cooperation with the association 'So wie daheim' (As at Home). An extension of walks to other places is being considered. Sports activities are also on the programme, such as guided walks in the open air and a subsequent restaurant visit. Social acceptance of dementia is a problem. The social exclusion of people with dementia was found to be stronger than expected. Dementia patients and their relatives often feel ashamed. An important role of the project was not to hide dementia in public spaces and to see that they are not alone. This *Mobility Scouts* project contributed to raising awareness of the stigmatisation of people with dementia and has promising follow-up perspectives as it is a low-cost activity.



Example of good practice of Mobility Scouts / Vienna, AT

Mobility unlimited

Mobility Scouts in Vienna targeted the problem that many elderly people live isolated in their homes without any contact with other people and that they don't do any exercises or move about much in public spaces. Therefore, they organised regular meetings in public spaces to do gymnastic exercises together. Their aim was to motivate people to do exercises and to offer them the opportunity to meet in public spaces. Two group members had experience of leading gymnastics groups and knew exercises especially geared

towards people with disabilities. Besides themselves leading the gymnastic encounters, they also wanted to involve other people, so that they could organise these encounters regularly. For that reason they looked for some volunteers to support them.

Example of good practice of Mobility Scouts / Zutphen, NL

Small-scale public workshops in districts: co-creating age-friendly communities

The aim of the public workshop is to put age-friendly environments on the social and political agenda as well as invite (older) inhabitants of Zutphen to join and share experiences and ideas. First of all, participants introduce themselves (in 5-minute sessions in pairs) and are informed (plenary session) about the *Mobility Scouts* project and the issue of age-friendly environments. Next participants choose one out of four round table conversations: 1. Encounters, 2. Art & Culture, 3. Urban planning, 4. Well-being & Care services (or other issues at stake). Participants write their dreams, wishes and ideas on paper table cloths/-posters on the wall to be discussed – in a dialogue – chaired by a trained ‘Mobility Scout’, an experienced volunteer or professional. The results are presented in a plenary session. A *form* has been developed inviting participants to indicate in what way they would like to contribute: be informed about activities, implement an idea, join a project, place their network at disposal.



Project partners are (older) inhabitants of Zutphen, housing corporations, district managers of the municipality, volunteers and professionals of social care/welfare organisations. In two districts citizens and residents’ association asked *Mobility Scouts* to help organise a public workshop in order to raise awareness and engage older inhabitants in creating age-friendly neighbourhoods.

INITIATE & ACT

Mobility Scouts are also invited to organise events and initiatives to shape age-friendly environments or raise awareness for the daily challenges and obstacles older people face.

Land art project in a neglected park

In March 2017 Kaunas was announced the European Capital of Culture in 2022. ECOC is a good opportunity for citizens to transform and improve public spaces, therefore engagement in Kaunas 2022 preparation events was seen as a feasible project for *Mobility Scouts* with a promising follow-up potential.

The idea of a community land art festival in one of the city parks was proposed for the creative communities' platform Fluxus Labs. The presentation of the community land art project in the park interested the European expert who promised to look for landscape artists willing to further develop the idea.



The park, which was a city cemetery until 1957, is located in the city centre next to the bus and train stations. The park is planted with maple trees, the leaves are not collected in autumn, and after winter the rotten leaves make the park a very unattractive place. The idea is to mobilise the local community to make land art objects from the fallen leaves in the autumn, i.e. turn the raking of fallen leaves into art. A clean-up of the park was organised on the Thursday before Easter and a community group was set up. Members of Lithuanian Shooters Union (paramilitary and patriotic organisation from 1919) expressed interest in participating as there are quite a number of unmarked graves of armed anti-Soviet resistance fighters in the territory of the present park. It really needs maintenance and respect for the remains which are still buried there. Older inhabitants living in the neighbourhoods of the park are trying to cooperate with the municipality to find a solution for the neglected park.

Photo project 'Old age on the move'

The aim of the project, initiated by Mobility Scouts, is to visualise the themes of age and ageing in the region of Hanau (Germany) and to present them in an artistic manner. At the start of the project, models were addressed and asked for voluntary contribu-

tions. The topics were jointly discussed and decided upon, and the models decided how they would like them presented. Some pictures of the models walking outdoors were taken while other photo sessions took place inside.

The lead partner for the photo project was the association 'People in Hanau'. In cooperation with other working groups they found possible locations and appealing places in the area of Hanau. This was important, as some places that were appealing in spring, summer and autumn, were not so appealing during the winter time.



We would like to thank Mr Norbert Stiebitz and Mrs Sylvie Janka for providing us with the photographs of their project.

The results of the photo project were presented to the public at the final event. The photos will be published on the website of the City of Hanau. This may inspire other people to implement similar projects and lead perhaps to a follow-up project in which more volunteer models can be recruited.

Example of good practice of Mobility Scouts / Kaunas, LT

Nordic walking march to celebrate European Mobility Week

The traditional celebration of European Mobility Week in Kaunas is the Car Free Day organised by the local authorities each year on 22 September. On this day public transport is free of charge and citizens are encouraged to get around without a car.

Some participants advocating the active lifestyle proposed to bring more variety to European Mobility Week events and to organise a walking march along the pedestrian street from the city centre to the Old Town. They chose the Public Health Office as the cooperation partner to promote the event. The slogan of the march was 'Moving is my Choice' and users of different mobility means such as bicycles, roller skates, skateboards, scooters, as well as walking aids were invited. The event was promoted on social media and on the Public Health Office website, posters were posted in the



Lithuanian Sports University and the Centre of Culture. Unfortunately, weather conditions were unfavourable on the planned day and only the biggest Nordic Walking enthusiasts – about 30 people – came to the event. It is planned to start organising the European Mobility Week campaign earlier and to involve organised groups of enthusiasts in the planning.

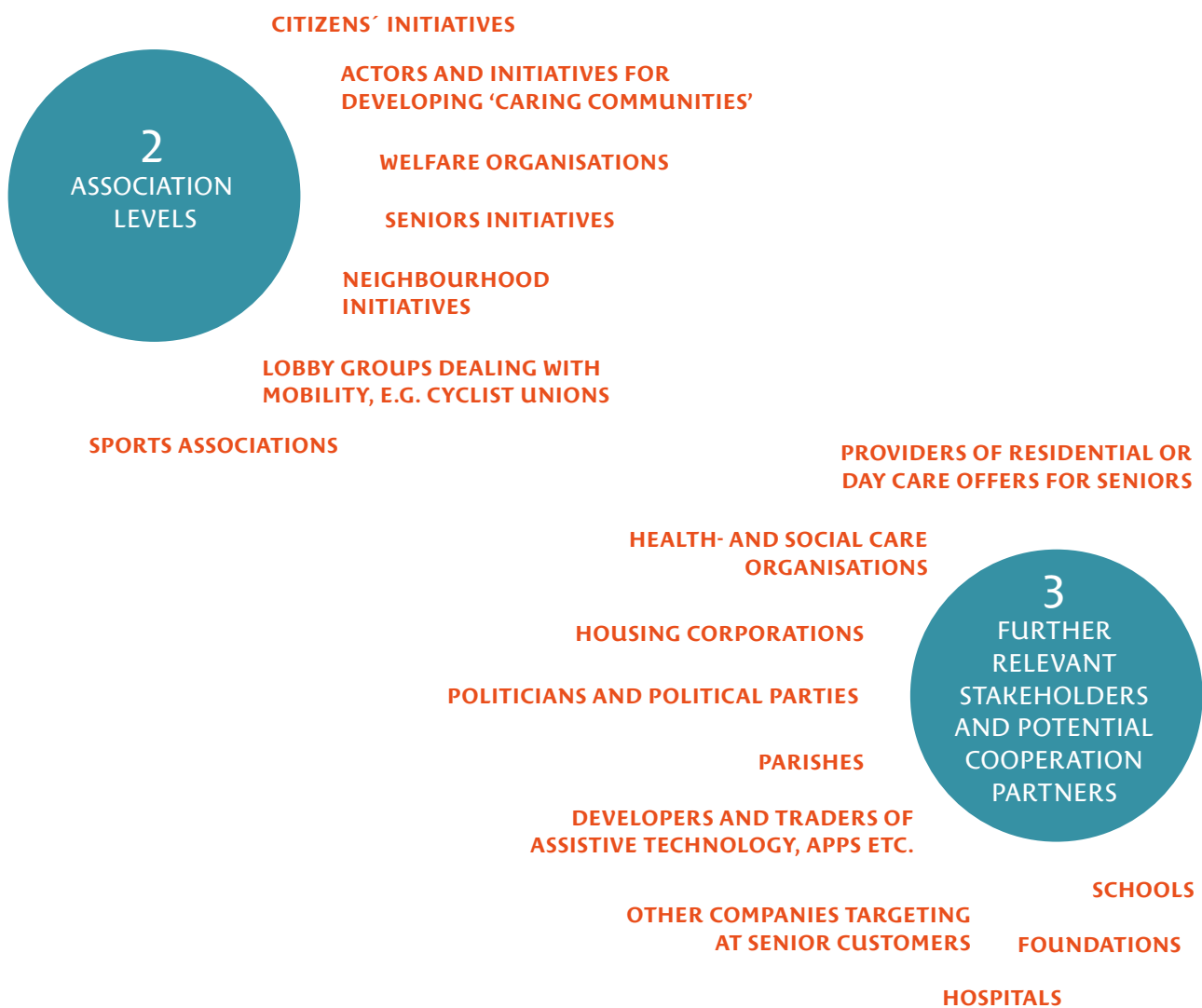
Link: If you are interested in learning more about activities initiated by *Mobility Scouts* please have a look at the Toolkit for Practitioners. Further information on possible roles of *Mobility Scouts* and the perspective of experts involved can be found in the European Report (in English) at the project website www.mobility-scouts.eu

THE ROLE OF LOCAL AUTHORITIES AND STAKEHOLDERS

'It is very good to realise that public authorities are open-minded and take our issues seriously. And also my perspective changed: Whereas I used to complain, I am more aware of concrete offers that are already there.' *Mobility Scout in Vienna (AT)*

A successful project requires supporting framework conditions, skills and competencies of participants, not necessarily individually but as a group, and a dense network of cooperation partners. Within the *Mobility Scouts* project the level of involvement of cooperation partners was also diverse. In some cases, *Mobility Scouts* were supported by organised or even institutionalised groups of seniors, in other cases seniors not familiar with the issues of age-friendly environments came to the training and became interested in becoming *Mobility Scouts*. Across countries, the following relevant stakeholders and potential cooperation partners have been identified and involved.





'The municipality should stimulate inhabitants to have conversations about their wishes and discuss opportunities.' Inhabitant of Zutphen

As experience shows, cooperation partners might take over different roles. Within the *Mobility Scouts* project, cooperation partners provided:

Organisational support and infrastructure

Mobility Scouts need a workplace that allows them to organise meetings and/or to offer consulting hours for citizens who want to contact them about problems or project ideas. These rooms can be located in community centres, district offices, rooms of the Third Age University branch or day centres – locations in general with a

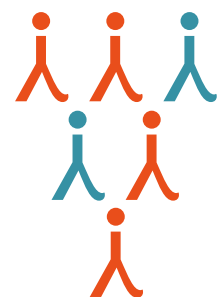
low threshold for seniors. Furthermore, the work of *Mobility Scouts* requires office equipment (such as computers, telephones and an internet connection).

Cooperation partners could also provide framework conditions, such as allowances, accident and third-party liability insurance and other aspects of the legal framework conditions (e.g. data protection).

Know-how and networks

Within the *Mobility Scouts* project, some cooperation partners contributed to the training by bringing their expertise (e.g. in urban planning, accessibility, participation of citizens), shared methods and good practices.

Furthermore, cooperation partners are an important resource in terms of networking. The work of *Mobility Scouts* becomes more effective and enhanced by cooperation with organisations that are well-known in the field of mobility, transportation or civic participation (e.g. mobility agency, district office, citizen advice services, agenda offices) or with service providers, companies or public bodies. Cooperation with relevant lobby groups for seniors, such as trade unions, should also be considered. Dutch experts recommend cooperating with existing movements and projects that need a local community to succeed (e.g. development of life-course housing). Further, regional platforms for transportation and mobility or small-scale local projects at the street level could be interested in cooperation.



Support in public relations

Promotion activities are very important to raise awareness of an issue and generate resonance and attention. Due to the fact, that older people often still do not use the internet, local, regional or national newspapers are seen as the most important media for public relations. This also includes publications by parishes. Older people's organisations may also play a role in the dissemination of developments regarding *Mobility Scouts* and communicate to a broad (older) public.

Acknowledgement

The recognition of the *Mobility Scouts'* achievement by local authorities is mentioned as a significant factor which should be kept in mind to motivate the *Mobility Scouts* in the long run. Signs

of acknowledgement are, for instance, the provision of (event)-facilities in municipality buildings or a designated contact person for the work of *Mobility Scouts* within the municipality. The inclusion of their work in municipal policies and communication channels is also highly welcomed. For instance, the municipality of Zutphen announced the *Mobility Scouts* multiplier event in a special edition about health and social care services.

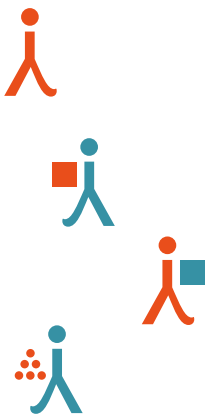
Thanks to the cooperation with the Kyoto Club, perspectives and recommendations of *Mobility Scouts* in Rome have been considered in the *Mobilitaria* 2018 Report. See https://www.kyotoclub.org/docs/mobilitaria_r3.pdf

'I realised that my ideas, which I find sometimes a little bit absurd, are heard.' *Mobility Scout in Vienna (AT)*

Supporting sustainability

Some projects were planned and carried out as once-only activities with the potential to be repeated regularly. Other projects can also be set up as recurring or ongoing activities, for instance walks for people with dementia, obstacle mapping, walk-in living room meetings, workshops with schools. However, to guarantee sustainability, cooperation partners play an important role, as they might:

- allocate funds for mobility projects
- provide ongoing support (e.g. training, infrastructure)
- enable the active involvement of older people in the development of an age-friendly environment (e.g. meetings, round tables)
- bring in their ideas for new mobility projects
- support awareness-raising activities for age-friendly issues (e.g. urban age-friendly mobility, transportation, accessible public spaces and toilets, resting places)
- provide their networks and channels for public relations



Use local press to promote the project

The local press (in printed form) is a very important channel through which to reach older people and inform them about grass-root initiatives. After an article in the local press of Vienna informing about the training, for instance, a lot of people contacted project partners to ask for further information on the project or to register for the training right away.

Keep interested parties informed

Partners experienced that there were many people interested in the project and training, but they could not participate for various reasons. Nevertheless, they wanted to stay informed about the outcomes of the mobility projects and the ongoing process. Some actually joined the group later and participated in concrete activities.

Encourage Mobility Scouts to develop a (draft) project concept as early as possible but to stay flexible in the implementation

The development of a project concept should take place as early as possible and should also be documented. The design does not have to be rigid and changes can be made anytime, if desired. The creation of a concept design is an essential piece of equipment to give vague ideas and desires a stronger contour. The concept must be flexible, so that participants have the opportunity to bring in their own ideas and interests.

Consider different educational background and possible training needs of *Mobility Scouts*

The amount and type of support needed can differ depending on the *Mobility Scouts'* experiences and confidence. Therefore, support should be flexible and oriented towards the needs of the participants and resources of supporting partners. Another specific challenge results from the fact, that older people may only be available for a limited time and that they want to use this time meaningfully. This means also that the working tasks should be such that they allow easy replacements of persons who will carry them out.

Believe in the creativity and skills of *Mobility Scouts*

Rely on the seniors you work with, you will be surprised how creative they may turn out to be. It is definitely worth taking time to create a social basis and to raise awareness among older citizens.

They can have a say and help improve the quality of their living environment.

Schedule enough time for socialising and exchange

As project partners experienced in the *Mobility Scouts* training, older people appreciate the possibility of getting to know each other, discussing relevant issues and developing ideas together. Also, time for group formation, defining contact rules and a code of conduct in discussions should be considered. It is important to create a working atmosphere that invites people to share their feelings and personal information.

Consider different working styles

Be aware of differences between doers and thinkers. Doers prefer a practical approach, whereas thinkers may prefer a theoretical, analytical approach. Tune the training programme to these differences.

'I have a lot of ideas and I am very glad that I work on a project together with „makers“.' Mobility Scout in Vienna (AT)

Try to involve existing groups or institutions of and for older people

It is helpful to reach out to possible participants, so they become interested and want to be part of the programme. For this it can be useful to contact groups or institutions where older people are active and to use local disseminators to promote the project. The target persons have to be addressed steadily during the project. *Mobility Scouts* experienced personal contact as the most successful approach.

Do not underestimate the effect of a course about the issue of living environment

Life in the city or village comes very close to your personal life, it is different than a cooking course to local age-friendly mobility.

OPPORTUNITIES FOR EMBEDDING ACTIVITIES IN THE FIELD OF CREATING AGE-FRIENDLY ENVIRONMENTS

Various local, national and international events are arranged to raise awareness on issues such as age-friendly environments, active and healthy ageing as well as participation in older age. When implementing a project or initiative at national or local level it might be helpful to join transnational and global campaigns. Project initiators especially benefit from the resources provided, such as planning guides, promotion materials, best practice examples from past campaigns. *Mobility Scouts* partners inter alia joined the following campaigns and initiatives to promote their activities and mobility projects:

European Mobility Week

Since 2002 *European Mobility Week* has sought to influence mobility and urban transport issues, as well as improve public health and quality of life. Concretely, *European Mobility Week* (September) provides the opportunity to initiate a wide range of activities and offers a platform for local authorities, organisations and associations to:

- promote their initiatives on sustainable urban mobility;
- raise awareness on the damage of current urban mobility trends on the environment and quality of life;
- establish partnerships with local stakeholders;
- participate in a Europe-wide campaign sharing a common goal and identity with other towns and cities;
- emphasise the local commitment to sustainable urban transport policies;
- launch new policies and permanent measures.

Link: Further information on *European Mobility Week* is available on www.mobilityweek.eu

International Day of Older Persons

The United Nations' (UN) International Day of Older Persons is celebrated annually on 1 October to highlight the important contributions that older people make to society and raise awareness of the joys and challenges of ageing in today's world. The focus is on a different issue each year. The theme of the 2018 commemoration is 'Celebrating Older Human Rights Champions'.

Link: Find more information on this event here: <https://www.un.org/development/desa/ageing/international-day-of-older-persons-homepage.html>

World Health Day

Initiated in 1948 by the World Health Organization, World Health Day is celebrated on 7 April as a global campaign to focus on a single health challenge with global impact. Focusing on new and emerging health issues, World Health Day provides an opportunity to start collective action to protect people's health and well-being.

Link: If you are interested in more detailed information, please have a look here: <http://www.who.int/campaigns/world-health-day/2018/en/>

Links

Age Platform Europe

www.age-platform.eu

Erasmus+

https://ec.europa.eu/programmes/erasmus-plus/node_en

European Innovation Partnership on Active and Healthy Ageing

https://ec.europa.eu/eip/ageing/home_en

European Mobility Week

<http://www.mobilityweek.eu>

WHO Global Network of Age-friendly Cities

http://www.who.int/ageing/age_friendly_cities_network/en/index.html

WHO World Health Day

<http://www.who.int/campaigns/world-health-day/2018/en/>

United Nations International Day of Older Persons

<https://www.un.org/development/desa/ageing/international-day-of-older-persons-homepage.html>

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