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Topic: IV Sustainable Energy Supply and Consumption

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Proposal for a Presentation

Three keywords: Demographic Change, Mobility Behaviour, Public Transportation

Abstract - Timeline: 28th April, extended Version (pdf): one page with figures

Sustainable without Sacrifice!

Mobility Management to Change Mobility Behaviour of Elderly People

Supporting sustainable mobility of elderly people needs a different approach than strategies for other groups of the population. While avoidance of trips is generally seen as one strategy to reduce energy consumption and pollution, maintaining the multimodal mobility of elderly people is an important contribution to ensure the self-reliant everyday supply of an increasing part of future population.

Especially in densely populated metropolitan areas strategies need to be developed to ensure the transport accessibility for all citizens and to decrease the negative side-effects of mobility. Therefore the German Ministry of Transport, Building and Urban Affairs announced the competition "Mobility 21 – examples for innovative transportation solutions" in 2007. The concept of the applied research project "PatronTicket" was one of the winning projects and it is now funded under a state program.

The paper first sets the scene with a summary of the mobility and transportation needs of the elderly in Germany in the light of the predictable demographic and social change.

In the second part, the paper examines the intention and results of the project "PatronTicket", a social marketing approach (consumer-to-consumer – C2C). The Cologne Public Transport Company and the Dortmund University of Technology initiated a word-of-mouth advertising with regular customers older than 60 years to support the access to public transportation for new elderly customers. This concept is based on the finding that each means of transport has its own techniques and their use needs to be learned. The aim is to support access and orientation in public transportation to create routines and travel patterns for using the public means of transport.

In the next section, the paper presents findings from the project where interviews or group discussions under the 117 elderly "patrons" and their 117 elderly "godchildren" were carried out with the focus on ensuring a self-reliant, multimodal mobility. A summative evaluation will discuss the potentials of a marketing strategy to increase public transport ridership and to enhance the access to mobility for elderly people.

Finally the "PatronTicket" is revised, focussing on the marketing aspects of transportation planning. It is suggested that ensuring the mobility and improving the multimodality of the elderly, gaining new customers for the transportation company and reducing the negative environmental and spatial impact of increasing automobility could be combined.