

## POLIS PARTNER SEARCH FORM

### IEE CALL 2012

<b>Project proposal acronym/title</b>	SusMAP - Sustainable Mobility for an Ageing Population												
<b>Call identifier</b>	<b>INTELLIGENT ENERGY FOR EUROPE</b>												
<b>Call topic</b>	<p>Tick the relevant box below:</p> <p><b>STEER</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td><td>Take-up of Sustainable Urban Mobility Plans</td></tr> <tr> <td><input checked="" type="checkbox"/></td><td>Replication of proven approaches towards significant energy-efficient modal shift</td></tr> <tr> <td><input type="checkbox"/></td><td>Major transport interchanges and/or urban freight terminals</td></tr> <tr> <td><input type="checkbox"/></td><td>Non-conventionally fuelled vehicles</td></tr> </table> <p><b>ALTENER</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td><td>Biogas</td></tr> </table> <p><b>INTEGRATED INITIATIVES</b></p> <table border="1"> <tr> <td><input type="checkbox"/></td><td>Public procurers</td></tr> </table>	<input type="checkbox"/>	Take-up of Sustainable Urban Mobility Plans	<input checked="" type="checkbox"/>	Replication of proven approaches towards significant energy-efficient modal shift	<input type="checkbox"/>	Major transport interchanges and/or urban freight terminals	<input type="checkbox"/>	Non-conventionally fuelled vehicles	<input type="checkbox"/>	Biogas	<input type="checkbox"/>	Public procurers
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<b>Short description of project idea</b>	<p>We are all living longer and our desire to remain mobile in our later years is increasing. The baby-boomers born just after the second world war are now reaching retirement and consequently the number of people over 65 years of age is increasing throughout Europe.</p> <p>However, many of us have become dependent on the car as our principal means of transport. This has serious implications when we get older because we become more at risk as car drivers and there are health risks through lack of exercise. Some of us will have to curtail our use of the car or even give up driving altogether for health reasons as we get older.</p> <p>It is therefore important that we address these issues and encourage older people to use alternative means of transport to the car. SusMAP will focus on developing effective methods of achieving a modal shift away from the car specifically for elderly road users. We shall be examining current practice and developing this for older people.</p> <p>We will investigate the positive link between improved mobility and quality of life through integrated social care. In particular, how modal shift away from the car to more sustainable forms of transport can help older people become more independent, less isolated and healthier, thereby reducing</p>												

	<p>demands on health services. Evidence has shown that linking health to transport investment in cycling and walking, delivers a high rate of return.</p> <p>Our aim in this project is to demonstrate that by adopting certain actions it will be possible to achieve a significant shift away from the car to more sustainable and healthier forms of transport for people over the age of 65 years. This will be developed in a framework that also considers the social benefits and will encourage other professionals to collaborate across technical boundaries. The project will build new relationships to support the case for modal shift.</p> <p>SusMAP will further extend knowledge gained by the current consortium through SaMERU (Safer Mobility for Elderly Road Users) – a European Commission funded project that has the aim of reducing the risk of accidents to older road users.</p>
<b>Current consortium</b>	<ol style="list-style-type: none"> <li>1. Southend on Sea Borough Council (UK) Lead Partner</li> <li>2. Ciudad de Burgos (ES)</li> <li>3. Lancashire County Council (UK)</li> </ol>
<b>Profile of partners sought</b>	<p>Prospective partners should have an interest in achieving a modal shift away from the use of the car to other more sustainable means of transport. They should also have an interest in developing this experience further to achieve modal shift specifically in respect of groups of road users older than 65 years of age.</p> <p>This project should appeal to local highway authorities and research organisations. It may also be of interest to organisations that assist elderly people with mobility and social issues.</p> <p>We are looking for 3 to 4 additional partners to create a project of 6 to 7 partners in total. However, we could consider more if exceptionally well qualified partners come forward.</p>
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<b>Deadline for expressions of interest</b>	31 March 2012