

PUBLIC ENGAGEMENT FOR SUSTAINABLE PUBLIC TRANSPORT



KALISZ-OSTRÓW AGGLOMERATION ACTION PLAN

ABOUT PE4TRANS

PE4trans stands for:

Public Engagement for Sustainable Public Transport

An interregional cooperation project for
improving low-carbon economy policies.

www.interregeurope.eu/pe4trans

**PE4Trans aims to improve
public transport policies
by engaging citizens in the process
of design and implementation
of transport strategies.
We plan to change peoples' mobility
habits and routines into more
sustainable ones**

Project Partners

Adam Mickiewicz University Foundation, Poznan Science and Technology Park (PL)

Kalisz-Ostrow Agglomeration Association (PL)

Coventry University Enterprises Limited (CUE)
(UK)

Aristotle University of Thessaloniki - Special
Account for Research Funds (EL)

City of Valladolid (ES)

District of Grafschaft Bentheim (D)



INTRODUCTION

This action Plan has been elaborated by Polish team working for Kalisz-Ostrów Agglomeration in collaboration with partners from Thessaloniki (Greece), Graftschaf Bentheim (Germany), Valladolid (Spain) and Coventry (UK) within the Interreg Europe project PE4Trans. Actions which aim to change peoples' mobility habits and routines into more sustainable ones steam from the interactive process of learning on local and interregional level.

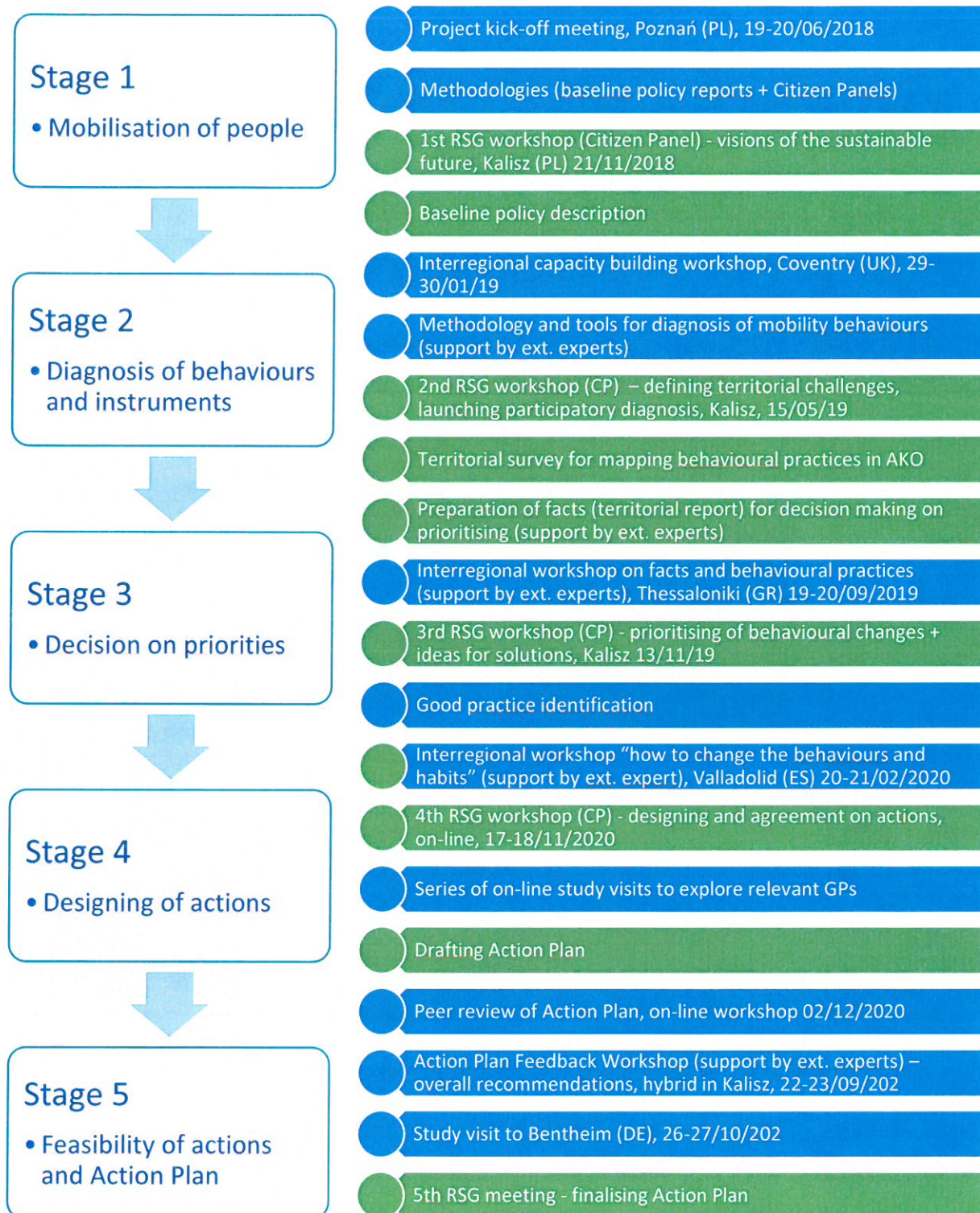
Policy learning process in PE4Trans interweaved the interrelated interregional and territorial activities, depending on as well as strengthening each other:



The project workplan has been divided in 2 phases:

- phase 1 – interregional learning (actual activities of Partners within Pe4Trans project aiming to elaborate Action Plans) – duration: 36 months (with extension of 6 months due to COVID-19 pandemics)
- phase 2 – monitoring (limited activities of Partners focused on following-up the implementation of Action Plans) – duration 24 months
-

The work within phase 1 of PE4Trans was implemented in 5 STAGES divided into chronological steps reflecting the project logic:



Within the participatory dimension of the project, the content of the proposed actions for sustainable mobility was developed and co-shaped with the contribution of the citizens - Members of the Citizens' Panel (CP), following shared methodologies of co-creation workshops that were carried out in five participating regions of PE4Trans.

PART I – GENERAL INFORMATION

Project: **Public Engagement for Sustainable Public Transport**

Partner organisation: **Kalisz-Ostrow Agglomeration Association**

Other partner organisations involved (if relevant): Adam Mickiewicz University Foundation, Poznan
Science and Technology Park

Country: Poland

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PART II – POLICY CONTEXT

THE ACTION PLAN AIMS TO IMPACT:

- ✓ **Investment for Growth and Jobs programme,**
- European Territorial Cooperation programme,**
- ✓ **Other regional development policy instrument.**

POLICY INSTRUMENTS ADDRESSED:

1. Regional Operational Programme for Wielkopolskie Voivodship for 2014-2020
2. Programme European Funds for Wielkopolskie Voivodship for 2021-2027
3. Kalisz-Ostrów Agglomeration policy for the elderly for 2020-2027

POLICY CONTEXT DESCRIPTION

Kalisz-Ostrow Agglomeration is part of Wielkopolska, located in south of the region. Main cities: Kalisz (100.000 inhabitants) and Ostrów Wielkopolski (72.000 inhabitants) located 20 km apart, form an agglomeration. The area suffers from smog (like whole Poland), that's why development of sustainable transport is one of priorities.

SAKO – Association of Kalish-Ostrow Agglomeration brings together all 24 local authorities in the territory to collaborate on infrastructure, economic and social development. SAKO is an intermediary body in Wielkopolska ROP 2014-2020 for integrated territorial investments (ITI) program corresponding to the territory of the agglomeration.

For European Funds Programme for 2021-2027 the ITI for the agglomeration is planned, however the role of an intermediary body may be assigned to a central institution in the region.

Agglomeration is in the process of SUMP Development, where main areas are:

- spatial planning with the focus on transport-oriented spatial planning and reduction of transport demand,

- individual car transport and freight transport with the focus on calming down the traffic and improving road safety, parking policy, city logistics as well as reducing the environmental impact of individual and freight transport,
- public and non-motorized transport with the focus on improving the competitiveness of non-motorized transport, improving the competitiveness of public transport, reducing impact of public transport on the environment and promotional activities (focused on transport),
- management with the focus on structures for managing sustainable mobility as well as promotional activities (concentrated on holistic solutions).

IMPROVEMENT NEEDS:

The Action Plan focuses on the activities of Kalisz-Ostrow Agglomeration Association within the Measure 3.3.4 of Regional Operational Programme of Wielkopolskie 2014-2020 - Support of low carbon strategies, including urban mobility. The activities aim to contribute to low carbon economy objectives through the support of low gas emission public transport, strengthening the use of sustainable transport, including cycling and walking, by the Kalisz-Ostrów Agglomeration inhabitants and reduction of pollution on the territory. ROP foresees integrated investments projects combined the promotion actions. Thorough analysis the projects submitted for ROP makes it evident that they must be strongly supported at the implementation stage to gain better synergies. Increased impact on the citizens' behaviours and habits towards sustainable transport is necessary to fully exploit the "hard" activities, especially infrastructure development.

In addition the AP addresses the new Kalisz-Ostrów Agglomeration policy for the elderly for 2020-2027. The policy coordinates activities of local governments of the Agglomeration within 7 areas: 1. employment, 2. economic security, 3. health, 4. care, including long-term care, 5. shaping public space, 6. free time, including, among others, culture, social activity, 7. education.

The objectives of the policy include:

- I. Improving the conditions and quality of life of the elderly, including the activities covering:
 - a. Improving the infrastructure that is friendly and safe for the elderly;
 - b. Improving public transport and mobility;
 - c. Development of institutional forms of care for the elderly, including increasing the number of permanent and day care places.
- II. Implementation of initiatives and activities aimed at healthy and safe aging covering:
 - a. Promoting a healthy and active lifestyle
 - b. Increasing basic health care, including rehabilitation services,
 - c. Educational and information campaign
- III. Activation and integration of Seniors, covering:
 - a. Extending and adapting the cultural, sports and recreational offer to the needs of Seniors.
 - b. Intergenerational cooperation (seniors and young people)
 - c. Creating new Senior Clubs and Universities of the Third Age.
 - d. Building social capital by involving Seniors in the activities of the Third Sector.
 - e. Generating the common good, e.g. Civic Initiative or neighbourhood assistance.
- IV. Citizen participation, that will contribute to the development of activities supporting the active aging process, enabling and promoting the possibility of using the available educational, cultural, recreational and sports offer.

PART III: DETAILS OF THE ACTION ENVISAGED

ACTION 1: INTEGRATED ACTIONS FOR PROMOTION OF BIKING AND BIKE INFRASTRUCTURE - AKO ON THE BICYCLES

RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Change of mobility habits may start with leisure activity, which later on can be widened for other realms of life	PE4Trans interregional workshop “How to change behaviours and habits” 20-21 February 2020, Valladolid, Spain
Holistic consistent strategy to encourage citizens to use bicycles, including development of infrastructure, promotion campaigns and incentives, engagement of employers in promotion of cycling by model role of the managers, a day off for bicycle commuters	Good Practice : How to achieve behavioural change towards bicycle & sustainable mobility: the case of Karditsa, Greece
Promotion of bicycle commuting by engaging employers and provision certificates	Good Practice : Bicycle-friendly employer – financial support for obtaining certification, District of Grafschaft Bentheim
Events engaging different groups of society for the promotion of bicycle and bicycle infrastructure use, contest for cycling using the cycling infrastructure with support of tracking application.	Good Practice : “Social Biking Challenge” within European Mobility Week, of collecting points according to the km covered by bike (Thessaloniki, GR)
Use of smartphone applications to support use of mobility infrastructure provided by public administration	Variety of GPs: <ul style="list-style-type: none"> • A gamification app which collects data and raises awareness through a game to “motivate” participation and become more user-friendly (GR) • Free mobile app facilitating the car-pooling and on-demand travels from a rural area to the city center (Municipality of Trikala, GR) • Carpooling apps and platforms addressed to students and employees of the Technical Universities of Engineering in Athens and in Volos (Technical Universities of Engineering Athens and Volos, GR)
IT can support behavioural change providing: prompts for activity at relevant timing, rewards, social exchanges and comparisons.	PE4Trans interregional workshop “How to change behaviours and habits” 20-21 February 2020, Valladolid, Spain
The system of monitoring usage of bicycle paths helps to measure the results of policy instruments as well as plan improvements	SAKO study visit to Grafschaft-Bentheim, 26-27 October 2021

THE POLICY CHANGE NEED

In the past in the AKO Agglomeration bicycle infrastructure was hardly present. For example in 2013, there were only 85 km of bicycle paths in the Agglomeration In total, most of which (64.7%) were in the leading cities: in Kalisz 27.8 km and in Ostrów Wielkopolski, 27.2 km. In 12 communes there were none.

Thanks to the investment of Regional Operational Programme for Wielkopolskie Voivodship for 2014-2020 the infrastructure availability improved considerably. The Agglomeration members implemented several projects of construction of a system of bicycle routes / paths and their integration with transfer points of public transportation. 12 "Bike & Ride" facilities were constructed with 147 parking spaces and 30.72 km of bicycle paths with auxiliary infrastructure were added to the old ones to make some basic but consistent system for passengers mobility.

The provision of new infrastructure needs to be complemented by relevant information and promotion campaign so that it is used by AKO residents in everyday mobility, and thus limiting the use of cars. At the same time, the infrastructure still needs to be developed in order to make a real alternative for commuters using cars.

NATURE OF THE ACTION

The objectives of the action are following:

1. Promoting newly created bicycle routes through the implementation of operations on newly created or prepared routes.
2. Inclusion of citizens in the shaping of the infrastructure facilities by the provision of suggestions and comments by the users of the routes.
3. Promotion of citizen engagement values such as mutual respect, cooperation and kindness while competing in the contests.
4. Promotion of physical activity and a healthy lifestyle with the use bicycles.

The action *AKO on the bicycles* comprises a number of activities of different kind that all are driven by the goal of increasing the usage of bicycles for leisure and commuting. The concept is to loop the collecting information on users: their needs, ideas and feedback on the policy instrument (infrastructure and soft measures) for the improvement and changes of them on one hand. On the other of influencing the citizen behaviour.

The concrete activities planned comprise:

1. Structuring the own GP of **bicycle rallies** into regular activity broadening the orientation of the activity with the debate with the participants and potential participants. The strength of the existing practice has been the spontaneity and originality of each rally that engage collaboration with different co-organisers (e.g. libraries, kindergartens) and the theme of the rally that integrated cycling with entertainment, education, sport, culture or charity and anchoring them with important values of healthy life, experience of the beauty of nature and culture artefacts. Each rally addresses a specific target group, such as: families, the elderly, pre-school

children. The plan now is to maintain the variety with integrated approach and planning so that a joint calendar of rallies is agreed with the stakeholders.

2. Activity 1 is to be good basis of introduction of **structured debates** on the improvement of the infrastructure and complementary soft actions. The local authorities – members of SAKO – are aware of limited resources and time needed to construct the complete infrastructure, e.g. consolidate the cycling paths to become a route for given destinations, not to mention coherent network. Therefore the planning of investments should take into account the user perspective. Each rally will be an occasion to collect data from the participants (questionnaire and/or qualitative information from the natural conversations), social media discussions and actions as well as complementary “crowdsourcing” of improvements ideas following the [Thessaloniki GP](#). Each rally will be combined with social media campaign promoting the rally as well as the use of bicycle and the crowdsourcing campaign.
3. Integration of promotion cycling and tourism in the region through designation “**cyclist-friendly place**” for tourist attractions and service places. The objective of this activity is to engage different stakeholders in improving cycling infrastructure while at the same time promotion of the cycling as such. This activity has been originated in PE4Trans stakeholder workshop and is inspired to some extent by German GP of “[Bike friendly employer](#)”. The GP has given an example of solutions to the standardisation and certification regulations and procedures. In the case of the GP the process is run by a third party organisation (national cycling association).
The activity will start with engaging stakeholders: cycling association and citizens in preparation of standards and regulation as a basis of the label “cyclist-friendly place” award. Then a promotional campaign will recruit the operators of tourist attractions and restaurants to apply for the label. The places labelled will be added on the on-line maps of google and the spatial information system of AKO.
4. The information on the bicycle paths and the labelled places will be promoted through an **application for cyclists** to plan their routes and share opinions with others. The objective is to introduce in the application reliable information on the cycling paths, tourist attractions and “cyclist” friendly places. The application will be used for cycling competitions, employers actions, charity rallies etc.

The application will support behavioural change of users following PE4Trans recommendations discussed at the workshop “How to change behaviours and habits”, 20-21 February 2020 in Valladolid:

- Prompting intention formation, specific goal setting and goal review.
It will allow the users set specific goals related to biking. The app will review them regularly showing the achievement and allow adjusting the goal.
- Monitoring, feedback, and rewards.
The users biking performance will be monitored, feedback provided, and rewards will be announced. It will be determined at the funding stage if the reward will be material or symbolic (e.g. free tickets, social recognition).
- (Social) Comparison.
Comparative data will show the users how their performance compares with their past performance, and that of others in the community of users or a smaller group set in the app.
- Prompts and personalisation.

Users are prompted at appropriate times to use the bike e.g. sunny day, Sunday. Prompts are personalised to users' preferences and contextual circumstances.

- Aiding decision-making.

Users will be provided with sufficient appropriate information to enable them to make informed decisions about taking the bike (weather conditions, traffic congestion).¹

SAKO will assess the funding opportunities as well as legal circumstances to decide on the form of the application ownership and maintenance. The options to choose are: public funded project for the creation of the app, ownership and maintenance by SAKO, public-private partnership in which the spatial data is provided by SAKO but the app is developed and maintained by private institution, probably NGO. The third option might be inclusion of the data in functioning applications by the participants of the rallies and context motivated by the rewards for the "best promoter of AKO cycling".

5. Collaborative **campaign engaging employers** for the promotion of using bikes for commuting. The action is inspired by a number of PE4Trans good practices of: [national bike competition in Greece](#), elements of [Karditsa bike strategy](#) including extra day off for municipality employees commuting to work by bike, German GPs of ["bicycle friendly employer"](#) and the campaign ["by bike to work"](#) setting individual goals for the participants. The idea for the campaign have arisen in PE4Trans citizen panels, that compared the potential motivations of the analysed target groups of "young professionals" and "middle aged managers" and the inspiration given by the tips from the external expert and the presentations of the above mentioned GPs. SAKO will coordinate the action with the member municipalities, enhance their motivation schemes with the advice based on the GPs' knowledge as well as promotion campaign through the social media channels.
6. Introduction of **monitoring system of the bicycle paths usage**. The activity is inspired by peer review with the District of Graftschaft-Bentheim partner and the study visit of SAKO representatives to that partner (26-27 October 2021), who has many years' experience in counting the users of the bicycle paths. SAKO will collaborate with respective members, beneficiaries of path investment projects, to agree on a simple methodology and start regular monitoring since 2022.

STAKEHOLDERS INVOLVED

- Formal and informal cyclist clubs;
- AKO member local governments ;
- Citizens.

TIMEFRAME

Year	2021					2022										2023					
Month	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5		
1. Cycling rallies	Joint planning of the calendar with organisers SAKO: meetings, coordination		Joint promotion & implementation of rallies												Evaluation and 2023 planning						
2. Debates on the improvement s			Joint planning of crowdsourcing and data collection					Joint data collection during rallies in 2022 and in-between: "crowdsourcing" of improvements ideas													
									Data analysis & decisions	Presentation of learnings		Implementation of improvements in the cycling infrastructure and other ideas									

¹ P. Forbes, S. Wells, J. Masthoff, H. Nguyen, *SUPERHUB: Integrating behavior change theories into a sustainable urban-mobility platform* (2012) <https://doi.org/10.14236/ewic/HCI2012.99>

Year	2021					2022										2023				
													to wide audience							
3. "Cyclist-friendly place" label		Identification & engaging of stakeholders (cycling associations, cyclists, operators of tourist attractions, restaurants, shops etc.)			Elaboration of standards and regulations of the label		Promotional campaign to recruit the operators of tourist attractions, restaurants, shops etc. to apply for the label													
					Promotion campaign planning		Granting & adding places labelled on the on-line maps of google and the spatial information system of AKO as well as on the cycling app for AKO													
5. Cycling application for AKO	Assessment of options (funding & legal issues) and consultation with the stakeholders					Decision	Preparation & submission for ERFD project					Specification of functionalities and procurement of service provider			App development					
6. Cycling promotion campaign engaging employers			Identification & engagement of stakeholders (cycling associations, organisers of rallies, employers: municipalities, etc.)			Elaboration of the scheme concept with stakeholders engagement		Pilot implementation of the scheme by the employers involved in elaboration of the scheme					Adding employers who introduced the scheme on the on-line maps of google and the spatial information system of AKO integrated with the application for cyclists							
						Promotion campaign planning		Carrying promotional campaign presenting the implemented scheme (interviews with employers and employees, results of monitoring and evaluation)												
								Monitoring					Evaluation							
7. Monitoring system of the bicycle paths usage	Engaging SAKO members to elaborate a simple methodology		Carrying out regular monitoring of the bicycle paths usage																	
			Evaluation of the results of the monitoring																	
	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	

COSTS

1. Cycle rallies
 - a. the work of the SAKO employees (6 people engaged a portion of the working time, depending on the phase of the organisation of a rally) temporally and the local authorities (1 person per member) and volunteers (10-20 people);
 - b. the costs of trophies ca. 500 EUR per rally;
 - c. snacks and beverages – in kind (provided by sponsors, the local food producers).
2. Debates on the improvements
 - a. the work of the SAKO employees and the local authorities and volunteers (the same as in action 1);
 - b. promotion budget ca. 1000 euro;
 - c. the funding for the investments – budget of 50.000 euro per year.
3. "Cyclist-friendly place" label
 - a. the work of the SAKO employees (3 people in a portion of working time) and the local authorities (1 person per SAKO member) and volunteers;
 - b. design of the label – 500 euro.
4. Cycling application for AKO
 - a. Costs of application provider – in case of external provider option realised. The cost will be estimated in the procedure of preparation of requirement specification.
5. Cycling promotion campaign engaging employers
 - a. the work of the SAKO employees (3 people engaged in a portion of working time) and the local authorities (1 person per member) and volunteers

- b. the costs of prizes ca. 500 EUR per employer
- 6. Monitoring system of the bicycle paths usage
 - a. the work of the SAKO employees and the local authorities and volunteers (the cost to be estimated while selecting methodology).

FUNDING SOURCES

- The operational budget of SAKO and its member local authorities;
- Programme European Funds for Wielkopolskie region 2021-2027;
- Sponsoring.

ACTION 2: MOBILITY WEEK FOR SCHOOLS

RELEVANCE TO THE PE4TRANS PROJECT

Lesson learnt	Source of the lesson
Collaboration with stakeholders, such as schools and employers, helps to reach the target groups and enhances the effects Teachers and young people may become leaders in engaging school students Competition and prizes may be additional motivators	PE4Trans interregional workshop "How to change behaviours and habits" 20-21 February 2020, Valladolid, Spain
Good practices of organising activities addressing pupils and students for promotion of bike use among school children and youth	1. Project "Stars" - pupils cycling to school (City of Valladolid, ES) 2. "Let's go to school; Eco-friendly transportation to school!" (Thessaloniki, GR) 3. "Bikeability" program in UK (West Midlands)
Good practice in improving children safety while commuting to schools	4. Safe School Routes (City of Valladolid, ES)

THE POLICY CHANGE NEED

In the Agglomeration too many children are transported to school by their parents in private cars, especially in the cities. Rural areas are covered by school bus system organised by the local authorities. The parents have concerns for children safety, therefore the collaboration with schools in promotion of safe bicycle commuting may change the situation.

In the process of citizen panel workshops, the stakeholders have selected the issue as important not only for the children commuting but also for the habits of parents. For parents it is difficult to handle too many duties including transportation of their children to think of their own sustainable and healthy activities. The key solution is in building independence of children while at the same time taking care of their safety. Both are important values for parents. Inspiration of a number of good practices of partners are addressing both issues has been used for the action.

NATURE OF THE ACTION

The objectives of the action are following:

1. to increase the sustainable means of transport for school commuting, especially cycling and this way decreasing the number of children that are escorted by car;
2. to facilitate the development of independence of the children by reducing the obstacles for pupils going to the school "by themselves";
3. to engage schools in the promotion of sustainable mobility.

The plan is to involve the schools in the promotion of the sustainable transport through integrated participation in a new initiative of the agglomeration partners and schools for sustainable pupils' mobility. SAKO will organise a competition among schools for the engagement of students in the promotion of active mobility modes, especially bicycle.

The action will be implemented in two steps: a pilot covering one commune (local administration unit) in 2022 and rolling up to the whole AKO territory in 2023.

SAKO will mobilise local authority (who is responsible for schooling at primary level), schools on the respective territory and NGOs in the initiative that will provide space for bottom up sub-initiatives for headmasters, teachers and pupils to contribute to sustainable mobility of pupils. The campaign will have the culmination point in "mobility week". The mobility week will be an occasion to present the bottom-up initiatives, award prizes and organize events. Within the frame of the action SAKO together with cyclist association will offer to schools practical workshops for children on: riding the bicycles, rules on the road, first aid, curious details related to bicycles and physical rules, bicycle maintenance and repair.

As the action is aiming to reduce the car escorting children to schools the monitoring of this phenomenon will be introduced. The use of different transport mode will be measured by surveys before the action, and yearly after each mobility week.

STAKEHOLDERS INVOLVED

- SAKO
- Schools
- Member local authorities,
- NGOs, e.g. cyclist club

TIMEFRAME

The action will be implemented in two stages: a pilot in collaboration with one local authority in 2022 and evaluation and rolling-up to the whole AKO territory since 2023 as a regular activity.

Year	2021					2022										2023				
Month	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	
1. Pilot action in schools in 1 commune	Mobilisation of the stakeholders (local authority, school headmasters, sponsors, NGOs)		Preparation of the offer, regulations			Recruitment of schools, which start working on their initiatives and report them through social media (groups, events)				Mobility week (series of events, prizes)		Evaluation of pilot and preparation of								
										Promotion through all media channels										
	Promotion campaign planning					Campaign and activities are integrated														

	<p>5. Provision of real-time information about public transport through a call center, designed especially for elderly (Thessaloniki, GR)</p> <p>6. Horizon 2020 project https://recetasproject.eu/</p>
<p>The behavioural change instruments must be based on the values of the target group. The actions should consider integrated approach that is reflected in many realms of life not only related with mobility itself.</p> <p>The core values identified through development of joint vision at all PE4Trans Citizen Panels: health, social sensitivity, sense of society, nature, quality of life, future for next generations (children, grandchildren)</p>	<p>PE4Trans interregional workshop “How to change behaviours and habits” 20-21 February 2020, Valladolid</p> <p>PE4Trans capacity building workshop, 29-30 January 2019, Coventry</p>

THE POLICY CHANGE NEED

Even though the AKO territory is undergoing the ageing population process in a slower pace than the country average, the social issues related to will be not escaped. The phenomena observed include also outflow of people from cities towards their outskirts, causing gradual depopulation of these places and the increasing challenge of the social services delivery. The deepening process of ageing of the population, the feminization of old age, i.e. a growing share of women and an increasing share of people running one-person households in all these households also add to the issues. In the rural area they are more acute than in big cities. The elderly citizens of the agglomeration have multiple problems related to mobility and access to other public services. Therefore the change of mobility habits of the senior target group needs to be integrated with all the other policy activities addressing this group.

NATURE OF THE ACTION

The action focuses on the facilitation of accessibility and safety of public transportation for senior citizens as well as healthy transport behaviour – walking and biking. It is planned within larger policy addressing the elderly population that aims at:

1. increasing the quality and availability of social services and health care services for the elderly and care services,
2. changing the habits of the elderly towards active life style, increasing social and civic participation of older people, including volunteering, which will also add to their wellbeing and improve health;
3. improvement of safety of the target group in mobility activities as well as using the public services,
4. elimination of architectural barriers and improvement of infrastructure.

The action assumes twofold activities:

1. improvements in the public transportation system introducing postulates from the target group (already collected) which comprise:
 - free transport for a senior on the premises of the AKO or affordable transport;
 - priority seats in buses for elderly, marking of several seats in public transport;
 - parking lots for the elderly;
 - infrastructure of stops - places to sit + information (larger font);
 - organization of transport for Seniors to general events and occasionally to cultural and recreational events.
- SAKO will mobilise the associated members (local authorities) for coordinated actions related to improvements of public transport infrastructure through regular contacts with members and working groups.
2. Soft promotion and training campaign led by SAKO in collaboration with associated members and local stakeholders:
 - Promotion of physical activity (walking, biking), contact with nature and social interactions as a way to maintain physical and mental health following the integrated approach discussed at PE4Trans interregional workshop “How to change behaviours and habits”, 20-21 February 2020, Valladolid and EU project <https://recetasproject.eu/> based on Nature Based Social Prescribing approach. That is non-medical, salutogenic approach that involves multiple stakeholders: doctors, local communities, community leaders, the elderly and their families. It focuses on factors that help building a good condition instead of healing diseases. As transversal approach while promoting active life it contributes to the values of social inclusiveness, health and nature as identified in all PE4Trans citizen panels to be the core values behind sustainability and sustainable mobility;
 - inclusion of sustainable mobility issues in the SAKO education action towards the elderly target groups social inclusion through stimulation of their activity and promotion of healthy and active lifestyle. The action will be performed in collaboration with the stakeholders (listed below).

STAKEHOLDERS INVOLVED

- Local authorities – members of AKO, especially the officers responsible for policy and services for the ageing society;
- Agglomeration Senior Council – advisory body of SAKO and member local governments for issues related to social policy, especially ageing society on the AKO territory;
- Universities of Third Age in the area;
- Senior Clubs in the area.

TIMEFRAME

Year	2021						2022												2023				
Month	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5				
Mobility infrastructure improvement for elderly people	Coordination of working groups of the SAKO members on the future ERDF projects to include the solutions for the elderly people																						
			Preparation and submission of projects						Evaluation of projects			Improvements implementation											
												Identification of alternative financing solutions for rejected projects											
Education campaign for seniors	Series of workshops on digital inclusion		Evaluation of previous series & preparation of next edition				Series of workshops on preparation for old age										Evaluation of previous series & preparation of next edition			Workshops			

COSTS

- Work of SAKO employees (3 people engaged in a portion of working time) and member local authorities (1 person per SAKO member);
- The infrastructure improvements – to be estimated, born by the public transport institutions;
- Promotion and education campaigns – ca. 7.000 euro, can be changed as the scale will dependent on available funding sources.

FUNDING SOURCES

- Budgets of local authorities;
- Budgets of stakeholders;
- Regional and national programmes of European Funds (2021-2027),
- National programme "Aktywni+" .

CZŁONEK ZARZĄDU

Krzysztof Nosal

DYREKTOR BIURA

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STOWARZYSZENIE
Aglomeracja Kalisko-Ostrowska
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