

# KEEP MOVING

## A Strategic European Research Programme on Demographic Changes and Transport

### Call 1

#### *Improving the Mobility of the Elderly*

#### Preamble

This joint co-ordinated call will be conducted according to the respective national rules. The provisions of the officially announced national call texts build up the legal basis and framework for each national call separately. This paper provides an overview of the national co-ordinated calls and serves as information on the accompanying trans-national coordination. It does not contain legally binding provisions. In case of contradicting provisions of the joint co-ordinated call – the national provision prevail.

## 1. Introduction

France, Germany, The Netherlands and Sweden are opening a joint call for proposals on the issue of 'Improving the Mobility of the Elderly'. This call is the first implementation step of the joint programme KEEP MOVING ([www.transport-era.net](http://www.transport-era.net)), which was defined by the four countries with support from ERA-NET TRANSPORT (ENT). KEEP MOVING is an intergovernmental initiative that deals with the issue of 'Demographic Changes and Transport'. National programmes build up the basis for the joint initiative and will provide funding for the research projects within KEEP MOVING.

A definition process was carried out in order to determine a specific sector within the field of 'Demographic Changes and Transport' suitable for a joint call. Experts from the participating countries supported the process. The outcome of the specification process was the definition of the call topic 'Improving the Mobility of the Elderly'.

This first call within the framework of KEEP MOVING reflects the existence of similarities in the research needs identified within each of the participating countries related to improving the mobility of the elderly. Special focus is placed on the future needs of the elderly and relevant innovative solutions and services.

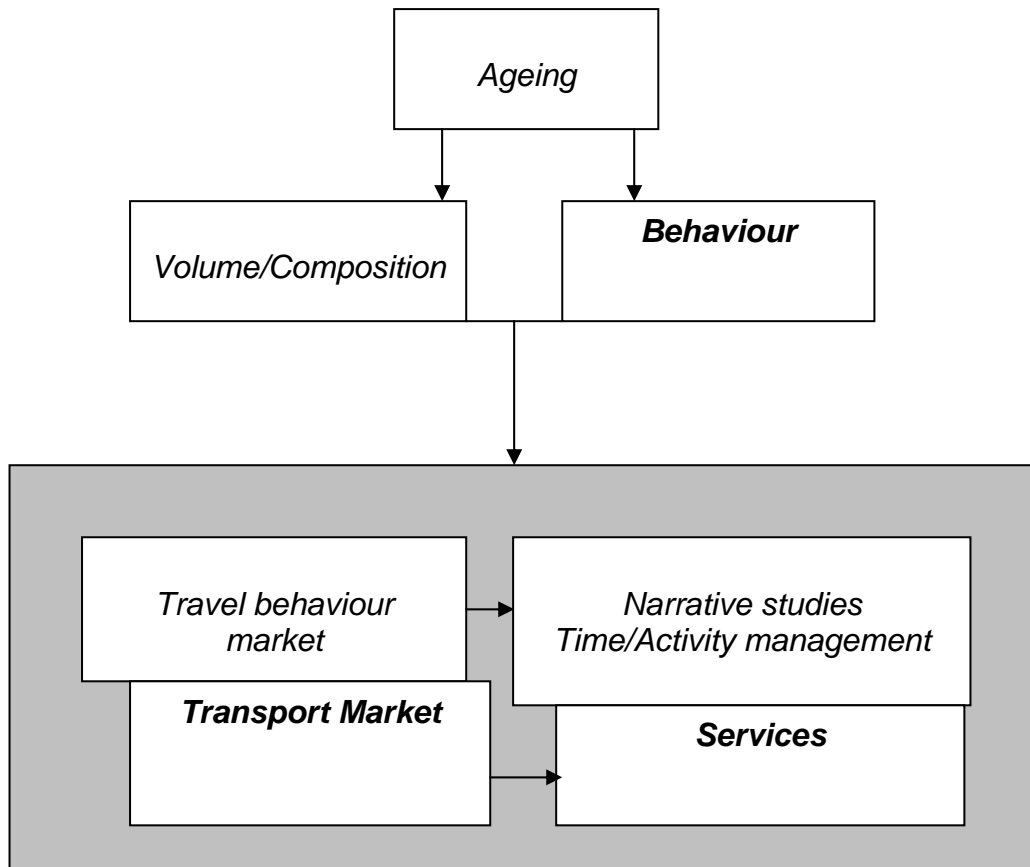
## 2. Content of the Call

### 2.1 The Conceptual Framework

This call focuses on the elderly. In the research projects to be funded, two factors need to be taken into account. Due to an increase in the number of the elderly and a proportional decrease in the number of younger people, there exists a so-called composition effect (in 2040, some 30% of the European citizens will be 65 years of age or over and only approximately 20% will be younger than 18). The other effect is volume. In most European countries population is decreasing. These two effects are relatively easy to estimate. Conversely, changes in behaviour (activity and travel behaviour) are much more difficult to approximate. The behaviour of the elderly of the future will be different from that of the

elderly of today. It is important to realise that this behavioural effect has to be taken into account simultaneously with composition/volume effects.

The envisaged research projects in this call relate to two different 'markets' within the conceptual framework. The general issues fit in the 'Travel Behaviour Market' and the services in the 'Transport Market' (see figure).



Source: Peter Jorritsma, KiM Netherlands Institute for Transport Policy Analysis

## 2.2 The Thematic Focus

One relevant way to improve the mobility of the elderly is to develop innovative technological solutions and services for the coming decades. The development of an appropriate knowledge base is seen to be a pre-requisite. Benchmarking in the international context is of interest as well.

The research questions and sub-issues which should be addressed in proposals are:

### Item A. What are the future needs of the elderly?

- Catching the perspectives of the elderly
- Mobility and gender
- Planning processes and education
- Time management of the elderly

**Item B. Which are the innovative transport solutions and services that can contribute to the improvement of the mobility of the elderly?**

- Services for personal mobility
- Delivery and supply services for the elderly

These themes primarily aim at the achievement of the following policy goals:

- Ensurance of equal opportunities for mobility,
- Improvement of the attractiveness of the transport system for the elderly,

The themes and the underlying research questions are described in more detail below.

### **2.2.1 The Future Needs of the Elderly**

There is a variety of different questions relating the future needs of the elderly and many different approaches to investigating them. Several issues are highlighted below in order to give thematic guidance for applicants. The outcome of the studies might be qualitative or quantitative scenarios and suggestions of policy measures – the latter based on forecasts from modelling studies.

#### Relevant research issues:

- Catching the perspectives of the elderly
  - How to deal with heterogeneity (younger elderly, older elderly etc – elderly as many groups)
  - Narrative studies on elderly peoples' perspectives and wishes
  - Setting the norms by looking at elderly peoples' needs when designing the system
- Mobility and gender
  - Older women
  - Differences between women and men
- Planning processes and education (planning and decision making processes for elderly)
  - Improving planning and decision making for the elderly
  - Developing participatory dialogues with the elderly
  - Improving education for the elderly
- Time management of the elderly

In the future, activity patterns of the elderly will be different than they are today and they will be arranged in a different way as well. Proposals should focus on:

- The way elderly will arrange their complex activity patterns taking into account, for example, participation in the labour force, leisure and voluntary work;
- The conditions under which daily time schedules can be accommodated;
- The services which are needed to achieve this;

- The involved key players
- The way mobility patterns are affected.

## 2.2.2 Services

There are a lot of promising approaches to improving the mobility of the elderly. The focus of this call lies on services for the elderly.

Proposals in this area should:

- consider and/or develop required background knowledge, like the future needs of the elderly, with respect to services,
- undertake the required R&D work, and
- foresee a demonstration phase/part.

### 2.2.2.1 Services for Personal Mobility

The services should contribute to the improvement of the mobility of the elderly.

They can be related to:

- current and future information and communication technologies (ICT)
- payment and billing procedures in transport and/or
- innovative organisational solutions.

#### Relevant research issues:

- Information and communication services
  - Modern ICT design and implementation concepts that can improve the mobility of the elderly (information, navigation etc); elderly-oriented specification of information.
  - Suitable and beneficial on-trip and off-trip services for elderly (e. g. traffic information, navigation, emergency services).
  - New human-machine interfaces (HMI) which are adapted to the needs of the elderly.
- Payment/billing services
  - New and specified (barrier-free) payment applications that attract more elderly to public transport (e. g. smart cards, combined with further services for elderly).
  - New and attractive tariffing concepts.
- New organisational solutions
  - Concepts to bundle passenger transport for the elderly outside of the traditional public transport system; central organisation of transport to destinations which are frequented by the elderly (e. g. cultural events, medical centres)
  - A 'service-network' to support all processes for the supply of the elderly; this would eventually require the exchange of individualised data therefore necessitating careful consideration of data security and legal issues.

- New concepts to combine the transport of passengers and goods.
- Solutions for the usage of existing mobility centres
- 'On demand services' for the mobility of the elderly: business models, new types of services for meeting new needs.

### 2.2.2.2 Delivery and Supply Services for the Elderly

These services are predominantly related to the supply of the elderly with goods and services (e.g. health care) in order to maintain the utmost in living quality and independence.

#### Relevant research issues:

- Virtual market places
  - It is still not obvious if these new technologies will generate more mobility of persons and goods or on the contrary limit them. It must be clarified what kind of transport infrastructure and network modification could be necessary to manage coming changes.
  - Improvement of B2C-E-commerce for elderly in order to contribute to a better mobility of elderly (e. g. tailored offers and tariffs, specific needs regarding safety/security)
- Innovative delivery aspects
  - Innovative and cost-effective delivery services that contribute to improved living-conditions.
  - Innovative concepts for supplying the elderly with goods and services: e. g. innovative delivery services (medical services, medications, food, daily demands)
  - New ways to overcome barriers to travelling: e. g. innovative travel solutions (for example, luggage delivery, personal accompaniment)
  - New concepts to improve the user acceptance of delivery services. Innovative and elderly-oriented design of last-mile concepts and new solutions for the return problem.

## 3. Procedures

### 3.1 General Information for Proposers

- The goals of the call should be achieved with **collaborative projects** dealing with the described research questions.
- The **consortia** of the collaborative projects should comprise partners from at least two participating countries.
- The partners of the projects will normally be located in the participating countries and will receive **funding** from the participating funding body of the same country.<sup>1</sup>
- The **duration of the projects** should not exceed three years.

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<sup>1</sup> For some funding organisations the funding of participants from other countries is possible and will be based on case-by-case decisions. More information will be provided by the contact point/person (see chapter 5).

## 3.2 Application and Evaluation

The procedure of this joint call for proposals will be a “two-step-approach”, which foresees first a call for project ideas and secondly an invitation of selected ideas for the submission of a full proposal. Project ideas as well as full proposals will be evaluated according to the national rules of the funding bodies, which will install a trans-national evaluation group in order to come to consensus decisions about the collaborative projects to be funded.

### 3.2.1 Nationally Specific Guiding Information for Proposers

In order to meet the different national R&D preferences, the following nationally specific guiding information is provided to the potential proposers:

#### Proposers from **France**

- The primary funding body for French researchers is Agence Nationale de la Recherche (ANR) via the ANR-Predit **call on Safe, Reliable and Adapted transports**.
- ANR does not have a thematic preference regarding the two items but the projects should fit with the French call text.

#### Proposers from **Germany**

- The primary funding body for German researchers is Federal Ministry of Economics and Technology (BMW).i).
- BMWi only funds application-oriented research, which is covered by item B.
- BMWi only funds researchers from Germany.

#### Proposers from **The Netherlands**

- The primary funding body for Dutch researchers is KiM Netherlands Institute for Transport Policy Analysis.
- KiM does have a preference regarding item A.

#### Proposers from **Sweden**

- The primary funding bodies for Swedish researchers are VINNOVA and Swedish Road Administration (SRA).
- Within call No. 1 VINNOVA / SRA are primarily interested in item A.

**The proposers are asked to consider these national restrictions in the composition of project work plans and consortia.**

For further questions, the contact point/person will be available (see chapter 5).

### 3.2.2 Timeline

<b>STEP 1</b>	
February 2007	<b>Publication of the Call for project ideas in France<sup>2</sup>, Germany, The Netherlands and Sweden</b>  <b>Project ideas can be submitted</b>
15/05/2007	<b>Closure of the national calls</b>
June 2007	<b>First Evaluation of project ideas<sup>3</sup></b>
<b>STEP 2</b>	
Immediate succession upon evaluation	<b>Invitation to submit a full proposal</b> incl. the formal (administrative/financial) parts of project ideas that have been positively assessed in step 1 (=announcement of the evaluation results)
	<b>Deadline for the submission of full proposals</b> Deadlines will be set in the invitation to submit full proposals
	<b>Final Evaluation of full project proposals + Contract negotiation</b>
	<b>Announcement of evaluation results</b>
	<b>Start of the project(s)</b>

### 3.2.3 Selection and Decision Procedures

The submitted Project ideas will be evaluated in a two-step approach – where appropriate with the assistance of external experts. In the first step, the national evaluation will follow national guidelines. In the second step, the trans-national evaluation will be carried out addressing the following categories:

1. Content of the Proposal: relation and relevance of the proposal towards the objectives, themes and research issues of the call;
2. Approach and Methods Employed: clarity of the description and suitability of the proposed project for trans-national co-operation;
3. Innovativeness of the Proposed Project: extent of innovation within the proposed solution in relation to the current state of science and technology; prospects of scientific and economic success of the project or its sub-projects, for example likelihood of market penetration, transferability of the project results; prospects of success in regard to a practical demonstration of the results; comprehensibility of the qualitative and quantitative objectives and the intended analyses of the effects of the project;
4. Qualifications of the Proposers: including the presentation of relevant experience; experience with the topics as described in the call; experience of the proposed consortium with international oriented projects;
5. Feasibility of the Proposed Planning: conclusiveness of the project concept and efficient project management; conclusiveness and efficiency of the work and project planning, commensurability of effort and expense with the objectives of the project.

On the basis of the evaluation, project ideas displaying particular suitability for funding will be selected. The result of the selection procedure will be communicated to proposers in writing.

<sup>2</sup> French proposals must be submitted to the ANR Call with full project proposals already in STEP 1.

<sup>3</sup> Firstly, according to the national evaluation criteria. Secondly, according to the international criteria described in 3.2.3.

In the event of a positive evaluation, proposers will be invited in a second step to submit a formal application for funding within a specified period of time. The final funding decision will be based on a concluding examination of the formal application.

### **3.3 Practical Information**

#### **3.3.1 Application Forms**

Applications must include a description of the technical content in the following form (**max. 10 pages**):

##### **Cover page (one-sided)**

- Keyword, possibly an acronym (max. 15 characters)
- Long version of the project designation (max. 250 characters)
- Contact information of the project co-ordinator (organisation, address, name of the project manager, telephone, fax, email)
- Listing of the participating partners, syndicates
- Brief description of the project approach (max. 1.200 characters)
- Any notes and reasons regarding the confidentiality of information in the sketch
- Date / company stamp / signature (co-ordinator)

##### **Description of the project idea (max. nine pages)**

1. Problem description
  - Problem description and evaluation
  - Contribution to the implementation of the call announcement and of the R&D programme
2. Innovativeness and attractiveness of the solution approach
  - Scientific status quo
  - Innovation in comparison to ongoing activities
  - Research-determining hypothesis (-es)
  - Potential of approach for solving the described problem
  - Cost/benefit aspects
3. Rough project concept
  - Project foci, R&D content
  - Contributions of the individual partners to the project
4. Plausibility of the implementation concept
  - Coverage of organisational and financial requirements for market introduction
  - Inclusion of users / operators - introduction and diffusion strategies
  - Procedure for the solution of conflicts with basic conditions (field study)
5. Self-evaluation
  - Concept for self-evaluation, criteria
  - Concrete, quantified objectives for the desired effect on traffic in field study
  - Explanation of how the objectives and effect analysis will be calculated and how the achievement of the desired effects will be proven in the future
6. Potential of the project partners
  - Position of the co-ordinator
  - Expertise of the partners (brief)
  - Experience of the partners with:

- *The topics/themes (so content oriented) by showing a list of at least 3 projects in last 2 years concerning these topics*
- *Trans-national experience by showing a list of at least 3 trans-national projects carried out during the last 2 years.*
- *The experience of the proposed staff and research team with the topics mentioned in the call by showing a CV*

7. Duration and financing concept, allocation to the partners

#### **Additionally:**

The need for inclusion of all proposed partners (e. g. along a value-added chain) must be plausibly described in the project description. When building the project consortium, the constellation of the consortium (including the number of the partners) should be derived from the requirements posed by nature of the research topic, as well as from the implementation requirements. The following must also be submitted:

- Declarations of intent by all project partners regarding their planned participation
- Declarations of intent by all project partners regarding the assumption of the self-financing share.

### **3.3.2 Submission of the Proposals**

The project ideas have to be submitted as a hard copy **by post or by fax**, not later than May 15<sup>th</sup> (24.00 hour), 2007. In addition, it is recommended to send the proposals also by email.

The submissions should indicate the reference with the **keyword “KEEP MOVING”**.

The project ideas should be sent to the ERA-NET TRANSPORT secretariat<sup>4</sup>

c/o  
TÜV Rheinland Consulting GmbH  
Research Management  
Mrs. Nicole Ankelin  
51101 Cologne  
Germany  
Fax: ++49 221 806 3496  
Email: nicole.ankelin@de.tuv.com

Please also contact your national contact persons at an early stage, in order to follow the relevant procedures at the national and trans-national level.

### **3.3.3 Language**

The project ideas (step 1) must be submitted in English. When German proposers are involved, the project ideas also have to be submitted in German. The provision of accompanying versions written in further languages is optional.

The full proposals (step 2) must meet the following provisions:

- Each partner within a trans-national consortium has to submit its part of the proposal – incl. formal elements – in the official language of the funding body.
- In addition, each consortium has to provide a description of work for the whole project in English.

Further information will be provided in the invitation for full proposals.

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<sup>4</sup> The ENT secretariat will forward the received ideas to the appropriate funding bodies.

#### 4. Total Budget of the Call

The following transport research programmes, represented by the responsible programme owners and managing institutions, are participating in the joint call:

	Name of the programme “Name of the call”	Responsible programme owners and managing institutions	National budgets for national stakeholders
<b>France</b>	<i>ANR-PREDIT call on Safe, Reliable and Adapted transports</i>	ANR-PREDIT	10M Euro but no specific budget is earmarked for ERANET call.
<b>Germany</b>	Mobilität und Verkehr “ <i>Mobilitäts und Verkehrsdienstleistungen für ältere Menschen – MOVE AGE</i> ”	Federal Ministry of Economics and Technology (BMWi) supported by TÜV Rheinland Consulting GmbH	Up to 2M Euro
<b>The Netherlands</b>		KIM Netherlands Institute for Transport Policy Analysis	150.000 Euro
<b>Sweden</b>	“Infrastructure and effective transport systems”	VINNOVA	<ul style="list-style-type: none"> <li>▪ 100.000 Euro VINNOVA</li> <li>▪ 100.000 Euro Swedish Road Administration SRA</li> </ul>

## 5. Contacts

The following **national contact persons** and **national contact points** will be available for information about the national calls:

COUNTRY	CONTACT PERSON
France	<p><b>Sylvie Niessen</b> Ministère de l'équipement, des transports, du logement, du tourisme et de la mer Tour Pascal B 92055 La Défense France Phone: +33 140811411 <a href="mailto:Sylvie.Niessen@equipement.gouv.fr">Sylvie.Niessen@equipement.gouv.fr</a></p> <p><b>Ludovic Valadier</b> Programme Manager Agence Nationale de la Recherche 212 rue de Bercy 75012 Paris <a href="mailto:Ludovic.Valadier@agencerecherche.fr">Ludovic.Valadier@agencerecherche.fr</a></p>
Germany	<p><b>Nicole Ankelin</b> TÜV Rheinland Consulting GmbH Research Management 51101 Köln Germany Phone: +49 221 806-4165 <a href="mailto:nicole.ankelin@de.tuv.com">nicole.ankelin@de.tuv.com</a></p>
The Netherlands	<p><b>Peter Jorritsma</b> KiM Netherlands Institute for Transport Policy Analysis P.O. BOX 20901 2500 EX DEN HAAG THE NETHERLANDS Phone: +31 703511946 <a href="mailto:peter.jorritsma@minvenw.nl">peter.jorritsma@minvenw.nl</a></p>

<p><b>Sweden</b></p>	<p><b>Claes Unge</b>  VINNOVA  Mäster Samuelsgatan 56  SE-101 58 Stockholm  Phone: +46 8 473 31 77  <a href="mailto:claes.unge@vinnova.se">claes.unge@vinnova.se</a></p> <p><b>Ms Gerd Aström</b>  Swedish Road Administration - SRA  SE – 781 87 Borlänge  Phone: +46 243 751 23  <a href="mailto:gerd.astrom@vv.se">gerd.astrom@vv.se</a></p> <p><b>Per Norman</b>  VINNOVA  Mäster Samuelsgatan 56  SE-101 58 Stockholm  Phone: +46 8 473 31 73  <a href="mailto:per.norman@vinnova.se">per.norman@vinnova.se</a></p>
<p><b>ERA-NET TRANSPORT</b></p>	<p><b>Sieds Halbesma</b>  KiM Netherlands Institute for Transport Policy Analysis  P.O. BOX 20901  2500 EX DEN HAAG  THE NETHERLANDS  Phone: +31 703511970  <a href="mailto:sieds.halbesma@minvenw.nl">sieds.halbesma@minvenw.nl</a></p>

### Download Information on the call texts and application forms

The documents can be downloaded on the web at the ERA-NET TRANSPORT website under [www.transport-era.net](http://www.transport-era.net) and on the relevant national pages:

	<p><b>URL's:</b></p>
<p><b>France</b></p>	<p><a href="http://www.predit.prd.fr">www.predit.prd.fr</a></p>
<p><b>Germany</b></p>	<p>Federal Ministry of Economics and Technology (BMWi)  <a href="http://www.bmwi.de">http://www.bmwi.de</a>  Projektträger Mobilität und Verkehr, Bauen und Wohnen (PT MVBW):  <a href="http://www.tuvpt.de/neu/">http://www.tuvpt.de/neu/</a></p>
<p><b>The Netherlands</b></p>	<p>Peter Jorritsma KIM (<a href="mailto:peter.jorritsma@minvenw.nl">peter.jorritsma@minvenw.nl</a>)</p>
<p><b>Sweden</b></p>	<p>Per Normann VINNOVA (<a href="mailto:per.norman@vinnova.se">per.norman@vinnova.se</a>)  Claes Unge – VINNOVA (<a href="mailto:claes.unge@vinnova.se">claes.unge@vinnova.se</a>)  Ms Gerd Aström – Swedish Road Adm, Borlänge, Sweden (<a href="mailto:gerd.astrom@vv.se">gerd.astrom@vv.se</a>)</p>
<p><b>ERA-NET TRANSPORT</b></p>	<p>ERA-NET TRANSPORT,  co-ordination and secretariat c/o TÜV Rheinland Consulting GmbH, Research  Management  <a href="http://www.transport-era.net">http://www.transport-era.net</a></p>