

# AGE Platform Europe

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The changing societal trends that  
impact transport

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# Ageing Society

## Key elements for transport

In most EU countries a large % of population is more than 60 years old

= important market segment

Objectives: social & economic

- . avoid isolation
- . remain included in social life
- . behave as consumers and as citizens

# Which transport modes are concerned

- . Local public transport system
  - . Taxis
  - . Railways stations and trains
  - . Airports
- (ex: senior tourism ...)

# Key ingredients

- . Accessibility
- . Signage
- . Affordability
- . Appropriate Customer Service  
(Designing a process from purchase of a ticket to arrival at destination)

# EU context

- . A legislative initiative underway by the European Commission: European Accessibility Act
- . Standardisation work in the railway sector
- . EU Access City Award for transport:  
Examples of good practices in Spain, Austria, Germany, Slovenia

# Economic and social dimension

What benefits older people also  
benefits other categories of  
customers