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Zaragoza:
Co-creating age-friendly, accessibly services
and city infrastructure

www.zaragoza.es/mayores

Laura Fernando López

Ayuntamiento de Zaragoza

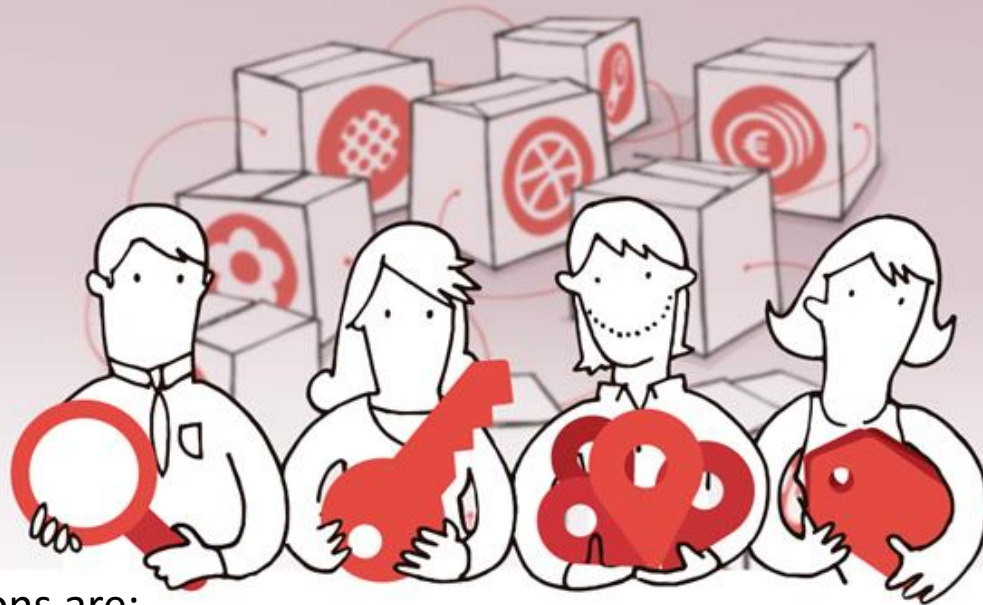
**Technical Office for Participation,
Transparency and Open Government**

The Senior Citizens Department



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319

About us - Technical Office for Participation, Transparency and Open Government



Among our functions are:

- Development of the website www.zaragoza.es
- Development of the Open Government Platform that integrates
 - Open data portal,
 - Transparency portal
 - and participation instruments and processes.

W3C



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MobileAge

Problems



1.- Need to improve the age-friendliness of neighbourhoods -> Friendly routes



2.- Older adults don't have a usable and accessible website on the municipal website that contains all the information they need -> www.zaragoza.es/mayores



1.- Friendly route

- Is a useful and frequent route: an habitual route that older adults use in their daily life
- You can walk in a safe and accessible way
- It is developed through the participation and consensus of a team of older people



Methodology

* Assessment through **direct observation** of urban spaces

* **Common reflection** on improvements needed to create friendly spaces

* **Collective knowledge** and sum of criteria, to define the improvements

* **Agreement and consensus** as a form of group decision-making



Methodology

1. Creation of groups
 - Senior centres: almost half of people over 65 inscribed in a municipal senior center
 - Heterogeneity
2. Presentation and role distribution:
 - GPS
 - Photography
 - Observe, analyze and write improvements
3. Selection of routes
 - Forms
 - Collaborative maps



Methodology

3. Field work

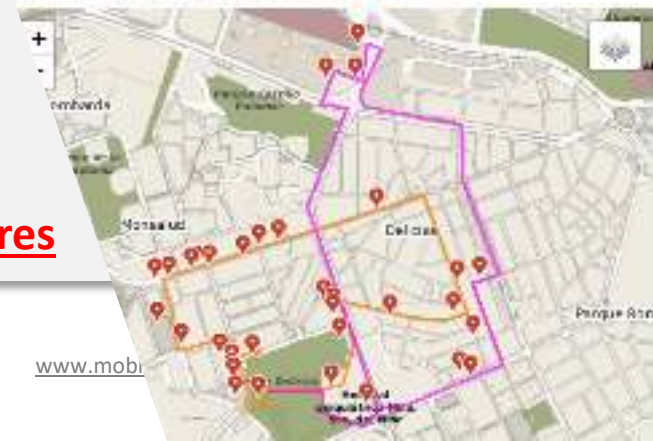
- 3 districts
- Write Needs: Benches, traffic lights with timing counter, curb recess, facility of access at bus stops, points of interest (public toilets...)
- **Outcome:** 6 routes
- 22 participants

4. Validation in the classroom - Agreement

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Terminillo (Delicias). Rutas Amigables



Methodology

5. Feedback session

- Complaints and suggestions
- Participatory budgets



2.- Zaragoza city council website for seniors

- Friendly with the user
- Easy to use
- Easy to learn
- Accessible



Zaragoza city council web page for seniors

- 78 older adults
 - 4 groups non-ICT use
 - 2 groups medium ICT use
 - 2 groups advanced ICT use
- Some Actions...
 - Increase the font size
 - Improve the contrast
 - Reinforce the identity of the Zaragoza City Council
 - Improve content to be introduced on the homepage

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Video



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Lessons learned

- It is easy for us to recruit older adults. 60.000 members in our municipal senior centers.
- It is necessary to work with **open data** and collaborative **visualization services** to easily share information
- It is necessary to work with **heterogeneous groups**: gender parity, age, physical problems, ICT level,...
- The dissemination of the activities on the web page, the implication of local services, the inclusion of proposals in participatory budgets,... **contribute definitively to the relevance of the process for the participants.**
- All this **actions that provide information** or improve the usability of **new technologies** for older adults **will contribute to decompensating the inequalities.**



Thank you for your attention!

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Department

Gobierno-abierto@Zaragoza.es



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