Youngster Overhauls today's Urban Transport Habits

YOUTH

The YOUTH project aimed to promote a culture of participative policy development in European cities by helping young people to have their say about renewables and energy efficiency in transport. The project was undertaken in four European cities: Berlin (Germany), Bucharest (Romania), Gdynia (Poland) and Rotterdam (The Netherlands). Young people themselves campaigned their ideas about renewables and energy efficiency to peers and adults, to the media, to the public and to policy makers. YOUTH had two principal aims: To promote understanding of smarter energy use in respect to urban traffic; to demonstrate value of the active participation of the younger generation in the decision making processes of local transport policy.

Results

- Youthful campaigning of intelligent solutions of energy efficiency in transport from youngster to peers via media productions like films and a poster exhibition and a competition between schools and youth groups.
- Virtual platform for youngsters' communication between the participating cities, to present YOUTH project, to allow a direct communication with youngsters and youngsters' feedback to the YOUTH process, to give opportunities of participation and controlling of implementation.
- Award shows for youth groups in the participating cities and youth exchange to present youthful ideas in other cities involved and to disseminate experiences.
- Touring exhibitions with contributions from the competition through the involved cities and additional 10 cities in the old and new Member States.
- Active participation of young people in policy decision making process of urban transport policy and adjustments and implementations following their suggestions and mobility requirements.

Lesson learned

- First lessons learnt have come from the YOUTH participation in designing YOUTH logo. From July to November 2007 workshops with youngsters have been organized in Berlin, Bucharest, Gdynia and Rotterdam. The idea of workshops aimed to involve youngsters in the decision making process from the beginning and to integrate their opinions about energy and transport in the YOUTH project as an important and essential part in the action.
- During the YOUTH Competition events pupils who participated in the YOUTH lessons presented their ideas on reducing CO2 emissions related to transport in their region. These presentations were combined with short movies about climate change made by pupils, discussions with politicians and other activities such as surveys.
Partners and coordinator

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<td>Arnhold und Ünsal Partnerschaft - Partnerschaftsgesellschaft für Organisations- und Personalentwicklungen</td>
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Budget

Overall budget: 886,290,00 € (EU contribution: 50,00 %)

Key documents

- Youth Presentation [9]
  PDF 660.77 KB

In brief

Sector: Energy-efficient transport
Duration: 01/01/2007 to 30/06/2009
Contract number: EISAS/EIE/06/213/2006
Website: http://www.youth-project.eu
Tags:
public awareness
transport

Related projects

- **[MOBI]** "Promoting Smart Mobility to Employees - MOBI"
- **[SMARTSET]** "Sustainable MARketdriven Terminal Solutions for Efficient freight..."
- **[ACTUATE]** Advanced Training and Education for Safe Eco-driving of Clean Vehicles
- **[ASTUTE]** Advancing Sustainable Transport in Urban areas To promote Energy efficiency
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- **[CONNECT]** Developing and disseminating excellent mobility management measures for...
- **[ECOMOBILITY SHIFT]** EcoMobility Scheme for Energy-Efficient Transport
- **[SWITCH]** Encouraging a SWITCH from car-based to active mobility using personalised...
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- **[ENCELOSE]** ENergy efficiency in City LOgistics Services for small and mid-sized...
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- **[ECODRIVEN]** European Campaign On improving DRIVing behaviour, ENergy-efficiency and...
- **[FLEAT]** Fleet Environmental Action and Assessment
- **[GO PEDELEC]** Go Pedelec!
- **[SmartMove]** Increasing peoples' awareness and use of public transport through...
- **[ADDED VALUE]** Information and awareness campaigns to enhance the effectiveness of...
- **[MOVE]** International Cluster for Mobility Management Development and Research...
- **[INTERACTION]** INternational Transport and Energy Reduction ACTION - Energy efficiency...
- **[ISEMOA]** ISEMOA - Improving seamless energy-efficient mobility chains for all
- **[MIDAS]** Measures to Influence transport Demand to Achieve Sustainability
- **[MOMA.BIZ]** Mobility Management for Business and Industrial Zones
- **[ADD HOME]** Mobility Management for housing areas - from car-dependency to free choice
- **[MOMO CAR-SHARING]** More Options for Energy Efficient Mobility through Car-Sharing
- **[OBIS]** Optimising Bike Sharing in European Cities
- **[PRESTO]** Promoting cycling for everyone as daily transport mode
- **[PUSH & PULL]** PUSH & PULL – Parking management and incentives as successful and...
- **[QUEST]** QUEST - Quality management tool for Urban Energy efficient Sustainable...
• [RECODRIVE] Rewarding and Recognition Schemes for Energy Conserving Driving, Vehicle...
• [START] Short Term Actions to Reorganize Transport of goods
• [BIKE2WORK] Smart Choice for commuters
• [SEEMORE] Sustainable and Energy Efficient Mobility Options in tourist Regions in...
• [SPICYCLES] Sustainable Planning & Innovation for Bicycles
• [STARTER] Sustainable Transport for Areas with Tourism through Energy Reduction
• [T_AT] T.aT. - Today and Tomorrow "Students Today Citizen Tomorrow"
• [TOGETHER] TOGETHER on the move - Energy Efficient Transport training for immigrants
• [TSG_NETWORK] Traffic Snake Game Network
• [TRAINER] TRAining programmes to INcrease Energy-efficiency by Railways
• [TRAVELPLANPLUS] Travel Reduction Attainment Via Energy-efficient Localities PLANning
• [TRENDYTRAVEL] TRENDY TRAVEL; Emotions for sustainable transport

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[34] https://ec.europa.eu/energy/intelligent/projects/en/projects/smartmove