

Youngster Overhauls today's Urban Transport Habits



Acronym: YOUTH

Contract number: EIE/06/213/SI2.448356

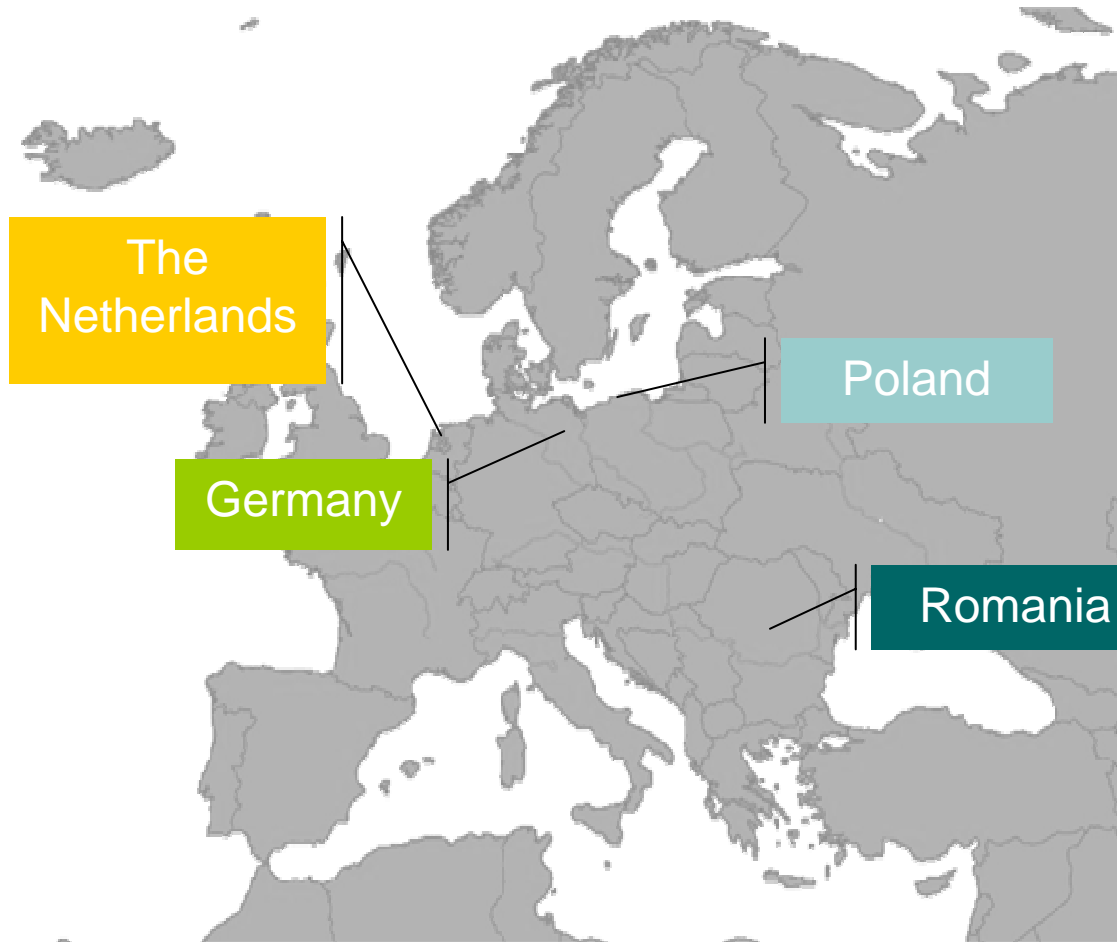
Project duration: 01/2007 - 06/2009

YOUTH: Project Summary

- **30 month project:** 01/2007 – 06/2009
- **Budget:** € 886,290 (EU contribution: 50%)
- **Co-ordinator:**
Arnhold und Ünsal Partnerschaft -
Partnerschaftsgesellschaft für Organisations- und
Personalentwicklung (P.O.P.), Germany
- **Partners** from 4 European countries



YOUTH: Partners



Germany

- Senatsverwaltung für Stadtentwicklung Berlin (SenStadt)
- Senatsverwaltung für Bildung, Wissenschaft u. Forschung Berlin (SenBWF)

Poland

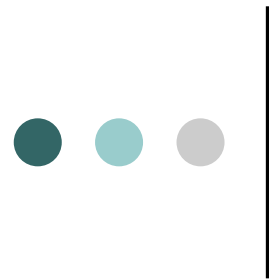
- Zarząd Komunikacji Miejskiej w Gdyni (ZKM Gdynia)

Romania

- Regia Autonomă de Transport București (RATB)
- Academia de Studii Economice din București (ASE)

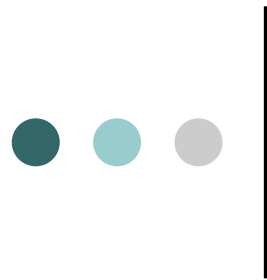
The Netherlands

- Gemeente Rotterdam Ontwikkelingsbedrijf (OBR)
- Educatief Informatie Centrum Mainport Rotterdam (EIC)



YOUTH: Background

- Ongoing energy crisis and environmental problems;
- A need of change in urban transport habits and mobility behavior of young persons in favour of sustainable energy use in transport;
- Insufficient traffic safety in European cities;
- A need to establish and to promote a culture of participative policy development in European cities.



YOUTH: Objectives

Obtaining changes in urban transport habits and mobility behavior of the Young in favour of sustainable energy use in transport through:

- Raising awareness and knowledge about energy and environmental problems and solutions in the field of urban transport;
- Implementation of an active participation of young people in urban policy development
- Cooperation between urban authorities and local partners as youth organizations, schools, etc.;
- Exchange of experience on local and European level amongst young citizens.



YOUTH: Expected results

Concerted activities between the participating cities to campaign amongst young people intelligent solutions of energy efficiency in transport:

- Attendance of schools and youth groups at a competition about energy efficiency in transport and a change of habits;
- Media productions (films, posters etc.) made by young citizens for young citizens;
- Virtual platform for young persons to communicate their projects and ideas between the participating cities

Concerted activities in participative policy development:

- Adjustments in the urban policy development and it's implementation through active participation of young citizens in decision making process, following their suggestions and mobility requirements;
- Youth exchange to present youthful ideas in other cities involved and to disseminate experiences;
- Touring exhibitions with media contributions from the competition.



YOUTH: Contact Co-ordinator

Ms. Heidemarie Arnhold

(POP – Consulting)

Arnhold und Ünsal Partnerschaft -
Partnerschaftsgesellschaft für Organisations- und
Personalentwicklung, Germany

E-mail: arnhold@pop-consulting.de

Phone: + 49 30 23607590