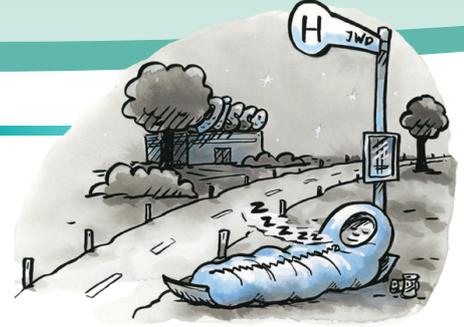


JugendMobil Brandenburg – Germany



Summary

In rural areas with low population densities, young people without access to a car have serious mobility problems. Often trains and busses do not run in the late afternoon hours, in the evening, at night, on weekends and on holidays. JugendMobil activated young people to solve their mobility problems together in a 'Mobility Network' and face-to-face with other regional stakeholders.



Main Activities

Analyzing mobility situation:

- ▶ Bike tours
- ▶ Treasure hunting
- ▶ Production of accessibility plans

Networking:

- ▶ Founding of Mobility Network with regional stakeholders
- ▶ Thematical workshops
- ▶ Visiting transportation companies
- ▶ Visiting minister for infrastructure and rural development

Communications:

- ▶ Partnership with other organisations and local business
- ▶ Cultural events
- ▶ Press articles
- ▶ www.jugend-mobil.net
- ▶ TV-news
- ▶ Presentations on conferences



Key Success

- ▶ Bottom-up approach: Networking activities are based on real needs of young people. They articulate their problems towards the regional stakeholders.
- ▶ Raising awareness of the problem: many stakeholders use cars only. Young people brought their mobility problems to the attention of other stakeholders.
- ▶ The project JugendMobil was honoured by the chief of government of Land Brandenburg.
- ▶ Finding real solutions: young people don't just articulate their problems, they also contributed to the solutions, e.g.:
 - » implementation of a 'Disco-Bus'
 - » advertising flexible ride-sharing system 'flinc.org'
 - » improving 50/50-Taxi-Ticket and Berlin-Brandenburg holiday ticket.



Conclusion

JugendMobils' main lessons learnt:

- ✓ Regional stakeholders are very interested in working together with engaged young people
- ✓ Low mobility level is a problem for younger people. Many leisure and education facilities stay unreachable if the parents are not content to drive. Often the bigger problem is to get home to the smaller villages in the evening.
- ✓ Sometimes rural population is not very open to internet-based solutions. Many older people don't seem to be using the internet and smart-phones. Young people are already connected each other by social networks. There may be potential for online mobility offers
- ✓ Existing regional youth parliaments or similar organisations are helpful to the success of a project like JugendMobil.

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