



YOUTH – Project description

Planned period: January 2007- June 2008

Contact:

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1 Short Description

YOUTH –

Youngster Overhauls today's Urban Transport Habits -

Young people act as ambassadors for the urban transport of tomorrow

What is YOUTH?

The YOUTH project has been selected by the European Commission within the framework of its STEER Programme to promote the marketing and implementation of renewable energy in the transport sector.

The ambassadors of this European-wide campaign are young people from four European cities - Berlin, Rotterdam, Bucharest, and Gdynia.

Together with politicians from various countries, they will work to create an effective media campaign to promote the intelligent solutions of energy use and of renewable energy in urban transport of the future.

- They will work as young reporters for the promotion and produce media from a young person's point of view.
- They will discuss sustainable development in the planning of urban transport with politicians and citizens, and seek changes in administrative decision-making.
- They will act as opinion makers in schools, family, the community, and the general public to change transportation habits.

YOUTH follows in the footsteps of the successful TELLUS pilot project, which took place within the framework of the CIVITAS I programme in Berlin in the summer of 2005.

Pilot project "How will urban transport in the future look like?" April – October 2005
In figures:

- Information campaign in 400 schools (students, teachers, and parents),
- 400 selected students discussed issues in a question and answer session with the President of the Senate,
- 40 schools actively participated in the project,
- 25 schools and youth centres held project weeks and information sessions,
- 160 young people were chosen to work as reporters,
- 5 short films (English and German), 5 websites, a poster exhibition, and a series of reports were made,
- The work by the young people from Berlin was shown in Berlin, Rotterdam, Bucharest, and Nantes.



2 YOUTH Partners

Project coordinator

P.O.P.-Consulting - Berlin

City partners in Berlin

- Senator for Urban Development and Senate Department of Urban Development, basic issues
- Senator for Education, Youth and Schools and the Berlin Education Authority

City partners in Rotterdam

- City of Rotterdam and the Department of Urban Development
- Port of Rotterdam and the Educational Information Centre (EIC) of the Port of Rotterdam

City partners in Bucharest

- Regia Autonmia de Transport (RATB) – Bucharest Public Transport
- Academia of Economic Studies (ASE), Bucharest – University of Bucharest

City partners in Gdynia

- City of Gdynia and the City Department of Urban Development

European networks to disseminate information for YOUTH

- CIVITAS Initiative with 35 CIVITAS cities throughout Europe
- EUROCITIES – European city network in over 25 countries
- POLIS – European city network to develop innovative transport technologies and policies
- ECOSchools – European network of schools promoting environmental sustainability



3 Action plan

Goals

- Promote acceptance for intelligent solutions towards energy for transport in European cities
- Interest young people between the ages of 8 and 18 on ideas for sustainable urban transport and the intelligent use of energy and convince them to act as ambassadors to spread their ideas among their families and schools, as well as influencing city and European policies
- Bring together city and European politicians to discuss issues with young people and to anchor their specific requests in administrative decisions affecting transport planning

European Level - Joint activities within city networks

- Website YOUTH (multilingual): Information, exchange, and discussion on the topic of "energy and transport"
- Youth ambassador trips: Energy and urban transport of the future
- European media contest "Reporting on intelligent solutions towards energy and transport"
- Youth parliament: Young people talk with European politicians and business representatives
- Sustainability review by the young people: "What was achieved?"

Local Level - Activities in the partner cities

Schools, home, and community

- Information campaigns
- School project weeks and on-site visits by private partners
- Information for parents and community activities

Public relations work

- Young reporters on the move in their cities: Proposals for sustainable urban transport development and the promotion of renewable energy in urban transport
- Media campaign in cooperation with regional media partners

City politics

- Youth advisory boards: Young people vote on innovative ideas about energy in urban transport
- Young people in city parliament: Question and answer sessions on transport developments – implementation of proposals on the use of energy in urban transport