



MOBILE IN THE VALLEY

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INITIATED BY

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AIM

Making mobility attractive to young people living in rural areas

Approach:

Ride share as public transport supplement

Solution:

Introduction of a mobility platform called „TwoGo“

IMPLEMENTATION

Leader

- Youth Survey
- Youth Forum
- Council of Youth
- professional support and consultancy
- Mobility Conference
- Stakeholders were identified
- Cooperation with cities and companies

SUCCESSSES

- Long-term development of the project has been limited
- Lots of positive feedback, coverage and community council meetings
- Citizens, local councils, mayors, businesses leaders and initiatives have been reached far beyond the municipal boundaries
- The active youths were speakers at various specialist events

CHALLENGES

- Need for ongoing dialogue and bringing new partners on board
- Importance of finding champions in position of influence
- Make sure the model and vision are rooted in community and based on community needs

KEY LEARNINGS

- Young people can make a difference and become experts
- Cooperations and networks are essential
- Sustainability and continuity must be ensured
- Through good participation you can inspire young people for politics