



Involving young people in mobility planning

Matchmaking, Thessaloniki, 29 June 2022, 09:00-10:30 WET

FOLLOW-UP NOTE

Participants

Host organization and stakeholders

Glykeria Myrovali – CERTH/HIT

Maria Morfoulaki – CERTH/HIT

Eleni Katsigianni – Managing Authority of European Territorial Cooperation Programmes

Christanthi Kiskini – Regional Development Fund of Central Macedonia

Symela Pasalidou – Managing Authority of European Territorial Cooperation Programmes

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Ghadir Pourhashem – University of Zilina

Tatiana Kovacikova – University of Zilina

Jan-Bendix Byhring – Municipality of Lørenskog, Norway

Lillian Jahr Oterholt – Municipality of Lørenskog, Norway

Lamprini Tsoli – Regional Development Fund of Central Macedonia

Marlene Möhle – Hessen Trade & Invest GmbH, Germany

Interreg Europe Policy Learning Platform

Katharina Krell, Thematic Expert Low Carbon Economy

Simon Hunkin, Thematic Expert Low Carbon Economy

Eugénie Suplisson, Events Expert

Elena Ferrario, Thematic Manager

Interreg Europe Joint Secretariat

Verena Priem, Senior Policy Officer Low Carbon Economy

Magda Anagnostou, Policy Learning Platform Co-ordinator

OBJECTIVES OF THE MEETING

On 29 June 2022, the Policy Learning Platform organised a matchmaking at the request of the Centre for Research and Technology Hellas (CERTH) – Hellenic Institute of Transport (HIT) to explore how to involve young people in mobility planning and why is this difficult for mobility policy makers. Noting that the younger generation, who cannot yet vote, are not given a voice in decision making, CERTH wanted to explore how to create a framework in Greece that can activate young people and engage them in planning, to ensure their specific challenges are being tackled, and to empower them to be active citizens, recognising their role in the low-carbon transition.

The matchmaking was held in Thessaloniki, following the workshop on 'Behaviour change and participatory processes for sustainable mobility'.

SOME KEY TAKEAWAYS

- **Involving young people in planning is a win-win.** It can improve local plans and enable more efficient spending of youth resources on the public sector side, but can also create leadership and learning opportunities, strengthen citizenship, and expose young people to career experience and opportunities in local government.
- Young people need to be engaged as they are the ones who will be expected to drive change in the future, and they can **breathe life into projects with new perspectives.**



- As explored in the [MoTiV project](#), **travel time is not equal for all**. While it is often viewed as an inconvenience, and unproductive, it can be enjoyable and productive, and bring fitness benefits. Young people are more likely to focus on these benefits and are happy to make use of time to use electronic devices. Consider that young people view travel differently to travel planners.
- With this in mind, small changes such as **having free wi-fi on public transport** or providing interactive applications that can **gamify active transport** and illustrate benefits (e.g., calories burned) can increase the value of travel experiences. This can also be an excellent way of **collecting data**, which is vital for planning. However, apps can be challenging to promote and to get people using every day. Where possible **build on existing apps** such as travel planning apps.
- Lørenskog used the opportunity of a new Municipal Master Plan and **school curriculum to involve young people in planning**. The curriculum included a focus on democracy and citizenship, as well as sustainable development, and was seen as a strong way of involving young people, going via schools as a trusted intermediary, rather than trying to outreach directly as the municipality, or via private companies
- Make use of communication channels and tools that are suitable and engaging for the audience. Applications, pictures, videos, drawings, and short essays are suitable tools, rather than complicated forms. It's essential to **'speak in a different mode'**.
- Contests are a good way to engage young people, with **small prizes to recognise the best submissions**
- **Give feedback** to young people on the value of their inputs and the concrete steps that will be taken to include their ideas in plans. Young people have typically much appreciated being involved and find the process inspiring and educational.
- Engaging young people does not need to be resource intense, but the process starts with **internal behaviour change and resource allocation**, requiring a dedicated team behind it with the right skills and commitment. Lørenskog for example involved two full time people working for three months only on engagement activities, with help from teachers in the schools.
- For older groups, **voluntary activities with an educational and vocational aspect can work**, making contact via colleges and universities. For example, the [Cult-RInG project](#) used [Interreg Volunteer Youth](#) to involve young people in producing videos to promote sustainable mobility for touristic sites, bringing in new viewpoints and also creating learning opportunities.

ADDITIONAL ACTIONS

All participants exchange contact details for possible follow-up actions on bilateral basis.

Note circulation: All attendees.