

TAKING  
**COOPERATION**  
FORWARD

 YOUMOBIL Summer School, Brno, September 2021

## YOUMOBIL IN A NUTSHELL

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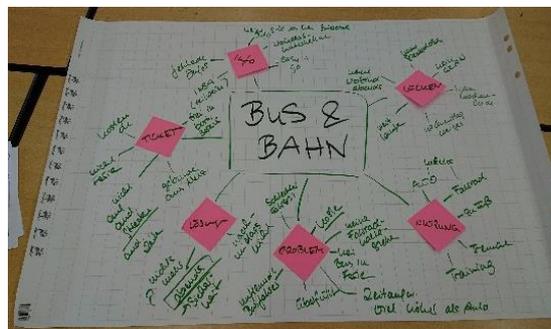
# YOUMOBIL AT A GLANCE

## YOUMOBIL

Mobility of young people in rural areas



Project lifetime:  
04/2019 - 03/2022



8 partners from 6  
central-european regions



Budget:  
1,74 Mio. €  
(ERDF : 1,43 Mio. €)



# YOUMOBIL: OVERVIEW

## Partnership within Central Europe

Ministry for Regional Development  
and Transport of Saxony-Anhalt,  
Magdeburg (Germany)

KORDIS JMK, South Moravian Transport  
Association, Brno (Czech Republic)

HŽ Passenger Transport Limited Liability  
Company (HŽPP)  
Zagreb (Croatia)

T-Bridge, Management and ICT  
consultancy company, Genova (Italy)

Mazowieckie Voivodeship  
Warsaw (Polen)

University of Žilina  
Žilina (Slovakia)

Municipality of Brezno  
Brezno (Slovakia)

Agency for mobility and local public  
transport Modena (aMo), Modena (Italy)



## Overall Aim

Promotion of the **MOBILITY OF YOUNG PERSONS** in **RURAL AREAS** through better **ACCESS** to European and national **PASSENGER TRANSPORT NETWORKS**.

## Work Packages

**Smart transport solutions** for rural areas to promote young people's access to transport networks

**(YOU ARE HERE)**

Promotion of **young people's initiatives** to **reinvent public transport access points**

**Communication**

# SMART TRANSPORT SOLUTIONS FOR RURAL AREAS FOR YOUNG PEOPLE: **PILOT ACTIVITIES**

Saxony-Anhalt:  
**INSA YOUNG App:**

...

Poland:  
**"Young Traveller"  
Loyalty Program  
(Mazovia)**

...

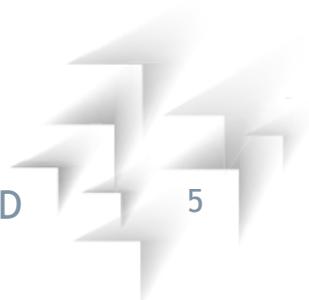
Croatia:  
Night shuttle train  
service on  
weekends /  
Modernizing old  
train, incl. young  
artists for visual  
revitalization

Italy:  
**On-demand night  
services in Modena**

...

Czech Republic:  
**New ticketing  
systems and apps  
oriented on young  
residents (South  
Moravia)**

...



# THE COMBINED APPROACH: SMART SERVICES, REVITALISED INFRASTRUCTURE

## Example HZPP\* (Croatia):

\*Croatian Railways Passenger Transport Agency

### Work Package 1:

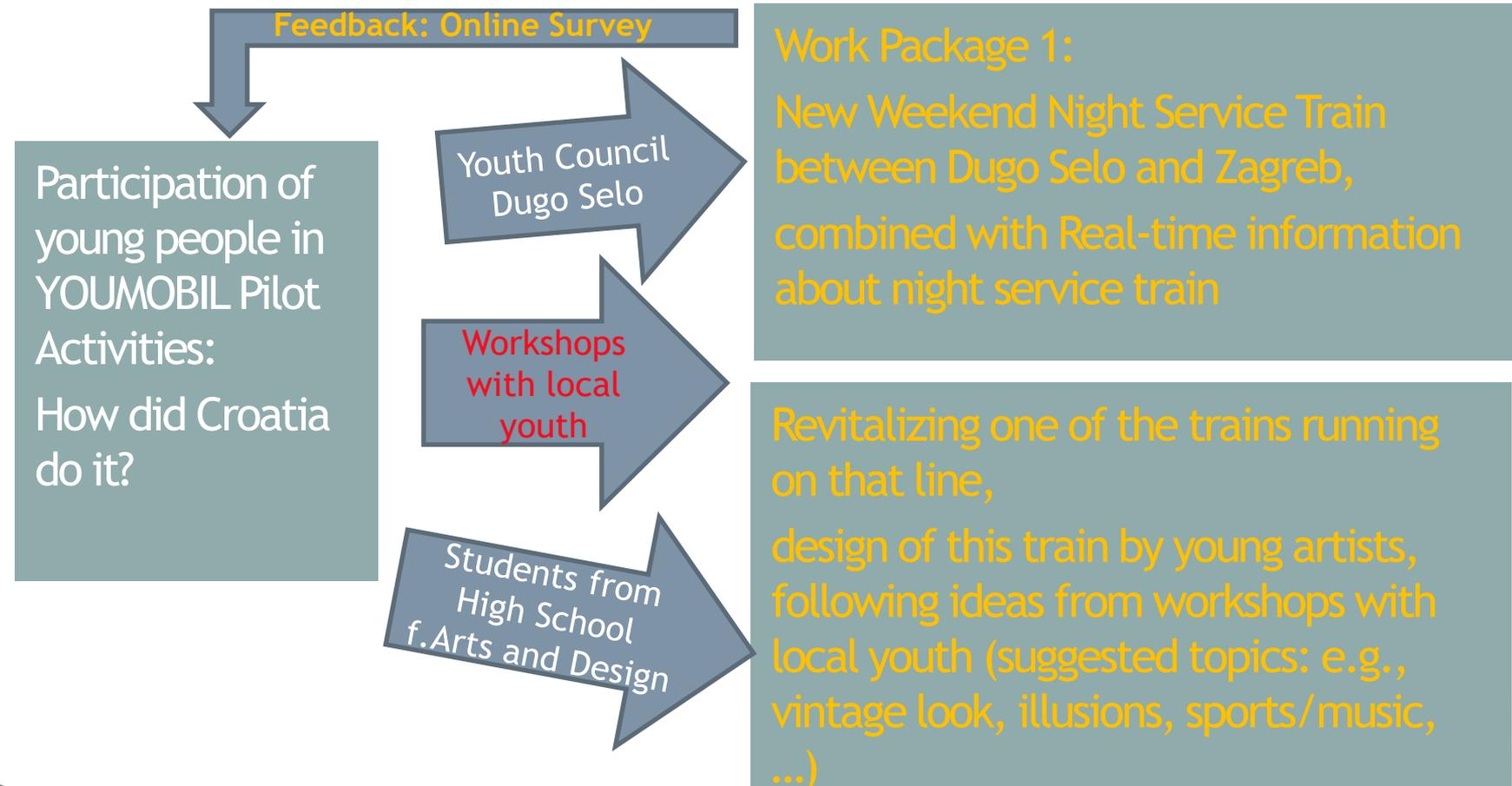
New Weekend Night Service Train between Dugo Selo and Zagreb, combined with Real-time information about night service train

Revitalizing one of the trains running on that line, design of this train by young artists, following ideas from workshops with local youth



# THE COMBINED APPROACH: SMART SERVICES, REVITALISED INFRASTRUCTURE

## Example HZPP (Croatia):



# COULD TRAINS BE „COOL“?

## Old



## Modernised

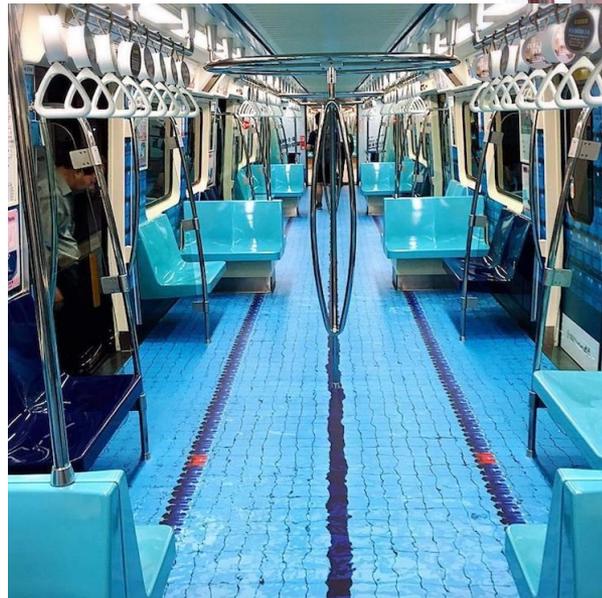


# COULD TRAINS BE „COOL“? YES, IF...

(Past)



## The Future?



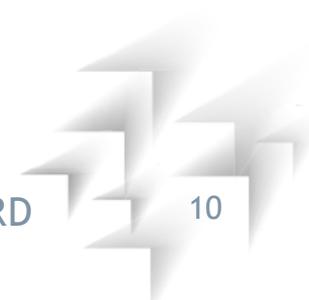
Concept design for Montpellier metro



Rapid transit train in Taipei City during the 29th Summer University Games  
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# A BIRD'S VIEW ON YOUMOBIL



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<https://mlv.sachsen-anhalt.de/themen/raumordnung-und-landesentwicklung/interreg-projekte/>

<https://www.interreg-central.eu/Content.Node/YOUMOBIL.html>

