

SCOUT CAMPAIGN 2021

Report on the YOUMOBIL Scout campaign
2021

Final version
12 2021





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A. Background

YOUMOBIL aims at enhancing the passenger transport system for young people living in rural areas and their access to the European and national transport networks. Poor mobility options other than the own car is among the most frequent reasons why young people choose to leave their native rural area and to migrate to larger cities or even beyond, intensifying the demographic change troubling most rural areas in Central Europe. A number of tools including shared mobility and demand-oriented flexible collective transport services have emerged across Europe but only few have been introduced in rural areas of Central Europe. This led to a lack of knowledge among the programme area's transport stakeholders. Moreover, public transport and related infrastructures suffer from a rather poor image among Central European youth. YOUMOBIL partners therefore networked with rural areas' local youth in piloting demand-driven novel service features, exploit the potentials of transport management through interfaces for mobile devices, and explored how youth initiatives can revitalise disused rail infrastructure to enhance the attractiveness and image of public transport.

A total of 8 partners from 6 countries (Germany, Italy, Slovakia, Poland, Czech Republic and Croatia) participate in familiarizing young people, living in rural areas and areas outside bigger cities, with public transport, within the YOUMOBIL project. The value of the project is 1.8 million euros, out of which 1.5 million euros are financed from the Central Europe programme. The implementation started in April 2019 and will continue until March of 2022.

Lessons learnt and knowledge from existing good practices was already shared among transport stakeholders in summer schools and will be disseminated in the form of a tool-box that includes details about the financial feasibility of necessary investments complemented by policy recommendations. These outputs address regional and local public authorities and public transport managers from rural areas of CE. Accompanying communication activities include two annual campaigns (campaign 2020 was cancelled due to Covid-19 restrictions) sending groups of local youth to travel by public transport to all partner territories and producing daily social media content. Initially, the campaign was focused on the train, but because of the pandemic, it was slightly adapted for the summer of 2021.

Therefore, **young people have to be involved** in the process, by helping the consortium identify the gaps in the passenger transport network, collecting their ideas about possible improvements in public transport, participating in summer camps when tackling the issue of revitalizing the disused railway infrastructure and by simply traveling around Europe with public transport and discovering rural areas and local public transport solutions.

Thus, as the last step involving young people in the project, a Scout campaign 2021 has been implemented to involve them in the promotion of public transport in rural areas. This deliverable has a transnational component where individuals were selected to promote project locations on their social media profiles via Facebook, Twitter, Instagram, Snapchat, YouTube, etc. by posting videos, pictures, blogs, podcasts, drawings, songs... All links to social media were published and shared on YOUMOBIL social media. This gave the consortium insight into transportation difficulties and increased the visibility of the project and public transport in different EU countries as well. By involving young people in the process, the consortium identified the gaps in passenger transport network, collecting their ideas about possible improvements in public transport.

Each partner published an announcement for scout's participation, and numerous young people set their way across Europe to explore different cultures and means of transportation. Their inputs created a whole different perspective of looking at public transport and rural areas. Young people actively and successfully use online tools created for traveling and planning, so they had only minor problems in that area. They had



more difficulties in the actual transport process (delays, no connections...), but didn't focus on that. They rather focused on the beauties of rural Europe, people and nature. Another concern was ongoing pandemic across the whole of Europe, which made travelling more demanding, but not impossible.

The most relevant outputs of the project include pilot activities and policy recommendations that will result in a tool-box. Numerous workshops, summer schools and summer camps involved all relevant stakeholders (communication target audience) from which the insight wants to be gained and to whom the knowledge will be transferred.



B. Scout campaign 2021

A total of 6 project partners: PP1 Ministry for Regional Development and Transport of Saxony-Anhalt - MLV, PP3 University of Žilina - UNIZA, PP5 Mazowieckie Voivodeship - Mazovia, PP6 KORDIS JMK - KORDIS, PP7 Agency for mobility and local public transport Modena S.p.A. - aMo, PP8 Municipality of Brezno - Brezno (jointly with PP3), participated in the Scout campaign 2021 by selecting 18 young people aged 18 to 26 years old and sending them to travel. Type of reward was decided on by each partner, depending on national and institutional regulations and discretion regarding number of travellers, reward money, call regulations etc. Each project partner participating in the Scout campaign gave an overview of the process, describing the following elements:

Call

VISUAL: Partner presented project poster/ad in their own language

CONTENT: Text in English on the poster/ad

TIMEFRAME FOR APPLICATIONS: When was the Call published and how long was it open (from - to)

CHANNELS FOR APPLICATIONS: Where was the Call published

REACH: How many people saw the Call

NUMBER OF APPLICANTS: How many young people responded

SELECTION PROCESS: What did the selection process look like, what was the criteria set and used, other important remarks

AWARD: What type of award was given (tickets, passes, money, combination...)

Facts about the Campaign

NUMBER OF SCOUTS: How many people were selected to travel

MONITORING: How did partners monitor the Scouts, were they in contact with the them, did they report in English or national language, did they report on any specific tasks, were they promoted on institutional websites or social media, were they rewarded after their work or before...

Challenges and lessons learnt

CHALLENGES: What problems/challenges the partners faced, especially because of the pandemic and restrictions related to it (not enough time for preparation, couldn't find the right communication channel, too many/few people responded, in what way was the evaluation process challenging etc.)

LESSONS LEARNT: What did the partners learn from the posts of their scouts (related to their pilot, to their region, to their business...) and how are they satisfied with Scouts' work

B.1 Germany - MLV

B.1.1 Facts about the Call

VISUAL:

500€ FÜR DEINE REISE



DURCH EUROPA

instasize

CONTENT: 500 euros for your tour through Europe 🇪🇺👤

We are looking for YOUMOBIL scouts to explore Saxony-Anhalt's partner regions between 15th July and 1st September: Mazovia in Poland, Modena in Italy, Dugo Selo in Croatia and South Moravia in the Czech Republic. During your trip, you will share posts on social media about your trip and thus motivate other young people to get to know the partner regions. There will be a meeting before and after your trip.

You want to apply? You can find all info on our website:

<https://www.goeurope-lsa.de/archiv/73-500-euro-fuer-deine-tour-durch-europa-goeurope-sucht-youmobil-scouts>

We are looking forward to your application 😊.

The project is coordinated by @goeurope.lsa and the Ministry of Regional Development and Transport in Saxony-Anhalt.

#youmobil #youmobilscouts #youthineurope #saxonyanhalt

TIMEFRAME FOR APPLICATIONS: The call was published on 10th June and it officially ended on 27th June 2021. As MLV had not received enough applications by 27th June, the call was prolonged and another post was made on social media where young people were asked to apply as soon as possible. The call was opened until 9th July, which was when the selection process took place.

CHANNELS FOR APPLICATIONS: The call was published by GOEUROPE (the contractor for the implementation of the Scout campaign in Saxony-Anhalt) on Facebook and Instagram, as well as on the GOEUROPE website:

- FB: <https://www.facebook.com/GOEUROPE/photos/a.4141004039250283/4854438244573522/>
- IG: https://www.instagram.com/p/CQI9coPA_n0/?utm_source=ig_web_copy_link



- Website: <https://www.goeurope-lsa.de/archiv/73-500-euro-fuer-deine-tour-durch-europa-goeurope-sucht-youmobil-scouts>

REACH:

Facebook: 576 people

Instagram: 279 people

Website: N/A

NUMBER OF APPLICANTS: 9

SELECTION PROCESS: In the local European Youth Educational Centre, there is a youth consultation group which was already part of similar selective processes before. On 9th July 2021, the YOUMOBIL campaign, the idea of the project and the criteria that were important for the applications were presented to the group. The young people read all applications and chose, in their opinion, the best applications. Important criteria for the selection process were, for example, the length of the planned trip, planned highlights and the way of travelling. At the end, the young people ranked the applications and chose 7 out of 9 applications. One of the chosen people then decided not to travel, so MLV had 6 scouts at the beginning of the travel period.

AWARD: The scouts received 500 EUR. They got the first payment of 250 EUR right after they started their trip, as soon as they posted the first picture on social media. They then received the final payment of 250 EUR at the end of the campaign, after completing and posting about all relevant challenges and filling out the survey.

B.1.2 Facts about the Campaign

NUMBER OF SCOUTS: 6. Due to illness, one scout could not finish the trip.

MONITORING: The monitoring of the scouts was mainly via email. GOEUROPE was in contact via email before, during and after their travels to check on the process and to answer questions. MLV also kept themselves updated via social media accounts of all scouts on Facebook and Instagram.

B.1.3 Challenges and lessons learnt

CHALLENGES: A challenge MLV faced during the application process was reaching young people. Because of the pandemic, young people did not want to travel across Europe and therefore did not apply as a YOUMOBIL scout. When the call was further advertised on social media, MLV managed to reach more young people and had nine applications in the end.

The communication via email was probably not the most suitable as the scouts were not able to communicate with each other directly. For the next time, we would propose to use another additional communication tool such as WhatsApp, Telegram or Discord and create a group with all scouts. After all, the email communication went well and all scouts were in contact with MLV. They also asked for contact details from other scouts so that they could contact each other.

When the campaign started, MLV organised a separate kick-off meeting for the German scouts just before the online kick-off meeting with all scouts. The local kick-off meeting was planned to be in person. Unfortunately, the young people were not able to join in person as they had appointments. The local kick-off meeting was, therefore, online, but MLV planned to organize the evaluation meeting in person in Magdeburg to give everyone the chance to meet. For the next time, MLV suggests to already set a date for the (local) kick-off meeting during the call so that the young people would know the date and time a long time in advance, because they are required to participate in the meeting in person.



LESSONS LEARNT: Scouts put a lot of effort in their posts, the texts and the pictures. Some of them even created more posts than were necessary. They also did the challenges and reported about them. They visited many interesting places in our partner regions and more.

Weißenfels, as the mandatory stop, was the city all scouts visited during their trip. They seemed to be surprised about the place as they didn't expect much from it. They found out that a special place for young people to meet is planned in Weißenfels train station. Two of the scouts also visited Modena and didn't like it at first sight, but then enjoyed exploring this new place and bought a regional balsamic vinegar to cook with for their friends.

The scouts were all satisfied by public transport in the regions they visited. They were surprised that even in villages and rural areas, public transport worked well. Most of them took trains, but some of them also took buses, ferries or gondolas. During their travels, they also experienced some challenges with public transportation. In general, trains were often very crowded. Individual problems were, for example, taking a bus in the Italian Alps as the communication with the bus driver was not an easy one. Taking a train with a bike was also difficult at times as bike tickets in Germany need to be bought one day in advance which made the trip not as flexible as they hoped for.



B.2 Slovakia - UNIZA

B.2.1 Facts about the Call

VISUAL:



ADMINISTRATOR 29 JÚN 2021 PREČITANÉ: 1285X

Cestuj v lete s projektom YOUMOBIL verejnou dopravou, preplatíme ti náklady!

Po ročnej, vynútenej prestávke, prichádzame opäť s ponukou cestovať. Zaujímavých ľudí, miesta alebo vecí môžeš nájsť aj "na konci sveta". Ak ich chceš navštíviť a záleží ti na tom, či cestuješ ekologicky a zbytočne nezaťažuješ životné prostredie, zapoj sa do súťaže a cestuj s nami.

Čo ponúkame?

- Budeš súčasťou medzinárodného tímu cestovateľov, ktorí nám pomáhajú podporiť a zlepšiť služby verejnej dopravy na vidieku.
- Preplatíme ti náklady na cestovanie (cestovné lístky, ubytovanie a pod.) do výšky 640 EUR.

Viac sa dozvieš TU.



CONTENT: After 1 year of the pandemic break, we come again with an offer to travel. You can also find interesting people, places or things "at the end of the world". If you want to visit them and you care about whether you travel ecologically and do not unnecessarily burden the environment, participate in the competition and travel with us.

What we offer?

You will be part of an international team of travellers who help us support and improve rural public transport services. We will reimburse you for travel costs (travel tickets, accommodation, etc.) up to 640 EUR.

What do we expect from you?

- You will be 18-26 years old at the time of travel.
- You can speak English so that you can contribute to social networks.
- You will travel by public transport for at least 10 days. It does not have to be consecutive days, or whole days, and in addition to public transport, you can also use other, alternative ecological means of transport, bicycle, scooter, boat, cable car, etc.
- You will visit rural areas in Slovakia or other countries from 15 July to 5 September 2021 (in accordance with the currently valid anti-epidemiological measures). Regions where you can travel are marked in white on the map.



- You will complete the following tasks:
 1. You will report your experiences and experiences with public transport in the countryside on social networks.
 2. At the end of the trip, you will fill in the questionnaire and properly report your travel costs.
 3. During your journey, you will find the most beautiful rural railway station and nominate it for our beauty contest.
 4. You will stand in the middle of Europe.

You can travel alone or in a group (2-4 people). The offer is not limited to students of the University of Žilina only. Anyone who meets the conditions of the competition can participate. The deadline for the competition is July 11, 2021. We will inform the travellers we select about winning the competition by July 13, 2021. If you want to participate in the competition, fill out the form [HERE](#).

TIMEFRAME FOR APPLICATIONS: Call was published on June 29th and was open from June 29th to July 11st.

CHANNELS FOR APPLICATIONS: University of Zilina own website, and social media, application via Google form: https://docs.google.com/forms/d/e/1FAIpQLSfhQ6cvPM2nPkV1OkIbWPO-lWn8_2ui5tAqPI_mqF2OxbiCdQ/viewform?usp=sf_link

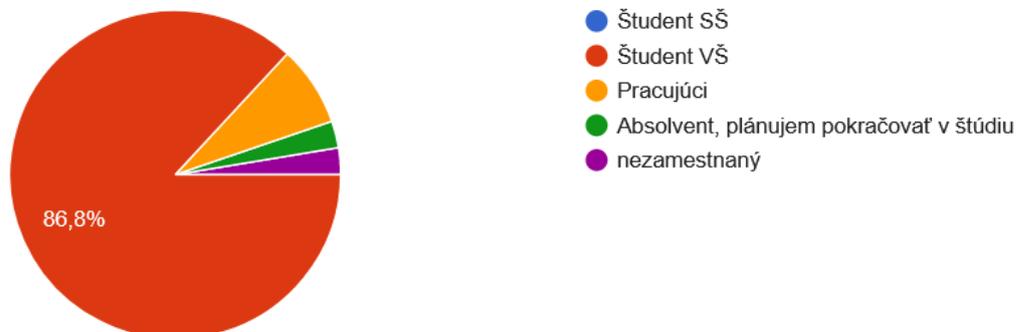
REACH: 1.285 views on Žilina webpage.

NUMBER OF APPLICANTS: 38, the status of respondents is shown in the following figure (most applicants were university students).



Status

38 odpovedí



SELECTION PROCESS: Successful participants, who have fulfilled the basic conditions for participation, were selected according to the quality of their travel plans, which were described in the application form.

AWARD: They received grant (money) for their travel expenses up to 640 EUR for a 10-day travel.

B.2.2 Facts about the Campaign

NUMBER OF SCOUTS: 7

MONITORING: UNIZA monitored them via social networks where they published the posts, photos and stories about their travells. At the end, UNIZA conducted personal interviews with all of them and was in contact with the project communication manager regarding their performance. They also reported some specific tasks from the call: find the most beautiful rural railway station and nominate it for our beauty contest, stand in the middle of Europe or travel by unconventional type of transport.

B.2.3 Challenges and lessons learnt

CHALLENGES: UNIZA did not notice any problems in the implementation of this activity, nor did the Scouts report any serious problems. Everyone decided to travel only in Slovakia to make it easier for them during the pandemic.

LESSONS LEARNT: UNIZA is very satisfied with the work of all scouts. They fulfilled all tasks in time and in a very good quality. Materials and information from their travelling can be used for further work in the field of rural public transport.



B.3 Poland - Mazovia

B.3.1 Facts about the Call

VISUAL:



Interreg 
CENTRAL EUROPE European Union
Regional Development Fund
YOUMOBIL

**„Startuj z Mazowsza
- koleją po Polsce”.**

Masz dużo czasu tego lata
i chcesz podróżować po Polsce za darmo?

W ramach projektu **YOUMOBIL**
ROZDAJEMY BILETY KOLEJOWE (SIECIOWE)
umożliwiające podróż pociągami po terenie kraju.
Bilet będzie ważny przez jeden miesiąc.

Wymagania:

- Wiek: 18 – 26 lat;
- Czas podróży: LATO 2021 (okres od 17 sierpnia do 10 września 2021 r.);
- Posługiwanie się językiem angielskim;
- Zamiłowanie do podróżowania i kreatywność;
- Wizyta w co najmniej 7 z 13 miast *;
- Opublikowanie raportu z odbytej swojej podróży w mediach społecznościowych (Facebook, Instagram, Twitter, Youtube itd.).

* Warszawa, Białystok, Olsztyn, Gdańsk, Szczecin, Poznań, Wrocław, Katowice, Cieszyn, Zakopane, Kraków, Rzeszów, Lublin.

Nie przegap swojej szansy i zgłoś się już dziś!

Na zgłoszenia czekamy do 9 sierpnia 2021 r.
Zgłoszenia przyjmowane są przez formularz dostępny
na stronie www.mazowieckie.com.pl

CONTENT:

„Start from Mazovia - by rail in Poland”

Do you have a lot of time this summer and you want to travel around Poland for free?

As part of the YOUMOBIL project, you can get RAILWAY (NETWORK) TICKETS enabling travel by train across the country. The ticket will be valid for one month.

Requirements:

- Age: 18 - 26,
- Travel time: SUMMER 2021 (period from August 17 to September 10, 2021),
- Use of the English language,
- A passion for travel and creativity,
- A visit to at least 7 out of 13 cities *,
- Publishing a report on your trip on social media (Facebook, Instagram, Twitter, YouTube, etc.)

* Warszawa, Białystok, Olsztyn, Gdańsk, Szczecin, Poznań, Wrocław, Katowice, Cieszyn, Zakopane, Kraków, Rzeszów, Lublin.

Don't miss your chance and apply today!



We are waiting for applications until August 9, 2021. Applications are accepted via the form available at www.mazowieckie.com.pl

TIMEFRAME FOR APPLICATIONS: The announcement was published on August 3rd, while applications could be submitted by August 9th, at 11:59 pm.

CHANNELS FOR APPLICATIONS: The announcement was published on the website of the Mazowieckie Voivodeship, on the website and social media of Koleje Mazowieckie (Mazowieckie Railways).

REACH: No data.

NUMBER OF APPLICANTS: 1

SELECTION PROCESS: There wasn't process section. Two (2) awards were planned, one (1) person entered the competition.

AWARD: Railway (network) tickets valid for one month.

B.3.2 Facts about the Campaign

NUMBER OF TRAVELLERS: 1

MONITORING: Before the scout's departure, Koleje Mazowieckie organized a solemn handover of the ticket. Information from this event was published on the websites of the Mazowieckie Voivodeship and Koleje Mazowieckie, as well as on the pages of several local newspapers.

B.3.3 Challenges and lessons learnt

CHALLENGES: Pandemic restrictions and lockdown that lasted in Poland until May, questioned the possibility of the Scout campaign organization. A particularly significant risk was sending an unvaccinated person on a trip, possible infection, and the related consequences. The decision to implement the Scout campaign was made based on the low level of Covid-19 infections that occurred during the summer. The main idea for the campaign (travels around Poland) was to organize a competition in which the prize was to be a train ticket and the provision of accommodation (including meals) in 13 cities in Poland. Unfortunately, as part of the tender procedure announced in July, no one submitted an offer. The concept has been modified and limited only to providing a monthly train ticket. Before the announcement of the competition, Mazovia conducted a tender procedure and selected the supplier of the award. Mazovia planned to send two scouts from Poland, but unfortunately received only one application. The competition was prepared in cooperation with Koleje Mazowieckie, the Youmobil project stakeholder.

LESSONS LEARNT: Mazovia is happy with the cooperation with their traveller. The travel plan was fully implemented and the posts on social media on an ongoing basis described the impressions of the trip and the places visited by the scout. In their opinion, there could be better photos that would reflect the atmosphere of the place more.



B.4 Czech Republic - KORDIS

B.4.1 Facts about the Call

SELECTION PROCESS: Due to limited capacity and resources, KORDIS decided not to launch a public call, but offer the travel only to the young people who attended Summer school workshop within Youmobil. In total, there were 4 of them (Mr. Putna, Mr. Ondráček, Ms. Markava and Mr. Stross) and 2 of them were interested so they became the Scouts.

AWARD: Money after meeting all requirements.

B.4.2 Facts about the Campaign

NUMBER OF SCOUTS: 2

MONITORING: KORDIS was in direct contact with the scouts, giving them a help when they needed it. KORDIS decided to award them after meeting all the requirements. They promoted their travelling on KORDIS official website: <https://www.idsjmk.cz/a/evropske-projekty.html>.

B.4.3 Challenges and lessons learnt

CHALLENGES: Due to the Covid-19 pandemic, it was problematic to travel abroad, so that is why one of the scouts travelled only in the Czech Republic and to some places in the neighbouring Germany. Until the last moment, KORDIS did not know whether the travels would take place or not, that is why it was difficult to decide who should they address. Despite that, both participants were able to travel abroad, to find their connection, to buy the tickets and to make a pleasant trip.

LESSONS LEARNT: KORDIS was, for the most part, satisfied with the work of their scouts. One of the scouts did not communicate very much with KORDIS, but finally he fulfilled all obligations. KORDIS learnt how the young generation is perceiving public transport and possibilities of cross-border public transport.



B.5 Italy - aMo

B.5.1 Facts about the Call

VISUAL: N/A

CONTENT: N/A

TIMEFRAME FOR APPLICATIONS: aMo decided to involve the students of the Guarini Institute, the school for surveyors, who participated in the drafting of a feasibility study for the revitalization of the disused railway building. It was considered appropriate to involve these young people both for the commitment they put into doing the project in a difficult school period, and because they were already aware of the YOUMOBIL project starting since the workshops held in 2019.

CHANNELS FOR APPLICATIONS: No call was made and 11 young people who participated in the realization of the feasibility study were asked if they wanted to participate in the initiative; the contact was initially held through the professors of the Guarini Institute who supervised the revitalization study.

REACH: 11 persons involved in the feasibility study

NUMBER OF APPLICANTS: 5 students initially showed interest

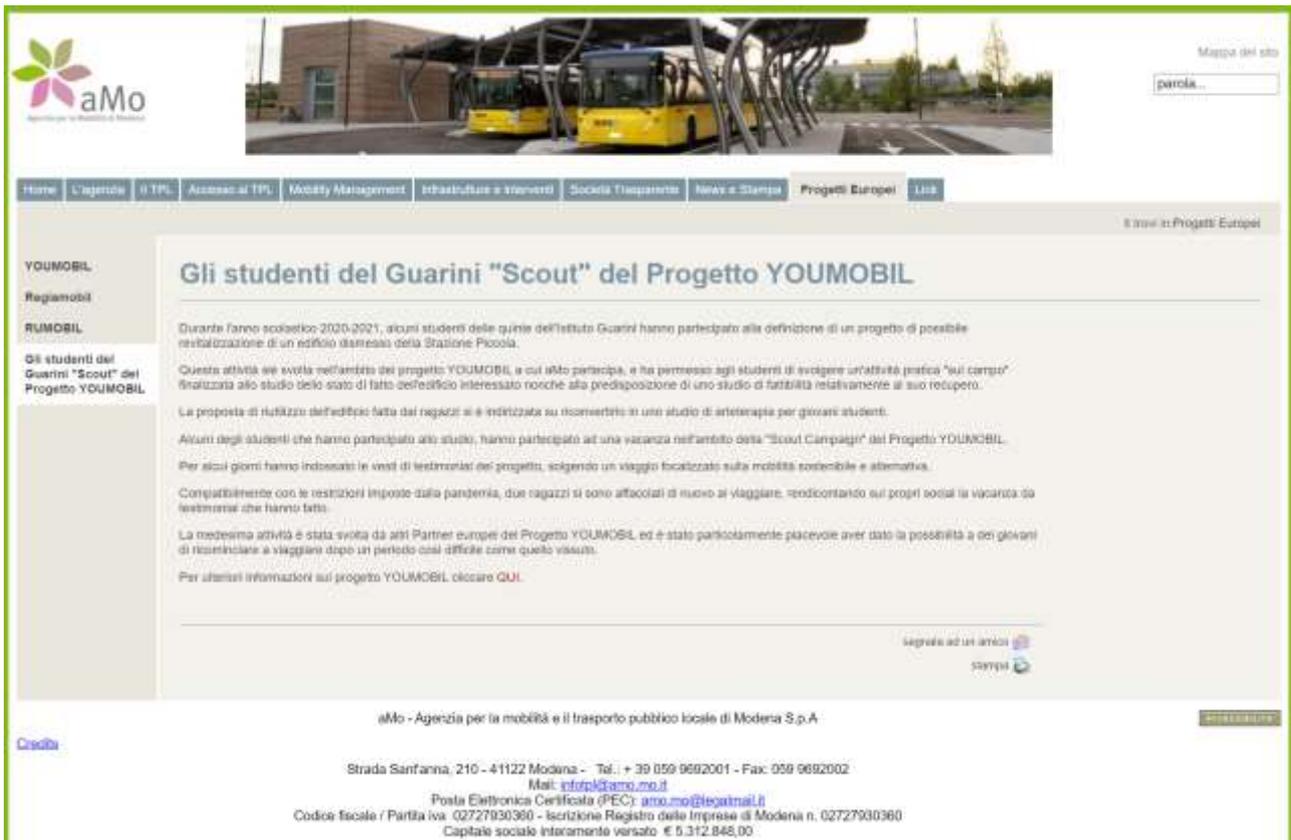
SELECTION PROCESS: aMo has proposed the possibility to participate to all 11 students

AWARD: aMo offered a reimbursement of travel and accommodation costs of 300 EUR each. Refunds were made based on the receipts that were submitted

B.5.2 Facts about the Campaign

NUMBER OF TRAVELERS: 2

MONITORING: aMo has been in contact with the scouts during their journey by constantly monitoring their activities carried out for the project. During the trip, the scouts contacted aMo to receive advice on the activities to be carried out and to check if their actions were being correct in relation to the commitments they had undertaken. Their activity was advertised on the aMo website (see image below) and the local press was informed about it; unfortunately, there has been no feedback from the local media since in this period it is difficult to see the news published when practically all the spaces are dedicated to the pandemic and its consequences. The expenses incurred for the Scouts were reimbursed after the end of the trip and once it was verified that they had carried out all the activities they had undertaken, including filling in the final survey.

YOUMOBIL
Reganobil
RUMOBIL
Gli studenti del Guarini "Scout" del Progetto YOUMOBIL

Gli studenti del Guarini "Scout" del Progetto YOUMOBIL

Durante l'anno scolastico 2020-2021, alcuni studenti delle quinte dell'Istituto Guarini hanno partecipato alla definizione di un progetto di possibile revitalizzazione di un edificio dismesso della Stazione Piccola.

Questa attività si svolge nell'ambito del progetto YOUMOBIL, a cui aMo partecipa, e ha permesso agli studenti di svolgere un'attività pratica "sul campo" finalizzata allo studio dello stato di fatto dell'edificio interessato nonché alla predisposizione di uno studio di fattibilità relativamente al suo recupero.

La proposta di riutilizzo dell'edificio fatta dai ragazzi si è indirizzata su riconvertirlo in uno studio di orientamento per giovani studenti.

Alcuni degli studenti che hanno partecipato allo studio, hanno partecipato ad una vacanza nell'ambito della "Scout Campaign" del Progetto YOUMOBIL.

Per alcuni giorni hanno indossato le vesti di testimoni del progetto, scegliendo un viaggio focalizzato sulla mobilità sostenibile e alternativa.

Congiuntamente con le restrizioni imposte dalla pandemia, due ragazzi si sono affacciati di nuovo al viaggiare, ricordando sui propri social la vacanza da testimoni che hanno fatto.

La medesima attività è stata svolta da altri Partner europei del Progetto YOUMOBIL, ed è stato particolarmente piacevole aver dato la possibilità a dei giovani di ricominciare a viaggiare dopo un periodo così difficile come quello vissuto.

Per ulteriori informazioni sul progetto YOUMOBIL cliccare [QUI](#).

aMo - Agenzia per la mobilità e il trasporto pubblico locale di Modena S.p.A.

Strada Sanfanna, 210 - 41122 Modena - Tel.: +39 059 9692001 - Fax: 059 9692002
Mail: info@amo.mo.it
Posta Elettronica Certificata (PEC): amo.mo@legatmail.it
Codice fiscale / Partita Iva: 02727930360 - Iscrizione Registro delle Imprese di Modena n. 02727930360
Capitale sociale interamente versato: € 5.312.848,00

B.5.3 Challenges and lessons learnt

CHALLENGES: Given the uncertainty about how to carry out a replacement activity of the Interrail campaign, it was not possible for aMo to activate a search for participants similar to that carried out in 2019. Furthermore, it did not seem appropriate to carry out an activity with the same characteristics as in 2019 since aMo preferred to keep a lower profile on the trips to be carried out at a time when everyone was just starting to travel again. Of the eleven students involved, only five asked for more information and in the end only two decided to make the trip. Speaking with the professors who contacted all the 11 students, it emerged that there was still strong resistance to travel for fear of the pandemic. This is a sign that even young people were deeply touched by the events that occurred, expressing fear of Covid also in the light of the fact that in the period of carrying out the trip for YOUMOBIL for young people under 24 in Italy it had not yet begun vaccination.

LESSONS LEARNT: Initially, aMo therefore expected a greater participation, having the perception that Covid was less worrying for young people, but this was not the case. It's a pity that the Scout's activity couldn't have been more numerous, but youths' sense of responsibility should also be appreciated. What aMo learned from the posts of the two students was not so much aimed at the YOUMOBIL project itself as at the satisfaction of seeing young people return to travel almost as if it were the first time, appreciating places and situations that in the past would have been neglected.

B.6 Slovakia - Brezno

B.6.1 Facts about the Call

VISUAL: Visual style was prepared by a professional designer for the whole campaign. It was shared with two partners, Žilina and Brezno.



Slovakia project poster

CONTENT: see chapter B.2 UNIZA data

TIMEFRAME FOR APPLICATIONS: The call for application was opened from June 29th till July 11th, 2021.

CHANNELS FOR APPLICATIONS: Municipality of Brezno used several channels for promotion of the campaign for youth: advertising boards in the town and region Horehronie, banner on Brezno webpage, FB Brezno, the town newspaper “Brezňan” and the regional newspaper “My Horehronie”, Google questionnaire.

REACH: n/a

NUMBER OF APPLICANTS: see chapter B.2 UNIZA data

SELECTION PROCESS: see chapter B.2 UNIZA data

AWARD: see chapter B.2 UNIZA data

B.6.2 Facts about the Campaign

NUMBER OF SCOUTS: see chapter B.2 UNIZA data

MONITORING: see chapter B.2 UNIZA data

B.6.3 Challenges and lessons learnt

CHALLENGES: n/a

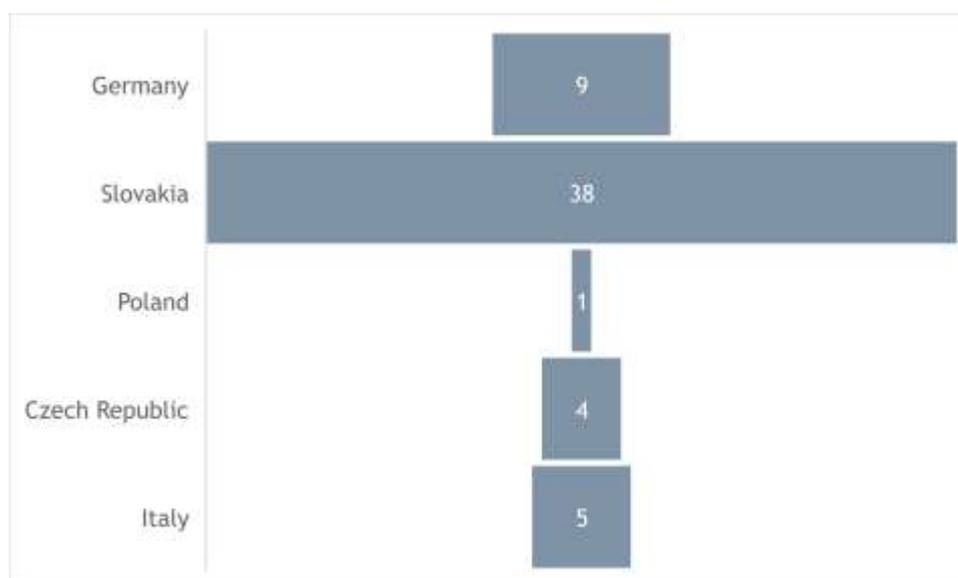
LESSONS LEARNT: n/a



B.7.4 Reach

MLV	Germany	min. 855
UNIZA	Slovakia (Žilina)	1,285
Mazovia	Poland	no info
KORDIS	Czech Republic	no info
aMo	Italy	no info
Brezno	Slovakia (Brezno)	min. 2.006

B.7.5 Number of applicants



B.7.6 Selection process

Partner	Country	Selection criteria
MLV	Germany	Age limit, the length of the planned trip, planned highlights, the way of travelling
UNIZA	Slovakia (Žilina)	Age 18-26, language skills, experience in using social media, reporting competences, travel plan
Mazovia	Poland	Age limit, use of english language, use of social media, public transport interest
KORDIS	Czech Republic	Age limit, language skills, public transport interest, groups, motivation
aMo	Italy	Age limit, questionnaire, skills, social media use, activities planned
Brezno	Slovakia (Brezno)	Age limit, language skills, experience in using social media, reporting competences, travel plan



B.8 Scout campaign 2021 impressions

Leon, DE

“The last stop on the road through Italy was Milan - a city with a lot of different districts and sights to discover. Now, we’re leaving the country. Cant believe what happened in this short span of time, really blessed.”

Rebeka, SK

“This summer was really fun and active, we have seen many beautiful places and experienced new things, like canoeing, searching for crystals, getting through a field full of sheep.

Thank you @youmobilproject, it was amazing.

#youmobilproject”

Janka, SK

“Since today is the day we travel home, we decided before that for one non-traditional ride. And that’s exactly the ride through the forest on off-road scooters. The start was from the village of Repište via a forest road to the village of Lehôtka pod Brehmi. It was a great experience to end our entire journey together with the YU MOBIL project.

#youmobilproject #youmobil #travel #view #hills 🏔️ #sun 🌞 #sunrise 🌅 #sunrisephotography 📷 #blue 🌊 #sky 🌀 #clouds ☁️ #cloud ☁️ #city 🏙️ #slovakia sk #nature 🌲 #tree 🌳 #photography #art”

Kajetan, PL

“This is the end! Despite bad weather conditions, I managed to accomplish the plan. After travelling IC Witkacy train from Zakopane to Krakow, I visited the St.Mary’s Basilica, city market and the Cloth Hall (Sukiennice). Heavy rain made it unable to see Wawel castle, but I also listened to a famous buggle call. Then, I used the EIP train to get to Warsaw. Unfortunately, it arrived at the capital city of Poland with almost 50 min of delay, but luckily it hadn’t ruined my plans. I went up to the 30th floor of Palac Kultury i Nauki and then made a walk around the old town with the royal castle. The weather was still very bad. I returned to Torun at 20:38, with one interchange in Ilawa. That was the end of my trip. Thank you very much for following my trip on Facebook and my blog www.ciagiemwpociagu.wordpress.com.

I hope, that my reports show you, that Poland is a very interesting country, which can be well discovered with the use of trains and public transport. Who knows, maybe there will be some next trip in the future?

✓ *After the whole trip:*

Distance traveled: 2352 km

Time spent in pocag/Time spent in train: 38:59

Time spent in trip: 156:53

Visited voivodeships: 13 (Kujavian-Pomeranian, Pomeranian, West Pomeranian, Lubuskie, Greater Poland, Lower Silesian, Opole, Silesian, Małopoland, świętowi skietokrzyski, Odódz, Mazovian, Warmina-Masurian)

#ciagiemwpociagu 🚂 🚆 #youmobil”



Miroslav, CZ

“With a bit delay (due to a hectic programme of mine after the arrival) here’s a report on the last day of our “Tour de France” trip by public transport. Paris is definitely beautiful city for many people, but we weren’t that lucky to see this beauty in its full strength. Moody weather almost the whole day and what more - like half of the highlights were under construction (Eiffel tower, Arc de Triomphe, Hotel des Invalides, Grand Palais and many more). Anyway, we still managed to enjoy it even though we were tired after the whole week of walking and traveling. That’s where Montmartre funicular helped us. It’s something similar in Prague on the Petřín hill and takes you to the highest ground point of Paris - the Montmartre basilica.

To sum up the whole trip, it’s quite easy and comfortable to have a trip by public transport somewhere in Europe (didn’t try it with eastern Europe yet though). However, one has to count with possible delays (happened to us once or twice as well).

Thanks for this “eurotrip” @youmobilproject.

#youmobil #youmobilproject #france #french #paris #travel #traveling #traveler #traveller #travelling #instatravel #travelphotography #travelgram #trip #journey #europe #traveltheworld #holiday #holidays #summer #sightseeing #sights #summervibes #summertime #justtravel #experience”



C. Conclusion

C.1 Challenges overview

During the second Scout campaign, 2021, the partners faced some challenges that are identified and structured. Challenges and problems that the partners have faced especially occurred because of the pandemic and restrictions related to it:

- Too short time for preparation (design, attractive text for a call for youth, template for agreement with students and other materials) because of uncertainty if the campaign will be implemented
- Late publication of Call for application caused few young people to apply because most of them had already plans for summer holidays, reduced number of respondents
- Because of the pandemic, young people did not want to travel across Europe and therefore many did not apply for a YOUMOBIL scout
- The communication via email was not the most suitable as the scouts were not able to communicate with each other directly
- Strong resistance to travel due to fear of the pandemic (vaccination for younger population was pending)
- Promotion only via websites and social media instead of in person due to pandemic restrictions.

C.2 Lessons learnt overview

During the second Scout campaign 2021, partners learnt valuable lessons that are identified and structured, as well as shared among the consortium:

- Great opportunity for young people to travel by public transport
- Experience in discovering new places. Received reports on positive experiences about public transport and visited destinations
- Discovering new public means of transport
- Improving communication skills
- Youth's sense of responsibility regarding the pandemic
- Satisfaction of seeing young people return to travel almost as if it was the first time, appreciating places and situations that in the past would have been neglected
- The pandemic enabled the discovery of national beauties in rural areas, especially since many young people turn to natural experiences
- Knowledge on how the young generation is perceiving public transport and possibilities of cross-border public transport.



D. ANNEXES

Annexes contain personal data of the Scouts, thus, due to GDPR, are not a part of this document, which is publicly available:

D.1 List of scouts

D.2 Scout statistics (individual)