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| Media information on project launch | Final version  06 2019 |

**YOUMOBIL and young people for the mobility of the future**

*07-06-2019*

**A total of 8 partners from 6 countries (Germany, Italy, Slovakia, Poland, Czech Republic and Croatia) participate, within the YOUMOBIL project, in familiarizing young people, who live in rural areas and areas outside bigger cities, with public transportation options. The value of the project is EUR 1.8 million, of which EUR 1.5 million is financed from the Central Europe programme. The implementation started in April 2019 and will continue until the end of 2021.**

Limited mobility options are frequently mentioned as one of the main reasons why young people choose to leave their native rural area and to migrate to larger cities or even beyond. Numerous rural areas, not only in partners’ countries, but also in the entire central Europe, are affected by the phenomenon of severe demographic change. Although many tools such as shared mobility and demand-oriented flexible collective transport services have emerged across Europe, only a few have been introduced in the rural areas of central Europe.

For this reason, the main goals of the YOUMOBIL project are as follows: to enhance the passenger transport system for young people, who live in rural areas, as well as to improve their access to the European and national transport networks.

To achieve these goals, project partners will network with local communities of young people, experts and politicians to implement demand-driven pilots based on novel IT and transport services. The pilot activities will be based on the actual demand, whereas they aim at exploiting potentials of new technologies and knowledge gained by insight from workshops and interviews. The project will explore how young people, with their ideas and initiatives, can revitalize disused rail infrastructure to enhance the attractiveness and image of public transport.

In addition to pilot activities, the city of Brezno in Slovakia will showcase the actual role of young people in revitalization of disused rail infrastructure, while the rest of the partners will prepare the documentation for such investments and organize workshops for young people.