

YOUMOBIL

T Bridge is partner in the project

YOUMOBIL

**Promotion of the Mobility of Youth and Young Adults in rural areas
through better access to European and national passenger transport networks**

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| Funding Program: | Interreg Central Europe. (Call 3/2018) |
| Project Duration: | The project has started on 01.04.2019 and will end on 31.12.2021 |
| Lead Partner: | Ministry for Regional Development and Transport of Saxony-Anhalt |
| T Bridge Role: | Technical coordination in in the elaboration of the RUMOBIL Strategy and its implementation in the partner areas |

PROJECT ABSTRACT

YOUMOBIL was conceived in close connection with the experience developed during the previous Central Europe project RUMOBIL. While this one took the challenge of facing poor mobility options in rural and peripheral areas, in general terms, YOUMOBIL is specifically focused on young people living in these sites. Students and young workers always more choose to leave their native villages and little towns to move into larger cities, increasing the negative demographic change particularly in Central Europe.

Public authorities and transport entities will cooperate in order to develop a common strategy addressed to young users, based on demand-driven novel service features. All partners will study how to exploit the potentials of transport management through interfaces for mobile devices, and to explore how youth initiatives can revitalise disused rail infrastructure to enhance the attractiveness and image of public transport. Five technology-driven pilots will demonstrate how the use of modern ICT solutions can be very effective for a smart youth-oriented transport in rural areas.

Lessons learnt from the pilot tests and knowledge from existing good practices will be analysed so they could be shared among transport stakeholders in two summer schools and disseminated as a tool-box that including details about the financial feasibility of suggested investments further than policy recommendations. Dissemination activities also include three annual campaigns sending groups of local youth by Interrail to all partner territories and producing daily social media footage.

In the framework of the project, T Bridge is in charge of the technical coordination of the activities of design and deployment of the ICT solutions that will support the implementation of innovative mobility services in the pilot areas. Also, T Bridge will develop a wide survey concerning emerging trends, transport models and European best practices, concerning smart solutions for rural areas enabled by advanced technologies.

PROJECT PARTNERSHIP

- ✓ Ministry for Regional Development and Transport of Saxony-Anhalt (DE) (Lead Partner)
- ✓ T Bridge S.p.A (IT)
- ✓ Mazowieckie Voivodeship (PL)
- ✓ HŽ Passenger Transport Limited Liability Company (HR)
- ✓ KORDIS JMK (CZ)
- ✓ Agency for mobility and local public transport Modena S.p.A. (IT)
- ✓ University of Žilina (SK)
- ✓ Mesto Brezno (SK)