



Youth & Commute

## Background of the Project

Youth & Commute is a structured approach for increasing the mobility of marginalized youth by encouraging the use of bicycles.

With this project we are addressing green transport, mobility, road safety literacy and the inclusion of young refugees, migrants and other vulnerable groups living at the margins of the society. Lack of accessibility to transportation services and systems leads to social exclusion and the bicycle provides target groups with low-cost mobility, which is a prerequisite for social inclusion.

With the proper knowledge and practical skills, cycling becomes a very affordable way of moving around in the cities, sometimes faster than the local transportation. In some cases, it is even a source of additional income. The current number of jobs directly related to cycling in the EU is estimated at 650 000, with the potential for one million more. This opens a lot of possibilities to many young people to find a dynamic and active job, or even the option to open their own enterprise.

Therefore, the project consortium of the Youth & Commute project is also bringing to light the entrepreneurial aspects of this sector. There are also the added health benefits that cycling provides, which will in turn help persons to be more fit and decrease the number of obesity cases in Europe.



# Project Objectives & Results

Our main aim is to increase accessibility to bicycles by creating a structured approach for working with marginalized youth on acquiring skills, knowledge, and motivation for becoming daily bike commuters. Through research on national basis, we have defined the reasons and obstacles why our target groups, but also local youth that are not using bikes and created a program with project outcomes that is covering cover the gaps.

## The project Youth & Commute will have the following results

- 1** Innovative user-friendly Fix & Ride Toolkit of Resources that aims to increase the mobility of marginalized youth by equipping them with knowledge, skills and attitudes, with which they will be able to have access to low-cost mobility and opportunities for social inclusion.
- 2** Front-line Equip & empower In-Service Training Programme that is targeted to youth workers, social work specialists and non-formal educators to :
  - present the educational resources on cycling, road safety, purchasing and maintaining a bike and green transport developed in the project;
  - understand the importance of a tailor-made structured approach and cohesive communication strategy while working with marginalised youth;
  - understand cultural dimensions of cycling practices
  - understand the need for more women-oriented classes
  - understand the principles and benefits of embedded learning environments with youth;
  - understand the principles and benefits of using videos, storytelling and gamification strategies while working with marginalised youth in breaking stereotypes.
- 3** User-friendly Online Portal to provide a multilingual and online interactive platform to enable the full access to the educational resources developed throughout the project, for the target-audiences and stakeholders.
- 4** Youth & Commute organisation - a non-formal entity as a concept in all participating countries; a structure that can be easily set in all participating countries of the project, but also replicated across Europe.

