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Workshop: New Partnerships (2b) - The need for new structures, partnerships and interaction for implementation

The campaign “YOU-move.nrw” - New partnerships for a youth-oriented and environmentally friendly mobility management

In the summer of 2002 the campaign “YOU-move.nrw” was successfully carried out in Northrhine-Westphalia, Germany and evaluated by the Wuppertal Institute¹. The campaign sees itself as a form of the so-called “soft-policies” for the environmentally friendly modes of transport. It demonstrated to the target-group “youths” how the public awareness for the environmentally friendly modes of transport for a sustainable mobility can be improved.

Background

The youth is an important target group for mobility management: In the process of growing up, mobility patterns are developed which will have a long term influence on the transport behaviour habits of future adults. Predominantly while young, a basic model will be determined for a more or less environmentally sound mobility behaviour. Many teenagers acquire a drivers license on their 18th birthday and then change from using the environmentally friendly transport modes to transport by car. With this change of transportation systems, they are no longer regular customers of the public transport but contribute to the pollution of the environment by individual motorised traffic. Moreover, youths are endangered by an above average tendency to cause car accidents due to their inexperience in driving.

Objectives of the Campaign

Against this background, the campaigns has four objectives:

1. The creation of awareness about youths and transportation
The campaign shall illustrate the public and the decision-makers in politics, administration and transport companies, that young people are an important target group for a sustainable mobility management and especially for public transport.
2. Motivation of youths for multi-modality
The campaign shall motivate young people to keep to their familiar forms of mobility within the environmentally friendly modes of transport and to use the car in addition to, not instead of public transport. The political model “multi-modality” shall be more strongly embodied in the youths’ consciousness. The customers’ bond of the youths towards public transport shall be strengthened by

pointing out the emotional qualities of the environmentally friendly modes of transport for this target group as well.

3. Participation and empowerment of the youth

The campaign shall demonstrate, in what way youths can successfully get involved with concept and product development for a sustainable mobility management, so that they are provided more mobility with less car traffic. It shall be pointed out, how youths might be encouraged and enabled to develop such projects which meet their youth-specific needs by themselves.

4. Exemplary effect for youth-orientated traffic projects

The campaign shall illustrate on the basis of good examples, how youth-orientated, eventful and environmentally sound traffic projects might be designed, such that a long-term impact is achieved with these examples.

Design of the campaign as a project contest

From May to October 2002, after two years of preparation work, the campaign “YOU-move.nrw” was carried out as a project contest in the state of North Rhine-Westphalia. The objective was to put as many exemplary youth-oriented ideas, concepts and projects for environmentally friendly modes of transport as possible into action. The steering committee wanted to have about 100 projects for the contest.

Preferably realisable projects were looked for, but it was also possible to submit drafts of ideas or visions. In all contributions to the contest a substantial gain for the environmental quality or the road safety had to be evident – in addition to the requirement of youth-orientation. These projects should be developed either by the youths themselves (bottom-up strategy) or by professionals, as - for example - experts in transportation companies or other organisations, in close co-operation with young people (top-down strategy).

For the contest, the target group of young people was defined from age 15 to 25. All youths living in North Rhine-Westphalia were eligible to take part in the contest: single, non-organised people, youth groups with or without group leaders as well as school classes supported by their teachers.

Several valuable awards were advertised for the contest, partly financed out of the campaign budget, partly donated by external sponsors.

The project contest was made public via three modes of communication.

- ? An active press campaign by the campaign direction
- ? The internet presence of the campaign (www.you-move.nrw.de)
- ? The public relation of the different members of the steering committee in their particular networks and working connections, which was supported by a special campaign flyer.

Organisation of the Campaign

The campaign „YOU-move-nrw“ was substantially supported by the traffic policy of the state Northrhine-Westphalia. The concept was developed, prepared and carried out by an uniquely broad coalition of honorary active institutions and professional actors on state level.

The steering committee of the campaign was set up by organisations active in the areas of transportation, environment and road safety and by the transportation companies. The practical realisation of the campaign was managed by a central campaign direction on state level. It was located with the “Bund für Umwelt und Naturschutz NRW (BUND – Alliance for Environment and Conservation North Rhine-Westphalia) – which is the work place of the managing campaign co-ordinator, Dr. Werner Reh.

In detail, the following organisations worked together in the central committee

- ? the most important traffic -orientated and environmental NGOs in NRW: the “General German Bicycle Club”, The Passenger Organisation “Pro Bahn NRW”, The Transportation Club Germany NRW, and the Allicane for Environment and Conservation NRW, which took over the campaign co-ordination
- ? chosen youth organisations in NRW, namely the State Student Council, the Youth Sport Association and the youth division of the BUND
- ? important transportation companies in NRW: the Union of German Transportation Companies as umbrella association, the German Railway AG NRW (DB) as the largest transport company, the Transport System Rhein-Ruhr (VRR) as the largest North Rhine-westfalian transport system, the extraordinary active local transport company Rheinbahn AG as well as the Car-Sharing-Organisation “Stadtmobil”, one of the larger CSO’s, represented in several North Rhine-Westphalian cities
- ? as relevant user and consumer councils the Consumer Office NRW, the National Association of the Physically Disabled NRW, the National Traffic Watch and an insurance association for school transport (Rheinischer Gemeindeunfallversicherungsverband RGUVV)
- ? The City and Community Council NRW
- ? The Ministry of Transport NRW, represented by the commissioned marketing agency CP-Compartner

The Steering Committee and the central campaign direction were continually advised by the Wuppertal Institute, the Research Institute for Regional and Urban Development of the Federal State of North Rhine-Westphalia, and by the Heinrich-Böll-Foundation NRW. The Wuppertal Institute has also taken over the scientific accompanying research of the campaign on behalf of the BUND and with support of the Ministry of Transport of North Rhine-Westphalia.

In the Steering Committee the principle decisions about the campaign were made in consensus. It dealt with the questions of contents and organisation such as how to address the target group, press work, marketing concept, constitution of the contest jury, and the preparation of the prelude and closing events. It was furthermore responsible for the development of a time schedule and a set of procedures, and acted as supervision for the managing campaign direction. The members of the Steering Committee used their particular networks to promote the campaign and to initiate and assist projects as contribution to the contest. At last, the members of the Steering Committee contributed as jury members to the jury decision about the choice of the winning projects. From December 13th 2000 to November 11th 2002, there were altogether 22 monthly meetings of the Steering Committee.

The realisation of the campaign was substantially supported by the Ministry of Transport. First, an according outline agreement in the coalition contract of the re-elected red-green State Government (in 2000) assured the basic rear cover for the campaign. In addition, there were two discussion forums in the Düsseldorfer Parliament with the representatives for youth and traffic policy of the parliamentary fractions about the rough concept (February 2001) and the detailed concept (October 2001). There, the political backup of the campaign concept was confirmed and a financial support for the preparation and realisation was agreed upon. Based on this, the Ministry of Transportation of the Federal State of North Rhine-Westphalia (Division “Financing of Public Transport“) supported the preparation and realisation of the campaign, including the accompanying research, with more than 250.000,- € At the end of the campaign, representatives of the Social Democrats, the Green Party and the Christ Democrats contributed as jury members to select the winning projects.

The deciding argument for the success of the campaign is the good co-operation among the various participants in the Steering Committee: the professional participants (in politics, in community

administration and the transportation ministry, in public transport companies as well as in research institutes) and the honorary activists in the numerous very different non-governmental organisations.

Key factors for success in this co-operation are:

- ? persistent political will,
- ? sufficient personal and financial resources,
- ? well working co-operation of professional and honorary activists in the campaign network,
- ? well-balanced teamwork with top-down and bottom-up strategies,
- ? solving topic-related problems and conflicts in the work process in a tolerant and success-orientated manner and
- ? a very high personal engagement of the all the participating persons.

Results of the project contest

At the deadline on October 31st 2002, 97 projects had been submitted. Of these, 72 projects were approved of and evaluated more closely.

They deal with entirely different topic fields and are in various states of realisation – from the idea to the implemented and finished project. The thematic emphasis of the submitted projects rests with the public transport. Many young participants dealt with youth-oriented public transport concepts (e.g. Night and Disco buses, event or sport lines, improvement of the bus stops) and new means of public transportation. There, the emotional qualities of the Public transport – especially important for young people - were picked up and the contestants tried to combine the factors “Fun and Entertainment” with the Public Transport via suitable events. Several projects have youth-orientated suggestions concerning design and tickets for the public transport, others suggested improvements in the information about the accessibility of youth-relevant places or about events in the form of leisure, sport or eventguides.

A series of projects refer to bicycle traffic on the way to/from school or in the leisure time, and to modes of transport typical for youth such as inline skates or kickboards. The topic road safety met with high response: many proposals concerning the improvement of road safety on the way to/from school and or projects with vehicle attendants were handed in.

Only few projects were submitted by single persons or by small groups of youth. Mostly, the project groups were from “institutions”. A large proportion of the projects were developed by school classes or courses, which had dealt with the topics youth-mobility-environment-safety during their curriculum. Further project initiators were youth parliaments, youth sport groups, and transportation companies which have developed mobility concepts for and together with young people.

Out of these 72 assessable contributions, the Wuppertal Institute made a first choice of 28 award-worthy projects. For this, all contributions to the contest were evaluated on the basis of a set of 10 criteria, specifically developed for this purpose (table 1). These were collected from an initial set of 45 individual criteria.

Out of the 28 award-worthy projects, the contest jury in consensus selected 19 “winners” and presented them valuable awards (table 2). Many other projects were given consolation prizes (e.g. trophies, bags, T-Shirts, Bike Accessories, games) by the campaign direction as appreciation for the commitment. The jury consisted of 10 representatives of the state politics as well as of transportation companies and non-governmental organisations which were members of the steering committee of the campaign.

Tab. 1: Set of criteria as a basis of valuation for the contributions to the contest of the “YOU-move.nrw”-campaign

No.	Criteria	Explanation
1	Originality, Innovation, Creativity	
2	Complexity of the Project, Presentation competence	
3	State of realisation	
4	Usage of the environmentally friendly modes of transport, integration of youth-specific means of transport in the public transport	
5	Meeting the needs of the youth	Attractivity of the apparens, modern means of transport, emotional valuation, physical activity, “fun factor”; self-awareness / risk, increase of acceptance for the environmentally friendly modes of transports, improvement of the youth’s customers’ bond
6	Environmental Compatibility - Energy consumption	Resource consumption, emissions of CO ₂ , air quality, land utilization, noise prevention
7	Road Safety	
8	Designing competence, participation	New co-operations or networks, co-operation with professionals, acceptance for the realisation of the projects
9	Social contacts, social behaviour/integration	Contribution for an improvement of the social life
10	Economic efficiency	Profitability, cost effectiveness, feasibility

The main awards were ceremonially handed over to the winners during the closing event on November 22nd, 2002, in the State capital Düsseldorf (in the Max-Weber-College). All laureates received in addition to their prize a statue in the design of the YOU-move Logo. More than 200 youths active in the campaign from anywhere in North Rhine-Westphalia, the members of the steering committee and the campaign direction as well as a high-ranked representative of the Ministry of transport took part in the closing event – all in all there were about 250 guests.

Award winning projects

The following first prizes were awarded:

The first prize in the category “Individual Prizes” was given to the project of Karl Ansgar Seng „Improvement of the local transport Wermelskirchen“. The 13-year-old student evaluated on his own initiative the local transport supply of his home town and developed suggestions of improvement for discovered problems (Remodelling of the central bus station, renewal of a train line to Remscheid, improved service in the local busses).

The first prize in the category Group Prizes went to the youth parliament from Kalletal with their “event bus”. The members of the youth parliament developed a concept for a night bus which was extended to an “event bus line”. In addition, they saw to it that a new skate facility was built.

The first prize in the category Class Prizes went to the project „Karolingerplatz Stop“ of the Max-Weber-College in Düsseldorf. The students generated three alternatives for a the remodelling of this stop, which was too small and unsafe. After these concepts had been discussed with the neighbourhood and the local trade, they agreed on the erection of a traffic lights. This practicable proposal was then submitted to the local administration.

Tab.2: Winners of the Contest „YOU-move.nrw“

Prize Category	Winning Project
Individual Prizes	
1. Prize: Laptop (1.200 Euro)	Improvement Public Transport Wermelskirchen
2. Prize: Top-Mobile Phone with MP3 (450 Euro)	Survey among young customers
3. Prize: Digital Camera	Mobile Angels
Group Prizes	
1. Prize: Trip to Nice (2.750 Euro)	Event bus Kalletal
2. Prize: Adventure Tour Alpes (600 Euro)	Sport-line Herne
3. Prize: 5 bags from Ortlieb	Night Express Bus NE 14
Special Prize Road Safety	
Trip to Hamburg to „The Lion Kid“ plus backpacks	Safeguarding Sports facilities Sinsen
Class Prizes	
1. Prize: Trip to London (2.300 Euro) of the RGUVV	Station Karolingerplatz
2. Prize: 750 Euro	Rolling Dream-Bus Revue
3. Prize: Trip with the tram line incl. big meal (750 Euro) KVB	Safeguarding and improvement of the ways to school Hennef
Special Prize Road Safety of the RGUVV: Musical „Miami Nights“	Safeguarding and improvement of the ways to school Hochdahl
5. Prize: Excursion and Visiting packets (Schalke Arena/Dom Sports)	Eco-Audit Student Mobility
5. Prize: Excursion and Visiting packets (Schalke Arena/Dom Sports)	Marler Day of Road Safety 2002
5. Prize: Excursion and Visiting packets (Schalke Arena/Dom Sports)	School Excursion by regular buses
Special Prizes for dedicated transport companies (prizes for the participating youths)	
Stadtwerke Dortmund (The cool bus- and railway show)	The transport companies sponsor a day-trip for the participating youths. The location is not yet chosen. The trip shall take place for all groups together.
Rheinbahn (vehicle attendant project)	
Stadtwerke Remscheid (vehicle attendant project)	
EVAG	
PESAG	

Media Response

The media did not report too widely to the campaign „YOU-move-nrw“, but still regarded it with favour. The campaign referred to the Federal State of North Rhine Westphalia, thus it only appeared in the media of NRW – basically in the daily newspapers. In contrast to the predecessor campaign “Change the mind – Change the mode! New Mobility in North Rhine-Westphalia” in 1998², this time the media response in NRW was distinctively lower. During the seven months before the opening event (April 22nd 2002) until shortly after the closing event (November 22nd 2002), 44 different pieces of writing relating to the campaign were published in the newspapers, thereof 32 articles and nine short notices, additionally 2 reports at ddp nrw and one report in a weekly journal. The 32 articles appeared 67times, the 9 notices were seen 85times in different daily newspapers.

For the local newspapers, it was of importance to refer in their articles to local projects. This was rather difficult during the time of the campaign, as many projects were not yet in the state of realisation. Another reason for the rather low response of the press may be seen in the combination of the issues youth and transportation, as the latter is not considered very interesting by the youth public.

The design of the campaign as a project contest affected the tenor in the coverage of the local media rather positively. Many articles were about concrete projects in the near surroundings of the reporters; these occasions were usually picked up positively and supportive and often proudly presented. The intensive media work of associations and companies forming the steering committee which also could use the campaign as their own promotional platform surely has positively influenced the number of media reports and their resonance.

Effect of the campaign on the participating youth

The effect of the campaign on the participating youth was determined in form of panel interviews (before-after-comparison) with typical contest participants. 84 youths from eight representative project groups were interviewed. The interview concentrated on the mobility behaviour, the attitude towards mobility and the involvement in and the assessment of the campaign.

Due to the age structure (81% of the interviewees were under 18 years by the time of the interviews), local transport and bike are the modes of transport mostly used by the youngsters. More than half of the interviewed youths use buses and trains almost every day (51.9%). Two thirds use the bike almost everyday (43.0%) or at least several times a week (21.5%).

Nonetheless, the car plays an important role as mode of transport for these youths. Almost three quarters point out to use the car several times a week (50.6%) or almost daily (22.8%). They usually drive with someone else as most of them do not hold a driver's license yet. Only 5 percent of the interviewees do not use a car at all. Most of the youths (79.7%, with 13.9% who did not answer this question) assured that they want to make their driver's license.

In the before-after-comparison, there is no crucial change in the mobility behaviour of the young interviewees, as a consequence of the participation in the contest. On the other hand, there are evident changes in attitude towards mobility of the youths.

The public transport is assessed more positively in the after-interviews, especially with regard to how environmentally friendly it is. The positive image of the car has lost in the after-interviews in some aspects (e.g. concerning costs, stress or life quality). The campaign obviously reached a certain point of sensitivity in the youths for a traffic policy orientated at the environmentally friendly modes of transport. Admittedly, the image loss of the car is far less than the image gain of the public transport.

In the after-interviews, the considerable importance of networks, contacts and co-operation partners – who acted as contact persons for the youths during the contest and supported them with the realisation of their projects - were articulated. The erection of such networks needs an intensive mediation between the professional actors and the youths. The interviews made clear, that during the campaign only those project groups had contact or co-operations with political institutions or transportation companies, that were already part of such structures anyway.

The most popular expectations with which the interviewed youth took part in the contest were the realisation of their project idea and the increased perception of their generation as important consumer group of the environmentally friendly modes of transport. But for a large proportion of the interviewees, these expectations were only partly fulfilled.

More than 50 percent of the youths ascertained their intention to take again part in an comparable campaign. Most of them enjoyed the participation and found it interesting. Over half of the youths stated that it was of great importance to them to be able to bring their abilities into the contest. For another 36 percent, this was partly of importance.

All in all we can say that a majority of the interviewed youths could be sensitised for political decision processes in general and for questions concerning traffic, transportation and environment in particular by their participation in the contest.

Final assessment

As a whole the campaign “YOU-move.nrw” is seen as a great success: across North Rhine-Westphalia over 70 innovative projects have been developed and partly realised in this program for a youth-oriented and environmentally friendly mobility and the issue of environmentally sound mobility for the youth has been successfully communicated in the state of North Rhine-Westphalia. This success was managed by a uniquely broad coalition of professional experts and honorary activists of many non-governmental organisations working together in the steering committee, that has developed and carried out the campaign.

The campaign was mentioned in many local and regional newspapers of North Rhine-Westphalia and was judged mainly positively in the media. The majority of the youths who took part in the project was sensitised for an environmental-orientated transport policy and their perception and assessment of the public transport has improved. The campaign motivated the participating youth for a multi-modality instead of a mere car-orientated attitude. But their real mobility behaviour did not significantly changed in the short period of the campaign.

The awareness of decision makers in politics, community administration, transportation companies and in public about the importance of the target group „youth“ for a environmentally sound transport policy was improved. With many successful examples, the campaign has demonstrated how youths can effectively get involved in concept and product development for a youth orientated and environmentally sound mobility. It remains to be seen to what extend the successful projects might act as role models such that the campaign achieves sustainable positive radiation effects.

¹ Reutter, Oscar; Dalkmann, Holger; Bernhardt, Petra: Die Kampagne YOU-Move.nrw – Ergebnisse der Begleitforschung. Wuppertal März 2003. Unveröffentlichter Endbericht, deutsch; mit ausführlichen Literaturangaben.

² Reutter, Oscar; Beik Ute: Kampagne „Umdenken, Umsteigen - Neue Mobilität in NRW“. In: Stadt Münster/Europäische Kommission (Hrsg.): Schnittstelle im Mobilitätsmanagement - Neue Kooperationen, Techniken, Lösungen. Dortmunder Vertrieb für Bau- und Planungsliteratur. Dortmund 2000, S. 180 – 183, deutsch