

## 5 ways cities can better engage young people in urban mobility planning and campaigns

*Based on the EUROPEAN**MOBILITY**WEEK Online Workshop: Youth on the Move:  
Engaging young people in urban mobility planning and campaigns  
29 July, 11:00-12:30 (CEST)*

1. Meaningful youth engagement is needed and should be at the heart of local policy-making. It is important to actually listen to young people. Do not use them to just market or promote your work, as this does not constitute real engagement, and instead can further distance between policy-makers and young people.
2. Involve young people from different backgrounds (e.g. age, race). Use local contacts who can help you tap into important networks and engage youth groups often not involved in youth engagement activities. Currently, many young people feel disengaged and many do not understand mobility planning processes.

A live poll conducted during the workshop found that only 14% of participants believed that young people were engaged well and effectively in urban mobility planning decisions in their cities.

3. Remember that young people should not be involved for the sake of engagement alone, but that their involvement is beneficial for everyone. It has been well researched that such engagement is better for everyone in the long-run. If you are not including such a large proportion of society you are undermining progress.
4. Fully acknowledge how important transport is for young adults. The cost of transport can, for example, limit employment or education opportunities. Access to transport is a key factor for personal development, especially in adolescence.
5. Young people are more likely to use sustainable transport options. Use that potential and tap into it. A shift to sustainable modes of transport is possible and urgently needed. Young people, their support and their understanding of the situation may be the key factor for success!

**And a final message for young people and activists:** do not give up. Administrative staff and politicians change. There is progress happening, so keep pushing. Be brave. Your voice matters, your future matters and you can make a difference!