WEBINAR

Mobility training for specific target groups

22/01/2013

Tina Panian, FGM-AMOR
Background & Objectives

Reason for the initiative

• Globalisation & Migration (MM & Integration & Training in an EU-project)
• Direct contact with the target group (mobility behaviour & improvements)

Addressing the needs of the specific target group

• Easy, affordable & sustainable mobility
• Increasing mobility
• Social inclusion
• Teaching & training materials in MM
• Information & mobility training
Target group

Target group(s) of the training initiative

• Adults with migration background
• People in the field of education & language training, migration and MM (train the trainer)

Reasons for focusing on this target group

• Mobility offers (lack of information & training)
• Ready-to-use materials (formal and informal training settings)

Reaching the target group

• Direct contact with migrant associations & networks (round tables)
• Support from stakeholders
• Local advertising
Implementation

The activities of the training initiative

- Theoretical training sessions
  - Trainer guide
  - Worksheets
  - Handouts

- Practical training sessions
  - Bicycle training in protected area
  - Bicycle training in traffic reality
  - Bicycle routes in your city
Results of the previous training sessions

Results in quantity

• First test trainings in 2011:
  – 30 participants, 3 trainers/multipliers reached
• Trainings (mainly cycling) in 2012:
  – 80 participants, 5 trainers/multipliers reached
• Dissemination: Flyer in the welcome package 2012
  – 6,000 people reached in Graz

Results in quality

• Evaluation results: end of 2013

Results & recommendations so far

• Big interest in the materials and trainings
• Trustful and relaxed atmosphere
• Enjoyment and fun
• Stay flexible
• Respond to the different needs of the target group
• Move out of the box of the MM-community!
Working with the target group

Challenges in the organisation
- Bicycles
- Timing & Place
- Group size

Challenges in the training
- Language
- Cultural & gender perspective
- Mobility culture (‘sustainability?’)
- Personal distress of the participants

Challenges in traffic reality
- Different traffic rules
- Lack of comprehension of other road users
- Dealing with racism
Thank you

Tina Panian, FGM-AMOR
www.together-eu.org
together@fgm.at