



CiViTAS
Cleaner and better transport in cities



WEBINAR

Mobility training for specific target groups

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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

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