



A Sustainable Mobility Project

Athens, October 2021

Introduction:

Over the last eighteen years the ECOMOBILITY Campaign (www.ecomobility.gr) has been encouraging more than 4.600 secondary education students in hundreds of towns all over Greece to be informed and develop awareness on sustainable mobility practices. The school students are motivated so as to learn about, to influence and to change urban mobility behavior and practices among youth and adults. At the same time the students develop their presentation skills, their ability to interact with different society groups and with the local and regional authorities, focusing on mobility and alternative transport issues.

Structure:

The ECOMOBILITY campaign/contest is a volunteer learning program, approved by the Ministry of Education and highly distinguished among environmental school programs. It is implemented under the Auspices

of the Ministry of Environment, the Ministry of Transportation & Infrastructure, the Ministry of Internal Affairs & Governance, the Ministry of Health. The scientific support is undertaken by the National Technical University-Lab of Sustainable Mobility and the Judging Committee consists by the representatives of 40 associations and bodies related to the programs' concept and content.

ECOMOBILITY includes three actions:

- a) Ecomobility projects carried out by Secondary Education students,
- b) Freemobility projects carried out by Special Schools Students and
- c) Eco2mobility projects carried out by adults attending Second Chance Schools.

The participating school teams consist of 8 students each coordinated by one or two teachers. The local authorities' leaders are informed by the organizers about the students' tasks and are invited to facilitate their work and to commute the presentation upon completion.

Contest, Judging & Awards:

Students' projects and suggestions are presented in the pupils' towns during spring through events in which a multitude of local authorities representatives participate. The organizing committee has provided for a distant-online presentation of the school projects

during the Covid19 period when most of Greek schools remained closed.

Representatives of scientific organizations, civil bodies and local authorities offer their valuable help during the school projects preparation and evaluation processes. There are two levels of judging the students works with 20 different criteria.

The Awards Ceremony takes place in Athens, the capital city of Greece, in spring or through the use of an Internet Platform. Representatives of various political and local authorities as well as environmental, educational and scientific institutes are among the audience of the award ceremony. The first award for secondary education schools is an educational trip to the European Parliament in Brussels, for Second Chance Schools a Trip to a Smart Town and for Schools with Students with Special Abilities the first award is a Sea Track Visit to a beach. Furthermore, four school teams that have excelled in creativity-artistic topics win four trips to ECOCAMPS. All the above trips take place in the summer.

Expected results & benefits:

Students focus on spotting sustainable mobility issues, on transportation problems of their area or town and are expected to propose realistic solutions for the benefit of the local society and more as a whole.

ECOMOBILITY students' team members are offered

the opportunity to cultivate their cooperation, their creative and artistic skills, to develop their sense of responsibility and to take initiatives towards society. The result, besides the documented survey and facts, is the connection and interaction with other participants via FB pages, the production of a multitude of video clips on You Tube, interviews with opinion leaders and decision makers, songs, poems, posters, maquettes, comics, graphics, games, dramatizations, presentations of the various mobility problems of each area and ultimately suggestions of solutions.

During the last few years the ultimate goal of the school projects has been the formation of suggestions regarding measures related to carbon dioxide and pollutants emission reduction, climate change confrontation as well as the extended use of bicycles and electric vehicles. What is worth noting is that a lot of school students' suggestions and solutions over mobility matters have been taken into consideration by the local authorities and have been implemented recognized as inspired and well leading improvements to tangible mobility practices.

Funding:

ECOMOBILITY actions are developed mainly by volunteer work offered by ECOCITY members and the parties involved representatives. Communication Sponsors promote the campaign during the preparation

and implementation period, private sector sponsors cover all the budget expenses in kind and financially and a European MP host the first prize student team in Brussels.

After COVID-19 era:

2018-19 school year more than 35 different towns around Greece took part in the ECOMOBILITY Campaign and more than 12,500 teachers, students and local societies members were informed directly about the sustainable mobility issues and matters presented by the students. 65 initiatives were organized and developed and more than 400.000 volunteer working hours were dedicated.

2019-20 although similar participation and preparation were realized, the campaign was discontinued due to COVID-19.

2020-21 ECOMOBILITY HYBRID version was introduced and tested with all actions and presentations carried out mainly from distance.

Our ambition for the 2021-2022 school period is to motivate a greater number of schools and encourage more towns to participate in ECOMOBILITY Campaign, so as a larger number of citizens become aware of sustainable mobility practices.

The organizer:

ECOCITY is a no profit organization that operates on a volunteer basis focusing on Urban Environment. It was founded in Athens - Greece on 2004 and developed braches on Patras and Thessaloniki. ECOCITY is an active member of the International Networks "European Environmental Bureau", "Transport and Environment", "PAN Europe", "ECOS organization" , "MIO/ESDC" and "EKO Energy".