



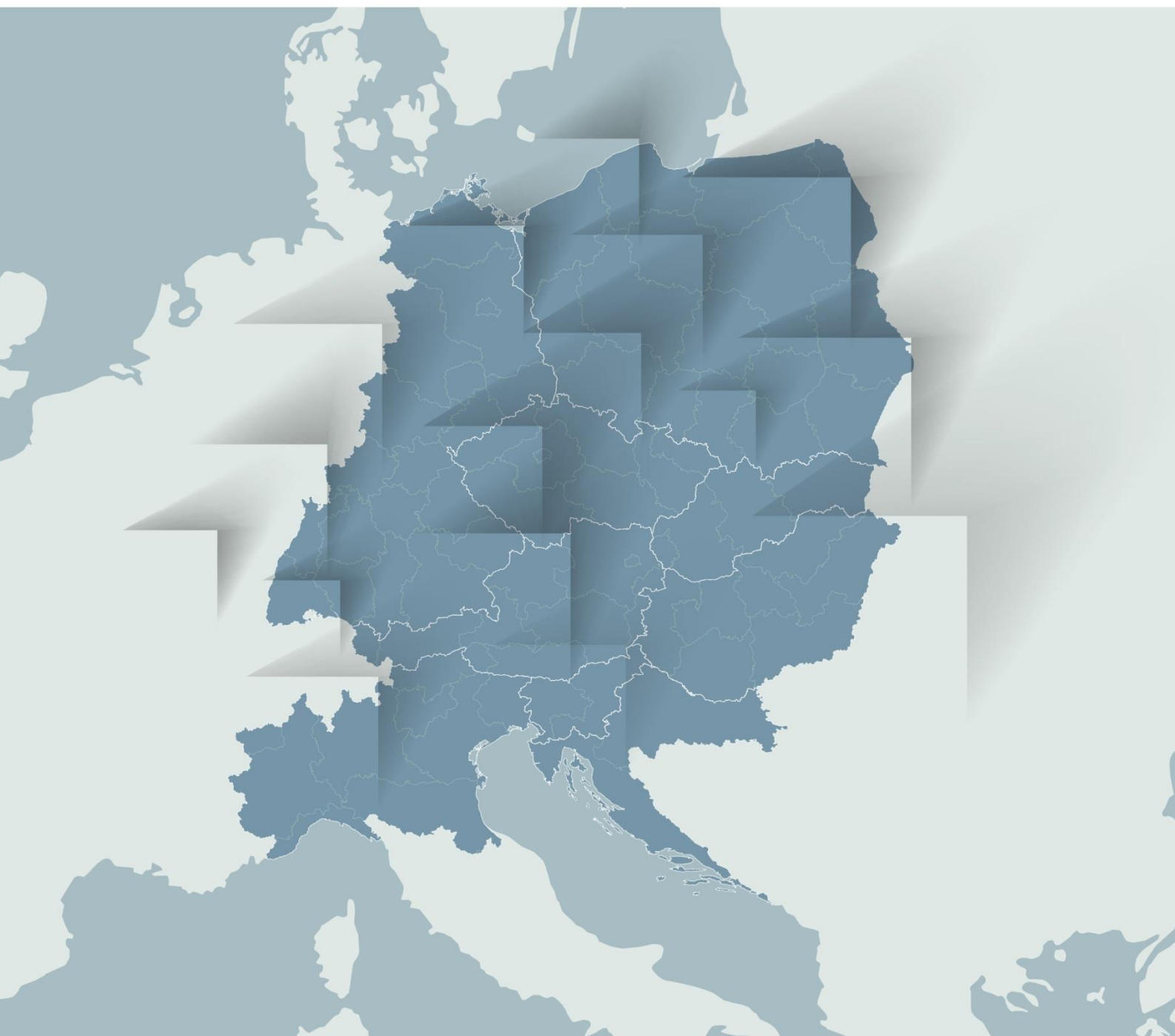
# INTERRAIL CAMPAIGN 2019

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D.C.2.4 YOUMOBIL Interrail campaign 2019  
report

Final version  
11 2019

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## B. Background

**YOUMOBIL** aims at enhancing the passenger transport system for young people living in rural areas and their access to the European and national transport networks. Poor mobility options other than the own car is among the most frequent reasons why young people choose to leave their native rural area and to migrate to larger cities or even beyond, intensifying the demographic change troubling most rural areas in Central Europe. A number of tools including shared mobility and demand-oriented flexible collective transport services have emerged across Europe but only few have been introduced in rural areas of Central Europe. This led to a lack of knowledge among the programme area's transport stakeholders. Moreover, public transport and related infrastructures suffer from a rather poor image among Central European youth. **YOUMOBIL** partners therefore network with rural areas' local youth in piloting demand-driven novel service features, exploit the potentials of transport management through interfaces for mobile devices, and to explore how youth initiatives can revitalise disused rail infrastructure to enhance the attractiveness and image of public transport. Five technology-driven pilots will demonstrate the use of modern IT solutions for a smart youth-oriented transport in rural areas while one investment showcases the role of young people to revitalise rail infrastructure. Further investments are prepared by **YOUMOBIL**.

Lessons learnt and knowledge from existing good practices will be shared among transport stakeholders in summer school and disseminated in the form of a tool-box that includes details about the financial feasibility of necessary investments complemented by policy recommendations. These outputs address regional and local public authorities and public transport managers from rural areas of CE. Accompanying communication activities include three annual campaigns sending groups of local youth by Interrail to all partner territories and producing daily social media content.

**The most relevant outputs** will include the pilot activities itself and policy recommendations that will result with a tool-box. Numerous workshops, summer school and summer camp will involve all relevant stakeholders (communication target audience) from which the insight wants to be gained and to whom the knowledge will be transferred.

Therefore, **young people have to be involved** in the process, by helping the consortium identify the gaps in the passenger transport network, collecting their ideas about possible improvements in public transport, participating in summer camps when tackling the issue of revitalizing the disused railway infrastructure and by simply traveling around Europe with train and discovering rural areas and local public transport solutions.

To collect the best inputs, a number of young people were given Interrail passes to travel around Europe in summer 2019 and report about their trips on social media. They were challenged to use the public transport and to visit 5 out of 7 selected partner regions. Their inputs created a whole different perspective of looking at public transport and rural areas. Young people actively and successfully use online tools created for traveling and planning, so they had only minor problems in that area. They had more difficulties in the actual transport process (delays, no connections...) but didn't focus on that. They rather focused on the beauties of rural parts of central Europe, people and nature.

To achieve the best results also in other project activities, in scope of technical work packages tackling the smart solutions for young people in rural areas and promotion of youth revitalization initiatives, Interrail feedback is an important input. Although "young people traveling around Europe" doesn't seem relevant, a lot of conclusions can be made about their means of transport (train + other public transport), habits in ticket purchase, use of new technologies when traveling, social interactions, travel planning, indirect promotion of public transport and regions etc.



## C. Interrail campaign 2019

Total of 6 project partners: PP1 Ministry for Regional Development and Transport of Saxony-Anhalt - MLV, PP3 University of Žilina - UNIZA, PP5 Mazowieckie Voivodeship - Mazovia, PP6 KORDIS JMK - KORDIS, PP7 Agency for mobility and local public transport Modena S.p.A. - aMo, PP8 Municipality of Brezno - Brezno, participated in the Interrail campaign 2019 by selecting 30 young people from 18 to 26 years old and awarding Interrail tickets to them. Each project partner participating in the Interrail campaign gave an overview of the process, describing the following elements:

### Call

**VISUAL:** Partner presented project poster/ad in their own language

**CONTENT:** Text in English on the poster/ad

**TIMEFRAME FOR APPLICATIONS:** When was the Call published and how long was it open (from - to)

**CHANNELS FOR APPLICATIONS:** Where was the Call published

**REACH:** How many people saw the Call

**NUMBER OF APPLICANTS:** How many young people responded

**SELECTION PROCESS:** How did the selection process look like, what was the criteria set and used, other important remarks

### Facts about the Campaign

**NUMBER OF TRAVELERS:** How many people were given Interrail Global Passes

**NUMBER OF PARTNER REGIONS:** How many, out of 7 partner regions, travellers visited

**CHANNELS USED:** FB, Instagram, Twitter, blog, YouTube...

**MONITORING:** How did partners monitor the posts, were they in contact with the travellers, did they report in English or national language, were they promoted on institutional websites or social media, what type of reports did the travellers send or publish in the end and other remarks

### Challenges and lessons learnt

**CHALLENGES:** What problems/challenges the partners faced.

**LESSONS LEARNT:** What do the partners think they did great, what would they recommend to other partners to do, what would they change next year, what did they found out about your project location that can be applied to YOUMOBIL...



## B.1 Germany - MLV

### B.1.1 Facts about the Call

VISUAL:

## Fünf Interrail-Tickets (31 Länder / 30 Tage) für Deine Rundreise durch Europa

04. Juni 2019



Jetzt bewerben! GOEUROPE! und die Europäische Jugendbildungsstätte Magdeburg suchen junge Menschen, die im Sommer 2019 quer durch Europa reisen wollen. Es gibt Interrail-Tickets und 300 Euro Taschengeld für die Reisekasse.

#### Es wird fünf Mal vergeben:

- [Interrail Global Pass](#) (gilt für 30 Tage für eine unbegrenzte Anzahl an Zugreisen in 31 Ländern)
- 300 Euro Taschengeld

#### Wer sich bewerben möchte, muss

- zwischen 18 und 26 Jahren alt sein (zum Beginn der Reise)
- in Sachsen-Anhalt wohnen oder zurzeit leben (etwas durch Studium, Arbeit etc.)
- die Interrail-Reise im Sommer 2019 starten
- einige Pflicht-Stationen besuchen (u. a. Italien, Polen, Tschechien, Kroatien; Details folgen)
- online über die Reise berichten (als Blog, Vlog, Podcast oder mit Social-Media-Posts; Musik und andere Kunstformen sind auch willkommen)

#### Wie kann ich mich bewerben?

Bitte schreib uns bis zum 30. Juni 2019 eine E-Mail an [info@goeurope-lsa.de](mailto:info@goeurope-lsa.de) mit folgenden Angaben:

- Vollständiger Name
- Anschrift
- Telefonnummer
- Geburtsdatum
- kurzes Motivationsschreiben (wir brauchen keinen Roman, ein kurzes Schreiben genügt. Du könntest u. a. auf diese Fragen eingehen: Warum willst du eine Interrail-Reise machen? Wie willst Du online darüber berichten? Was willst du lernen/erleben?)

Wir melden uns nach der Auswahl mit einer Zusage oder Absage bei dir.

Die Tickets und das Taschengeld werden vom [Ministerium für Landesentwicklung und Verkehr Sachsen-Anhalt](#) im Rahmen des Programms "Interreg Central Europe - Youmobil" bereitgestellt.



**SACHSEN-ANHALT**

Ministerium für  
Landesentwicklung und Verkehr

Promotion of Interrail Campaign 2019 on website of GOEUROPE!

Source: <https://www.goeurope-lsa.de/archiv/60-wir-vergeben-fuenf-interrail-tickets-31-laender-30-tage>





The call was realized with the youth association GOEUROPE! (European Youth Competence Centre Saxony-Anhalt). GOEUROPE! informs and advises youth and young people as well as youth associations, communities, and other stakeholders in terms of European mobility projects and funding (for more information: <https://www.goeurope-lsa.de/>).

The MLV decided upon a cooperation for all three years of Interrail campaign as GOEUROPE! has a great experience with mobility of young people across Europe. Furthermore, they provide a platform to promote the call and get feedback from travellers.

The call was published online and an advertisement was printed to promote the call on local events.

#### **CONTENT:**

“It's time to start planning your summer!”

Together with the European Youth Education Centre Magdeburg Villa Böckelmann - Bildungsnetzwerk Magdeburg, we are looking for young people who are interested in a round trip through Europe.

Now you have the chance to get one of 5 Interrail-Tickets incl. a travel cash of 300 Euro. You can travel up to 31 countries in 30 days! That sounds good, doesn't it?

All you have to do is:

- be 18-26 years old
- come from Saxony-Anhalt, or currently live here
- visit some obligatory stations (e.g. Italy, Poland, Czech Republic, Croatia)
- report online about the trip (as blog, vlog, podcast or via social networks; music and other art forms are also welcome)

And off we go! You can find information on how to participate at

<https://www.goeurope-lsa.de/archiv/60-wir-vergeben-fuenf-interrail-tickets-31-laender-30-tage>

The tickets and the pocket money will be provided by the Ministry of Regional Development and Transport of Saxony-Anhalt as part of the "Interreg Central Europe - Youmobil" programme.”

**TIMEFRAME FOR APPLICATIONS:** The application was open from the 5<sup>th</sup> of June up to the 30<sup>th</sup> of June 2019; some were also accepted a few days later, so it lasted for 20 days.

**CHANNELS FOR APPLICATIONS:** Website ([goeurope-lsa.de](http://goeurope-lsa.de)), Facebook, Instagram, word-of-mouth recommendation within the GOEUROPE Youth Education Team, local events

#### **REACH:**

Website: 1.480 hits

Facebook: 1.353 People, 28 Likes, 89 Clicks, 7 Shares

Instagram: 309 People, 49 Likes, 5 Shares

**NUMBER OF APPLICANTS:** 15

**SELECTION PROCESS:** The applicants had to apply with a short letter of motivation on why and where they want to go. Additionally, they had to outline how they are planning to report on their trip.

## **B.1.2 Facts about the Campaign**

**NUMBER OF TRAVELERS:** 7

**NUMBER OF PARTNER REGIONS:** Eric 1, Luise 2, Franz 4, Nicole 4, Bennet 4, Sophie 5, Mariam 4



**CHANNELS USED:** Instagram, YOUTUBE, Facebook, BlogSpot, Snapchat

**MONITORING:** For the posts, MLV made no guidelines and were not in contact with the travellers during their journey. There will be an exchange workshop with some of them at the end of November 2019. Their reports were in German and MLV did not promote anything on their website.

### B.5.3 Challenges and lessons learnt

**CHALLENGES:** There was only a short period of time for implementation and it was hard to find the right way to communicate the Interrail Campaign and, also, the channels to address the right target group. Also, it was difficult to check for feedback on the social media channels.

**LESSONS LEARNT:** The application was quite successful and MLV has a permanent partner for the next years to organize the application (GOEUROPE!). Nevertheless, the tender has got to be implemented much earlier next year. The local Interrail location will probably be changed to the place where MLV pilots will be implemented. That location was not defined in summer 2019. We would recommend cooperation with a local partner to reach a high number of potential applicants. Furthermore, we need to make sure that there is a clear deadline for a report to get a feedback from the travellers. Maybe we should structure a questionnaire to get and compare information needed.



## B.2 Slovakia - UNIZA

### B.2.1 Facts about the Call

**VISUAL:** Visual style was prepared by a professional designer for the whole campaign. It was shared with two partners - Brezno and Kordis. Project poster was produced and disseminated on large screens at the premises of the University of Žilina.



**UŽI SI PRÁZDNINY NAPLNO  
A CESTUJ S PROJEKTOM YOUMOBIL  
MESIAC ZDARMA VLAKOM  
PO CELEJ EURÓPE!**

**SÚŤAŽ**

Žilinská univerzita v Žiline v rámci projektu YOUMOBIL ponúka 5 mladým ľuďom vo veku 18-26 rokov cestovný lístok Interrail Global Pass (continuos) a k tomu ešte niečo navyše.

Vyskúšaj, aké zábavné môže byť cestovať verejnou dopravou.  
Prihlásiť sa môžu tímy aj jednotlivci.  
Ponuka nie je limitovaná len pre študentov Žilinskej univerzity v Žiline.

Prihlásiť a dozvedieť sa viac o podmienkach našej ponuky môžeš TU.

Viac informácií o podmienkach cestovania najdeš na [www.interrail.eu/en](http://www.interrail.eu/en) alebo [www.slovakrail.sk/sk/ceny-zlavy-zahranicie/ponuka-interrail/interrail-info.html](http://www.slovakrail.sk/sk/ceny-zlavy-zahranicie/ponuka-interrail/interrail-info.html)

**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund  
**YOUMOBIL**

TÁTO SÚŤAŽ PREBIEHA S PODPOROU EURÓPSKEHO REGIONÁLNEHO ROZVOJOVÉHO FONDU V PROGRAME INTERREG STREDNA EURÓPA.

**CONTENT:** There was a text offering opportunity to travel with Interrail Global Pass in frame of YOUMOBIL project. Young people aged 18-26 were invited to send their application to Interrail competition 2019. Slovak call for application was prepared together with Brezno municipality.

**TIMEFRAME FOR APPLICATIONS:** The call for application was opened from June 5 till July 5, 2019, so it lasted for 31 day.

**CHANNELS FOR APPLICATIONS:** Several channels were used by UNIZA for call publication: large electronic screens at the premises of the University of Žilina (UNIZA), banner at the university web page, social media (UNIZA's Facebook and Instagram).



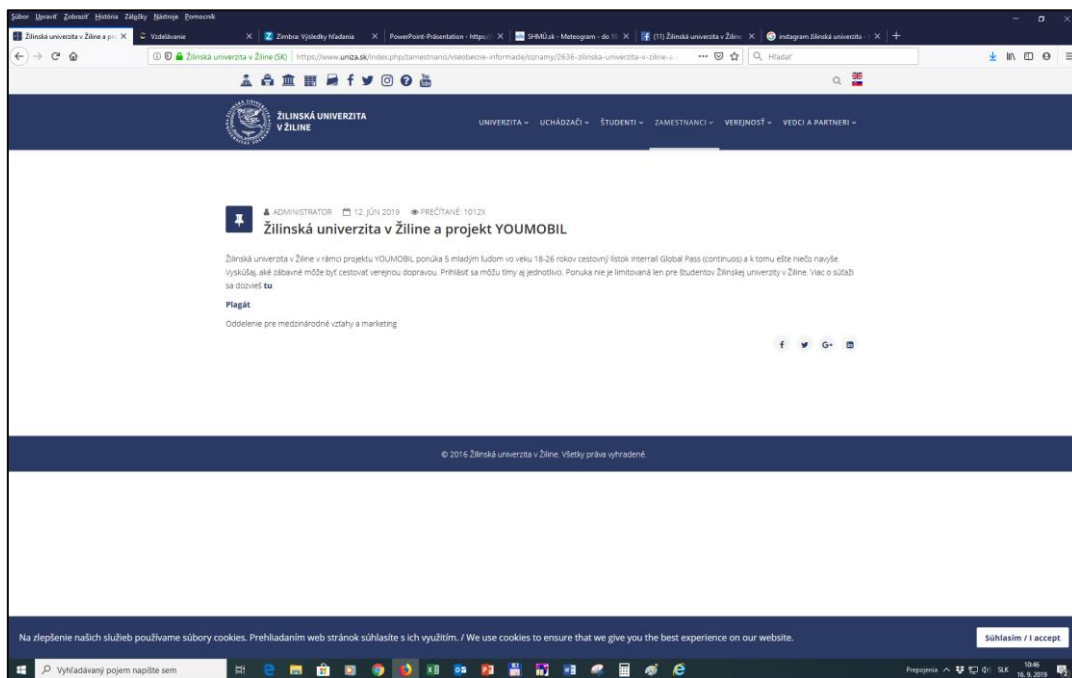


Call at the UNIZA's Facebook

**REACH:** Total number of people reached by all channels was not recorded, however, 1.151 people read the call text at UNIZA's web page.

**NUMBER OF APPLICANTS:** there were 22 applications from the side of young people. They applied via google questionnaire. 16 applications were valid according to the rules.

**SELECTION PROCESS:** Travellers were selected respecting the age limit (18-26), their language skills and competence to report their travel experience on social media. All of them also submitted their brief travel plan. 10 selected people were later interviewed by phone. After that, 9 of them were awarded the Interrail Global Pass and grant for travelling (5 under the auspices of UNIZA, 4 under auspices of Brezno).



Information on YOUMOBIL project and Interrail campaign with a link to the call for application



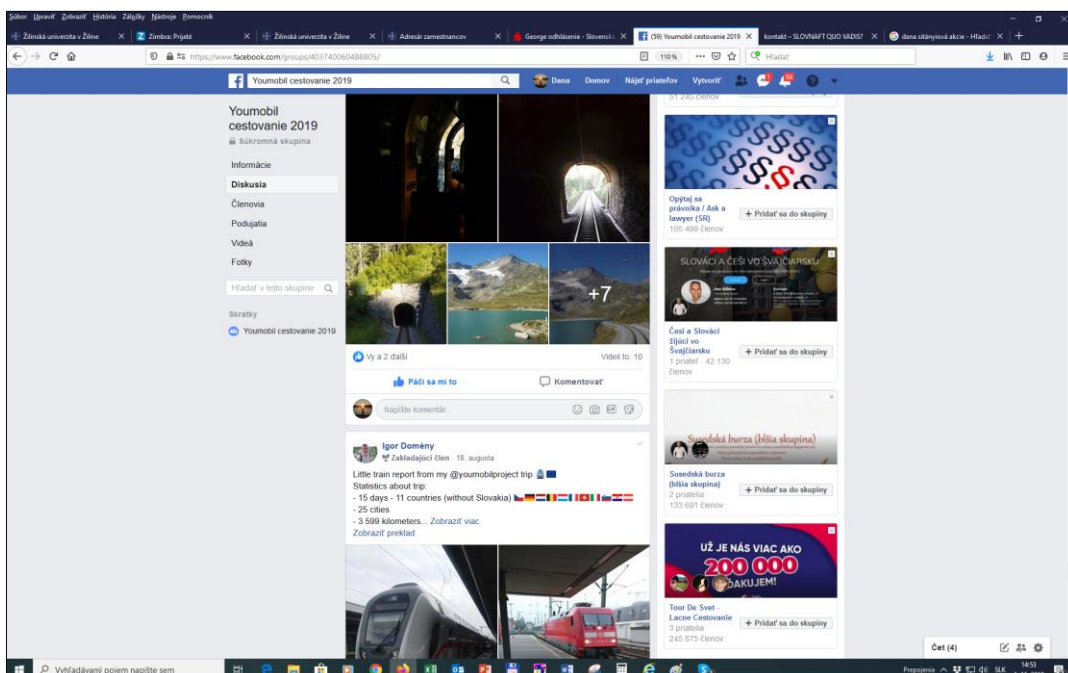
Call for application - Google questionnaire

## B.2.2 Facts about the Campaign

**NUMBER OF TRAVELERS:** 5 young people (2 women and 3 men)

**NUMBER OF PARTNER REGIONS:** Travellers visited most of the partner regions including Rajecké Teplice, Brezno, Žilina, Modena, Quedlinburg, Hevlín, and Dugo Selo; only Płock has not been visited by UNIZA travellers. In addition, travellers also visited many places in other European countries including Spain, France, Switzerland, Slovenia, Portugal and Netherlands.

**CHANNELS USED:** All travellers have been reporting via personal accounts on social media, especially Facebook. Also, Slovak travellers established FB group - Youmobil cestovanie 2019 - for Slovak travellers in Interrail campaign 2019, where they shared experiences during traveling.



Closed FB group Youmobil cestovanie 2019



**MONITORING:** UNIZA monitored travellers' activities as a member of FB group and at their personal FB profiles. Project manager was in regular contact with all travellers, monitored their travels and gave advices if necessary. They reported in English. After travels, they submitted short reports together with statement of costs in Slovak language.

### B.2.3 Challenges and lessons learnt

**CHALLENGES:** There was a very short time to prepare the whole campaign. As it was the first campaign, UNIZA had to prepare design, text for a call, template for agreement with students, and other project materials. The biggest problem was to establish formal procedure for declaration of costs for travelling at the university. Call was published quite late in June, therefore the response was not so high, since young people, including students from the university, had already other plans how to spend their holidays. Whole legal procedure for preparation of common agreement between students and the University was quite complicated and it took a long time.

**LESSONS LEARNT:** UNIZA tried to prepare campaign on a professional level. Design for campaign was done by a professional designer. All travellers were excited about possibility to travel within the scope of YOUMOBIL project. They reported especially positive experiences. However, they complained of high prices of reservations in trains in some European countries and delays. Also, it wasn't possible for some time to buy reservations online for Interrail global pass, or the system did not support this kind of ticket during online reservation. The most students travelled in groups, which proved to be more interesting for them. UNIZA suggests working more effectively with social media to report travel experiences during next campaigns. There should be one shared space created for all travellers, from all the countries. In this way, they could communicate, share experiences, help each other or meet during their trips, as well as better promote project and travelling by public transport.



## B.3 Poland - Mazovia

### B.3.1 Facts about the Call

#### VISUAL:

**Interreg** CENTRAL EUROPE  
YOUMOBIL

**Interrail**

**Podróżuj po Europie!**  
Masz dużo czasu tego lata  
i chcesz podróżować po Europie za darmo?

W ramach projektu YOUMOBIL  
**ROZDAJEMY BILETY** Interrail,  
które pozwalają odkryć **40 000 miejsc**  
i podróżować **KOLEJĄ** przez **31 różnych krajów**.  
Bilet ważny będzie przez 22 dni.

**Wymagania:**

- Wiek: 18 – 26
- Czas podróży: LATO 2019 (okres od 19 sierpnia do 30 września)
- Posługiwanie się językiem angielskim
- Zamiłowanie do podróżowania i kreatywność
- Wizyta w co najmniej 5 z 7 miast biorących udział w projekcie\*
- Opublikowanie raportu z odbytej swojej podróży w mediach społecznościowych (Facebook, Instagram, Twitter, Youtube itd.)

**Nie przegap swojej szansy i zgłoś się już dziś!**

Na zgłoszenia czekamy do 4 sierpnia 2019 r.  
Zgłoszenia przyjmowane są przez formularz dostępny na  
stronie [www.mazowieckie.com.pl](http://www.mazowieckie.com.pl)

Koleje Mazowieckie Partner **Mazowsze** since Poland

\* co najmniej pięć z następujących siedmiu lokalizacji musi zostać odwiedzonych i opisanych w wybranych mediach społecznościowych: Quedlinburg (Niemcy), Modena (Włochy), Brezno i Žilina (Słowacja), Plock (Polska), Kraj południowomorawski (Czechy) i Dugo Selo (Chorwacja)

#### CONTENT:

**Interreg** CENTRAL EUROPE  
YOUMOBIL

**Interrail**

**Travel across Europe!**  
You have a lot of time this summer  
and you want to travel around Europe for free?

As part of the YOUMOBIL project  
we'd like to give you Interrail Tickets,  
that allow you to discover 40,000 places  
and travel by trains through 31 different countries.  
The ticket will be valid for 22 days

**Requirements:**

- Age: 18 – 26
- Travel time: Summer 2019 (period from August 19 to September 30)
- Speaking English
- A passion for traveling and creativity
- A visit to at least 5 of the 7 cities involved in the project\*
- Publish your travel report on social media (Facebook, Instagram, Twitter, Youtube itd.)

**Don't miss your chance and apply today!**

We're waiting for applications until August 4, 2019.  
Applications are accepted through the form available at  
website [www.mazowieckie.com.pl](http://www.mazowieckie.com.pl)

Koleje Mazowieckie Partner **Mazowsze** since Poland

\* at least five of the following seven locations must be visited and described on selected social media : Quedlinburg (Germany), Modena (Italy), Brezno and Žilina (Slovakia), Plock (Poland), South Moravian Region (Czech) and Dugo Selo (Croatia)

Interrail campaign 2019 "Through Europe with an Interrail ticket" competition was organized together with Mazowieckie Railways. Two Interrail tickets valid for 22 days were awarded.

**TIMEFRAME FOR APPLICATIONS:** The Call was announced on July 24 and lasted until August 4, so it lasted for 12 days.

**CHANNELS FOR APPLICATIONS:** The Call was published on the website of Mazowieckie Railways: [www.mazowieckie.com.pl](http://www.mazowieckie.com.pl) (also FB: <https://pl-pl.facebook.com/KolejeMazowieckieKM/>)

The Mazovia Region website also contained information about the competition and a link redirecting to the Call page.

**REACH:** No data.

**NUMBER OF APPLICANTS:** 5

**SELECTION PROCESS:** Applications were received by a form where applicants had to answer questions about experiences related to using social media, experiences related to public transport. One of the questions was: Why should we choose you? Based on the information provided by applicants, we chose creative people with an idea for travel, able to use social media.

### B.3.2 Facts about the Campaign

**NUMBER OF TRAVELERS:** 2





**NUMBER OF PARTNER REGIONS:** 6

**CHANNELS USED:** Facebook, Instagram and blog

**MONITORING:** Mazovia monitored posts published by Interrail reporters by viewing their social media accounts. They often contacted them, by phone, email and SMS. Travellers also contacted Mazovia in the same way. They reported posts both in English and Polish language. Mazovia promoted them by using institutional Mazovia and Mazowieckie Railways website and Facebook profile.

### B.3.3 Challenges and lessons learnt

**CHALLENGES:** The challenge was too short time concerning the application procedure. In addition, the Call announcement appeared at the end of July (vacation time), which limited the number of people willing to travel (some young people had already planned a vacation). Mazovia used several information channels to promote the Call (website and FB Mazovia Region and Mazowieckie Railways), LCD screens installed in trains, local media, and yet received only 5 applications.

In addition, "pocket money" wasn't used for the travellers because the appropriate formula/method of financial settlement to give money directly to the travellers couldn't be found (a simple procedure for "pocket money" is needed, to avoid expenditure ineligibility).

**LESSONS LEARNT:** Buying tickets valid for 22 days was sufficient (campaign participants travelled from a few to a dozen days). In 2020, to improve the Interrail campaign, Call should be announced much earlier (April) to give young people a chance to submit much more applications (more applications mean that the best travellers can be chosen).

To make the 2020 campaign more attractive, "challenges" for YOUMOBIL reporters should be considered.



## B.4 Czech Republic - KORDIS

### B.4.1 Facts about the Call

#### VISUAL FACEBOOK:

#### VISUAL WEBSITE (www.idsjmk.cz):

#### CONTENT:

Go for it with YOUMOBIL and travel around Europe

Do you like traveling? Do you have any plans for summer? Are you a social media fan? Are you interested in public transport? Do you want to travel by train and discover new places in Europe?





KORDIS JMK, a.s. within the YOUMOBIL project is searching for young people (age 18-26) which will be given an Interrail ticket for traveling around Europe and some pocket money.

What will be your task? You will choose five destinations to go in August or September and share your experience on social media platforms. You can travel on your own or take someone with you. So, are you in?

The ticket will allow you unlimited travel by train in Europe. Which destinations do you have to visit? We have chosen for you some interesting places involved in pilot projects for railway transport development: Quedlinburg (Germany), Dugo Selo (Croatia), Brezno (Slovakia), Žilina (Slovakia), Plock (Poland) and Modena (Italy). You can choose which 5 of these towns you would like to visit. Moreover, you can stop somewhere else on your journey where you want (within the Interrail ticket rules).

More information about travel conditions with the ticket you can see here:

<https://www.interrail.eu/en> and <https://www.cd.cz/typy-jizdenek/mezinarodni-jizdenky/-26729/>.

As we already mentioned, you will be supposed to document your journey on social networks. It may be Instagram, Facebook, YouTube or some blog - this is up to you. As this is an international project, your contributions should be at least partially in English (average knowledge is enough).

Are you interested? Fill in the application form and send it by 15 July 2019 to our email [info@kordis-jmk.cz](mailto:info@kordis-jmk.cz).

**TIMEFRAME FOR APPLICATIONS:** The call was published on 3 July and the end date for sending applications was fixed to 15 July, so it lasted for 13 days.

**CHANNELS FOR APPLICATIONS:** KORDIS website [www.idsjmk.cz](http://www.idsjmk.cz) and KORDIS Facebook profile <https://www.facebook.com/idsjmk.cz/>

**REACH:** The official KORDIS website is daily visited by 3 000 - 5 000 people, so min. 3 000 have seen it.

**NUMBER OF APPLICANTS:** 10

**SELECTION PROCESS:** Selection board consisted of 4 people and following criteria were judged - language skills (level of English), interest in public transport, number of people in a traveling group, motivation.

## B.4.2 Facts about the Campaign

**NUMBER OF TRAVELERS:** 6

**NUMBER OF PARTNER REGIONS:** 6

**CHANNELS USED:** Facebook, Instagram, YouTube

**MONITORING:** Travellers were asked to inform KORDIS when adding a post. Moreover, KORDIS checked their social media channels to know what is happening. Almost all posts were in English, apart from some videos from Lukáš. When the traveling was over, KORDIS posted a short report about the travellers on institutional website and English Facebook profile <https://www.facebook.com/TransportBrno/>.

## B.4.3 Challenges and lessons learnt

**CHALLENGES:** Generally, no problem was experienced. All travellers were satisfied with their journey and nobody complained about anything. KORDIS is satisfied with the travellers as well, they put efforts into it.

**LESSONS LEARNT:** Most of the travellers seemed to have enjoyed their journey, they appreciated the chance to visit foreign places and practice their English. KORDIS likes the strategy in searching for the travellers - Facebook is full of young and enthusiastic people and the web page has many followers interested in traveling. In 2020 the call will last longer.



## B.5 Italy - aMo

### B.5.1 Facts about the Call

**VISUAL:** The YOUMOBIL Interrail poster “Travel across Europe!” in English was used



**Interreg**   
CENTRAL EUROPE  
European Union  
European Regional  
Development Fund

**YOUMOBIL**

**Interrail**

**Travel across Europe!**  
**Do you have plenty of time this summer  
and want to travel across Europe?**

This summer, the Interreg project YOUMOBIL hands out free Interrail Global Passes, that let you discover **40.000 destinations** and ride on trains in **31 different countries**. The pass will be valid for 30 days during this summer.

**What's required:**

- Age: 18 - 26
- Period: Summer 2019
- Language: English
- Enthusiasm and creativity
- Visit at least 5 out of 7 project locations
- Report about your journey on social media (Facebook, Instagram, Youtube, Twitter, etc.), it could be videos, pictures, blogs, podcasts, drawings or songs – **the choice is yours!**
- Can be done alone or in groups from 2 to 5 people

Do you think it fits you or your group of friends perfectly?  
Want to explore Europe this summer, meet new people and have fun using public transport? Apply with one of the partner institutions of YOUMOBIL by 01/07/2019.

**Don't miss this chance and apply now!**

Interrail global passes are valid... [<https://www.interrail.eu/en/interrail-passes/global-pass>]

At least five of the following seven project locations have to be visited and featured in the selected social media: Quedlinburg (Germany), Modena (Italy), Brezno and Žilina (Slovakia), Płock (Poland), South Moravian Region (Czech Republic) and Dugo Selo (Croatia).

**CONTENT:** See above

**TIMEFRAME FOR APPLICATIONS:** The call was published on 12 June 2019 and was closed on 30 June 2019, so it lasted for 19 days

**CHANNELS FOR APPLICATIONS:** The call was published on the website of aMo and of the Municipality of Modena

**REACH:** No info

**NUMBER OF APPLICANTS:** 21 applicants responded to the Call

**SELECTION PROCESS:** The selection was carried out by preparing an online questionnaire in which it was necessary to answer about 10 questions concerning skills, the use of social media and the activities to be performed during the Interrail trip. An internal commission composed of three members of aMo evaluated the applications, assigning a total of 40 points to the various responses and preparing a ranking making the sum of the three scores assigned to each answer.

### B.5.2 Facts about the Campaign

**NUMBER OF TRAVELERS:** The Interrail Global Passes were given to 4 young people

**NUMBER OF PARTNER REGIONS:** All the Partner Regions were visited, in particular Brno (4 visits), Dugo Selo (4 visits), Brezno (3 visits), Žilina (3 visits), Płock (3 visits)

**CHANNELS USED:** Facebook (4 travellers), Instagram (3 travellers), Twitter (1 traveller)



**MONITORING:** The four reporters (Myriam, Tommaso, Gregorio and Claudia) reported mostly in English language, which they almost perfectly use. They wrote a number of Instagram stories and Facebook posts on the six cities visited but also on other parts of their trips. aMo followed their reports time by time and did not need to encourage them to post more often. aMo thinks that they completely understood the spirit of their mission and the goal of the project.

**Myriam's report:**

*"I posted a collection of 10 pics/video for each city I visited on instagram, facebook and twitter. On average I received 50-60 likes.*

*But the most important thing was the effect of the stories, I published around 300 stories on Instagram/Facebook/Whatsapp with on average 350-400 views per each story. In addition, I also received on average 20 comments on each story. People found them very interesting and I'm really proud of it."*

**About this experience:**

*"I hope that my stories, videos and pictures were valuable in order to share with all of you my love for the European Union and my passion for foreign languages and cultures.*

*I met beautiful people from different countries and continents, from Europe to Asia, from Australia to America.*

*I tasted typical food, I got in touch with traditions and cultural differences.*

*I came back to Italy with a big treasure in my heart.*

*Many people asked me: "Are you not afraid to travel alone?".*

*These pictures clearly show my reply to that question.*

*I met new special people and old friends.*

*I couldn't take pics with all, but believe me, every meeting was precious. Even those ones of just 10 minutes on the train.*

*I really feel rich right now.*

**Gregorio's report:**

*Instagram: 29 pictures (1 per day) on Instastories: average 272 views per picture*

*Facebook: 22 posts. 99 posted pictures. 291 interactions*

**Claudia's report**

*9 post Instagram*

*9 post Facebook*

*32 Instagram stories*

**Comments in Italian**

*"L'interrail che ho avuta la possibilità di fare con il progetto europeo Youmobil è stata un'esperienza unica non solo perché ho avuto la possibilità di visitare luoghi in cui non ero mai stata e di cui, probabilmente, non avrei nemmeno scoperto l'esistenza senza questo progetto, ma è stato unico anche perché sono riuscita a vedere realtà molto diverse da quella in cui sono abituata a vivere. Ho avuto la possibilità di scoprire un modo diverso di vivere la propria città dal punto di vista culturale ed aggregativo, come ad esempio a Monaco dove ragazzi e ragazze di tutte le età si ritrova sulle sponde del fiume che attraversa la città per fare il bagno e chiacchierare oppure come a Berlino dove in un ex aeroporto le persone si trovano per andare in bici o in skateboard.*

*Questo viaggio mi ha anche dato la possibilità di vedere un diverso modo di muoversi spesso più ecosostenibile rispetto a quello delle nostre città, infatti in tutte le città che ho visitato ho notato che vi era una gran quantità di mezzi pubblici ecosostenibili dal monopattino elettrico, al tram, passando per le bici ed i motorini elettrici.*



*In conclusione questo viaggio mi ha dato la possibilità di scoprire una parte d'Europa dal punto di vista culturale, e anche da un punto di vista diverso che mi ha permesso di dare importanza a cose che probabilmente, in un'altra situazione, non avrei nemmeno preso in considerazione.”*

### B.5.3 Challenges and lessons learnt

**CHALLENGES:** aMo did not find any particular obstacle or shortcoming. They got more than 20 candidates, which, for the short time available, was more than enough. The average level was also rather good, so they really took advantage of their selection process during which they asked the candidates to express their ideas, relationship with public transport and the use of social networks.

**LESSONS LEARNT:** Possibly it would be interesting to give all YOUMOBIL reporters the opportunity to meet either virtually or physically, so that they can really feel to be part of a community.



## B.6 Slovakia - Brezno

### B.6.1 Facts about the Call

**VISUAL:** Visual style was prepared by a professional designer for the whole campaign. It was shared with two partners - Žilina and Brezno. Project poster was produced and disseminated on the advertising boards in the town of Brezno and throughout the whole region of Horehronie. Brezno published project poster in the town newspapers “Brezňan” and the regional newspapers “My Horehronie”.

**UŽ SI PRÁZDNINY NAPLNO  
A CESTUJ S PROJEKTOM YOUMOBIL  
MESIAC ZDARMA VLAKOM  
PO CELEJ EURÓPE!**

**SÚŤAŽ**

MESTO BREZNO a Oblastná organizácia cestovného ruchu región HOREHRONIE v rámci projektu YOUMOBIL ponúkajú 5 mladým ľuďom vo veku 18 - 26 rokov cestovný lístok Interrail Global Pass (continuos) a k tomu ešte niečo navyše. Vyskúšajte, aké zábavné môže byť cestovať verejnou dopravou. Prihláste sa môžu tímy aj jednotlivci. Viac info na [www.brezno.sk](http://www.brezno.sk)

Viac informácií o podmienkach cestovania nájdete na [www.interrail.eu/en](http://www.interrail.eu/en) alebo [www.slovakrail.sk/sk/ceny-cleny-zabavacie/pouzika-interrail/interrail-info.html](http://www.slovakrail.sk/sk/ceny-cleny-zabavacie/pouzika-interrail/interrail-info.html).

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YOUMOBIL

HOVO ZILINA INTERREGU A SPRACOVANOU  
ELABORACIOU REGIONALNEHO ORGANIZACIHOVOU  
VYKONAVANIE PRIPRACOVANIE SLOVAKIA

Poster promoting call for application

*Zvezdium* / 3. 7. 2019 SPRAVODAJSTVO **5**

**Chcete zadarmo cestovať vlakom po Európe?**

**UŽ SI PRÁZDNINY NAPLNO  
A CESTUJ S PROJEKTOM YOUMOBIL  
MESIAC ZDARMA VLAKOM  
PO CELEJ EURÓPE!**

**SÚŤAŽ**

**Žilinská univerzita v Žiline (UNIZA) a mesto Brezno v rámci projektu Youmobil ponúkajú piatim mladým ľuďom vo veku od 18 do 26 rokov cestovný lístok a k tomu ešte niečo navyše. Prečítajte si podmienky súťaže.**

Vyskúšajte, aké zábavné môže byť cestovať verejnou dopravou. Prihláste sa môžu tímy aj jednotlivci.

**Ako na to?**

Cestujte zadarmo vlakom neobmedzene po Európe počas jedného mesiaca v termíne od 17. júla do 6. septembra. Žilinská univerzita a mesto Brezno vám v rámci projektu Youmobil ponúkajú zadarmo cestovný lístok za 515 eur a k tomu preplatenie nákladov na ubytovanie a miestnu prepravu až do výšky 450 eur. Projekt Youmobil je určený pre mladých ľudí vo veku od 18 do 26 rokov. Účelom je navštíviť aspoň päť miest z týchto lokalít pilotných projektov pre osobnú železničnú dopravu: Quedlinburg (Nemecko), Dugo Selo (Chorvátsko), Brezno (Slovensko), Žilina (Slovensko), Plzeň (Čižsko), Modena (Taliansko) alebo Iuhomoravský kraj (Česká republika).

Cestovať môžete kam chcete, podľa pravidiel používania cestovného lístka Interrail Global Pass (continuos), ktorý oprávňuje držiteľa jednkrát v čase platnosti vycestovať a jednkrát docestovať z a do krajiny svojho trvalého bydliska. Viac informácií o podmienkach cestovania a týmto listkom nájdete na stránke <https://www.slovakrail.sk/sk/ceny-cleny-zabavacie/pouzika-interrail-info.html>.

Čo od vás očakávajú? Počas cesty cez uvedené miesta musíte dokumentovať, ako cestujete, teda publikovať (v angličtine) obrázky, videá, správy o tom, čo vidíte a ako sa vám cestuje verejnou dopravou. Môžete použiť sociálne siete, blogy a pod., a podeliť sa o svoje skúsenosti z cesty formou, aká vám je bližšia. Zároveň musíte na týchto miestach splniť jednoduché úlohy, ktoré sú dostupné pred cestou.

Zaujímavosťou musia splniť tieto podmienky: vek 18 - 26 rokov, serióznosť, angličtina na dobrej úrovni, entuziazmus a kreativita, skúsenosti v používaní sociálnych sietí. Cestovať môže každý sám, alebo v skupine (2 - 5 osôb). V prípade, ak sa chcete zapojiť do súťaže, treba vyplniť formulár, nachádzajúci sa na stránke mesta Brezno. Ak sa chystáte cestovať v skupine, musí formulár vyplniť každý člen skupiny osobitne. V takomto prípade si vymyslite názov skupiny a nezabudnite uviesť mená svojich spolubytníkov do formulára. Cestovný plán musíte mať spoločný. Úzavretie súťaže je do 5. júla.

Cestovateľov, ktorých vyberú, budú o výbere v súťaži informovať do 10. júla. Ďalšie podrobnosti o ceste poskytnú len vybraným uchádzačom. Ak máte predstavenie ďalšie otázky o súťaži, môžete napísať na e-mail [marian.gogol@fpedas.uniza.sk](mailto:marian.gogol@fpedas.uniza.sk) (mb, md)

Viac informácií o podmienkach cestovania nájdete na [www.interrail.eu/en](http://www.interrail.eu/en) alebo [www.slovakrail.sk/sk/ceny-cleny-zabavacie/pouzika-interrail/interrail-info.html](http://www.slovakrail.sk/sk/ceny-cleny-zabavacie/pouzika-interrail/interrail-info.html).

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HOVO ZILINA INTERREGU A SPRACOVANOU  
ELABORACIOU REGIONALNEHO ORGANIZACIHOU  
VYKONAVANIE PRIPRACOVANIE SLOVAKIA

Poster in the town newspapers

**CONTENT:** There was a text offering opportunity to travel with Interrail Global Pass in frame of YOUMOBIL project. Young people of age 18-26 were invited to send their application to Interrail competition 2019. Slovak call for application was prepared together with the University of Žilina (UNIZA).

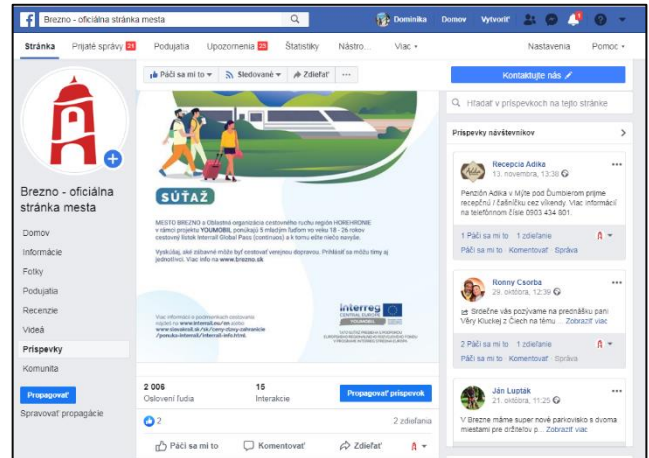
**TIMEFRAME FOR APPLICATIONS:** The call for application was opened from June 5 to July 5, 2019, so it lasted for 31 day.

**CHANNELS FOR APPLICATIONS:** Municipality of Brezno used several channels for promotion of Interrail campaign for youth: advertising boards in the town and region of Horehronie, banner at the town web page, social media as Fan page on Facebook-Brezno-oficiálna stránka, the town newspapers - “Brezňan” and the regional newspapers “My Horehronie”.





Banner at the town web page



Call at the Brezno's Facebook fan page



Project poster and information about Interrail campaign in the town newspapers "Brezňan" and the regional newspapers "My Horehronie".

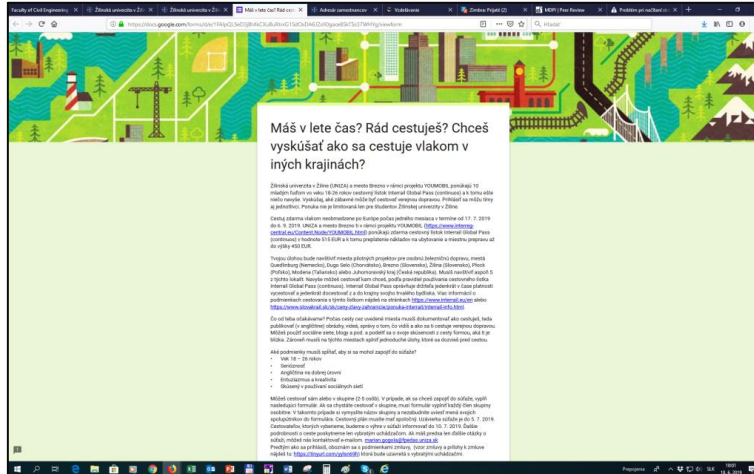




**REACH:** Total number of people reached by all channels was not recorded, however, 2.006 people read the Call text at Brezno´s Facebook fan page.

**NUMBER OF APPLICANTS:** There were 22 applications from the side of young people. They applied through google questionnaire. 16 applications were valid according to the rules.

**SELECTION PROCESS:** Travellers were selected respecting the age limit (18-26), their language skills and competence to report about their travel experience via social media. All of them submitted a brief travel plan, as well. 10 selected people were later interviewed by phone. After that, 9 of them were awarded the Interrail Global Pass and grant for travelling (5 under the auspices of UNIZA, 4 under auspices of Brezno).



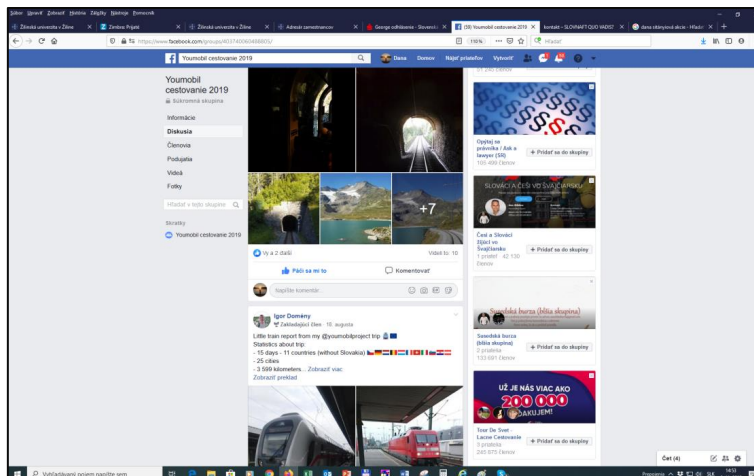
*Call for application - Google questionnaire*

### B.6.2 Facts about the Campaign

**NUMBER OF TRAVELERS:** 4 young people (1 woman and 3 men)

**NUMBER OF PARTNER REGIONS:** Travellers visited most of the partner regions including Rajecké Teplice, Brezno, Žilina, Modena, Quedlinburg, Hevlín and Dugo Selo. In addition, travellers also visited many places in other European countries including Spain, France, Switzerland, Slovenia, Portugal and Netherlands.

**CHANNELS USED:** All travellers have been reporting via personal accounts on social media, especially Facebook. Also, Slovak travellers established a FB group - Youmobil cestovanie 2019 - for Slovak travellers in Interrail campaign 2019, where they shared experiences during their trips.



*Closed FB group Youmobil cestovanie 2019*



**MONITORING:** UNIZA and Brezno monitored travellers' activities as members of FB group and at their personal FB profiles. Project managers from Žilina and from Brezno were in regular contact with all travellers, monitored their travels and gave advices if necessary. They reported in English. After travels, they submitted short reports together with statement of costs in Slovak and English language.

### B.6.3 Challenges and lessons learnt

**CHALLENGES:** The Interrail campaign was a great opportunity for young people to travel by public transport. As it was the first campaign, there were some issues that need to be dealt with. First of all, Brezno had a very short time to prepare the whole campaign, especially preparation of common agreement between Municipality of Brezno and students. Secondly, before the campaign started, Brezno had had to prepare design, attractive text for a call for youth, template for agreement with students and other materials. Call for application was published late so Brezno did not have many students applying. Most of them had already plans for the summer holidays.

**LESSONS LEARNT:** Slovak students were thrilled that they got such a great chance to travel with YOUMOBIL project. As travelling and getting to know new destinations is very popular among young people, Brezno tried to prepare the campaign best they could. Students reported especially positive experiences about public transport and visited destinations. However, they complained of high prices of reservations in trains in some European countries and delays. Sometimes it was also not possible for them to buy reservations on-line for the Interrail global pass, or system did not support this kind of ticket reservation on-line. What Brezno suggests is to work more with social media to report travel experiences and to be more in touch with travellers during their trips.



## B.7 Interrail campaign 2019 statistics and impressions

### B.7.1 Overall statistics

Interrail travellers: 28

Active social media accounts: 33

Friends & followers: 11.992

Posts: 574

Pictures & videos: 2.608

Instagram stories: 1.335

Likes: 18.223

### B.7.2 Timeframe for applications

			5.6.	10.6.	15.6.	20.6.	25.6.	30.6.	5.7.	10.7.	15.7.	20.7.	25.7.	31.7.	5.8.
MLV	Germany	5/6 - 30/6	5/6/2019 - 30/6/2019												
UNIZA	Slovakia (Žilina)	5/6 - 5/7	5/6/2019 - 5/7/2019												
Mazovia	Poland	24/7 - 4/8	24/7/2019 - 4/8/2019												
KORDIS	Czech Republic	3/7 - 15/7	3/7/2019 - 15/7/2019												
aMo	Italy	12/6 - 30/6	12/6 - 30/6												
Brezno	Slovakia (Brezno)	5/6 - 5/7	5/6/2019 - 5/7/2019												

### B.7.3 Channels for applications

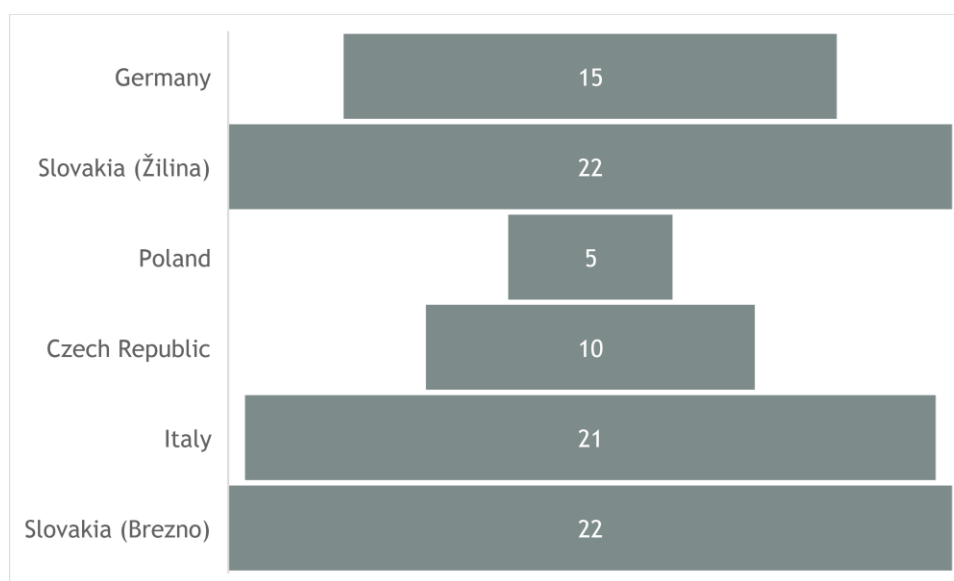
Partner	Country	Channel list
MLV	Germany	(1) Website Go Europe (2) Facebook Go Europe (3) Instagram Go Europe (4) local events (5) word-of-mouth Go Europe
UNIZA	Slovakia (Žilina)	(1) Big electronic screens UNIZA (2) Website UNIZA (3) FB UNIZA (4) Instagram UNIZA
Mazovia	Poland	(1) Website Mazowieckie Railways (2) FB Mazowieckie Railways (3) Website Mazovia region (4) LCD screens in trains
KORDIS	Czech Republic	(1) Website KORDIS (2) FB KORDIS
aMo	Italy	(1) Website aMo (2) Website Modena municipality
Brezno	Slovakia (Brezno)	(1) advertising boards Horehronie (2) Website Brezno (banner) (3) Facebook Brezno (4) Town newspapers (5) Regional newspapers



### B.7.4 Reach

MLV	Germany	3.142
UNIZA	Slovakia (Žilina)	min. 1.151
Mazovia	Poland	no info
KORDIS	Czech Republic	max. 3.000
aMo	Italy	no info
Brezno	Slovakia (Brezno)	min. 2.006

### B.7.5 Number of applicants















### B.7.6 Selection process

Partner	Country	Selection criteria
MLV	Germany	Letter of motivation, reporting on social media plan
UNIZA	Slovakia (Žilina)	Language skills, experience in using social media, reporting competences, travel plan
Mazovia	Poland	Use of social media, public transport interest, creativity
KORDIS	Czech Republic	Language skills, public transport interest, groups, motivation
aMo	Italy	Questionnaire, skills, social media use, activities planned
Brezno	Slovakia (Brezno)	Language skills, experience in using social media, reporting competences, travel plan



## B.7.7 Monitoring and promotion

Partner	Country	Monitoring	Promotion
MLV	Germany		
UNIZA	Slovakia (Rajecké Teplice)		
Mazovia	Poland		
KORDIS	Czech Republic		
Brezno	Slovakia (Brezno)		
aMo	Italy		

## B.7.8 Impressions

Petr, CZ

„A few days after I ended my travel with #youmobil, I'd like to look back and make a summary of what this interrail trip brought to me

- I definitely practiced English a lot, not only in spoken, but also in written form, because while writing I was checking grammatical phenomena. Unfortunately, there were not many opportunities to practice my primary foreign language - German
- I gained a lot of new experience, saw a lot of sights and took a lot of trains 😊
- the first time I saw a sea lion and a seal with my own eyes
- I got to places where I would never go to. Modena and Zilina are still quite common destinations, but hand in hand, who of you ever heard of a Plock, Dugo Selo or Quedlinburg? I didn't
- I got to places where I wanted for a long time. To the Baltic Sea, Gdansk and Salzburg. My expectations were fulfilled and I am certainly not disappointed
- I appreciate Czech beer a little bit more: I cannot say anything against German beer in terms of taste, but in other countries my fussy tongue suffered 😊
- and mainly provided me an interrail for a month thanks to my cooperation with youmobil and Kordis, thanks!“

Igor, SK

“My first big solo trip is in the end. I completed it symbolic in my home country and city, where I study - Žilina SK from station Zarečie, where is the civic association Stanica and a lot of cultural events take a place there, I have taken a local train "Rajecká Anča" to spa city Rajecké Teplice. There is a historical museum of transport in the railway station building and spa resort Aphrodite nearby. 📷

I'm really glad that I had opportunity to traveling across Europe and exploring new countries. My trip took 15 days and I have visited 11 countries. I've met many new people and had a lot of amazing experiences. New day - new country - new people - new food - new culture. It was amazing! I'm sure I will repeat it next year. Thank you @youmobilproject and @interraileu!

I will give you in short time a little train report with statistics about my trip.

#youmobil#interreg#youmobilproject#europeanunion#railways#interrail#travelingacrosstheurope#travelingbytrain#mobility#publictransport#ecofriendlytransport#zilina#rajecketeplice#sparajecketeplice#traveling#solotraveller”



Gregorio, IT

*“Athens! Last city of my trip.*

*During this month I've been traveling through Europe thanks to an Interrail Pass offered by Youmobil: I've been indeed involved in a European Project whose goal was creating young reporters (from Czech Republic, Germany, Italy, Poland, and Slovakia) who shared on their social profiles beauties of places they visited. The way to travel, train, wasn't chosen randomly. An important aspect of this project concerns developing railway lines along Central Europe (a region that includes Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia), especially regional ones. Difficult mobility in rural regions is an important aspect that motivates young people to move to bigger cities. This movement from regional areas to big cities, felt even in my own student experience, can be source of several problems (high rents in capital cities, rural cities abandon...). A solution is developing a fast and efficient network of public transport. Visiting cities included in the project, often located at medium distances from bigger cities, I've seen how a new railway system in some cases can bring a city back to life.*

*Thanks Youmobil for the experience, and for all those trains.”*

Adam, PL

*“Quedlinburg is a beautiful German town, located near Magdeburg. There are many buildings that are on the UNESCO list. Looking at it, we can admire the beauty of German architecture from years ago. In the town square there is a beautiful town hall, which is naturally overgrown by plants, in the background behind town hall you can see the church towers. In addition, there is a beautiful old castle towering over the city. This is the fifth and also the last city that I visit as part of a competition organized by the Masovian Voivodeship as part of the #youmobil project. More details are coming soon on the blog.*

*#germany #niemcy #quedlinburg #oldtown #architecture #oldbuildings #old #town #buildings #townhall #marketsquare #castle #BestTripEver #interreg #youmobilproject #youmobil #interrail”*

Sophie, DE

*“After over a month of travelling through Europe I still want to discover new places. I experienced so many new things. So many great memories. I tried a lot of interesting food, had so much fun and met stunning people. I really felt like a European! EU Here the counties I already visited during July/August: Sweden SE Norway N Estonia EE Latvia LL Lithuania LL Poland P Thanks to all the people that hosted me and that made my time so great. Do you have any suggestions where I should go next? Than write the destination in the comments.*

*It is awesome that I have the opportunity to start one more time with more travel days. Thanks to @youmobilproject for making all these possible.*

*#germany #sweden #norway #estonia #latvia #lithuania #poland #baltics #europe #young #travel #travelling #discover #discovereu #interrail #interrailing #friends #friendship #travelblogger #eu #memories #books #photography #photographer #nature #naturelovers #photo #naturephotography #perspective”*





## D. Conclusion

### C.1 Challenges overview

During the first Interrail campaign, 2019, partners faced some challenges that are identified and structured, and will be addressed when planning the second Interrail campaign, 2020:

- Too short time for Call announcement and application process (choosing channels, design, publishing, selection, awarding)
- Late Call publication (vacation time for students and already planned summer)
- Defining legal national and internal procedures (contracts/agreements with the travellers, pocket money, reporting, monitoring...)
- Finding the channels to address the right target group
- Difficulties in monitoring social media
- Difficulties in getting the wanted feedback
- Travellers faced difficulties regarding the process of travelling by public transport (delays, glitches in the reservation systems, expensive reservations...)
- Difficulties in monitoring the travellers (time consuming, vacation time, not familiar with social media...)

### C.2 Lessons learnt overview

During the first Interrail campaign 2019, partners learned valuable lessons that are identified and structured, and will be shared among the consortium when planning the second Interrail campaign, 2020:

- 22-day Interrail ticket can be awarded instead of a monthly Global Pass
- Call should be announced earlier in the year (preferably April)
- Using social media to promote the Call is the best option for informing and attracting young people, also concerning the costs (institutional pages, groups...)
- Call should last preferably 1 month to capitalize on possible free advertising on social media
- Challenges should be designed for the travellers (for example climbing a tower or finding some not-so-obvious thing on a destination, and then taking a picture)
- Cooperation with youth associations and/or local partners can facilitate easier implementation
- Defining the deadline for the travellers' feedback is needed
- A structured questionnaire for the travellers' feedback could be useful to get comparable data
- Each partner could use the common design template or create its own. One design template should be used in all 3 campaigns (2019, 2020, 2021)
- Travelling in groups can be a better experience and more interesting for the travellers
- Travelling alone leaves more time for planning and reporting
- A joint platform/group should be created to gather all the travellers
- Partnership can't support all the aspects of the trips such as Interrail system glitches, delays etc.



## C.3 Recommendations for the Interrail campaign 2020

Observations arose from the social media analysis for the Interrail campaign 2019. Although the recommendations stated here are maybe not applicable in other situations, they proved to work in this one.

### C.3.2 Recommendations for the Call and the Campaign

- (1) The Call for participation should be published in March/April 2020, encouraging social media promotion.
- (2) The Call can be published in English which ensures less numerous but higher quality applicants.
- (3) Partners should design and use a survey (free online tool) for applications. A common questionnaire template is to be circulated among partners.
- (4) When applying, travellers should list only social media accounts that will be used in the reporting. Using only one account is sufficient.
- (5) When selecting amongst applicants, clear criteria with ponder values should be used.
- (6) Travellers should be invited for a preparatory workshop to better communicate the rules and expectations within YOUMOBIL.
- (7) A joint meeting with the travellers should take place after the travels to collect valuable feedback - impressions and suggestions.
- (8) All contracts (whatever type) with the travellers should have a GDPR clause.
- (9) Partners should find a way to include a lump sum for the “pocket money” in the contract with the travellers, which regulates travellers’ rights and obligations.
- (10) All travellers should be encouraged to join the Facebook closed group which will be created for the purpose of connecting, communication and sharing experiences.
- (11) Partners should promote the chosen travellers locally, via available media - institutional FB page, website, internal and external meetings etc.
- (12) Travellers should be informed about the Interrail information and customer support channels: website ([interrail.eu](http://interrail.eu)) contact form, WhatsApp chat, Facebook page ([facebook.com/interrail](https://facebook.com/interrail)), Facebook Messenger and Twitter.
- (13) After the travel, travellers can be requested to provide a report or complete a predefined questionnaire concerning the posts statistics, impressions and transport issues. Each partner is welcome to contribute to the content for a common questionnaire or develop its own according to their needs.
- (14) Interrail campaign should be communicated on different events during the year such as stakeholder meetings, internal meetings etc. to attract more publicity and applicants.

### C.3.1 Recommendations for the Content

- (1) Each traveller can list the locations which he/she plans to visit. It can be in the form of a list of countries and/or cities, or a map with the itinerary.
- (2) Tagging other people increases the visibility of the posts.
- (3) Connecting the posts with the hobby of the traveller increases the visibility of the posts, partly due



to the higher follower and friend numbers and partly to the content. It can be photography, dance or similar.

- (4) Less posts with more content are better than more posts with less content. For example, one post from a city with 5 sentences and 5 beautiful pictures is better than 10 posts with random pictures and no text.
- (5) Great photo is worth 1000 words and is better than a huge amount of text. It's all about the balance on the social media - few pictures and few words as stated in the previous point.
- (6) More people watch videos (short, up to 30 seconds) than picture galleries. Up to 5 pictures on Facebook is acceptable since they're visible on the screen when scrolling. Again, video should be innovative, short and accompanied by audio.
- (7) Travellers should check their settings, for the posts to be public.
- (8) Travellers should tag their social media posts to allow for easier identification:  
Instagram #youmobilproject or @youmobilproject  
Facebook @interregyoumobil  
Twitter @IYoumobil
- (9) Travellers should publish a start and finish post of their travel.
- (10) The use of English language should be encouraged but other languages might still be used.
- (11) Travellers should be encouraged to like/follow Youmobil project social media accounts.



## E. ANNEXES

D.1 List - Interrail travellers 2019

D.2 Statistics - Interrail travellers 2019