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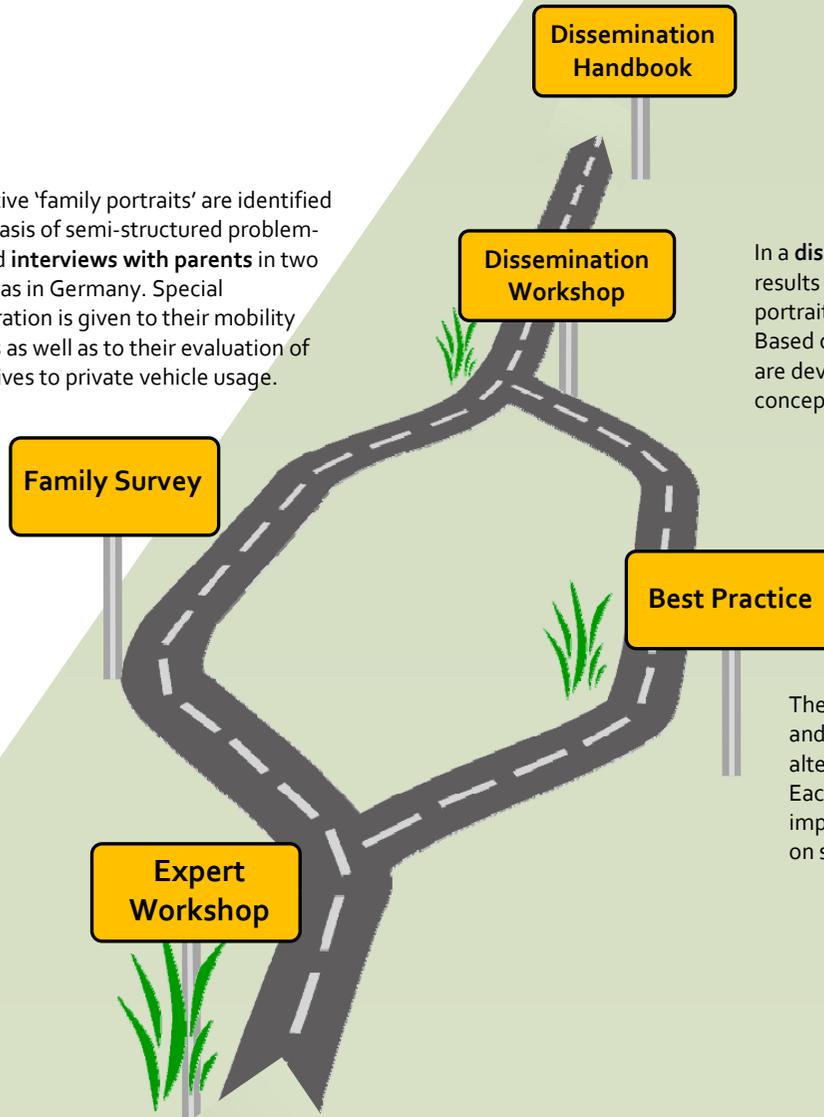
*How can we raise awareness about mobility challenges and opportunities in rural areas?*

*How can sustainable and family-friendly transportation services be effectively communicated and disseminated?*

In order to answer the questions above, the Chair of Integrated Transportation Planning at the Technical University of Berlin started a project with five modules (see figure right), sponsored by 'Deutsche Bundesstiftung Umwelt' and Volkswagen Group Research.

Project duration: 2009–2012

Descriptive 'family portraits' are identified on the basis of semi-structured problem-centered **interviews with parents** in two rural areas in Germany. Special consideration is given to their mobility patterns as well as to their evaluation of alternatives to private vehicle usage.



The results from this project are compiled in a **dissemination handbook** that is distributed to all German Federal States.

In a **dissemination workshop**, the preliminary results of the project, ranging from 'family portraits' to best practice, are discussed. Based on these, inspiring communication concepts are developed to promote alternative mobility concepts.

The Wuppertal Institute for Climate, Environment and Energy compiles **best practice examples** for alternative mobility concepts in rural areas. Each example is complemented by estimates of its impact on the environment and further information on social inclusion/exclusion.

In January 2010, an **expert workshop** was conducted with professionals from politics, economy, science and non-profit organizations. Current actors, challenges and possible future strategies for sustainable and family-friendly mobility in rural areas were identified.

**It's your turn now!**

Do you know appealing examples of rural mobility services?

Are you aware of interesting research projects that target environmental and family-friendly mobility, maybe even in the context of rural development?

Have you seen any interesting communication materials that try to raise awareness about the environment and family-friendly mobility (cartoons, advertisements, articles, etc.)?

This project aims to promote best practices and to encourage networking among stakeholders that are decisive for the establishment of sustainable regional development and family-friendly mobility.

***We look forward to receiving your input!***

**Further information:**

[www.verkehrsplanung.tu-berlin.de/ufm](http://www.verkehrsplanung.tu-berlin.de/ufm) (in German)

- Order our free electronic project newsletter (in German, twice a year)
- Download the comprehensive documentation of the expert workshop from 29.1.2010 (34 p., 808 kB)

**Project Management**

Prof. Dr.-Ing. Christine Ahrend  
 Technical University of Berlin  
 Chair of Integrated Transportation Planning  
 Salzufer 17-19  
 D-10587 Berlin  
 Tel. ++49-30-314-25145  
[sekretariat@verkehrsplanung.tu-berlin.de](mailto:sekretariat@verkehrsplanung.tu-berlin.de)

**Project Implementation**

Melanie Herget  
 M. Sc. Environmental Sciences  
 Technical University of Berlin  
 Chair of Integrated Transportation Planning  
 Salzufer 17-19  
 D-10587 Berlin  
 Tel. ++49-30-314-28160  
[melanie.herget@tu-berlin.de](mailto:melanie.herget@tu-berlin.de)

**Project Partner**

Wuppertal Institute  
 for Climate, Environment and Energy  
 RG 2: Energy, Transport and Climate Policy  
 Doepfersberg 19  
 D-42103 Wuppertal  
 Tel. ++49-202-2492-214  
[carolin.schaefer@wupperinst.org](mailto:carolin.schaefer@wupperinst.org)

**Family  
 Rur(e)ality**



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