

#youth
alpine
interrail

YOUTH ALPINE INTERRAIL



CIPRA



Magdalena Christandl, CIPRA Youth Council
21.11.2018 Innsbruck



«We want to make sustainable lifestyles and particularly climate-friendly travel mainstream, only in this way can we preserve the nature and beauty of the Alps also in the future» -CYC

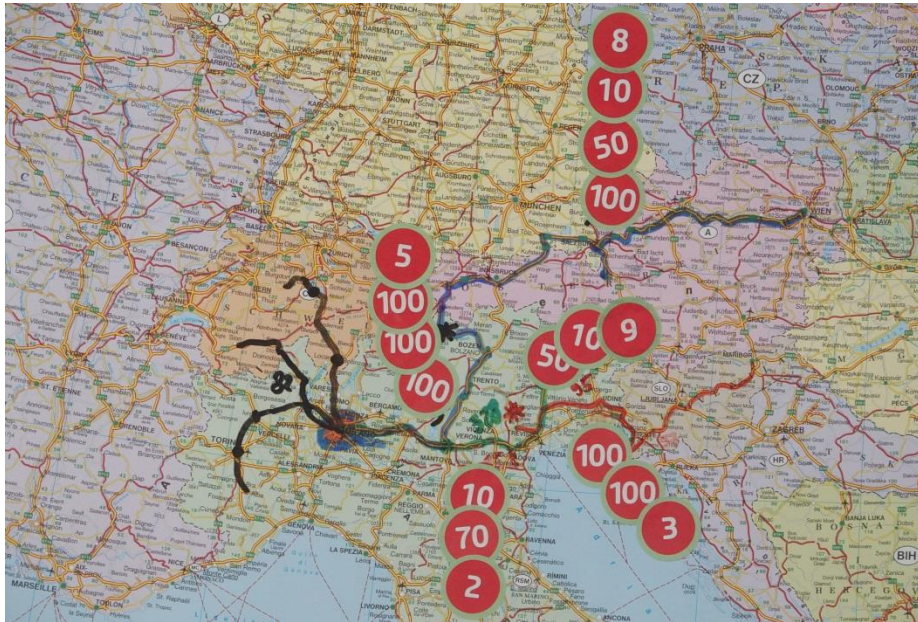
- 13 young people from all alpine countries
- Engaging for sustainable topics in the Alps, in their spare time
- They are the «owner» of the idea and accompany the project

THE STORY



THE STORY

- Project «Youth Alpine Express» : experiences with public transports & carbon footprint



Conclusion:

- Travelling with trains for a sustainable CO₂ footprint
- But tickets are expensive & complicated ticketing

THE IDEA



CIPRA Youth Council developed the idea of «Alpine Ticket»



CIPRA Youth Council with Federal Councillor Doris Leuthard in Milano
© Michele Silvestro

- Holidays nearby
- Exploring the Alps
- sustainable lifestyles, and in particular mobility to become mainstream
- Strengthen alpine identity



MILESTONES

- 2015: Idea
- 2016: Alpweek Grassau
- 2017: CYC presented the idea to Alpine Convention; Meetings SBB, STA etc.
- Disillusion



MILESTONES

- 2018: With the support of CIPRA International and by the Alpine Convention signatory states the collaboration with Eurail started
- Pilot project with 100 Passes
- Summer specials
- Contest
- Closing Ceremony in Berne



CHALLENGES

- Our Resources
- Number of transport associations
- Expense/Output
- Motivation
- Ticketing
- Invoice

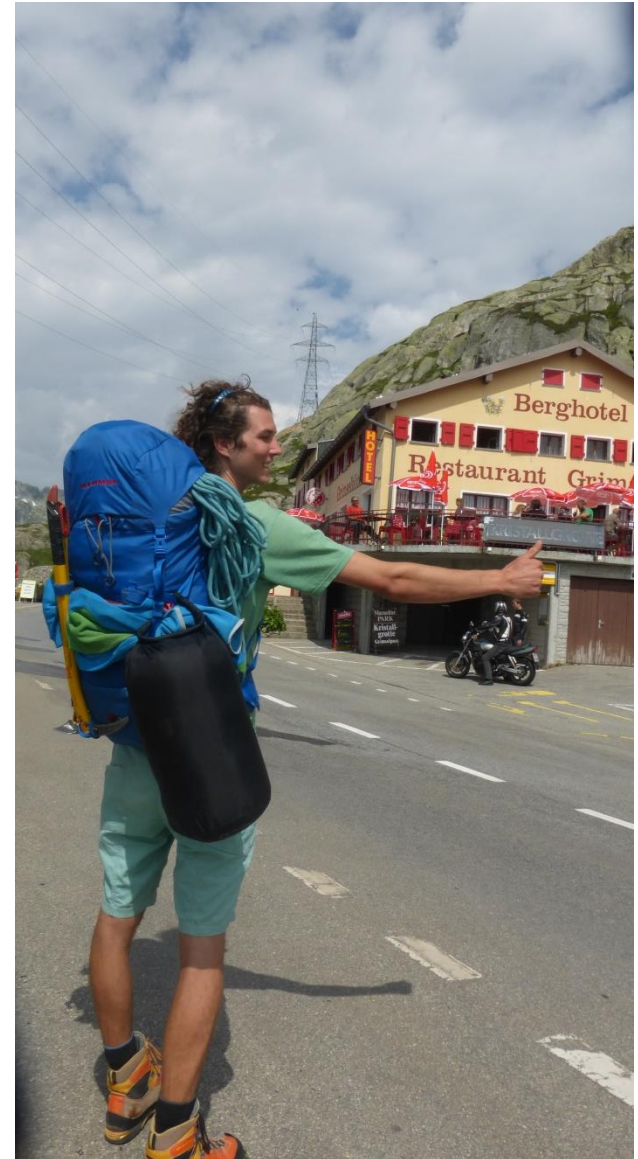


THE PILOT PROJECT



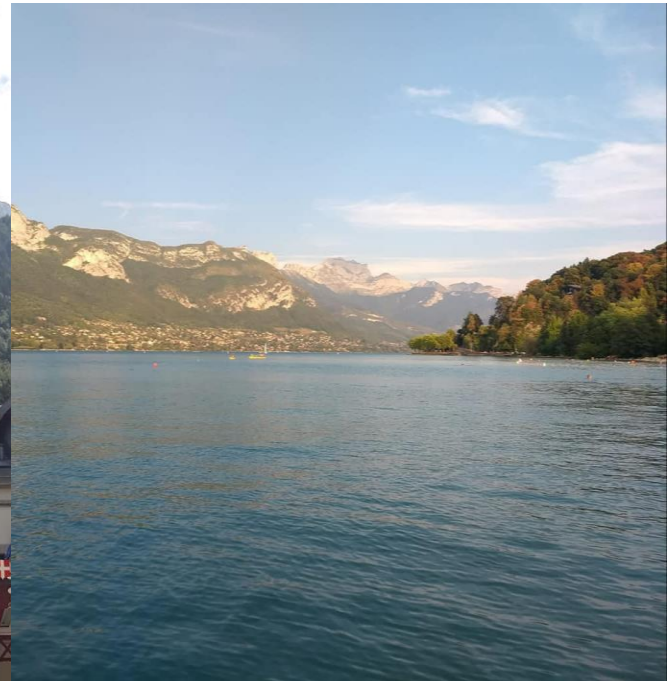
- 100 selected young people (16-27 years) to travel sustainably across the Alps for 50 €
- Goal: show the comfort, the practicality and the fun of holidays by train and the beauty of the alpine countries & to strengthen the alpine identity
- Summer specials
- Travellers share their stories on social media

Alpine Journey



Alpine Journey

- Offline App Interrail
- Information in the train/railway station
- Flexibility as an opportunity



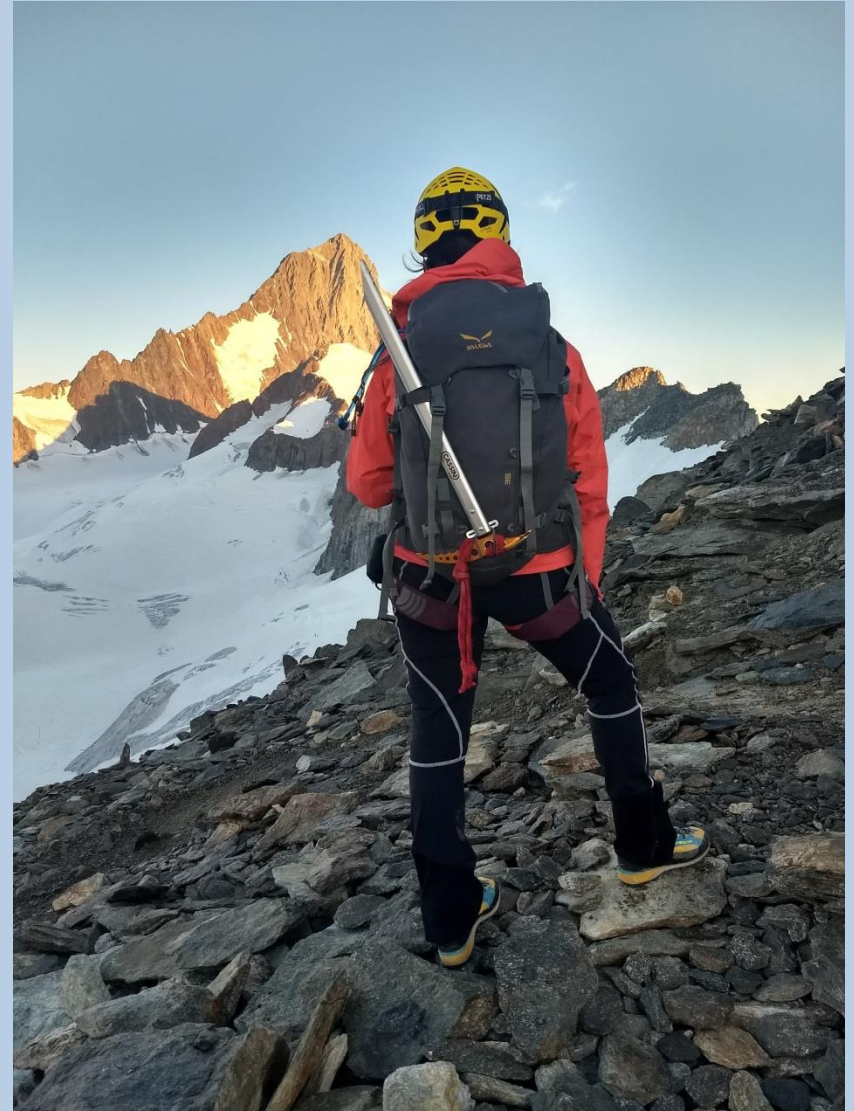
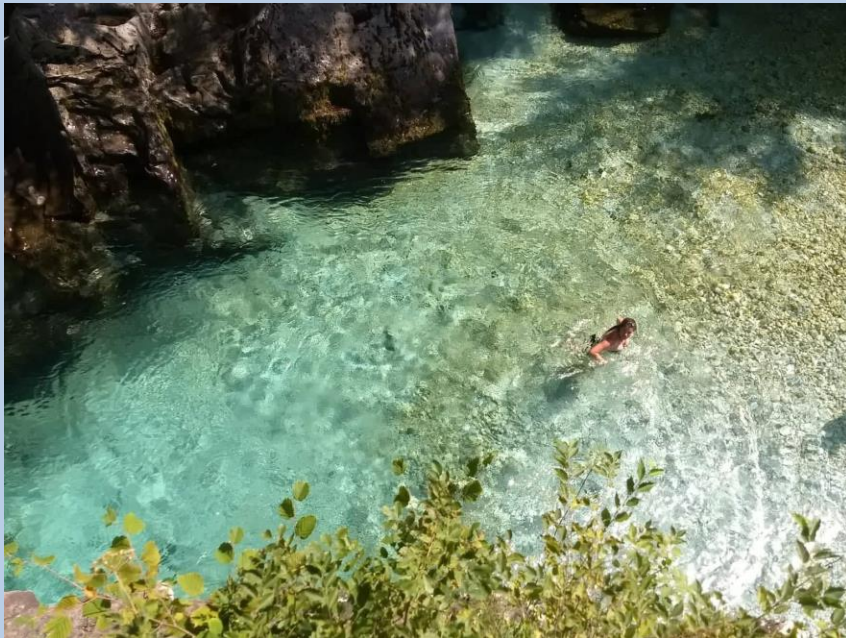












SOCIAL MEDIA



Facebook page for Youth Alpine Interrail.

Header: Youth Alpine Interrail

Navigation: Seite, Postfach, Benachrichtigungen, Insights, Beitragsoptionen, Promotions

Profile picture: #youthalpineinterrail logo

Page name: Youth Alpine Interrail
@youthalpineinterrail

Startseite

- Info
- Fotos
- Videos
- Veranstaltungen
- Beiträge
- Services
- Shop
- Gruppen
- Notizen
- Angebote
- Jobs
- Community

Hervorheben

Promotions verwalten

Post: Gefällt dir · Abonniert · Teilen · ...

Post text: Have you ever seen the sunset at Wörthersee in Carinthia/Austria? The «Youth Alpine Interrail» enables 100 young people to travel sustainably across the Alps by means of public transport for 50 euros for one month in the summer of 2018. Find out more on the website : www.yoalin.org #yoalin #youthalpineinterrail #createyourownstory #interrail #ciprayouthcouncil #sustainability #sustainabletravel #summer #adventure #carinthia #mobility #youngpeople #adventure

Image: A person standing on a wooden pier looking out over a lake at sunset.

Text: #youthalpineinterrail

Text: Bewerben deines Beitrags fertigstellen

Text: Wenn du diesen Beitrag für 2 \$ bewirbst, werden ihn bis zu 650 Personen im News Feed sehen und er kann mehr „Gefällt mir“-Angaben, Kommentare erhalten und öfter geteilt werden.

Text: 454 Personen erreicht

Text: Beitrag bewerben

Instagram profile for youthalpineinterrail.

Header: Instagram

Search: Suchen

Profile picture: #youthalpineinterrail logo

Page name: youthalpineinterrail

Buttons: Profil bearbeiten, Einstellungen

Stats: 6 Beiträge, 56 Abonnenten, 45 abonniert

Text: Youth Alpine Interrail enables 100 young people to travel sustainably across the Alps by train on 7 days in 1 month #yoalin #youthalpineinterrail #createyourownstory yoalin.org

Grid of images:

- Top left: A person standing on a wooden pier looking out over a lake at sunset. #youthalpineinterrail
- Top middle: A person standing on a rocky outcrop overlooking a mountain range. #youthalpineinterrail
- Top right: A smiling woman in a blue jacket. #youthalpineinterrail
- Bottom left: A man in a grey shirt standing in front of a mountain landscape. #youthalpineinterrail
- Bottom middle: A large red #youthalpineinterrail logo.
- Bottom right: A person sitting on a snowy mountain peak next to a cross. #yoalin

#createyourownstory #youthalpineinterrail #interrail #yoalin



HOME

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CONTEST

PRESS ▾

CONTACT

YOUTH ALPINE INTERRAIL



Highlights of the project



- Feedback in Bern
- Evaluations
- Negotiations



- « But only by saying, that we must change something, nothing happens »
- « I believe that sustainability is part of human evolution »
- « Cars are a thing of the past, inefficient, dangerous and slow. »



Thank you for your attention

www.yoalin.org