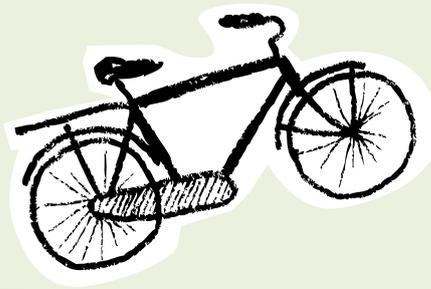


# the Next <sup>ECO<sup>2</sup></sup> MOBILITY Generation



19 JUNE 2014 (MAIDSTONE, KENT, UK)

*The next generation are in danger;  
they need to get out more.*

A recent UNICEF report about childhood well-being concluded that out of 25 countries in the EU, the UK scores 21st, the Netherlands 1st, Belgium 9th and France 13th, demonstrating just how much we can learn from each other.

We are inviting you to join us and be a part of making a difference. Playing in the park has been replaced with time on pc's, tablets and an insatiable appetite for brands. School might be just around the corner, but hopping in the car is the preferred option and we want to find out why.

Across the UK and Europe inspiring work is being done to give children back their childhoods, to maximise their playtime and minimise their screen time.

*But it's not easy - we can learn from each other.*

The Next Generation is a workshop for parents, children and anyone working to improve children's connection to the outdoors and their propensity to use more sustainable modes of transport.

1st



Netherlands

9th



Belgium

13th



France

21st



United Kingdom

## The Eco<sup>2</sup> Mobility Project

Eco<sup>2</sup>Mobility refers to the ability of individuals to travel using alternative modes to the private car (walking, cycling, public transport, train, car sharing) in an environmentally friendly, safe and healthy way.

Each European partner is focussing their workshop on one of three identified target groups.

- Youth
- Economically disadvantaged and socially excluded people
- Tourists



These specific groups were chosen as they are the least flexible in their travel choices, yet most likely to change them and be influenced by targeted activity.

The partners of the Eco<sup>2</sup>Mobility project, financed by the cross border cooperation program 'Two Seas' from INTERREG, are coming together to inspire and come up with solutions for sustainable, healthy and safe travel for young people.

## About the workshop

This workshop will identify and address the barriers and opportunities for sustainable travel for children between the ages of 10-12 years. We have identified that children in the UK change their travelling habits when they move from primary to secondary school; this is mainly due to the distance many secondary schools are from their homes. This transitional age is when children's views are shaped and when their travelling habits are likely to be influenced through to adulthood.

This workshop aims to tackle those issues and come up with solutions to get more children

to walk, cycle, ride the bus and take the train more often. It also coincides with National Bike Week so what better time to start making a difference!

This workshop will tackle the barriers and work to inspire and inform delegates to go on and champion the principles of Eco<sup>2</sup>Mobility for the next generation.

The workshop is open for local, regional and national policy makers, researchers, transport providers, teachers, school children and parents.



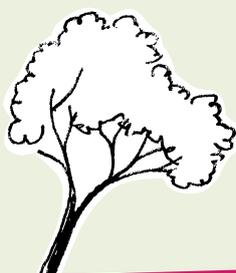
*Participants will be encouraged to discuss all aspects of the workshop, share their own experiences and break down barriers to strive for change for better 'ecomobility' in their own towns and cities.*

## Registration for the Workshop

The **workshop is free** to attend but registration is compulsory. Places are limited so please book your place online. Deadline for registration is 15 June. [Register now.](#)

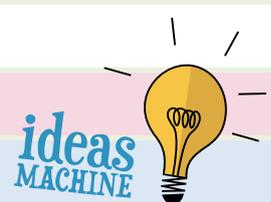
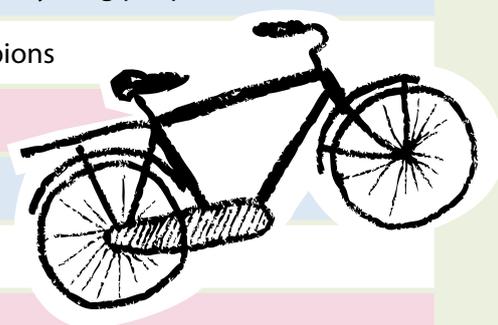
Kent  
County  
Council  
kent.gov.uk





## Agenda UK (Kent) Eco2Mobility Workshop

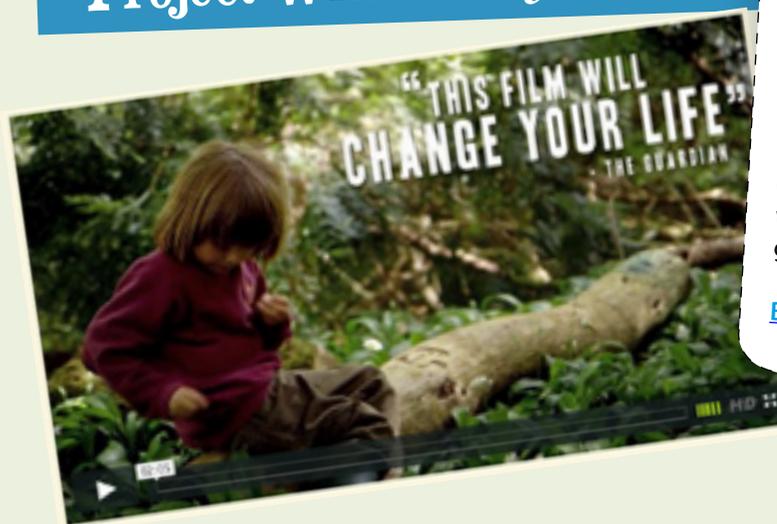
09:30 - 10:00	<b>Arrival tea, coffee and registration</b>
10:00 - 10:05	Welcome and introduction from Kent County Council Cabinet Member for Transport and Environment, David Brazier
10:05 - 10:10	Introduction to the day
10:10 - 10:30	<b>John Dales, Urban Movement</b> - Designing active travel for young people
10:30 - 10:50	<b>Michael Carpenter, Living Streets</b> - Young travel champions
10:50 - 11:10	Classic presentation - To be confirmed
11:10 - 11:20	Question and answer session <b>Q&amp;A</b>
11:20 - 11:35	<b>Tea and coffee break</b>
11:35 - 11:40	Introduction to Pecha Kucha
11:40 - 12:20	<b>Pecha Kucha 1</b> - To be confirmed
	<b>Pecha Kucha 2</b> - <b>Sarah Leeming, Sustrans</b> - Smarter choices for young people, a national perspective.
	<b>Pecha Kucha 3</b> - <b>Simon Dolby, KM Charity Team</b> - Engaging young people
	<b>Pecha Kucha 4</b> - To be confirmed
12:20 - 12:40	<b>David Bond, Project Wild Thing</b> (see overleaf)
12:40 - 13:00	Question and answer session <b>Q&amp;A</b>
13:00 - 14:30	<b>Lunch</b> - guided walk or watch Project Wild Thing (film)
14:30 - 14:45	Classic presentation - to be confirmed
14:45 - 15:00	Introduction to the Ideas Machine
15:00 - 15:30	<b>Ideas Machine</b>
15:30 - 15:50	Presentation of Ideas from the machine
15:50 - 16:00	Summary and next steps
16:00 - 17:00	Networking and drinks



# theNext <sup>ECO<sup>2</sup>MOBILITY</sup> Generation



## Project Wild Thing



**6pm, Wednesday 18th June**

Sessions House Lecture Theatre,  
Sessions House, Maidstone, ME14 1XQ

The day before The Next Generation workshop there will be a free screening of Project Wild Thing ([watch the trailer here](#)). It's an inspirational film about a father trying to get his children to go outdoors. David Bond (star of Project Wild Thing) will be speaking at the event, seeing this film will give you a great insight into his project.

[Book your seat to watch Project Wild Thing](#)



## Practical information

### LOCATION

Sessions House Lecture Theatre  
Sessions House, County Hall, Maidstone, Kent ME14 1XQ

### HOTELS

The workshop is situated in the heart of Maidstone, with a range of different accommodation options.

Hotels nearest to the centre include;

- [The White Rabbit](#) (0.1 miles from workshop)
- [Oakwood House](#) (2 miles from workshop)
- [Premier Inn](#) (1 mile from workshop)
- [The Russell Hotel](#) (0.8 miles from workshop)
- [The Village Hotel](#) (1.8 miles from workshop)

Check out [www.visitkent.co.uk](http://www.visitkent.co.uk) for more places to stay in Maidstone.

For more information about the location of the hotels please reference the map, overleaf.

### BY TRAIN

[Maidstone East Train Station](#)  
Week Street, Maidstone, Kent ME14 1QN

The station is directly opposite Sessions House where the workshop will be held.

### BY CAR

- Parking is available at Maidstone East train station, £5 per day. [Click here for more information.](#)
- There is a park and ride service in Maidstone where you can park and catch a bus into the town for £2 per day [click here for more information.](#)
- There is more information about parking in Maidstone via [this link.](#)

### BIKE HIRE

You can rent Brompton bikes at Maidstone train station. They can be reserved at [www.bromptondock.co.uk](http://www.bromptondock.co.uk) for £2.50 per day. There are a limited number so if you are interested please remember to book, but they are a great way to explore the area.



# the Next <sup>ECO<sup>2</sup></sup> MOBILITY Generation

The Village Hotel  
ME14 3AQ

The Russell Hotel  
ME14 2AE

The White Rabbit  
ME14 2RF

Maidstone East  
Railway Station

Sessions House  
ME14 1XQ

MAIDSTONE

Oakwood House  
ME16 8AE

The Premier Inn  
ME16 8HR

The White Rabbit  
ME14 2RF

Sessions House  
ME14 1XQ

Maidstone East  
Railway Station