

Project title:

Yoalin

Created by:

CIPRA International

Date:

10<sup>th</sup> July 2024

## Partners & Support

Which persons and organizations can support your project and act as intermediaries?

- CIPRA Youth Council
- Former Yoalin travelers
- Funding partners (Contracting Parties to the Alpine Convention)
- National CIPRA representatives
- Political stakeholders

## Activities

What are the three main activities needed to create/realize your project?

- Promotion and application process
- Coordination of travelers
- Organize and carry out events
- Secure funding, write reports, communication and media work etc.

## Resources

Which three skills and resources are central to the implementation of your idea?

- Funding
- Participatory processes with young people
- Motivate young people to get engaged in sustainable topics

## Project 🎁

How do you explain your project to a stranger in 1 minute?

**100 young people win a Yoalin ticket, which includes an Interrail Global Pass to travel through the Alps climate-friendly. They also are invited to an active and growing community, to exchange ideas about sustainable lifestyles at events and contribute to make sustainable travelling in the Alps mainstream.**

## Relationship, Community

How do you actively involve your community in your project (beyond just looking/listening)?

**The Yoalin community has been growing since the first edition 2018. We use Slack as a platform to communicate internally. Around 40 former travelers are still actively involved, we meet regularly to plan and coordinate activities, there is also a kick-off event, 3 hub-meetings and a final event to exchange.**

## Channels

What channels will you use to reach your community? How will the target group find out about your project?

**Slack, Social Media, CIPRA channels (Newsletters, eMails, promotion at events and project meetings, personal connections, etc.)**

## Target Groups

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

- Young people between 18-27, who want to travel sustainably through the Alps
- Interested Alpine community

## Budget

What costs do you expect to incur to realize your idea?  
What are the costs?

Project management	10'000 Euro staff costs	
Communication	6'000 Euro staff costs	1'000 Euro external costs
Interrail Passes & Selection of travelers	6'000 Euro staff costs	28'600 Euro external costs
Yoalin community	6'000 Euro staff costs	4'000 Euro external costs (support of Yoalin ambassadors)
Events	15'000 Euro staff costs	25'000 external costs

Around: 100'000 Euro

## Impact 🌿

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?  
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

- **Evaluation after the events and after the edition (in autumn)**
- **Engagement of former travelers as so-called “ambassadors”**
- **Community building between travelers**