

BREATHE PERUGIA

Youth Mobility for Cleaner Air • Connected Local Event: Bimbibici 2025 –
FIAB Perugia

🌱 MOVE GREEN. BREATHE BETTER.

🚲 #BREATHEPERUGIA

"The way we move changes the air we breathe." – Young people have the power to influence their communities through small daily actions, creativity, and digital participation.



GREENCITIZENS

DIGITAL EMPOWERMENT FOR ENVIRONMENTAL CIVIC ACTION OF YOUTH IN SCHOOLS AND COMMUNITIES

"GreenCitizens: Digital Empowerment for Environmental Civic Action of Youth in Schools and Communities" Project

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Project Number 2024-3-RO01-KA210-YOU-000287028

Campaign Overview

Breathe Perugia is a youth-led environmental awareness campaign developed during the **GreenCitizens Interactive Workshops** in Perugia. Created by young participants passionate about sustainable mobility, environmental protection, and digital advocacy, the campaign encourages students and local communities to rethink how they move around the city – especially during school commuting hours.

Through digital storytelling, social media communication, and civic participation tools, the campaign promotes **cycling, walking, and greener mobility habits** as concrete actions to reduce pollution and improve urban life. The campaign was inspired by the local initiative **Bimbibici 2025**, organised in collaboration with FIAB Perugia, which promotes sustainable mobility and bicycle culture among children, families, and schools.

The Environmental Problem

Traffic around schools in Perugia contributes to:

- Air pollution
- Traffic congestion
- Noise pollution
- Unsafe school surroundings
- Low use of sustainable alternatives

Young people highlighted obstacles to greener travel:

- Lack of safe routes
- Insufficient bike parking
- Poor awareness of alternatives
- Car dependence for short distances

Campaign Objectives

Environmental

- Promote sustainable mobility habits among students and young people
- Raise awareness of the link between urban traffic and air quality
- Encourage greener daily choices in the local community

Digital

- Develop youth competences in digital communication and advocacy
- Use social media and digital storytelling to spread environmental messages
- Create visually engaging content accessible to young audiences

Civic Participation

- Encourage active youth participation in local environmental discussions
- Stimulate dialogue between students and local institutions
- Promote community involvement through events and online engagement

Target Groups


Primary Target Group

- Youth aged 17 - 23
- Youth organisations and student groups
- Young participants interested in environmental sustainability and civic participation

Secondary Target Group

- Schools and educational communities
- Parents, families, and educators
- Local municipalities and decision-makers
- Environmental organisations and cycling associations

Campaign Identity

 **Main Slogan:** "Move Green. Breathe Better."

The campaign visual identity uses:

- **Green and blue tones** representing sustainability and clean air
- Urban and youth-oriented visuals
- Photographs of bicycles, students, and Perugia urban spaces
- Simple, dynamic graphic elements inspired by social media communication

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Main Campaign Actions



Social Media Campaign

A strategy focused on **Instagram and TikTok** with:

- short awareness video (<https://www.un-lab.it/progetti-europei/>),
- environmental tips (**ANNEX 1**),
- "bike to school" challenges (**ANNEX 2**),
- visual comparisons between car traffic and sustainable mobility alternatives (**ANNEX 3**).



Awareness Poster (**ANNEX 4**)

Visually engaging poster placed in schools, libraries, youth centres, and public spaces.



Participation in Bimbibici 2026

Documenting the event through photos and short videos, conducting mini-interviews with participants, and creating digital storytelling content for social media dissemination.











ANNEX 1

Environmental Tips

As part of the "Breathe Perugia" campaign, the youth group developed a series of simple environmental tips designed for social media dissemination and awareness activities.

The tips aim to encourage small daily actions that can contribute to cleaner air, healthier lifestyles, and more sustainable urban mobility habits.

Main Environmental Tips

-  Use a bicycle or walk for short urban distances whenever possible.
-  Choose public transport instead of private cars for daily commuting.
-  Share rides with friends or classmates to reduce traffic and emissions.
-  Plan routes in advance to avoid unnecessary car use.
-  Combine mobility with healthy habits and outdoor physical activity.
-  Respect pedestrian and cycling spaces to create safer streets for everyone.
-  Support local sustainable mobility initiatives and community events.
-  Reduce unnecessary engine idling near schools and public spaces.
-  Encourage friends and family to experiment with greener mobility choices.
-  Remember that even small daily actions can positively impact air quality and urban life.

From Tips to Content

The environmental tips were designed to be transformed into:

- Instagram posts
- Short awareness videos
- Animated social media stories
- Digital posters
- QR-code campaign materials

The group focused on using simple, positive, and accessible language in order to reach young audiences effectively through digital communication channels.

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ANNEX 2

"Bike to School" Challenge

As part of the "Breathe Perugia" campaign, the youth group designed a simple and engaging "Bike to School" challenge to encourage young people to experiment with more sustainable mobility habits in their daily lives.

The Challenge

The challenge invites students and youth participants to reach school using environmentally friendly alternatives such as:

- Bicycles
- Walking
- Public transport
- Shared mobility solutions

How to Participate

Participants are encouraged to document their experience through:

- Instagram stories
- Short videos and Reels
- Photographs
- Social media posts using the campaign hashtags

Objectives

The objective of the challenge is to:

- Promote awareness regarding sustainable mobility
- Reduce short-distance car use
- Encourage healthier and more active lifestyles
- Demonstrate how small daily choices can positively impact the environment

Building a Green Community

The challenge also aims to create a positive online community where young people can share experiences, motivate each other, and become active promoters of greener urban mobility.

✔ Suggested hashtags: #BreathePerugia · #BikeToSchool · #MoveGreen · #GreenCitizens · #PerugiaByBike

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#PERUGIABYBIKE

ANNEX 3

Visual comparisons between car traffic and sustainable mobility alternatives



ANNEX 4

Awareness Poster

BREATHE PERUGIA

YOUTH MOBILITY FOR CLEANER AIR

Small daily choices can
change the air we breathe.
Choose sustainable
mobility.
Choose a greener city.

Join the #BikeToSchool challenge



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Green School Mobility Proposal (ANNEX 6)

As part of the campaign, the youth group developed a civic proposal addressed to local schools and municipalities:



Safer Crossings

Improved pedestrian crossings near schools to protect students during arrival and departure hours.



More Bike Parking

Additional bicycle parking areas near schools to make cycling a practical and accessible daily choice.



Mobility Awareness Days

Dedicated school events to educate students and families about sustainable urban mobility options.



Reduced Traffic Zones

Restricted car access near schools during entrance and exit hours to create safer, cleaner environments.

Expected Impact

- **Increased Awareness**
Greater student awareness of sustainable mobility and its direct connection to air quality and urban wellbeing.
- **Stronger Youth Advocacy**
Enhanced digital advocacy skills among young participants, empowering them to communicate environmental messages effectively.
- **Community Dialogue**
Stimulated dialogue between youth, schools, and local stakeholders on safer and greener urban mobility solutions.
- **Healthier Habits**
Promotion of healthier, greener daily mobility habits and greater participation in local environmental initiatives.

✔ **Broader GreenCitizens Contribution:** The campaign combines **environmental sustainability, digital transformation, youth participation, and active citizenship** – contributing directly to the wider objectives of the GreenCitizens project.

"Young people have the power to influence their communities through small daily actions, creativity, and digital participation. Breathe Perugia encourages youth to become active promoters of cleaner, safer, and more sustainable urban spaces."

ANNEX 6

Green School Mobility Proposal

As part of the "Breathe Perugia" campaign, the youth group developed a civic proposal addressed to local schools and municipalities to encourage safer, greener, and more sustainable mobility around educational spaces.



Safer Crossings

Improved pedestrian crossings near schools to better protect students during school entrance and exit hours and encourage walking as a safer daily mobility option. This includes zebra crossing upgrades, better lighting, and traffic calming measures.



More Bike Parking

Creation of additional bicycle parking areas near schools to make cycling more practical, accessible, and attractive for young people. Secure, covered bike racks near school entrances would significantly increase cycling uptake.



Mobility Awareness Days

Organization of dedicated school events and awareness days focused on sustainable urban mobility, involving students, families, and local stakeholders. These events would include workshops, demonstrations, and interactive activities.



Reduced Traffic Zones

Introduction of temporary restricted traffic areas near schools during peak hours to reduce pollution, traffic congestion, and improve overall safety. Car-free zones during school hours create healthier environments for students.

Why This Matters

The Problem We Are Solving

Every school day, hundreds of cars converge around Perugia's schools during arrival and departure hours. This creates dangerous conditions for students on foot or by bike, generates significant air pollution, and contributes to noise and stress in the school environment. Studies show that children exposed to high traffic pollution near schools suffer measurable impacts on respiratory health and cognitive development.

Our Vision

We envision school zones in Perugia where children can walk and cycle safely, where the air is clean, and where sustainable mobility is the norm rather than the exception. By working together – students, families, schools, and local government – we can transform the spaces around our schools into models of sustainable urban living.

Implementation Timeline

Short Term (0–3 months)

Launch awareness campaign, distribute proposal to schools and municipality, collect signatures and community support.

1

2

Medium Term (3–6 months)

Pilot reduced traffic zones at 2-3 schools, install additional bike parking, organise first Mobility Awareness Day.

3

Long Term (6–12 months)

Evaluate pilot results, expand measures to all schools, establish permanent pedestrian safety improvements.

Who We Are Asking

Local Municipality

Implement traffic restrictions, fund infrastructure improvements, and support school mobility plans.

School Directors

Promote sustainable mobility among students and families, host awareness events, and participate in pilot programmes.

Families & Parents

Choose walking and cycling over car drop-offs, support children in adopting greener habits.

FIAB Perugia & Partners

Provide expertise, cycling infrastructure knowledge, and community engagement support.

"A school that promotes sustainable mobility is a school that invests in the health, safety, and future of its students and community."

- ✔ The proposal aims to stimulate dialogue between youth, schools, and local institutions while promoting active citizenship and environmentally responsible mobility choices. This initiative is part of the broader GreenCitizens project objectives combining environmental sustainability, digital transformation, youth participation, and active citizenship.

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