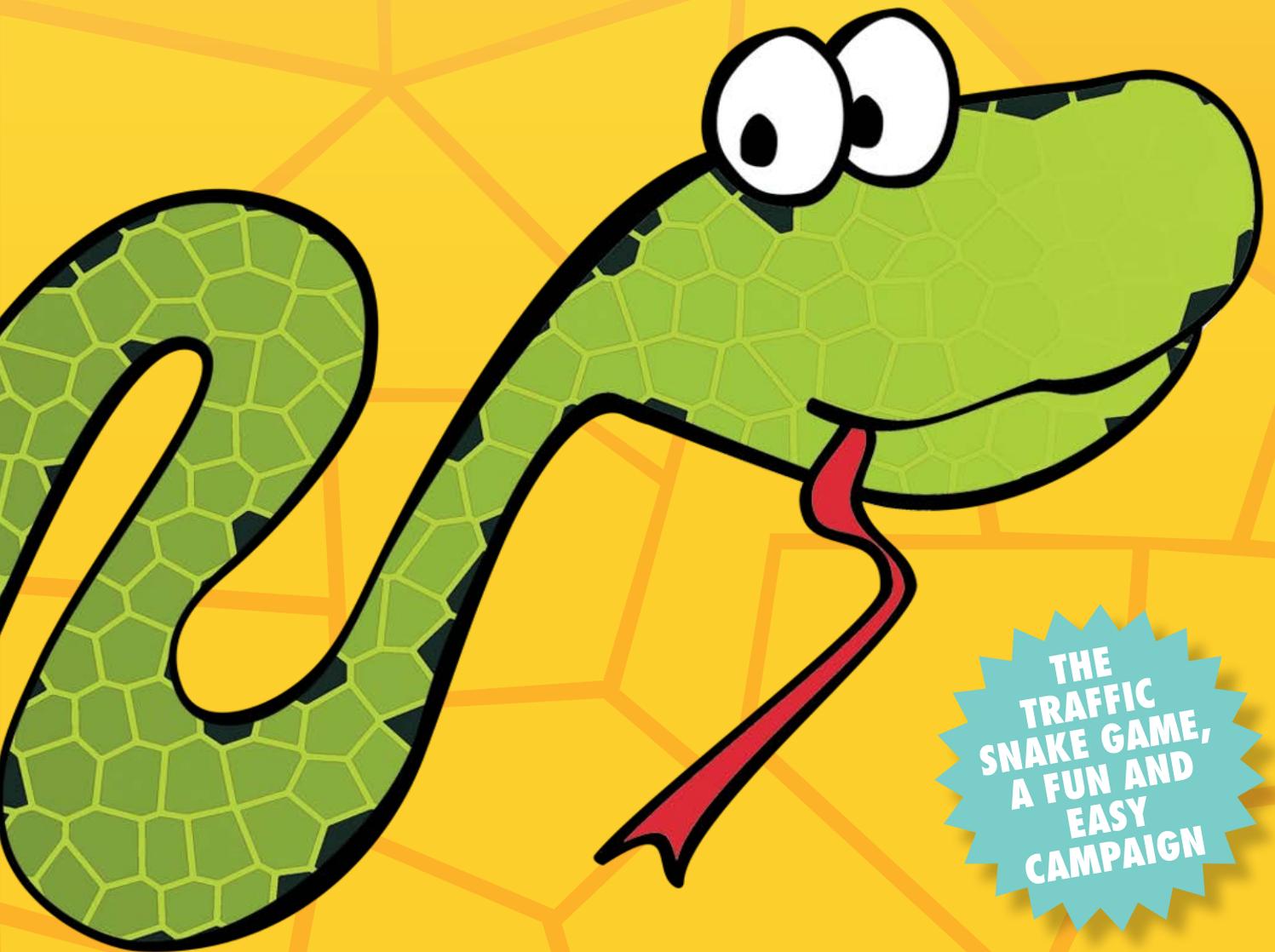


The  
**TRAFFIC SNAKE GAME  
NETWORK**

**MAKING HOME-SCHOOL TRIPS  
MORE SUSTAINABLE**

**THREE YEARS OF WALKING,  
CYCLING AND PUBLIC TRANSPORT  
EXPERIENCES IN 19 COUNTRIES**



**THE  
TRAFFIC  
SNAKE GAME,  
A FUN AND  
EASY  
CAMPAIGN**

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# FOREWORD

Dear reader,

Thank you for your interest in the **Traffic Snake Game**, a campaign to promote walking and cycling to school for children between the ages of 4-12, their parents and teachers.

This campaign was first established nearly 15 years ago by Mobiel 21. It started out as a small campaign with only **a handful of schools in Flanders**, Belgium. However, over the years, and with the support of the European Union's Intelligent Energy Europe programme, the number of cities, schools and children playing the game has increased enormously. Together we form **a large community** that not only believes in sustainable mobility, but also encourages a shift towards sustainable transport as part of life in general.

All over Europe, and internationally, parents have traditionally driven their children to school, even when they live within a short cycling or walking distance. Many parents find themselves in a vicious circle: when car traffic increases, road safety concerns increase, which results in greater feelings of insecurity. This leads to **parents driving their children to school by car**, which results in more traffic outside schools.

The Traffic Snake Game aims **to break this vicious circle** by encouraging schools, children and parents to walk, cycle, use public transport and car share when travelling to school. By increasing the number of sustainable trips, the Traffic Snake Game moves efficiently towards a less car dependent lifestyle.

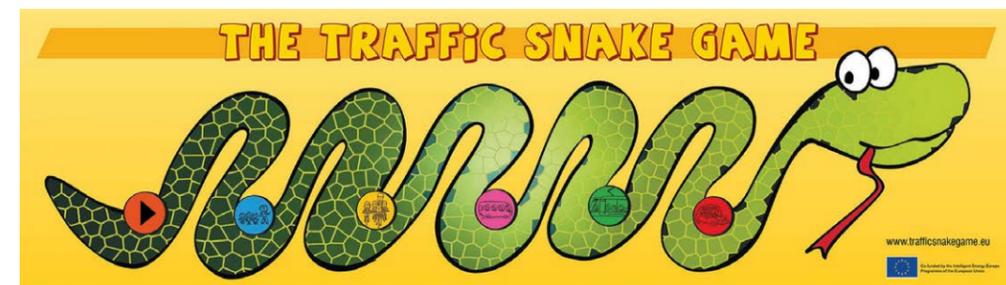
In 2014, the **Traffic Snake Game Network** was established to enable cities and schools to share their experiences of the game beyond their national boundaries. This network disseminates information about the campaign, extends its impact and publicises the results and experiences that keep the award-winning campaign alive.

This publication has two main goals. First, it presents the **final results of the EU-supported Traffic Snake Game Network project (2014-2017)**. Second, this brochure invites interested stakeholders to join the campaign in the future. The **Traffic Snake Network will continue** to function as an observatory that disseminates, supports and monitors the Traffic Snake Game worldwide. As such this brochure provides information about how easy it is to take part in the campaign, and why more schools and cities should join the Traffic Snake Game and benefit from the lessons learned.

Finally, I would like to express my **thanks and gratitude** to all those who have been involved during the project in the evolution of the Traffic Snake Game and its supporting Network. The results of the campaign have shown that together we have **made a real difference** and have encouraged more children, parents and teachers to use sustainable modes of transport when travelling to and from school. We will continue to build on this success and encourage even more cities and schools to take part.

Raf Canters, Mobiel 21

Project coordinator Traffic Snake Game Network



# 1 THE TRAFFIC SNAKE GAME

## AN INTRODUCTION

The Traffic Snake Game is a fun **campaign to promote walking and cycling to school** for children (aged 4-12), their parents and teachers. The campaign is very simple. Once a school has decided to take part, it needs to identify a two week window in a term time to play the game. During those two weeks, children will be provided with a sustainable mobility sticker to place on a banner each and every time they walk, cycle, use public transport or share a car journey to school.

An evaluation of the campaign has shown that **it can increase the use of sustainable transport modes** and reduce CO<sub>2</sub> and other harmful emissions at the school gate. To date, 19 European countries have played the game and have taken advantage of this successful campaign.

The Traffic Snake Game can be played at any point during the academic year, but we would highly recommend that it is played at the same time as European Mobility Week in September. If campaigns take place at the same time all over Europe, this helps to create more momentum. The European Mobility Week represents a perfect overarching opportunity to explain the challenges faced by cities and towns to encourage a change in behaviour and make greater progress towards a more sustainable environment (see [www.mobilityweek.eu](http://www.mobilityweek.eu)).

## HOW DOES IT WORK?

The basic Traffic Snake Game campaign can be explained in five simple steps:

### 1 SETTING THE TARGET

Two weeks before the game, each school establishes its baseline and sets its own target for behaviour change.

### 2 TRAVEL SUSTAINABLY AND RECEIVE DOTS

For a period of two campaign weeks, children receive a sustainable mobility sticker for every day they walk, cycle, use public transport or share a car journey to school.

### 3 PUTTING THE DOTS ON CLASS STICKERS AND PUTTING THOSE ON THE BANNER

In class, children place the stickers on a larger class sticker. The class sticker is full when the predefined target has been reached. Classes then attach their sticker to the traffic snake banner. The goal is to fill the Traffic Snake Game banner with as many sustainable mobility stickers as possible by the end of the two week playing period. This process can also be done by computer or interactive whiteboard using Traffic Snake Game 2.0.

### 4 REWARDING THE CHILDREN

Children receive a reward when they reach key points on the banner. Rewards might include: no homework, an extra 15 minutes playtime or something similar. When the children reach the end of the banner, they can receive an even bigger reward for achieving the goals; a new bicycle shed, a walking or cycling tour or other prizes to enable more sustainable mobility.

### 5 MEASURING THE IMPACT OF THE CAMPAIGN

Three weeks after the game is played, all hands up data from the before, during and after monitoring measurement is collected and analysed.

# 2 THE TRAFFIC SNAKE GAME NETWORK

The Traffic Snake Game Network (TSG Network) was established in 2014 to **enable those involved in the campaign to share their experiences** of the game with other cities and schools across Europe and beyond. This network disseminates information about the campaign, reaches out to new cities and schools and publicises the results and experiences that maintain the award-winning campaign.

## WHO IS IN?

TSG Network is coordinated by **Mobiel 21 (Belgium)** and includes a consortium of National Focal Points (NFPs) in 18 EU countries. These NFPs are organisations that champion the project, disseminate information about the campaign and steer the implementation of the Traffic Snake Game in their country. The NFPs receive support and training from a small core group of organisations (Mobiel 21, DTV Consultants (Netherlands) and WYG (UK)) to ensure the campaign concept is replicated in a fair and consistent way.

## EU-SUPPORTED PROJECT

The European Commission selected the Network as a project to receive partial funding between 2014-2017. The project goals include:

- To train, guide and support NFPs in motivating and activating cities and/or schools to join and run the Traffic Snake Game campaign.
- To introduce a digital platform to enable the campaign to function as a long-lasting practical platform and tool for campaigning and monitoring an energy-efficient modal split.
- To become self-supporting after the project's three year funded lifespan and link to other projects and policies to facilitate long-term strategic change.
- To focus on schools with children aged 4-12 years and achieve a travel behaviour change target of at least 15% more sustainable trips during the campaign and at least 7% after the game.
- All NFPs to implement the campaign in at least three cities in their country and in at least 60 schools over the course of three years.



## AWARD WINNING?

Indeed, the Traffic Snake Game won the **Sustainable Energy Europe Award** in the category 'Promotional, Communication and Educational Actions' in 2009. The jury praised it for setting up a new mobility campaign that encourages pupils to play a central and active role. The high replication factor allows a snowball effect: more and more schools and children can participate in the project and achieve its aim of increasing the use of sustainable transport trips.



# 3 INTERNATIONAL NETWORK WITH A LOCAL APPROACH | SUPPORT

A strong European-wide network is established thanks to the input, work and enthusiasm of our 18 national focal points. During the project's three years we have gathered international best practice examples and used their experiences to further develop campaign. The national focal points have used this information to set-up, develop and maintain their own national network.

## INTERNATIONAL NETWORK

**EU-regional workshops** took place each year to provide the NFPs with tools and advice on how to implement the Traffic Snake Game in their own countries. The workshops were organised in three different regions, namely Central and Eastern Europe, Southern Europe and Western and Northern Europe. These workshop sessions enabled smaller groups of NFPs to come together, share their experiences and learn from their neighbouring countries. Each session was about **empowering a NFP** to run its own campaign and ensure the overall sustainability of the network. The focus of the first year was on the train-the-trainer training and explaining how the TSG works. Year 2 workshops focused on the digital version (TSG 2.0) of the game and covered the do's and don'ts of running a successful campaign. NFPs also shared their own experiences from the starting year. The year 3 workshop was organised in a different format and all NFPs came together for one event in Cologne (Germany). The focus of the event was on monitoring and maintenance of the network in the long term.

## TOWARDS 18 NATIONAL NETWORKS

Each NFP established its own network with schools, local authorities, education organisations and other local stakeholders to implement the campaign. By "campaigning the campaign" at a national level, the NFPs were in charge of contacting schools and cities to encourage them to participate in the campaign and transfer knowledge about how to implement the campaign at the local level. The NFPs delivered national workshops and **train-the-trainer** training sessions to schools and local authorities who wanted to participate in the TSG.

NFPs organised a wide range of bespoke events such as workshops with teachers and conferences as well as delivering training at existing meetings and events. The number of people attending such events varied from around 10 to audiences of several hundred.

NFPs contacted a range of organisations to secure sponsorship to enable the campaign to be implemented in more schools and cities. A variety of sponsors included local authorities, national governments and private companies such as banks and insurance companies.

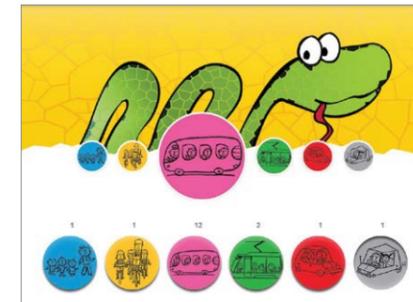
## A DIGITAL PLATFORM

A digital platform was established in September 2014, which enabled the campaign to function as a long-lasting practical platform and tool for monitoring the results of the campaign.

Overview of functionalities:

- All information about the campaign is available in one website;
- A map with all the participating NFPs, local partners and schools;
- Easy to translate national website for every NFP;
- Registration form;
- Measuring tool for modal split;
- Kid's corner.

In April 2015, TSG 2.0 was launched! This addition to the TSG game makes the game even more attractive, especially in countries where it is already widespread.



Interactive whiteboard view

Using the online version, via an **interactive whiteboard** (digital schoolboard) or a standard computer, schools are able to play the game without buying physical materials

(banner and stickers). This means more schools can participate in the campaign.

TSG 2.0 also includes a **gamification scoring concept**, which is attractive for both children and teachers. This can be seen on the school page in the form of a cityscape header. The more sustainable trips the school logs, the cleaner their city will become through the course of the campaign. The image below shows what a city might look like at the start and end of the campaign.



Cityscape header day 1

Another new feature of TSG is the possibility for a school to play the game more than once during an academic year. Schools can see and compare the results of all the games (**editions**) they have played and provides them with an opportunity to compare the changes over the years.



Cityscape header day 10

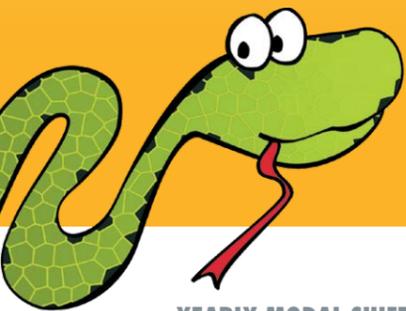


# 4 OVERALL PROJECT RESULTS

## IMPACT OF THE CAMPAIGN IN NUMBERS

### Summary of results\*

During the period of 3 project years, TSG took place in 19 countries. So far, the impressive amount of 177 587 pupils and 1 192 schools played the game in a total of 507 cities. The EU-wide savings in this period reached 2 458 853 kilometres of car trips and 397 tonnes of CO<sub>2</sub>.



## TSG PLAYED IN

19 COUNTRIES  
507 CITIES  
1192 SCHOOLS  
8209 CLASSES



177 587 PUPILS

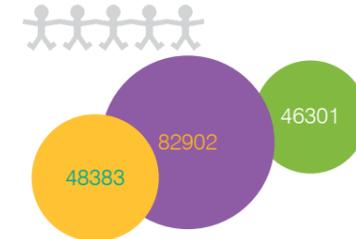
# SAVED

397 TON CO<sub>2</sub>

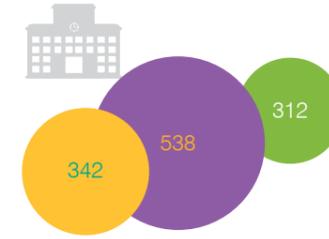
2458853 KM

\* Data collection 2014-2016, school year 2016-2017 not fully included

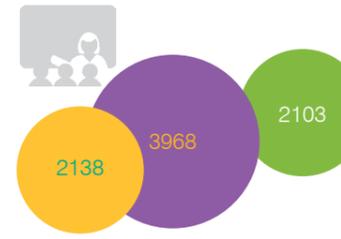
### NUMBER OF PUPILS



### NUMBER OF SCHOOLS



### NUMBER OF CLASSES



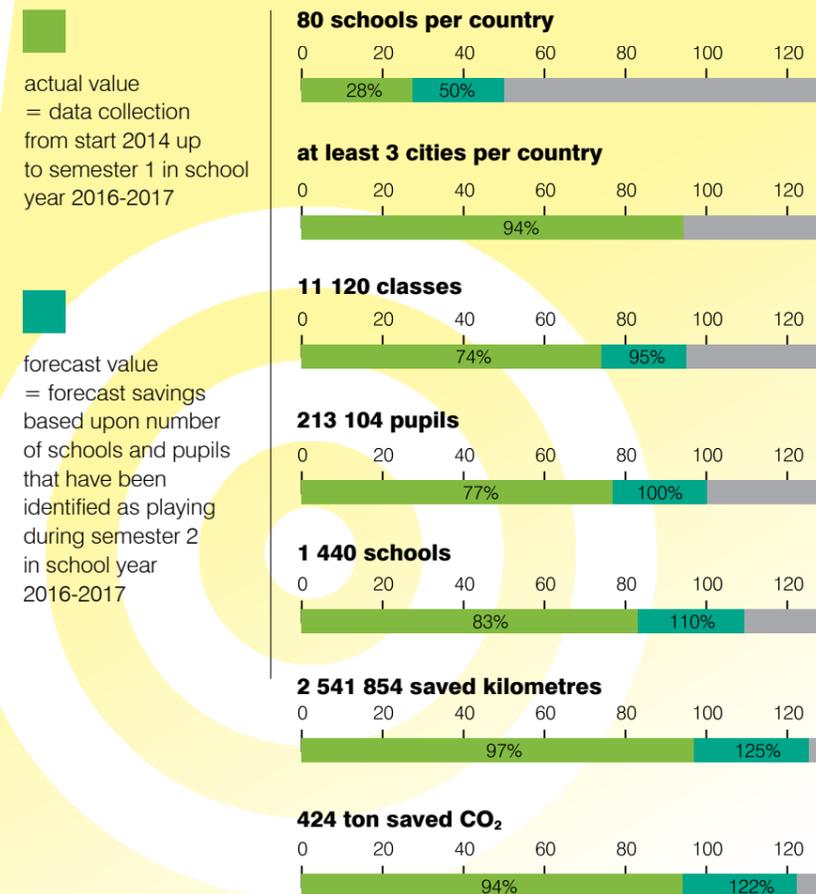
### NUMBER OF CITIES



● 2014-2015 ● 2015-2016 ● 2016-2017

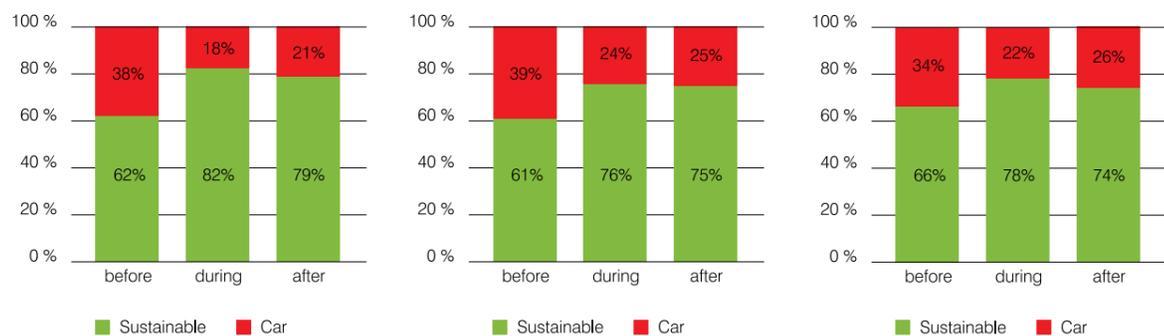
Note: due to publication date of this brochure, school year 2016-2017 only includes factual semester 1 data up to November 2016, it does not yet reflect complete school year results.

## EU-PROJECT TARGETS



For more details we refer to the TSG evaluation reports, available at the TSG website.

### YEARLY MODAL SHIFT



### MODAL SHIFT 2014-2015

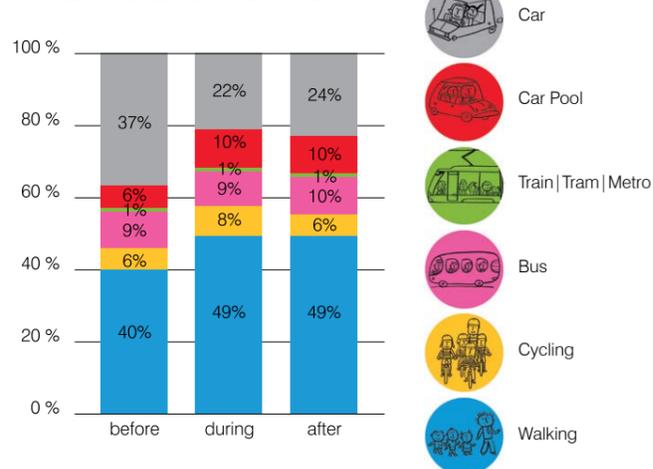
### MODAL SHIFT 2015-2016

### MODAL SHIFT 2016-2017

The target of the TSG project was to generate a modal shift with the (travel) behaviour of school children, of at least 15% more sustainable trips during the campaign and a retention effect of at least 7% after the action.

The amount of sustainable trips went from 63% before the campaign to 78% during the campaign. Three weeks after the end of the campaign the share of sustainable trips slightly dropped to 76%, which is still a significant improvement compared to the baseline share. This means that the modal shift goal has been achieved!

### TOTAL MODAL SHIFT 2014-2017



## MOST IMPRESSIVE

+21% increase of sustainable modes 'during'



Bulgaria

+6% extra further increase of sustainable modes 'after'



Belgium

+14% increase in walking share 'during'



Portugal

+5% increase in cycling share 'during'



Hungary

33 218 pupils total of pupils reached (2014-2016 period)



Romania

108 municipalities total of cities reached (2014-2016 period)



Greece

# 4 OVERALL PROJECT RESULTS

## THE BIGGER PICTURE

The results of the Traffic Snake Game are more significant if teachers focus on the topic of 'sustainable mobility' in the classroom at the same time as playing the game. Implementing other actions, such as cycle training or a walking bus, is called the Deluxe version. Every participating school is encouraged to set up the 'Deluxe' version. It's also a good way to meet the requirements of the curriculum (for example, maths, physical education, geography, history, reading and writing). Children can develop a range of road safety skills and learn how to use them (for example detecting the presence of traffic, visual timing judgements, coordinating information from different directions). Further, this also includes motor development, maintaining concentration and developing responsiveness to changing situations.



## CHANGING THE TRAVEL BEHAVIOUR OF PARENTS AND TEACHERS AS WELL

The Traffic Snake Game has shown that the campaign, as a class and school activity, is enjoyed by children, who are able to convince their parents to change their behaviour by reducing their car use. The Traffic Snake Game encourages teachers to participate and extra stickers are provided when teachers travel to school in a sustainable way.

## RECOMMENDATIONS FOR SCHOOL BOARDS, OFFICIALS AND MOBILITY ASSOCIATIONS

In school traffic we often face a number of challenges: how to make it safer (parents' first concern), convenience and freeing children from the back seat and giving them the opportunity to travel independently. By walking and cycling, children become more aware of their surroundings and develop road safety skills as well as improve their ability to anticipate other road users. Furthermore, walking and cycling contributes to the recommended amount of daily exercise that children need. It also reduces congestion and parking pressure around the school gate. Considering these beneficial effects, school boards, officials and mobility associations took other actions to further raise awareness of mobility questions. These actions can be addressed on many levels: class, school, neighbourhood and city level.

## EXAMPLES OF 'DELUXE' ACTIONS

### Information

- Producing a safe route to school map. Publishing such a city map for pedestrians and cyclists can demonstrate the school and city's commitment to reducing any concerns children and their parents may have about their journey to school.
- School newsletters to inform parents about any changes to the traffic and parking arrangements around the school.
- Organising an information day for parents to inform them about the benefits of walking and cycling with their children.

### Organisation

- Placing supervisors/traffic coaches at specific crossings to help children cross the street safely.
- Meeting with city officials to discuss the possibility of adjusting the local public transport timetables to be more in line with school hours.
- Setting up parent-stops, which are easily recognisable "stations" for cars. They are located further away from the school gate in an effort to reduce congestion and improve road safety for children.
- Initiating walking/cycling buses: adults and up to 7 children from the same neighbourhood walking and/or cycling to school together.
- Maintaining public transport stops near the school.

### Campaigns

- Organising a bike bell concert or other similar events to raise awareness of cycling and issues of cycle safety.
- Organising walk to school days or weeks during different periods of the year.
- Shoe polish and bike wash.
- Pimp your bike workshop.
- A sustainable transport cycle parade.
- Encouraging pupils to wear a fluorescent jacket in winter period.

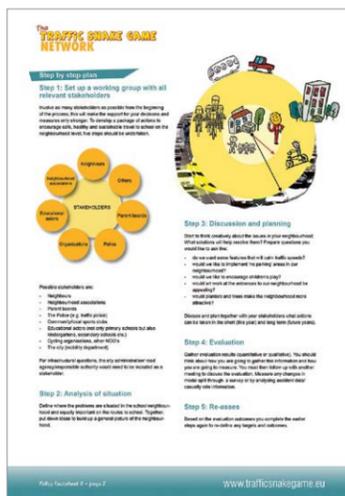
### Infrastructure

- Installing safe and covered bicycle sheds.
- Meeting with city officials to organise child friendly pedestrian crossings and install road safety school warning signs.
- Reduce the speed limit near the school.

### Education

- Develop a traffic learning plan that outlines what each class level should be learning about traffic and mobility.
- Identify an area near the school that older pupils can practice their traffic skills on a regular basis.

More information can be found in the three TSG policy factsheets and campaign roadmap.



# 5 PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

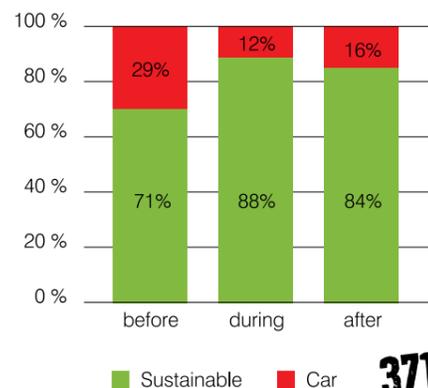
## AUSTRIA, INSTITUTE FOR TRAFFIC EDUCATION

### SPOTLIGHT ON IMPRESSIVE FINAL EVENT AT STA CHRISTIANA FROM WIENER NEUSTADT

290 school children from Sta Christiana school in Wiener Neustadt participated in the Austrian TSG campaign. They played the Deluxe version of the game. 13 classes took part in an impressive final event, not only singing and dancing to their own TSG-song but also performed a specially designed play. Even the decoration matched the TSG-design. This dedicated event reflects the considerable results achieved at Sta Christiana: during the game, 80% of its pupils used a sustainable method of transport (as opposed to 28% before the game started).

### RESULTS

In Austria, by the end of 2016, 46 schools from 11 cities played TSG, comprising of 7464 pupils. Based on the data from the 46 schools, the majority of trips to and from school before the campaign were sustainable (71%).



**371 CLASSES  
7464 PUPILS**



During the campaign, this increased to 88% and the after campaign data shows that a decrease of 4% (84%) was recorded, however the retention effect is still a significant improvement to the before data.

During the time this report was written (December 2016-January 2017), one more school comprising of 87 pupils joined the campaign. 10 more schools, comprising of 750 pupils are expected to play between February 2017 and August 2017. Austria did not reach the target of 80 schools but showed a consistent number of participants over the three years of the campaign.

### LESSONS LEARNED

- + good contacts with schools
- + good relationship with bigger cities such as Vienna and Graz
- + easy to understand campaign, which is easy to implement
- schools already have many activities (projects) going on
- too much time between introduction of the game and its implementation

## FUTURE OUTLOOK

The Austrian NFP will continue to contact (local) authorities and schools about playing the Traffic Snake Game.



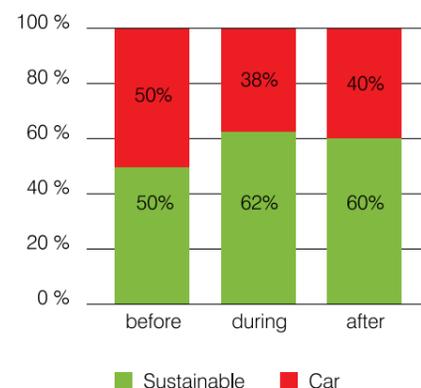
## BELGIUM (WALLOON REGION), EMPREINTES

### SPOTLIGHT ON PUPILS AS "MOBILITY AMBASSADORS" AT THE CITY HALL

Within the "Deluxe"-version of TSG, pupils from Nismes (Municipality of Viroinval) had the opportunity to analyse the traffic safety and mobility situation around their school and present their findings and solutions to the local authority during a meeting at the city hall. A few weeks after the meeting, the municipality informed us that some of the issues had been resolved. This moment of empowerment was very important for Empreintes as this increased the pupils' commitment to the life in their municipality. We hope that children will understand they've got the power to act at their own level and make a difference.

### RESULTS

In Belgium (Walloon Region), by the end of 2016, 134 schools from 73 cities played TSG, comprising of 14142 pupils. Based on the data from the 134 schools, 50% of trips to and from school before the campaign were sustainable. During the campaign, this increased to 62% and the after campaign data shows that a decrease to 60% was recorded.



**134 SCHOOLS  
14142 PUPILS**

"TSG is an attractive and concrete methodology that provides an overview of the different modes of transport and the paths taken by students to come to school."

Claudine Brill, coordinator of Mobilesem (mobility platform)



"It is crazy to see how the children of the different settlements bite in this challenge... and the parents too."

Claire Hardy, director of municipalities schools of Manhay

50 more schools from Belgium, comprising of 4000 pupils are expected to play between February 2017 and August 2017. Belgium reached the target of 80 schools and showed very high participation numbers in Years 2 and 3, with good prospects concerning interested schools.

### LESSONS LEARNED

- + the support of local and thematic partners (Walloon region, municipalities, local mobility association)
- + our organisation is well-known by schools
- + the helpdesk we've provided to schools before, during and after the campaign
- the fact that schools had to export data
- mobility is not the favourite topic and number one priority amongst teachers

## FUTURE OUTLOOK

Empreintes decided to participate in the project as a NFP because it was originally funded by the European Commission and therefore offers huge credibility to schools. The fun factor and its simplicity are two factors that make the registration of schools and teachers much easier. The Belgian NFP for the Walloon region will continue to contact (local) authorities and schools about playing the Traffic Snake Game.



"We have great pleasure in the implementation of the traffic snake game! We did not expect so much motivation from the pupils! They are thrilled to walk to school together."

Uschi Neusielder, VS Josefstadt / Wiener Neustadt

"The children are very enthusiastic and show great willingness to reflect and change their mobility behaviour. The introduction of parents' posts has increased traffic safety in the school environment."

Karin Roth, VS Schukowitzgasse /Vienna

# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## BULGARIA, CLUB SUSTAINABLE DEVELOPMENT OF CIVIL SOCIETY

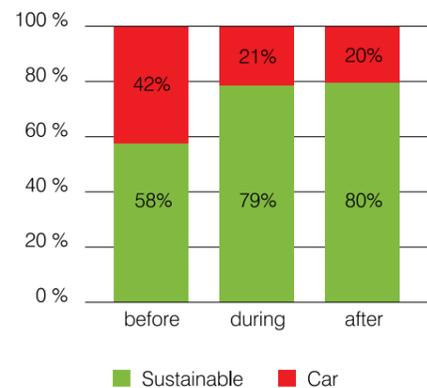
### SPOTLIGHT ON CYCLING DEMONSTRATION AT DRAGOMAN PRIMARY SCHOOL "HRISTO BOTEV"

The teachers and children from the Dragoman primary school "Hristo Botev" played the TSG in spring 2016. At the invitation of the Director, Travis the travelling snake visited the school to explain how to play his game. Travis handed out fluorescent vests to all 127 participating children. The school played the Deluxe version of the campaign with activities such as safe cycling demonstrations and a quiz about sustainable mobility.

#### RESULTS

In Bulgaria, by the end of 2016, 81 schools from 16 cities played TSG, comprising of 8198 pupils. Based on the data from the 81 schools, 58% of trips to and from school before the campaign were sustainable. During the campaign, this increased to 79% and the after campaign data shows that an additional increase up to 80% was recorded.

Bulgaria reached the target of 80 schools and consistently showed high levels of participation throughout the campaign.



14 ♦

**81 SCHOOLS  
8198 PUPILS**

"TSG was a big success in Bulgaria because for the first time we had a tool for educating children in mobility. We made efforts to mobilize our members all over the country and to include many schools because we estimate the youth generation is the most important target group."

Lucia Ilieva, NFP (CSDCS)



"Our members want their children to go to school in a safe and sustainable way and we will support the game after the end of the project."

Ludmila Dimitrova, SOROPTIMIST, Bulgaria

#### LESSONS LEARNED

- + face to face meetings of CSDCS staff with schools
- + full assistance of the CSDCS staff to teachers involved in the game
- + implementing many deluxe-version activities with small presents to pupils and certificates for school staff + CSDCS found a sponsor- DSK-bank that provided €1500 for hi-viz jackets for children
- school directors thought their staff should be paid an additional fee for organising and implementing the game
- internet communication with most of the schools was not possible due to the lack of technology available in primary schools

## FUTURE OUTLOOK

Over 90% of the participating schools stated they will play again; some on a permanent basis. They all found the TSG was very useful for children's education. As the schools are municipal and their budgets are very restraint, CSDCS asked other powerful NGOs like Soroptimist International or the Women Liberal Network for sponsorship support. Some of them declared they will provide financial support to schools in the future.



# CZECH REPUBLIC, TRANSPORT RESEARCH CENTRE

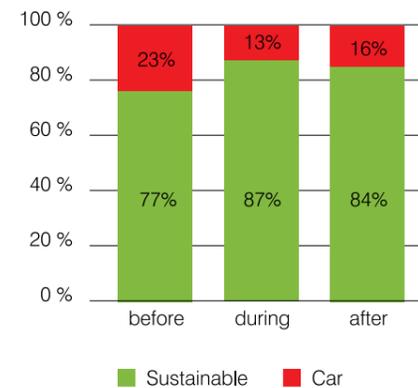
### SPOTLIGHT ON TSG IN THE CZECH NATIONAL NEWS

The campaign "Oblékáme hada Edu" was in the Czech national news! Numerous Czech schools were playing TSG in April 2016 at the time of Earth Day celebrations. During this period, a "Bike to work" campaign was also held. The Czech Television made a joint report about these two campaigns, which have very similar topics. More than 12000 people saw this news report and it inspired a lot of new schools to join the campaign in the following period.

#### RESULTS

In Czech Republic, by the end of 2016, 60 schools from 27 cities played TSG by the end of 2016, comprising of 11778 pupils. Based on the data from the 60 schools, the majority of trips to and from school before the campaign were sustainable (77%). During the campaign, this increased to 87% and the after campaign a further decrease to 84% was recorded.

During the time this report was written (December 2016-January 2017), one more school comprising of 15 pupils joined the campaign. 15 more schools from



♦ 15



**27 CITIES  
11778 PUPILS**

Czech Republic, comprising of 3000 pupils are expected to play between February 2017 and August 2017. Czech Republic did not meet the target of 80 schools, staying just below, however they used a variety of dissemination methods and managed to increase the number of participating schools during the course of the campaign.

#### LESSONS LEARNED

- + cooperation with city representatives (especially Departments of Education or Transport)
- + the patronage of the Ministry of Transport
- + schools starting to recommend the game to other neighbouring schools
- schools are overwhelmed by administrative tasks
- schools in big cities receive a lot of offers to participate in various projects; the most efficient way of targeting the schools to participate in the TSG was via the municipality (as school founder)

## FUTURE OUTLOOK

In the next period, CDV would like to continue the cooperation with the Czech Ministry of Transport, city halls, NGOs and other initiatives in sustainable transport, such as the CIVINET network. CDV will target school clubs that are looking for new activities for children, so there is a good potential for participation in the campaign.

"Our schools stepped in the campaign actively, I am very happy for it. Schools received some rewards from us for participation in the campaign. I have a good response from them. Thank you for results of our schools, we will use this data for updating our Sustainable Urban Mobility Plan. I am looking forward to the next round of the campaign, I believe that even more schools will participate in Opava in 2017."

Petra Veličková (Coordinator of the environmental education, City Hall in Opava)



# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

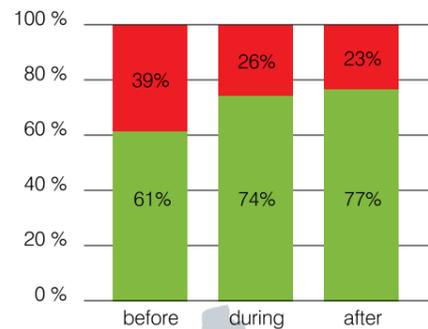
## FRANCE, EURO PROJECT CONSULT

### SPOTLIGHT ON BARA CABANIS AS A PIONEER SCHOOL FOR THE FRENCH NORTH REGION

Bara Cabanis was the first school to join the TSG campaign in France. Their first edition was such a success that they decided to play the game twice a year. The following year, Euro Project Consult worked together with Bara Cabanis, mobility associations and local authorities to promote the campaign and more schools in the North region joined. The European Metropolis of Lille is now the most active region in the French national network. To reach a shift towards sustainable modes, all actors need to work together.

### RESULTS

In France, by the end of 2016, 21 schools from 14 cities played TSG, comprising of 3156 pupils. Based on the data from the 21 schools, 61% of trips to and from school before the campaign were sustainable. During the campaign, this increased to 74% and the after campaign data shows that a further increase to 77% was recorded.



16 ♦



*"The advantage of TSG is that it is fun, easy and ready to implement. Kids keep telling us every time they walk or cycle to school long after the campaigns are finished. This is how behaviour change operates."*

Teacher, Anne de Bretagne school (Vannes, France)



During the time this report was written (December 2016-January 2017), one more school comprising of 18 pupils joined the campaign. 28 more schools from France, comprising of 3500 pupils are expected to play between February 2017 and August 2017. France did not meet the target of 80 schools. According to the French NFP, this was due to the abundance of sustainability related initiatives in France, schools have a lot of campaigns to choose from.

### LESSONS LEARNED

- + endorsement by cities
- + word of mouth
- + teacher's willingness and enthusiasm
- procedures to implement the campaign in schools
- too many other (similar) initiatives offered to teachers

## FUTURE OUTLOOK

TSG campaign has a great potential for growth in France. The results attained demonstrated the effectiveness of the campaign in terms of reducing pollution and car traffic. According to Euro Project Consult, the partnerships established with both associations and local authorities are a strong foundation to go further and reach even more schools.



# GERMANY, RUPPRECHT CONSULT GMBH

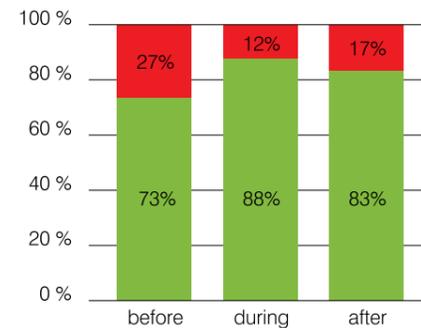
### SPOTLIGHT ON PARENTS STOP AT ELEMENTARY SCHOOL BREHMWEG, HAMBURG

Elementary school Brehmweg in Hamburg came up with a really creative idea to support children who decided to walk to school during the project term: two "parents stops" were installed from which pupils could cover their distance together with parents and a policeman. Moreover, children were carrying coloured balloons to increase their visibility and to make the game even more fun. The results showed that the baseline percentage of sustainable trips starting at 81%, could be further improved to a sensational 97%.

### RESULTS

In Germany, by the end of 2016, 26 schools from 22 cities played TSG, comprising of 3846 pupils. Based on the data from the 26 schools, the majority of trips to and from school before the campaign were sustainable (73%). During the campaign, this increased to 88% and the after campaign data shows that a decrease was recorded to 83%. However the retention effect is still considered a significant improvement to the before data.

During the time this report was written (December 2016-January 2017), one more school comprising of 85 pupils joined the campaign. 6 schools from Germany comprising of 700 pupils are expected to play between



■ Sustainable ■ Car

*"Around 30 children come to the parent stop. The most beautiful part is how they hum melodically 'Zora Zisch, Zora Zisch'. The children smoothly take each other's hands, only walk on the pavement and wait for an adult to stop the cars before crossing the street. In a nutshell: I was enchanted. A moment of bliss for the work behind the project."*

Parent supporting the traffic snake game at Grundschule Brehmweg Hamburg



22 CITIES  
3846 PUPILS

February 2017 and August 2017. In addition, Germany has confirmed that 13 additional schools will be playing the TSG after September 2017. Germany did not reach the target of 80 schools. However, they have already found schools that are interested in continuing the campaign after August 2017.

### LESSONS LEARNED

- + nice, easy to implement campaign that is appropriate for primary schools
- + attractive dissemination material (though a lot of work to distribute it to the schools)
- + face to face communication is essential: presenting Zora Zisch at events for teachers responsible for traffic education proved more effective than emails, newsletters or newspaper articles
- complex German education system: 16 states are responsible for the curricula, cities are only responsible for the infrastructure and cannot request schools to implement campaigns
- many pupils are already walking and cycling to school and many school campaigns exist, which made it challenging to establish a new game

♦ 17

## FUTURE OUTLOOK

Rupprecht Consult GmbH will not continue as German NFP after the EU-supported project. TSG Network will look for a new German NFP.



# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## GREECE, CENTER FOR RENEWABLE ENERGY SOURCES AND SAVINGS

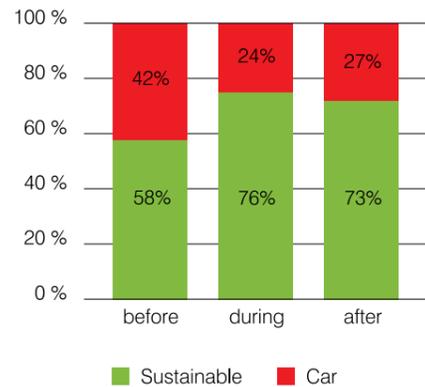
### SPOTLIGHT ON COMMUTING BY HORSE – THE TSG PHOTO COMPETITION WINNER

A kindergarten in Sykiada, a small village in the island of Chios, was one of the three winners of the TSG photo completion. The photo was taken on the first day of the game, reflecting an enthusiastic and festive launching of the campaign. For the sake of this festive day, a little girl chose to go to school by riding her horse. Accompanied by her father, they both suggested an indeed alternative, fun, animal-friendly and definitely sustainable way of moving. The cuddly snake that the school has won will complete the already existing troupe of puppetry owned by the kindergarten. The cuddly snake could also be the new mascot of the class!



### RESULTS

In Greece, by the end of 2016, 151 schools from 108 cities played TSG, comprising of 10131 pupils. Based on the data from the 151 schools, the majority of trips to and from school before the campaign were sustainable (58%). During the campaign, this increased to 76% and the after campaign data shows that a decrease was recorded to 73%. However the retention effect is still a significant improvement to the before data.



**151 SCHOOLS  
10131 PUPILS**

During the time this report was written (December 2016 -January 2017), three more schools comprising of 277 pupils joined the campaign. 28 more schools from Greece, comprising of 1354 pupils are expected to play between February 2017 and August 2017. Greece reached and surpassed the target of 80 schools. Greece is one of the most successful examples of NFPs, which used excellent training methods.

### LESSONS LEARNED

- + the topic of sustainable mobility has always been very welcomed by primary schools in Greece, thus the online TSG campaign offered an excellent and child friendly tool for the wider expansion of this issue
- + a very well-designed approach and recruitment strategy
- + continuous support from CRES to harmonise collaboration between both NFP and schools as well as between schools themselves (schools “spread the word”)
- schools that dropped out or delayed the data upload process
- lack of additional funding (sponsorship) for the production of campaign material for even more schools, on the grounds of the huge success that the campaign had in the country

## FUTURE OUTLOOK

CRES as an NFP aims to maintain and enlarge the enthusiastic Network in Greece, permitting even more schools to enjoy the experience of the campaign. The perspective of a future sponsor will offer CRES the opportunity to enrich this already amusing campaign with various gadgets related to sustainable mobility, and to support the organisation of events on a larger/country wide scale.



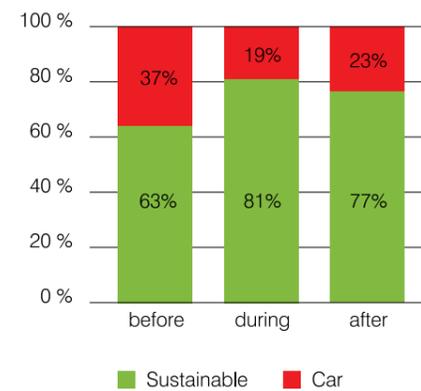
# HUNGARY, REGIONAL ENVIRONMENTAL CENTER

### SPOTLIGHT ON LONG-TERM BEHAVIOUR CHANGE AT DOZSA GYÖRGY PRIMARY SCHOOL IN DEBRECEN

In Dózsa György Primary School in Debrecen, TSG was played as part of European Mobility Week alongside many mobility related activities, e.g. a cycling challenge. Pupils and their enthusiastic teachers and parents made a major breakthrough in their mobility patterns. The school even overachieved their pre-set goals. Most students chose walking instead of cars and many of them tried car sharing for the first time in their life. The after measurement showed that some of the pupils changed their way of travel to school on a permanent basis. Teachers also noted the reduced car traffic around the school during the two weeks of the game.

### RESULTS

In Hungary, by the end of 2016, 8 schools from 2 cities played TSG by the end of 2016, comprising of 1529 pupils. Based on the data from the 8 schools, the majority of trips to and from school before the campaign were sustainable (63%). During the campaign, this increased to 81% and the after campaign data shows that a decrease was recorded to 77%. However the retention effect is still a significant improvement to the before data.



**8 SCHOOLS  
1529 PUPILS**



*“Our school has successfully completed the Game. All participating pupils got reward stickers and extra playing time (instead of writing homework). Thank you for your support and patience – I am sure I was not an easy case. I promise I will not forget the after measurement next time. We would like to play the game again next year. Next year I am going to organize the game with an even greater enthusiasm. I promise I will also give you a small reward for your efforts. All the Best. Csilla”*  
Teacher from the town of Szajol, Hungary

25 more schools from Hungary, comprising of 2500 pupils are expected to play between February 2017 and August 2017. Hungary did not meet the target of 80 schools. According to the Hungarian NFP, many of the schools that were contacted during the three years had experienced a number of governance changes and as a result the teachers were not willing to participate in joining a new kind of campaign.

### LESSONS LEARNED

- + high quality materials
- + information in the local language
- + efforts of the NFPs
- centralised education system
- low level of digital literacy (no use of social media or digiboards)

## FUTURE OUTLOOK

Hungarian schools that took part in the Traffic Snake Game, either as first timers or regular players, are looking forward to staying in touch with the national coordinator in 2017.



*“Our participation in the TSG campaign was enlightening and ended up with great success! Students found the whole program very ‘brain-storming’ as far as changing the basic means of transportation used in their daily life schedule: bus and car. They found the idea of using their bicycles to come to school exciting because they felt independent and also contributing – in their own unique way – to the protection of the environment, thus prolonging their healthy way of living. I believe that it was a very straightforward, well organized and pedagogically-based campaign. It helped us change our beliefs and habits about our daily means of transportation!”*

Mousmouti Ploussia, 14th Primary School of Acharnes

*“Engaging schools to play TSG was a challenge in Hungary. Teachers who decided to take part became quite enthusiastic when seeing the positive effects of the game on behaviour and attitude of pupils and their parents. Many of them indicated the willingness to play again. Friendships were not easy to make but would last forever on a common ground of the demand for more sustainable travel to school, and ultimately cleaner and more liveable cities.”*

Csaba Mezei, NFP

# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## ITALY, EUROMOBILITY

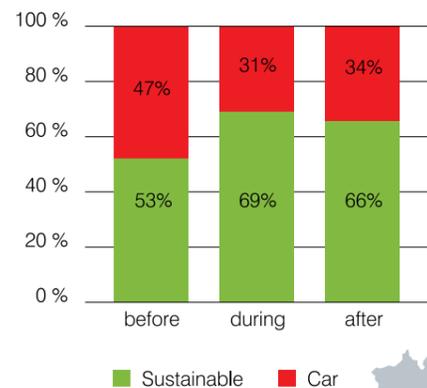
### SPOTLIGHT ON PALERMO'S DRAWING CONTEST AS A DELUXE ACTIVITY

One of Italy's national events took place at MobyDixit 2015, the national Conference for Mobility Management and Sustainable Mobility. This provided the perfect framework for the award ceremony for the drawing contest that took place within the Italian Traffic Snake Game. Pupils were invited to draw their visions for sustainable mobility and seven elementary schools followed this call. For each of these schools, one winning drawing was selected by the Istituto Comprensivo. The school Perez – Madre Teresa di Calcutta' in Palermo turned out to be the overall winner.



### RESULTS

In Italy, by the end of 2016, 61 schools from 16 cities played TSG, comprising of 8876 pupils. Based on the data from the 61 schools, the majority of trips to and from school before the campaign were sustainable (53%). During the campaign, this increased to 69% and the after campaign data shows that a decrease was recorded to 66%. However the retention effect is still a significant improvement to the before data.



During the time this report was written (December 2016 -January 2017), six more schools comprising of 600 pupils joined the campaign. 18 more schools from Italy, comprising of 3700 pupils are expected to play between February 2017 and August 2017. Taking into account the forecast period that will conclude schoolyear 2016-2017, Italy will meet the target of 80 schools. That reveals a good interest from schools as Italy did not implement the campaign itself yet in Year 1. They (over)achieved their yearly targets in Years 2 and 3.

### LESSONS LEARNED

- + involving municipalities
- + disseminating directly in workshops and seminars
- + voting the best drawing on Facebook works as a method of dissemination
- schools react slowly to every request
- it's hard to get in contact with schools in late summer, that is when they decide which projects they are going to do: in fact, many associations in Italy usually propose a great number of projects

**425 CLASSES  
8876 PUPILS**

## FUTURE OUTLOOK

Mobility Managers have been introduced in each school ten months ago by the Italian legislation. Euromobility is working in order to turn Annibale (the name of the Italian snake) into the standard tool to promote sustainable mobility in primary schools and to help Mobility Managers to collect modal split data and modal shift results in the future.



"We didn't even have to talk about rewards with the pupils: their happiness and fun while sticking the stickers on the big snake is already a prize for them!"  
Maria, Teacher

"Pupils had a lot of fun and we'll keep our snake in front of the school until the end of the school year: they liked it so much they don't want to put it away."  
Carla, Teacher

# LITHUANIA, ENVIRONMENTAL CENTRE FOR ADMINISTRATION AND TECHNOLOGY

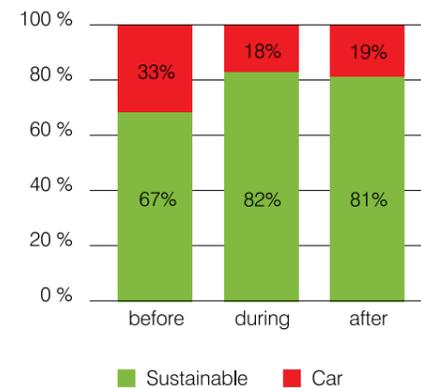
### SPOTLIGHT ON ENJOYING THE SUNNY MORNING WALK AT VILKIJA GYMNASIUM, KAUNAS DISTRICT

Vilkija gymnasium (Kaunas district) joined the Traffic Snake Game Campaign in 2015. Kids and teachers were excitedly looking forward to the new school year because they knew they will be playing the game again. "It's so nice to join your friends from neighbouring streets and to walk to school early in the morning when the autumn sun is shining. It's great that you will get a small dot from the teacher, knowing that this will help to achieve the sustainable trips goal for your class and school as well", says teacher Rita Arbačiauskienė. Parents also welcomed the campaign – they are happy that their kids became independent travellers, more confident and they especially appreciated the reduced traffic levels when the game was being played.



### RESULTS

In Lithuania, by the end of 2016, 69 schools from 16 cities played TSG, comprising of 10599 pupils. Based on the data from the 69 schools, the majority of trips to and from school



before the campaign were sustainable (67%). During the campaign, this increased to 82% and the after campaign data shows that a decrease to 81% was recorded. However the retention effect is still a significant improvement to the before data.

During the time this report was written (December 2016 -January 2017), five more schools comprising of 631 pupils joined the campaign. Lithuania only slightly missed he target of 80 schools. However, they consistently demonstrated high levels of participation throughout the campaign.

### LESSONS LEARNED

- + good relations with some local authorities
- + most of the schools liked to play the game and are interested to join the campaign in the future
- + local authorities are interested to participate in TSG campaign during European mobility week
- schools cannot fund such a campaign themselves, therefore funding from external sources must be found
- there are a lot of different campaigns and actions offered for schools every year, therefore it's not easy to involve new schools to participate in TSG

**520 CLASSES  
10599 PUPILS**

## FUTURE OUTLOOK

The Lithuanian NFP noticed that most of the schools liked the game and some even participated in the campaign twice. This encourages ECAT to look for new possibilities to continue this campaign trying to involve new schools from new municipalities.



"I like this game, because when I'm walking to school, my parents don't stick in a traffic jam and I get to school on time."  
Meda, 9 years old

"All our family liked the Traffic Snake Game campaign, because it encourages us every day to think about safe and sustainable travelling. All together we discussed the different possible travelling modes and chose the healthiest for our son as well as for the environment – walking. Our son loved to get a small red dot every day for his sustainable trip to school."  
Aiste, Aras mother

# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## MALTA, PARAGON EUROPE

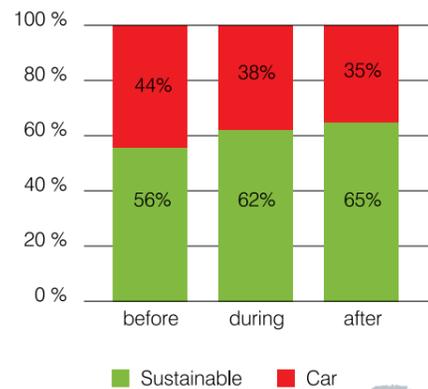
### SPOTLIGHT ON SUSTAINABLE MOBILITY EVENT AT MGARR PRIMARY SCHOOL

Mgarr Primary School can be considered as a model school and setting a standard for best practice in Malta. As part of the school's implementation of the Snake Game, Mgarr Primary also organised an event for the school children explaining the importance of using a sustainable means of transport to travel to school. During this event a game was played by using cars made from paper, bicycles and banners. The event finished by putting the dots on the snake banner.

### RESULTS

In Malta, by the end of 2016, 12 schools from 12 cities played TSG, comprising of 2901 pupils. Based on the data from 12 schools, the majority of trips to and from school before the campaign were sustainable (56%). During the campaign, this increased to 62% and the after campaign data shows that a further increase to 65% was recorded.

Malta did not achieve the target of 80 schools, however it should be noted that there are fewer than 80 primary schools in Malta. At the time this report was written, no data for School Year 3 could be confirmed by the Maltese NFP.



**12 CITIES  
2901 PUPILS**

*"This project should be done every year to change the mind of parents, because time and repetition is needed for a cultural change. The game itself is easy to implement, it doesn't need many resources and time from schools and it is effective for children."*

Stephanie, school teacher



*"Children loved it, taking stickers was the first thing they thought about coming in school, they considered it an interactive game made for them."*

Edmund, Head of School

### LESSONS LEARNED

- + continuous follow-ups of the schools by phone calls
- + face-to-face-meetings with head-teachers and teachers
- + open event in 2015 as part of the mobility week
- some schools were unable to play as they already had a transport facility for the whole school
- some schools liked the idea but were already busy with other projects

## FUTURE OUTLOOK

For the main objectives of the project to be further reached it is important that the game is sustained in order to promote a change in behaviour amongst the community and parents. This will increase the importance of sustainable means of transport. The feedback has shown that many schools are interested in continuing the game. They think the project is well designed. An improvement to the project could be a formal certificate for participating schools and public recognition of the results.



# THE NETHERLANDS, DTV CONSULTANTS BV

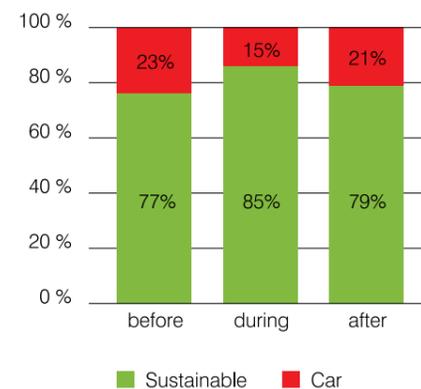
### SPOTLIGHT ON "CYCLING MAYORS" IN UTRECHT

In the Province of Utrecht the TSG is part of a broader campaign concerning safe trips to school (Way2Go). A Deluxe version of the TSG is introduced with a so-called "Cycling-Mayor". This was an actor, dressed as a real mayor, who came to school on a golden foldable bike and gave all pupils compliments and a sticker for their trip to school in an environmentally friendly way. This add-on gives a lot of positive attention with the schools, the parents and above all the children.

### RESULTS

In the Netherlands, by the end of 2016, 53 schools from 18 cities played TSG, comprising of 10778 pupils. Based on the data from the 53 schools, the majority of trips to and from school before the campaign were sustainable (77%). During the campaign, this increased to 85% and the after campaign data shows that a decrease to 79% was recorded. However, the retention effect is still a significant improvement to the before data.

32 more schools from Netherlands, comprising of 5981 pupils are expected to play between February 2017 and August 2017. Taking into account the forecast period that will conclude schoolyear 2016-2017, the Netherlands will



**444 CLASSES  
10778 PUPILS**

*"The new design and the TSG 2.0 digiboard application have realised a revival of TSG in the Netherlands!"*

Willem Buijs, Dutch NFP



*"Parents were delighted that the school environment was almost car-free during the campaign."*

Manja van Santen, teacher

meet the target of 80 schools. According to the Dutch NFP, the first year was a slow start as they noticed teachers' limited time availability and the fact that there are many similar initiatives available in their country. The Dutch NFP managed to recruit a significant number of schools in the area of Utrecht in Year 3.

### LESSONS LEARNED

- + the TSG-website provides a very positive communication aspect
- + traffic safety is considered an important issue in the Netherlands
- + international network with a lot of countries
- the TSG is not new in the Netherlands and it's harder to find interested municipalities
- schools are very busy, feedback is often that there is no time to implement such a campaign

## FUTURE OUTLOOK

The new design and website of the TSG has resulted in new attention among schools and cities. DTV as Dutch NFP expects that the TSG will be introduced in many new schools in the coming years. The broad campaign in the province of Utrecht is a very promising example of this.



# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

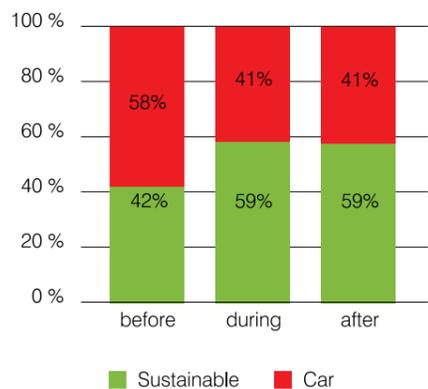
## PORTUGAL, ASSOCIATION OF SELF-MOBILIZED CITIZENS

### SPOTLIGHT ON WALK OF THE TRAFFIC SNAKE GAME SCHOOLS AT ÉVORA, MODEL CITY FOR THE TSG

Thanks to the support of the municipality and the efforts of many teachers, Évora is the city with most schools implementing the game. As some of those involved testified, by the end of the campaign there were virtually no parents, children or teachers in the town who did not know about the TSG. The implementation was based on issues of the environment, health promotion and healthy lifestyles, and improving and enhancing the experience of public spaces and local heritage, allowing teachers to link the game with the curriculum. Évora promoted several outdoor events within the scope of the campaign and managed to boost support, get the involvement of various entities and reach the target audience. The biggest event was the Walk of the Traffic Snake Game Schools in April 2016 which attracted 1400 participants.

### RESULTS

In Portugal, by the end of 2016, 35 schools from 23 cities played TSG, comprising of 4196 pupils. Based on the data from the 35 schools, 42% of the trips to and from school before the campaign were sustainable. During the campaign, this increased to 59% and the after campaign data shows that it remained the at the same after the campaign, however the retention effect is still a significant improvement to the before data.



23 CITIES  
4196 PUPILS



During the time this report was written (December 2016-January 2017), ten more schools comprising of 970 pupils joined the campaign. 43 more schools from Portugal, comprising of 2282 pupils are expected to play between February 2017 and August 2017. Taking into account the forecast period that will conclude schoolyear 2016-2017, Portugal will most likely meet the target of 80 schools.

### LESSONS LEARNED

- + help from local partners/local implementers
- + ACA-M's workshops for teachers, provided by the NFP, was a good dissemination platform
- + word of mouth from social network followers
- + dissemination support from the National Directorate of Health and National Directorate of Education
- in the last few decades, Portugal has developed a car-dependency society, especially for home to school trips
- in spite of our frequent contacts, local municipalities did not always show interest

## FUTURE OUTLOOK

The mobility paradigm in Portugal is slowly starting to change and ACA-M is hopeful that TSG will get more attention from sponsors, local and national authorities. With successful cases ACA-M will continue to contact potential sponsors, local authorities and national institutions to support the project. The TSG will always be a crucial element to encourage sustainable mobility, road risk reduction and better citizenship education.



"Projects like Traffic Snake Game are important because they allow to talk about mobility in schools. It is the children who transmit information to adults. Now they're the ones who tell their parents at home, 'No, we want to walk, we do not want to go by car!' The teachers are motivated and despite the great difficulties they have, they have agreed to do the project."

Inês Morais, Civil engineer /Technician of the Division of Youth and Sports, Évora City Council (local partner)

# ROMANIA, ROMANIAN ENERGY-CITIES NETWORK

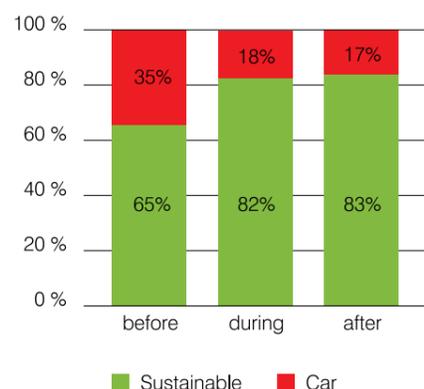
### SPOTLIGHT ON "ONE EMPTY PLASTIC BOTTLE FOR THE TRAFFIC SNAKE", TRAFFIC SNAKE MADE OF RECYCLED MATERIALS

Within the seven schools playing the Traffic Snake Game, Bistrita Municipality ran a recycling campaign called "One empty plastic bottle for the Traffic Snake!" Oscar was created out of 150 bags of plastic bottles and was over 25m long. The mascot was launched in the city centre, celebrating the international "Car Free Day". Oscar captivated the citizens' attention visually, as well as through the children's activities promoting the significance of sustainable transport, the necessity of saving resources and the importance of recycling.

### RESULTS

In Romania, by the end of 2016, 183 schools from 24 cities played TSG, comprising of 33218 pupils. Based on the data from 183 schools, the majority of trips to and from school before the campaign were 65% sustainable. During the campaign, this increased to 82% and the after campaign data shows that this number increased further to 83%.

20 more schools from Romania, comprising of 4000 pupils are expected to play between February 2017 and August 2017. Romania met and surpassed the target of 80 schools and was the NFP with the largest number of participating schools, despite the fact that every year the



183 SCHOOLS  
33218 PUPILS



campaign was implemented in the short period between September and November.

### LESSONS LEARNED

- + creating a TSG organisational pyramid was our success factor: every school had a TSG Coordinator, every city had a TSG Local Coordinator and the NFP was the TSG National Coordinator
- + having all the schools and cities playing the TSG at the same time was amazing, in terms of impact, results and visibility. Instead of many small campaigns, we had a large national campaign; this drew the press and authorities attention
- + rewarding teachers and cities with a certificate and publicly recognising their efforts and their results made them as proud as the children who were playing the game. This action was a great driver and turned the teachers and municipal staff into our partners
- unfortunately, not many schools had digiboards, so the TSG2.0 version of the game was not used at its real potential
- the general results were very hard to obtain from the online analysis tool - the TSG website is very friendly in terms of schools results, but when it comes to global results per city or per country, this takes more time

## FUTURE OUTLOOK

Even if the project ends, Romanian school and teachers are determined to continue educating children towards clean and energy efficient transport on a regular basis. In fact, the 'Car free day' in Brasov turned into 'two weeks without any cars'. The local pupils managed to reach 100% sustainable trips and they would really like to hold on to this percentage.



"Living in a motorized society with passionate drivers and such a tradition for the car-use made TSG look like Mission Impossible. Nothing actually betrayed the great success we were about to live. Like a domino effect, TSG attracted one city after another, more and more schools, teachers and parents. Finally, it became a piece of the children's universe. Today, TSG is a national, unstoppable campaign."

Leea CATINCESCU, NFP

# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## SLOVAKIA, TRANSPORT RESEARCH CENTRE (SUPPORTED BY OZ MULICA)

### SPOTLIGHT ON CAR-FREE DAY IN THE CITY OF ŽILINA

In September 2016 the city of Žilina organised a Car-Free Day during the European Mobility Week. As part of this activity, the city officials closed one road and a square in the city centre for cars and enabled pedestrians – especially children in their primary schools – to move freely in the area. The city council also organised a competition on the topic of sustainable mobility and children had an opportunity to win interesting prizes. The city officials provided space to present the Traffic Snake Game. Nine primary schools took part in the event, which was evaluated very positively by both the students and teachers.



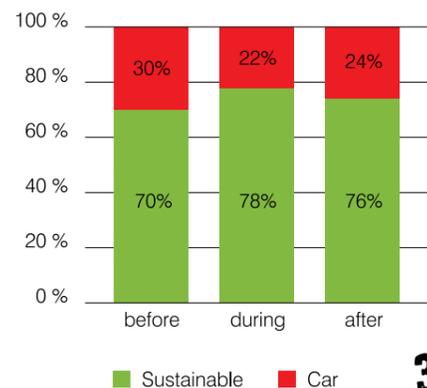
*“The Traffic Snake Game opened eyes of a lot of children, their parents, and teachers and showed them in a simple way the opportunities for improving the traffic situation and environment near their schools and homes.”*

Martin Bolo, representing NFP Slovakia

### RESULTS

In Slovakia, by the end of 2016, 37 schools from 31 cities played TSG, comprising of 4061 pupils. Based on the data from the 37 schools, the majority of trips to and from school before the campaign were sustainable (70%). During the campaign, this increased to 78% and the after campaign data shows that a decrease to 76% was recorded. However the retention effect is still a significant improvement to the before data.

5 more schools from Slovakia, comprising of 900 pupils are expected to play between February 2017 and August



**31 CITIES  
4061 PUPILS**

2017. Slovakia did not meet the target of 80 schools, however they used interesting dissemination methods and increased the numbers of participating schools in the course of the campaign.

### LESSONS LEARNED

- + the support of the campaign by a national cyclist coordinator
- + cooperation with NGOs in the framework of sustainable transportation
- + the creativity of participating children in deluxe game activities
- too much bureaucracy at schools
- high fluctuation of personnel in the offices taking care of sustainable transportation

## FUTURE OUTLOOK

The Slovakian NFP is pleased that some schools decided to play the game also in 2017. They will also continue their cooperation with the national cycling coordinator, city halls and NGOs active in sustainable mobility (OZ Mulica in Žilina, Bona Via in Nitra...). They also aim to contact school clubs, which are happy for new activities for children and have more time that can be used for the game.



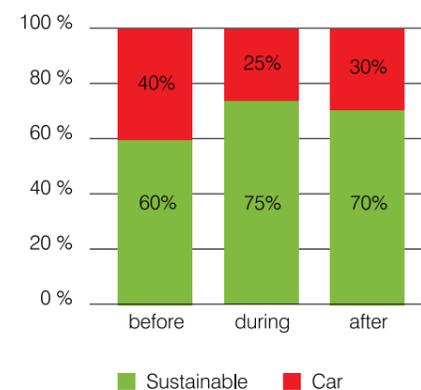
## SLOVENIA, SINERGIJA

### SPOTLIGHT ON TRAFFIC EDUCATION AS DELUXE ACTIVITY AT IVANA CANKARJA LJUTOMER SCHOOL

The Ivana Cankarja Ljutomer school was one of the many schools that played the Traffic Snake Game. They decided to organize the Deluxe-version of the campaign, meaning they integrated the subjects of traffic and sustainable mobility into the curriculum and arranged deluxe activities such as cycle training on the school playground. They managed to achieve a modal split of 99% sustainable trips during the campaign weeks. All their activities were captured in a video that is available on YouTube.

### RESULTS

In Slovenia, by the end of 2016, 121 schools from 41 cities played TSG, comprising of 21778 pupils. Based on the data from the 121 schools, the majority of trips to and from school before the campaign were sustainable (60%). During the campaign, this increased to 75% and the after campaign data shows that a decrease to 70% was recorded. However the retention effect is still a significant improvement to the before data.



**121 SCHOOLS  
21778 PUPILS**

*“To achieve sustainable mobility necessary infrastructure changes are needed and are actively implemented and tackled by municipality on the basis of SUMP, but also changes in travel habits are demanded which are supported by projects such as Traffic Snake Game. Such projects are even more important, because good habits are more firmly anchored in childhood, while children are often the ones who encourage parents to best practice such as walking, cycling and other sustainable transport modes.”*

Ms. mag. Nataša Jakopin, local coordinator of the EMW, City of Municipality of Novo mesto



During the time this report was written (December 2016-January 2017), one more school comprising of 231 pupils joined the campaign. 23 more schools from Slovenia, comprising of 1400 pupils are expected to play between February 2017 and August 2017. Slovenia met and surpassed the target of 80 schools. The Slovenian NFP implemented a very successful dissemination strategy, which increased the number of participating schools every year.

### LESSONS LEARNED

- + the campaign is a big success due to its character. Pupils love it!
- + good organisation and recruitment of schools form the basis for implementation
- + good communication between school coordinator and NFP ease the work
- to engage local authorities more in financial and policy sustainable support
- schools need to be constantly pushed for their data

## FUTURE OUTLOOK

The future of the Slovenian Traffic Snake Game looks bright and green. The Slovenian NFP is looking forward to new springs with the new schools recruited and trained and hopefully with some more municipalities supporting the TSG.



# PARTICIPATING COUNTRIES AND THEIR ACTIVITIES

## SPAIN, GROUP FOR STUDIES AND ALTERNATIVES 21

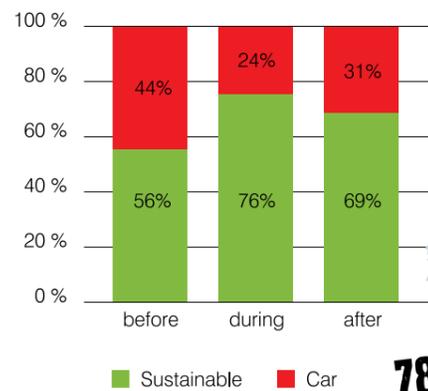
### SPOTLIGHT ON TSG AS AN UMBRELLA FOR OTHER CHILDREN MOBILITY PROJECTS

TSG is not just a campaign in Spain; it has become a national network that supports different initiatives that focus on children's mobility. The game has enabled a national network to be established that includes the active support of a national institution, DGT (Road Safety National Bureau), and the involvement of other stakeholders at regional and local levels. This network has gathered organisations that were already doing projects relating to children's mobility or were willing to promote them. That means that almost every school has played the "Deluxe" version and every school has had support at different levels that guarantee the sustainability of the action over time.

### RESULTS

In Spain, by the end of 2016, 68 schools from 43 cities played TSG, comprising of 18110 pupils. Based on the data from 68 schools, the majority of trips to and from school before the campaign were sustainable (56%). During the campaign, this increased to 76% and the after campaign data shows that a decrease to 69% was recorded. However the retention effect is still a significant improvement to the before data.

53 more schools from Spain, comprising of 13780 pupils are expected to play between February 2017 and August 2017. Taking into account the forecast period that will



**783 CLASSES**  
**18110 PUPILS**



*"The Snake Game is the door that opens other long-range child mobility initiatives."*

Kika Judel - Melilla Autonomous City Coordinator from DGT (National Road Safety Bureau). Spain.

conclude schoolyear 2016-2017, Spain will most likely meet the target of 80 schools. Spain's success can be attributed to the fact that they developed a very efficient partnership with local road safety and environmental associations that helped with the dissemination of the campaign.

### LESSONS LEARNED

- + the project gets more impact working together with public entities at national, regional and local level
- + if schools are supported by a network made up of different stakeholders then their results are better
- + TSG fits very well with the high interest in children mobility in Spain
- we still have a lot to do in promoting independent travel amongst children; most kids go to school escorted by their parents
- the next step has to deal with play; how children can travel on their own to meet their friends

## FUTURE OUTLOOK

Travis the travelling snake will remain in Spain with the support of the National Road Safety Bureau. All participants enjoy the big mess it creates anytime that Travis visits a school. Also, there are small but very encouraging experiences of TSG in South America and Spain can play a good role in the dissemination of the campaign there.



*"I do not know the reasons why I used to come by car to school, but now I've discovered that walking and sharing that time with my friends compensates me, even taking a detour. In fact, I have decided to make a longer route to meet them and make the trip together."*

Elena González, 10 years old, Allariz. Ourense. Spain

# UNITED KINGDOM, WYG (ENVIRONMENT PLANNING TRANSPORT) LTD.

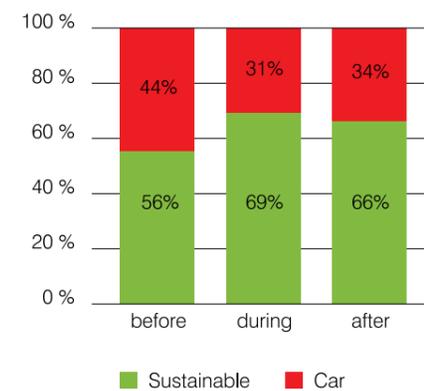
### SPOTLIGHT ON ST. LOYS PRIMARY ACADEMY IN MILTHORPE, NORTHAMPTONSHIRE

St Lays Primary Academy in Milthorpe, Northamptonshire, has been one of the most enthusiastic and active schools involved in the Traffic Snake Game so far. Though they started with a high modal share of car trips, they achieved a great shift during the two weeks of the game: increasing sustainable trips from 9% to 48%! After this impressive start, St Lays decided to play the game throughout the year, rather than playing by class the pupils are grouped into houses.

### RESULTS

In the United Kingdom, 22 schools from 7 cities played TSG, comprising of 1912 pupils. Based on the data from 22 schools, 56% of trips to and from school before the campaign were sustainable. During the campaign, this increased to 69% and the after campaign data shows that a decrease to 66% was recorded. However the retention effect is still a significant improvement to the before data.

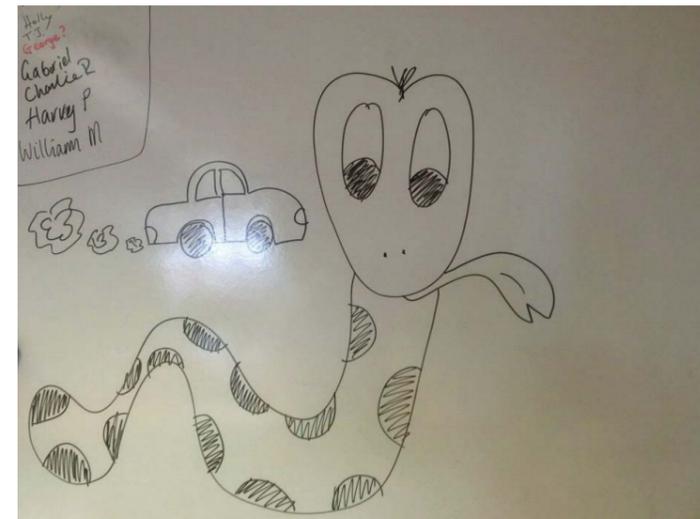
During the time this report was written (December 2016-January 2017), two more schools comprising of 667 pupils joined the campaign. 5 more schools from



**7 CITIES**  
**1912 PUPILS**

*"St Lays is continuing to play the Traffic Snake Game for the second year and is awarding a house trophy weekly to the winners. This is enabling us to embed the ethos of the Traffic Snake Game within the school on a daily basis not just over a two-week period. It has helped reduce the traffic around our school and increased the activity levels of our students. We would certainly recommend TSG to those who have played the game to do it permanently."*

Sarah Williams, TSG campaign coordinator in St Lays Primary School, Northamptonshire, UK



United Kingdom, comprising of 1500 pupils are expected to play between February 2017 and August 2017. The United Kingdom did not meet the target of 80 schools. According to the British NFP, this can be attributed to the teachers' limited time availability and the fact that there are many similar initiatives available that require less effort from a teacher point of view than the TSG. The British NFP has signed up a few new schools who will be playing the game for the first time in May 2017.

### LESSONS LEARNED

- + enthusiastic school staff are vital for the success of the campaign
- + lack of similar initiatives in some areas means that TSG is more successful
- + support from local authorities can make dissemination much easier
- better engagement with a national organisation
- communication via social media is not particularly successful

## FUTURE OUTLOOK

The British NFP will continue to contact local authorities and schools about playing the Traffic Snake Game.



## EXAMPLES FROM NON-CONSORTIUM MEMBERS

### DENMARK

As a result of a training workshop the Danish company Veksø joined the TSG Network and took up the role as national focal point in Denmark. Marianne Weinreich, head of Mobility at Veksø, stated that they envisaged the Traffic Snake Game as a good tool to influence travel habits and that they were looking forward to working with the concept in Denmark. The city of Aarhus was the first Danish city where the campaign is being implemented. The name of the Traffic Snake in Danish is "Trafikslangen Tim".

### SERBIA

The Faculty of Traffic and Transport Engineering of the University of Belgrade (FTTE) and their partner PTC were very interested in joining the campaign and implementing the TSG in Serbia. They attended a webinar in November 2016 and plan to run the game in autumn 2017. FTTE is part of the TRACE project in which mobility tracking will be added to the Traffic Snake Game. Three Serbian schools will participate in the pilot of the TRACE project in 2017. In the TRACE edition of TSG, children receive a small GPS tracking device that can be attached to their backpack. In the morning, their trip from home to school is tracked. The tracked information includes the routes and the travel modes of the children. When arriving at school, the trip is read out by a receiver and the TSG webtool displays routes and travel modes of the children. The information on travel modes is used within the campaign to reward children that travel in a sustainable way to school. The routes of the children can be used for mobility planning within the school or the municipality. Project website: [www.h2020-trace.eu](http://www.h2020-trace.eu).

## BELGIUM | FLANDERS REGION

The Traffic Snake Game campaign was first played in 2003 and it was designed by Mobiel 21. The game has always been and still is being played yearly in the Flanders region of Belgium, with a focus on the regional mobility week in the month May. In recent years, each year between 800-1000 primary schools participated with "Sam de Verkeersslang". This covers 1/3 of primary schools in Flanders. Some schools play every year, others like to skip a year or vary with other campaigns in those years. Mobiel 21 also encourages Flemish schools to think about new mobility initiatives and offers them free guidance where necessary, e.g. in creating educational traffic routes in real life. Since schoolyear 2016-2017 the campaign in Flanders changed into a weekly campaign, promoting sustainable modes not only during the campaign weeks but whole year long, with a dedicated day referring to the campaign: "Woensdag Samdag" (on Wednesday). The TSG Network evolution in digitalising the Traffic Snake Campaign had convinced the Flemish stakeholders to join the TSG 2.0 tools and in using the same website and tool, however with tailor made services needed to fit the new weekly approach.



Development and financing of this took place outside the TSG Network project. This project is supported by the bank and insurance company KBC. No Flanders data was taken into account as TSG Network results. For more information, visit the campaign website [www.verkeersslang.be](http://www.verkeersslang.be).



## 6 OVERALL LESSONS LEARNED AND RECOMMENDATIONS

### SUSTAINABLE MOBILITY

In most European countries, the change from Traffic Safety Education towards Mobility Education is an ongoing struggle both at the level of curricula as well as at the actual schools. Unfortunately, mobility has still a rather low priority. The best way forward for sustainable mobility at schools is link it to the topic of Education for Sustainable Development (ESD). ESD aims to develop skills and abilities, awareness, attitudes and values as well as a better understanding of sustainability issues. Campaigns like the Traffic Snake Game are a good starting point for further development of sustainable trips to schools, as they aim beyond mere traffic safety.

### TAILOR-MADE APPROACH

An EU-school campaign can work best by adding tailor made materials/approach to meet the needs of the playing country or even region. For example, ensuring that all campaign materials are translated, adaptations to the curriculum and close contact with schools. These have proven extremely important for the TSG. Furthermore, a campaign is best embedded in a national, regional or local context. This way a common campaign has many variations in the field.

### LEARNING BY DOING

The Traffic Snake Game campaigns has proven to provide good modal shift results. A long-term effect is only reachable when the school draws attention to the topic on a regularly basis, as the generation of schoolchildren (and parents) renews every year. This way sustainable mobility can become 'common', the normal thing to do.

### COMPETITION

All over Europe the Traffic Snake Game campaigns have proven to be appealing to children because of the element of competition. Children are focused on collecting stickers and want to compare their class' results with other classes and this is the driving force for the success of the campaign. Competition, but a friendly version of competition.

### ENTHUSIASTIC ADOPTION

The success of the campaigns in the different countries was heavily dependent on an enthusiastic teacher or principal at a school. You need an enthusiastic champion!



### LEVEL OF IMPLEMENTATION

Convincing school teachers and students takes power of persuasion, especially to motivate them to make the most of the campaign by implementing its deluxe version ('we integrate' and 'we build upon'), rather than its standard version ('we participate'). But it works, what starts as a game, ends as a new way of life.

### POLITICAL THRESHOLD

The Traffic Snake Game campaigns has proven to have a low political threshold and this is a huge advantage to attract stakeholders. The theme of sustainable mobility can be easily picked up: the combination of safety, health and children can be a good opportunity for a more structured working basis. Take advantage of it!

## 7 JOIN THE TRAFFIC SNAKE GAME NETWORK!



The Traffic Snake Game Network is without doubt a European success story, with 19 different countries from all over the continent that participated in the campaign so far. In each of these countries, National Focus Points (NFPs) were established that serve as national hubs promoting the game.

### JOIN THE CAMPAIGN AS A SCHOOL, CITY OR ORGANISATION

The Traffic Snake Game Network, with National Focus Points in each country aims to share the experiences of the game with more cities and schools across Europe and beyond.

Schools, cities and regions interested in joining the campaign can therefore build upon a robust network with years of expertise in the successful implementation of the campaign, linking the international wealth of experience with the knowledge about local challenges. Our network partners offer customized support and tools in order to actively stimulate a shift in the modal split for pupils.

Joining the campaign is easy. Visit our website to see if there is a NFP in your country and contact them to find out more information to join your national campaign.

### NEW MEMBER? WELCOME!

If there is no information about a NFP in your country, please get in touch with Mobiel 21 via [TSG@mobiel21.be](mailto:TSG@mobiel21.be). We would like to keep the campaign alive and up to date and have special membership agreements for all kinds of partners so don't hesitate to contact us to explore future cooperation. Local or regional authorities in countries without an NFP can also contact us if they are interested in becoming campaign pioneers.

### THE GAME CONTINUES ONLINE

Make sure you visit our website [www.trafficsnakegame.eu](http://www.trafficsnakegame.eu) for more background information about the campaign. The homepage offers a wide range of info material, including leaflets, promotional materials, policy factsheets, reports and manuals. And last but not least, you can also follow the campaign on Facebook ([www.facebook.com/TrafficSnakeGame](https://www.facebook.com/TrafficSnakeGame)) and Twitter (<https://twitter.com/thetrafficsnake>).

# COLOPHON

## ABOUT THE PROJECT

Traffic Snake Game Network was co-funded by the Intelligent Energy-Europe II Programme (Contract N°: IEE/13/516/SI2.675164) and is composed of 18 consortium partners, coming from 18 countries. The EU supported project ran from 07/02/2014 until 06/02/2017. Henceforth TSG Network remains an international cooperation with national partners. For further information on Traffic Snake Game Network visit the project website [www.trafficsnakegame.eu](http://www.trafficsnakegame.eu).

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Mobiel 21

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[www.trafficsnakegame.eu](http://www.trafficsnakegame.eu)



## More information

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