

*Developing and disseminating
excellent mobility management
measures for young people*



CONNECT



Intelligent Energy  Europe

CONNECT

The cycling and walking value

Ecomm 2009 – San Sebastian

Lies Lambert

Mobiel 21

CONNECT in a nutshell

- **WHAT?** Developing and disseminating excellent mobility management measures for young people.
- **GOAL?** Encouraging school children (5-12), students (13-18) and their parents (18+) to use more sustainable modes when travelling to and from school (inform, teach and encourage using sustainable modes).
- **AIM?** 20% increase in the use of sustainable transport by pupils (primary school) for home to school trips and an increase of 10% for secondary schools.



Walk the talk!

- **Talking is not enough ! Main drive:**
 - Dissemination
 - Implementation
 - Learning by doing
- **Expected results:**
 - A selection of best practices for young people in Europe
 - A campaign concept for primary schools that can be successful in all European countries.
 - A campaign concept for secondary schools, transferable to other European countries.
 - Educational materials and manuals for teachers in several languages.
 - Dissemination via www.schoolway.net



Objectives & Method

OBJECTIVES

- Contribute to the EU's energy-related objectives and policies.
- Contribute to the EU's environmental and social policies (Green Paper on Energy, the White Paper on transport, Kyoto Protocol).

METHOD

- **By encouraging school children, students and their parents to use more sustainable modes when traveling to and from school:**
 - Inform children, students and parents of the benefits of traveling to and from school **using sustainable modes**.
 - Teach children to **travel safely to school** by increasing their knowledge and skills as well as increasing their visibility in the public domain.
 - Use local **communities and authorities as promoters** and champions of sustainable school travel behavior.



Project partners

- **Mobiel 21, Belgium – Coordinator**
- **Institut für Verkehrspedagogik, Austria**
- **DTV Consultants, The Netherlands**
- **JMP Consulting, United Kingdom**
- **University Maribor, Slovenia**
- **Union of Bulgarian Black Sea Local authorities, Bulgaria**
- **City of Miskolc, Hungary**
- **Centre for Renewable Energy Sources, Greece**
- **City of Modena, Italy**



Project status

- **Building Blocks**

- State of the art for primary schools
- Improving and preparing the Traffic Snake Game campaign
- State of the art for secondary schools in preparation
- Development of the Eco-Trip campaign

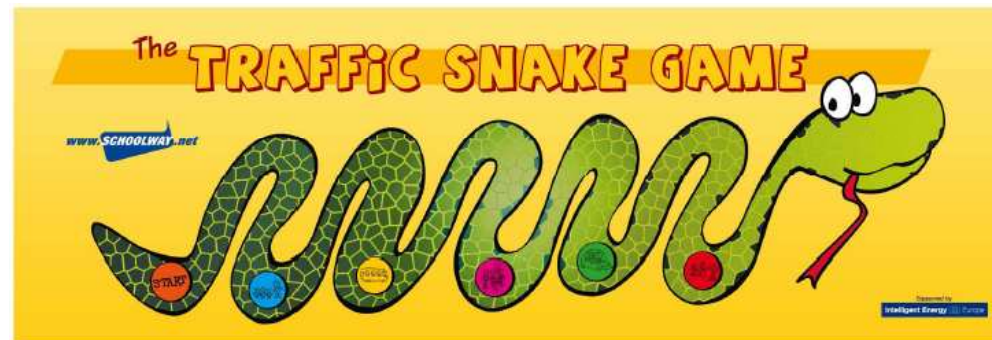
- **Training**

- First training sessions in Graz (Austria) on primary schools
- Second training sessions in Maribor (Slovenia) on secondary schools



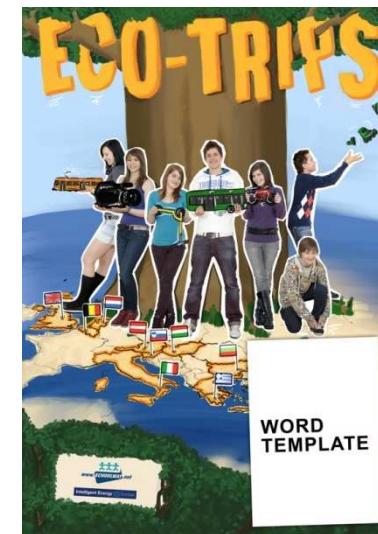
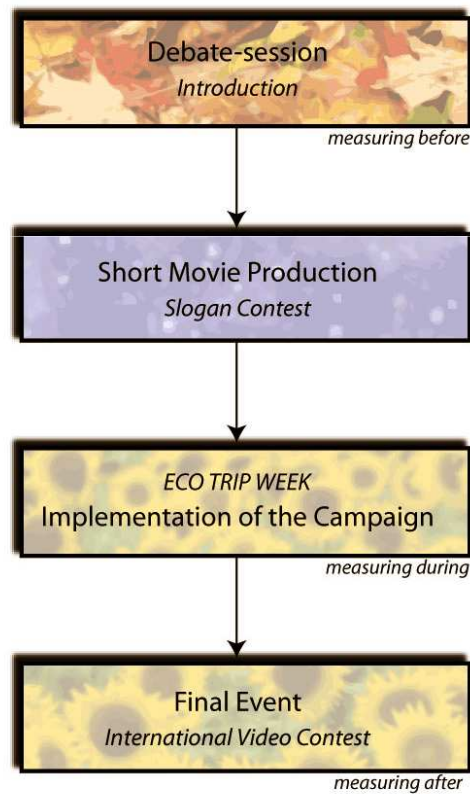
Project status (2)

- Campaign concept primary schools: The traffic Snake Game



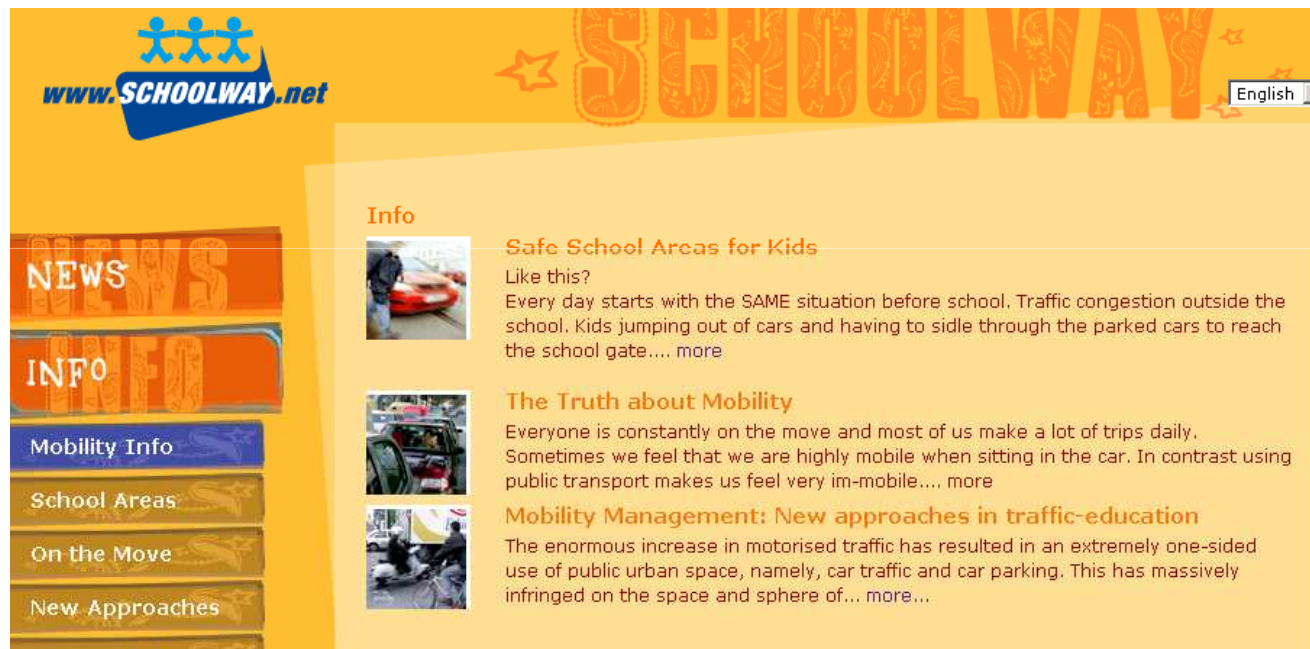
Project status (3)

- Campaign concept secondary schools: The Eco-trip campaign



Project status (4)

- See www.schoolway.net



Results



- **Traffic Snake Game**

- First year (2007-2008)

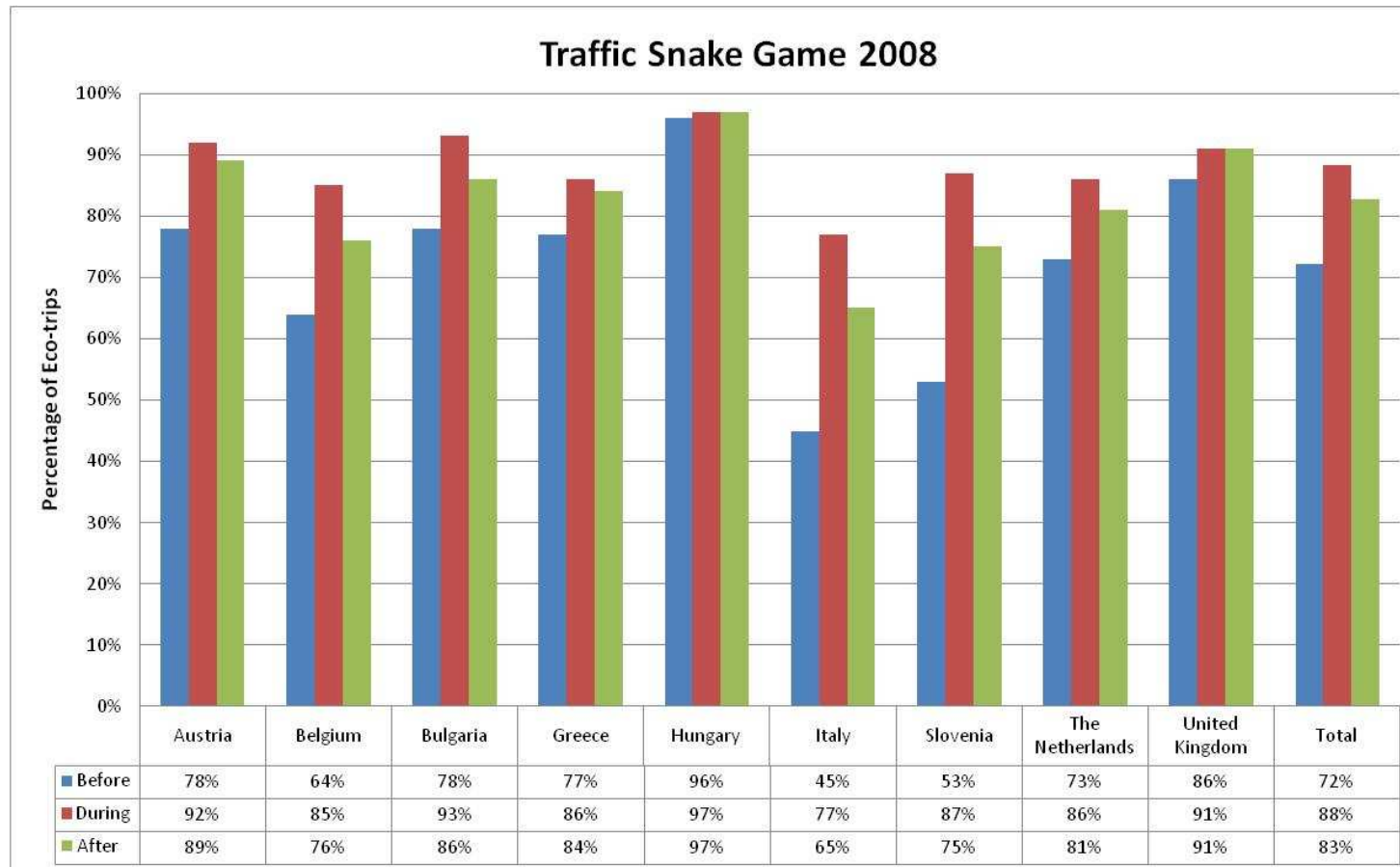
- **22.120 children from 93 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK
 - **Before:** 72% of trips to school were made by sustainable modes of transport
 - **During:**
 - an increase of 16% to a total of 88%.
 - good for approximately 25.000 kg CO2 reduction and 6.000 kg PM
 - estimated savings of 152.198 car km
 - Good for 6.848.910 kcal burned
 - » = 52.684 Belgian Waffles (130kcal/waffle)
 - » = 11.849 servings of French Fries (578kcal/portion)
 - **After:** an 11% increase in eco-trips compared to the “before” data

- Second year (2008-2009)

- **22.370 children from 90 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK
 - New data before, during, after available: summer 2009

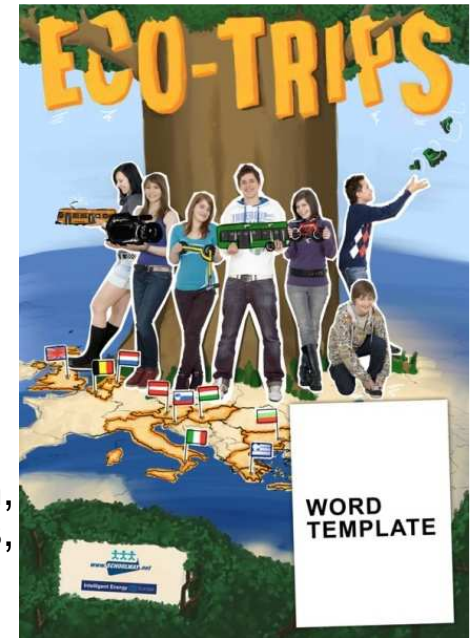


Results (2)



Results (3)

- **Secondary schools campaign**
 - First year (2008-2009)
 - **9.222 children from 30 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK
 - **41 short movies** submitted from all partner countries
 - You tube Channel:
<http://www.youtube.com/user/CONNECTECOTRIP2009>
 - National contests: 10 winners
 - International contest: Winner **Smoke** (Belgium)
 - Data Eco-trip week: Summer 2009



CONNECTing Health and mobility

- **Campaign embedded in national or regional context:**
 - Sustainability
 - Traffic safety
 - Health and Obesity
- **Example Belgium**
 - Final event secondary schools: different speakers
 - E.g. Wim Geysen: theatre monologue on traffic safety (drunk driving)



CONNECTing Health and mobility (2)

- **Example Belgium**

- Final event secondary schools: different speakers
 - Eg. Dr. Hendrik Cammu: talking about the risks for children
 - Young people are healthy!
 - Death rate nr^o1 in Belgium with youngsters: traffic accidents
 - How to grow up healthy:
 - » don't smoke
 - » move (3 or 4 hours a week)
 - » don't exaggerate with junk food.
 - The way you behave at 16 predicts how you will move in your latter live
 - » If young people walk and cycle regularly, they will continue doing this when they are grown-ups.



Contact

- **Website** www.schoolway.net
- **National coordinator Belgium**
Traffic Snake Game and Eco-trip Campaign
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