



E-Newsletter
Issue 7, February 2017

TSG Network celebrates 3 great years

In February 2014, we started to work on the Traffic Snake Game Network, which was established in order to spread and support the Traffic Snake Game campaign across Europe. A network that was established in order to spread and support the Traffic Snake Game campaign across Europe. For the last 3 years, National Focal Points in countries all over Europe replicated, transferred and expanded the uptake of the campaign. In this e-newsletter we would like to inform you about the results from the 3 years as an EU-supported project.

We would like to express **our thanks and gratitude** to all those who have been involved in this project. The results of this 3 year EU supported project are presented in this newsletter.



Results so far

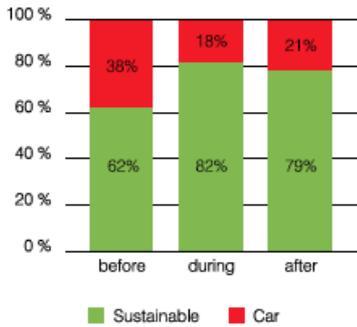
During the 3-year period¹, TSG took place in 19 countries. So far, the impressive amount of 177,587 pupils in 1,192 schools played the game. The EU-wide savings in this period reached 2,458,853 kilometres of car trips and 397 tonnes of CO₂.

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

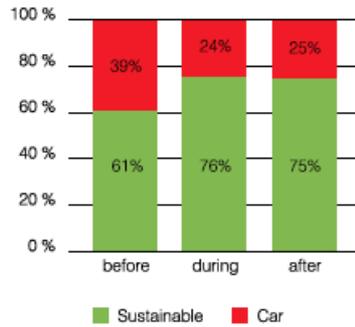
¹ Data collection 2014-2016, school year 2016-2017 not fully included as it is ongoing.

least 7% after the action. The amount of sustainable trips combined for 2014-2017 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. This means that the modal shift goal has been achieved! In the tables below you can see the yearly modal shift results.

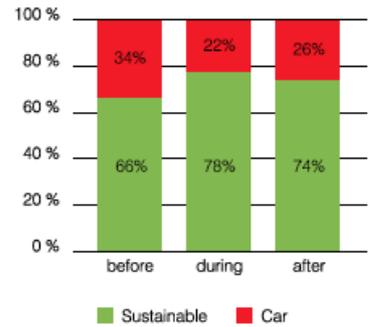
YEARLY MODAL SHIFT



MODAL SHIFT 2014-2015

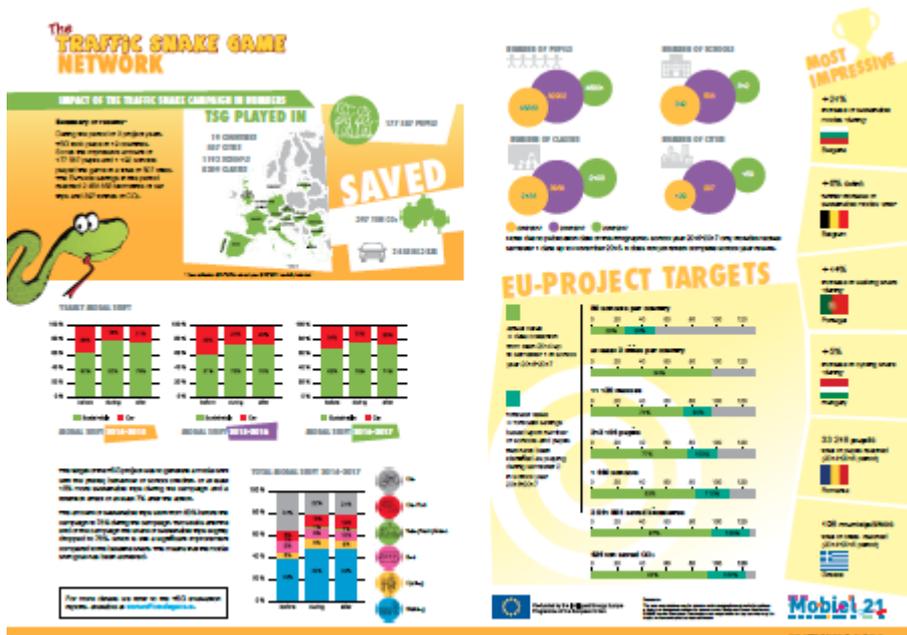


MODAL SHIFT 2015-2016



MODAL SHIFT 2016-2017

More details can be found in our [latest Infographic](#) or the project's [final report](#) (use links to see the full documents).





Quotes from stakeholders

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. In this perspective we like to share some quotes of different kind of stakeholders that have joined the campaign:

- Sarah Williams, TSG campaign coordinator, St Loys Primary School, Northamptonshire, UK
“St Loys 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.”
- Katia Arribas, 6 years old, Barbadás, Ourense (Spain):
“Teacher, I am so sorry... today I cannot get my sticker because I didn't walk to school; I used the lift at home.”
- Lucia Ilieva, NFP (CSDCS, Bulgaria):
“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.”
- Maria, Teacher (Italy):
“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!”
- Leea Catincescu, NFP (Romania):
“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.”
- Kika Judel, Melilla Autonomous City Coordinator DGT (National Road Safety Bureau Spain):
“The Snake Game is the door that opens other long-range child mobility initiatives”.

The future

The EU's financial contribution for the project has come to an end. However, TSG Network itself continues and so does the campaign itself!

This spring, at least 52,929 pupils in 392 schools are currently expected to play the Traffic Snake Game. This should result in a very successful school year 2016-2017. The forecast suggests that after 3 school years, we will have reached more than 230,000 pupils and more than 1,550 schools in 19 different countries!



And we hope that, together with you, these numbers will continue to grow in the years to come. 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. The TSG Network will continue to build on this success and encourage even more cities and schools to take part.

In the United Kingdom, schools can still register on the TSG website and receive materials to play from the NFP.

Join the Traffic Snake Campaign

Cities and schools from the UK can contact Ioanna Moscholidou at ioanna.moscholidou@wyg.com for more information on how to join the campaign. Alternatively, you can visit our website to sign up <http://www.trafficsnakegame.eu/unitedkingdom/sign-up/>. Contact details and more information about the EU campaign can be found at www.trafficsnakegame.eu. You can also follow the campaign on [Facebook](#) and [Twitter](#).



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