MAKING HOME-SCHOOL TRIPS MORE SUSTAINABLE

More information

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publicises the results and
beyond. This network disseminates
the experiences of the game with more
countries interested in playing the game has increased.
Evidence has shown that the campaign increases the use of sustainable transport modes and reduces CO2 emissions.

who is in?
The consortium is currently represented by national focal points (NFPs) in 19 EU countries. These NFPs are organisations that will 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 (Belgium), WYG (United Kingdom) and DTV Consultants (the Netherlands). The map shows the location of the NFPs (in green), where the game is being tested (in orange) and countries where the Traffic Snake Game has not yet been applied (in grey). We refer to www.trafficsnakegame.eu for national and international contact details.

The game in six steps
1. Two weeks before the game, each school establishes its baseline and sets its own targets for the behaviour change.
2. For a period of two campaign weeks, children receive a dot for every day they use a sustainable mode to travel to and from school.
3. In class, children place the dots on a larger class sticker. The sticker is full when the predefined target has been reached.
4. Classes then attach their sticker to the traffic snake banner. Children receive a reward when they reach a key point on the banner. Rewards might include: no homework, extra 15 minutes playtime, etc.
5. When the children reach the end of the traffic snake banner, they can receive an even bigger reward for achieving the goals; a new bicycle, a trip, a walking or cycling tour, etc.
6. Three weeks after the game ends, the results are evaluated and analysed.

Play?
Visit our website www.trafficsnakegame.eu to see if there is a NFP in your country and contact them to find out more information. If there is no information about a NFP in your country, please contact Mobiel 21. There are opportunities for new NFPs from countries not yet covered to join the network. Local or regional authorities in countries without an NFP can also contact us if they are interested in becoming campaign pioneers.