TRAFFIC SNAKE GAME NETWORK

Acronym: TSG Network

Contract number: IEE/13/516/SI2.675164
Project duration: 02/2014- 02/2017
Slides: February 2017
TSG Network is about

• establishing an effective EU-wide and long-term support network in at least 18 countries

• to replicate, transfer and expand the uptake of the ‘Traffic Snake Game’ as a successful proven tool for changing the travel behaviour of primary school children (age 6-12) and their parents

• by shifting journeys by car to more sustainable modes such as walking, cycling, public transport and car sharing
Background

- car traffic is increasing
- more unsafe situations occur
- pollution levels escalate
- feelings of insecurity increase
- parents only feel safe when driving their children to school by car
- results in more traffic and more pollution in and around the vicinity of the school
- ...
- the ‘Traffic Snake Game’ aims to break this vicious cycle
Traffic Snake Game?

• a fun campaign and game that stimulates young children (age 6-12) and their parents to travel to school in a safe, environment-friendly and healthy way
• the campaign consists of a game and other actions on traffic and mobility
• the campaign as a class and school activity is highly appreciated by kids, who are able to convince their parents to significantly reduce their car use
The game in six steps

• before, each school establishes its baseline and sets its own target
• for a period of two weeks, children earn a ‘dot’ sticker for every day they use a sustainable mode for home-school trips
• in class, pupils place the dots on a larger green sticker (full = predefined target)
• classes stick the green sticker on the traffic snake banner (end = target reached)
• 3 weeks after, the sustainability of the action is measured once more
Project objectives on network level

• to train, guide and support National Focus Points in 18 countries to motivate and activate cities and/or schools to join and run the TSG campaign
• to introduce of 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
• becoming self-supporting after the project lifespan
Project objectives on campaign level

- all the consortium member National Focus Points will implement the campaign in at least 3 cities in their country
- in at least 60 active schools per country over the course of 3 EU-supported years
- participating schools will target to generate a significant mode shift within the (travel) behaviour, namely at least 15% more sustainable trips during the campaign and a retention effect of at least 7% after the action
Expected impacts

• stimulation of the demand for sustainable transport concerning home-school trips, resulting in an increase of low-carbon transport, a more sustainable mobility culture and a reduction of energy consumption and emissions
• reduction of about 2.500.000 car km within project duration and matching emissions and energy savings
Results

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.

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.

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.

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.
Results

The Traffic Snake Game Network

Impact of the Traffic Snake 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 CO₂.

TSG Played In

- 19 Countries
- 507 Cities
- 1,192 Schools
- 8,209 Classes

Saved

- 397 Ton CO₂
- 2,458,853 KM

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

YEARLY MODAL SHIFT

MODAL SHIFT 2014-2015

MODAL SHIFT 2015-2016

MODAL SHIFT 2016-2017

The TRAFFIC SNAKE GAME NETWORK
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!

For more details we refer to the TSG evaluation reports, available at www.trafficsnakegame.eu.
Results

The **TRAFFIC SNAKE GAME NETWORK**

**EU-PROJECT TARGETS**

- **80 schools per country**
  - Actual value = data collection from start 2014 up to semester 1 in school year 2016-2017
  -实际值 = 数据收集从2014年开始到学期1，在2016-2017学年

- **at least 3 cities per country**
  - 94%

- **11 120 classes**
  - 74%

- **213 104 pupils**
  - 77%

- **1 440 schools**
  - 63%

- **2 541 854 saved kilometres**
  - 97%

- **424 ton saved CO₂**
  - 94%

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**NUMBER OF PUPILS**

- 2014-2015: 48389
- 2015-2016: 46301
- 2016-2017: 32902

**NUMBER OF SCHOOLS**

- 2014-2015: 342
- 2015-2016: 538
- 2016-2017: 312

**NUMBER OF CLASSES**

- 2014-2015: 129
- 2015-2016: 297
- 2016-2017: 159

**NUMBER OF CITIES**

- 2014-2015: 2138
- 2015-2016: 3968
- 2016-2017: 2103

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

Watch our 4-minute animated summary video: “Results 2014-2017”

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 linked 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 Games 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, adapted to the curriculum and close contact with schools. These have proven extremely important for the TRG. Furthermore, a campaign is best embedded in a national, regional or local context. This way a common campaign has many variations in the field.

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 dense message (“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 have 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!

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!
More information

Visit our website: www.trafficsnakegame.eu

Watch our video’s:

“How it works”

“Once upon a time”
For more country-specific details and lessons learned, Enjoy our results brochure:
Project partners

- Mobiel 21 (BE) - Coordinator
- WYG Ltd (UK)
- DTV Consultants BV (NL)
- Association of Self-Mobilized Citizens (PT)
- Euro Project Consult (FR)
- Club “Sustainable Development of Civil Society” (BG)
- Institut for Traffic Education (AT)
- Transport Research Centre (CZ)
- Centre for renewable energy sources and saving (EL)
- Paragon Europe (MT)
- SINERGIJA (SI)
- Group for Studies and Alternatives 21 (ES)
- Regional Environmental Centre (HU)
- Empreintes asbl (BE)
- The Romanian Energy-Cities Network (RO)
- Euromobility (IT)
- Environmental Centre for Administration and Technology (LT)
- Rupprecht Consult (DE)
Join the campaign
Contact

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