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!

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.

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