

# The **TRAFFIC SNAKE GAME NETWORK**

## Minutes Webinar 1

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# 1. Introduction

Alongside the website and workshops, the TSGN webinars are another important information source and empowerment tool for the National Focal Points. These webinars will be organised a total of six times during the project lifetime.

The webinars have four primary goals:

1. To inform
2. To train
3. To help
4. To discuss

Most webinars consist of different presentations on certain topics to provide knowledge to the NFP's. In the first webinar the focus was not about building competences, but on building project knowledge meaning training on how to use the website and giving a general overview of the NFP tasks.

The webinar recordings you can find on [dropbox](#).

# 2. Agenda

Webinar 1		Date: 9-9-2014
<i>Item</i>	<i>Speaker</i>	<i>Time</i>
Intro by moderator	Willem Buijs (DTV)	10:05 – 10:10
The website of TSG and the	Carl Stolz (DTV)	10:05 – 10:20
What has been done?	Marjan Frederix (M21)	10:20 – 10:40
What is next? NFP's in action	Lies Lambert (M21)	10:40 – 10:55
Q & A	Willem Buijs (DTV)	10:55 – 11:10

### 3. Participants

<i>nr</i>	<i>Last Name</i>	<i>First Name</i>	<i>Role</i>	<i>NFP</i>
1	Alijosiute	Audrone	NFP	Italia
2	Buijs	Willem	Core/Moderator	Netherlands
3	CATINCESCU	Leea	NFP	Romania
4	Canters	Raf	Core	/
5	Carvalho	Marta	NFP	Portugal
6	Duhorane	Laure	NFP	France
7	Gatt	Roberta	NFP	Portugal
8	Gelaziene	Lina	NFP	Italia
9	Ishfaq	Sabrina	Core/NFP	UK
10	Jacquemin	Patrick	NFP	Belgium
11	Karba	Katja	NFP	Slovenia
12	Lambert	Lies	Core	/
13	Lindenau	Miriam	NFP	Germany
14	Ramanauskiene	Vaiva	NFP	Italia
15	Román	Marta	NFP	Spain
16	Rossenov	Lachezar	NFP	Bulgaria
17	Scheid	Matthias	NFP	Austria
18	Smutkova	Danuse	NFP	Czech Republic
19	Stoycheva	Maria	NFP	Bulgaria
20	Veziryianni	Georgia	NFP	Greece
21	Frederix	Marjan	Core	/

In total 21 people took part in the webinar. Five people were present from the core group, all others were the target group – National Focal Points. The webinar lasted 1 hour and 15 minutes.

## 4. Presentations

To start, Willem gave a short explanation from the goals of the webinar and on how to use 'Go To Webinar'.

### 4.1 Presentation 1: The website and tool (Carl Stolz)

Carl gave a complete tour through the website and the administration area. All NFP's are required to work with some parts of the website for example, for translations and management of their country specific pages. The tour was necessary in order to provide training on using the website and admin functions. The website is quite complex and consists of three layers:

- Project website: network facilities
- National layer: website in 18 languages for each NFP
- School layer: every school can have access to the website and upload and manage their activities

During Carl's presentation a number of questions were directly raised and answered.

### 4.2 Presentation 2: What has been done (Marjan Frederix)

Marjan provided a short overview of the activities completed under each work package. The project is running fairly smoothly with most actions that were planned having been completed. Three regional workshops have been held: all NFP's are able to train cities and schools within their country and everybody is familiar with the aims and process of the TSG.

Within a week of going live, the website was available in all 18 languages. This is a great achievement from both the core consortium as well as all NFP's.

All NFPs are now ready to implement the TSG within their countries. Most countries are still very busy with acquiring interested cities and schools. After the presentation questions were answered.

### 4.3 Presentation 3: Next steps (Lies Lambert)

In the last presentation Lies introduced the next steps. A lot of work had been completed to set-up the campaign but the next stage is about playing the game. Most important steps:

- Every NFP activate social media in own country
- Make a national e-newsletter
- Launch a press-release
- Organise a national event
- Regional phone-conferences are coming up: best place to exchange experiences and to Q&A
- October next Core-consortium meeting

## 4.4 Questions & Answers

Q1: If we did the training via Skype with the municipality representatives and school teachers, do we still need to do a National Event?

A1: If it is well documented WHY it was through skype, WHO was there and WHAT the agenda was you can go for it.

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Q2: Should all pupils during three years receive the reward stickers? Because / probably we will not have enough budget for this. Can we print smaller stickers? If so can we print more?

A 2: You can print smaller stickers. The budget for each NFP should be sufficient to produce at least 5000 reward stickers.

---

Q3: Is it possible to see (on NFP Dashboard) when the schools insert some data on website?

A3: Once one school has inserted data, you can export all the data (via function on NFP dashboard).

---

Q4: What does (in excel calculator) number of pupils mean? The pupils from whole school or just the pupils involved in the game?

A4: Pupils who are playing the game.

---

Q5: Will we send the letter for the parents directly to the parents or is it better the school sends them, or gives them to them?

A5: To avoid costs we advice NFPs to let schools hand them over to the parents.

---

Q6: What about the reward stickers? We have received 7 versions of them...do we just choose one? Is it up to us? Does it have to be the same sticker for all schools?

A6: It's up to you to choose! It can be the same stickers for all schools, it can be one different sticker for each year.

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Q7: How do you access the back-end of the website? (when you don't have it in a second tab?)

A7: You need to login, with a back-end login account (via login), which was created for each NFP.

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Q8: Can we produce more banners

A8: Yes If you can produce more banners WITHIN the budget that should be fine.

---

Q9: Can we reach more schools?

A10: If you want to reach more school, and if you have to go above budget, you have to find additional funding from (a) sponsor(s).

## 5. Attachments

### 5.1 Intro- presentation

Slide 1



Slide 2

A presentation slide with a green header bar containing the word "Agenda". The main content is a white background with a bulleted list of topics and a vintage microphone image on the right. At the bottom left, there is a small logo for "The TRAFFIC SNAKE GAME NETWORK".

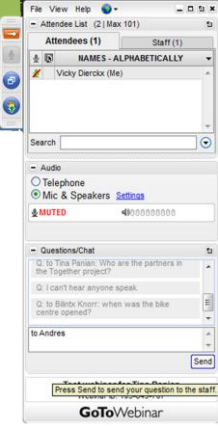
- Website (Carl Stolz)
  - Questions and answers
- What has been done (Marjan Frederix)
  - Questions and answers
- Next steps (Lies Lambert)
  - Questions and answers
- Wrap-up

! In between some polls

Slide 3

**How does GoToWebinar work?**

- Questions?
- Raising questions by:
  - Raising your hand via the GoToWebinar Control Panel
  - Starting a chat in your control panel



The screenshot shows the GoToWebinar control panel. At the top, it says 'Attendees (1)' with a dropdown menu set to 'NAMES - ALPHABETICALLY'. Below that is a search bar and a 'MUTED' indicator. The 'Questions/Chat' section contains three questions: 'to Tina Pinski: Who are the partners in the Together project?', 'I can't hear anyone speak.', and 'to Blinde Krieger: when was the bike centre opened?'. There is a 'Send' button at the bottom of the chat area.

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5.2 Presentation What has been done?

Slide 1

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**WHAT HAS BEEN DONE?**

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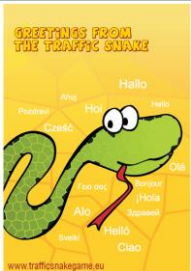


The illustration shows a green snake with a red tongue, coiled into a series of loops. Each loop contains a different colored dot: red, blue, yellow, pink, green, and red. The snake's head is at the right end, looking towards the viewer.

Slide 2

**WP 1 - Management**

- General communication
- EASME communication
- Day-to-day project management
- EU Factsheets and slides
- 2 EASME coordinator meetings
- 11 deliverables submitted (46 % of our total)
- Time sheets summary
- Signed consortium agreement



The greeting card features the text 'GREETINGS FROM THE TRAFFIC SNAKE' at the top. Below it is a map of Europe with the snake character overlaid. The snake is positioned over the Balkans region. The website address 'www.trafficsnakegame.eu' is at the bottom.

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Slide 3

**WP 2 – Communication (EU-level)**

- Dissemination plan
- Logo
- Project website
- Social media (Facebook and Twitter)
- International leaflet
- Two first international e-newsletters
- Materials for conferences
  - Big stand (first time at Velo-city in Nantes - tbc)
  - Set of two roll-ups
  - Postcards
  - Sticky notes
  - Stickers
- Attention seekers
  - TSG video



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Slide 4

**WP 2 – Communication (national level)**

- Dissemination plan
- Logo and banner
- National website
- Social media
- National leaflet
- Two first e-newsletters
- Press-release
- Other



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Slide 5

**WP 3 – NFP Support (national level)**

- First European regional workshop
- Marketing plan
- Campaign tools
  - Teachers' Manual
  - Dots and green stickers
  - Information letter for parents
  - Calculator
  - Reward stickers
  - Poster (optional)



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Slide 6

**WP 4 – Campaign the campaign (national level)**


- National action plan
- Organisation of first annual national event

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Slide 7

**WP 5 – Monitoring and impact evaluation (national level)**

- Translation of measurement forms on paper
- Translation online measurement tool



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Slide 8



**WELL DONE!**

### 5.3 Presentation Next Steps

Slide 1

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## NEXT STEPS

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Slide 2

### WP 1 - Management

- Core consortium meeting in October (London)
- Progress Report coming up in November
  - PR1 = first 9 months (7/02 – 06/11)
  - Official Reportin gto EASME (EU)
    - Objectives & Results
    - Progress of Workplan
  - Actual vs Planned achievement (hours planned & spent)
    - Input from partners early November

Second pre-financing (60%) – after interim report (midterm)

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Slide 3

### WP 2 - Communication

- Activate your own Twitter & Facebook accounts & link with others.
- Send out your e-news letter
- Spread the TSG Stop motion video
- Invite Travis for a stay ☺
- Organise a press-event to launch the campaign
- Present TSG at national or regional conference




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Slide 4

### WP 3 – NFP Support

- Webinar 2 (October)
  - How to include Parents
  - Children & Traffic: psychological insights
  - Mobility management for schools: what can be done
  - Schools & Classroom activities: ideas
  - ...
- Regional Phone conference
  - Practical questions
  - Overall Support
  - Your TSG support REP will send out a doodle.




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Slide 5

### Reminder

North	East	South	West
Mobiel 21 (Lies)	DTV (Willem)	Mobiel 21 (Lies)	WYG (Sabrina)
UK	Bulgaria	Greece	Austria
Lituania	Czech Republic	Italy	Belgium
	Hungary	Malta	France
	Slovakia	Portugal	Germany
	Romania	Slovenia	The Netherlands
		Spain	Luxemburg



(Name)  
= TSG support REP

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Slide 6



Enjoy!

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