



The **TRAFFIC SNAKE GAME NETWORK**

Minutes Webinar 6

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1. Introduction

14h00 - 14h15	Welcome and introduction of the training
14h15 - 14h45	TSG campaign: Explanation and short discussion
14h45 - 15h15	TSG website: Overview of functionalities
15h15 - 15h30	TSG deluxe: Discuss activities to complement the TSG in each country on several levels: class, school and city, and short presentation about examples.
15h30 - 15h45	Break
15h45 - 16h00	Training for national practitioners: Outline of training programme, do's and don'ts
16h00 - 16h30	Partners and sponsors: How to find the right sponsors and structural partners
16h30 - 16h45	Wrap up, summary and reflection
homework	Run TSG at national level: Develop an implementation plan for each NFP

2. Participants

Luxemburg

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In total 5 people (one participant from Luxemburg, 2 from Serbia as well as Marjan Frederix and Helena Koefler from Mobiel 21) took part in the webinar. Two people from the core group were present, all others were the target group – potential new National Focal Points. The webinar lasted 3 hours.

3. Questions

The webinar started with a short round of interviews where all the potential new NFPs introduced themselves. After that, expectations on the webinar were clarified:

The Serbian partner addressed the following questions:

- How to create a NFP in your country?
- Is there an existing business model for TSG?
- Can you start realising the program without the help from the EU?

Overall, the change of experience with other countries was considered among the most important concerns. Since all the existing 18 NFPs have to develop a self-sustaining network after the lifespan of the project, most of them are now in the same situation as new partners.

The Luxembourgish partner wanted to have advice on the following aspects:

- How to convince the communes?
- Financing: how to get the commune to pay for the game?

Generally, most questions referred to the TSG as a business model and how to find funding for the campaign, so financial matters were of particular importance.

#1 TSG campaign: Explanation and short discussion

Luxemburg: Is there a **TSG blog** already?

M21: The website is more important than the blog; also the maintenance of the blog is very time-consuming

Luxemburg: What are the **rewards** for children?

M21: It doesn't have to cost money; schools should not spend money on the rewards. The reward can either be individual or on a class level

#2 TSG website: Overview of functionalities

Luxemburg: **national language** – The fact that Luxemburg has three official languages (German, French and Luxembourgish) could be problematic when it comes to the national TSG website. The website is usually only available in one language so it will be necessary to choose one language (either German or Luxembourgish as these are the languages that pupils learn earliest). German would be easiest to use as here an Austrian and German version of the TSG website already exists.

For Serbia, a TSG website already exists. However, it still needs to be translated.

Luxemburg: Do **schools sign** up for **themselves**?

M21: Yes! Usually, we invite the schools via e-mail to participate and if they are interested they sign up themselves

Luxemburg: Do **schools** also have **access** to the website? Can they get a specific login?

M21: we don't recommend that because we experienced that if you provide too many details it's not helpful in convincing the school. If you offer them a manual and show them the presentations it's usually sufficient

3 Training for national practitioners: Outline of training programme, do's and don'ts

M21: **when** would you like to **participate** in the campaign?

Luxemburg: preferably at spring next year, May would be a good month.

Serbia: for us autumn seems more realistic, somewhere between September and November

M21: is your organization **willing to pay the annual fee** that will be established after the EU support for the project ends?

Serbia: I cannot say anything about this right now, we are also in contact with another organization from Serbia (research consultancy) who might be willing to cooperate and take part in the campaign

M21: for Serbia, there is also a Serbian office from the Regional Environmental Center who might be an option to function as an NFP

Luxemburg: also for me it's hard to decide right now

M21: However, if an EU-country like Luxemburg still joins during the lifespan of the EU project time, **the costs for material can be refunded**. For this it would be necessary that Luxemburg joins until the end of the year. However, it is not necessary to have all schools on board yet by the end of the year

#4 Partners and sponsors: How to find the right sponsors and structural partners

M21: most of the time a local authority functions as a sponsor. There are exceptions, so in Spain there is a national authority paying for the campaign. A sponsor is mostly interested in sponsoring material where he can put his logo, so you can also do a combination of local authority and a sponsor. To sum it up, we have good estimation about the material costs but no estimation for the TSG membership so far.