

The **TRAFFIC SNAKE GAME NETWORK**

Minutes Webinar 5

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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.

Fred Dotter was the mediator of this webinar. Fred gave a short introduction and an explanation about GoToWebinar. He introduced Harmen Krusemeijer (DTV) and Katja Karba (Sinergija). Harmen gave a presentation about the art of networking and Katja gave a presentation about the Slovenian network.

2. Agenda

Time	Topic	Speaker
10.00 – 10.05	Introduction	Fred Dotter MOB21
10.05 – 10.20	How to keep your network vivid	Harmen Krusemeijer DTV
10.20 – 10.30	Discussion	
10.30 – 10.45	A vivid network in Slovenia	Katja Karba Sinergija DA
10.45 – 10.55	Discussion	
10.55 – 11.00	Questions & Answers	

3. Participants

<i>nr</i>	<i>Last Name</i>	<i>First Name</i>	<i>Role</i>
1	Marta	Carvalho (PT)	NFP
2	Lasse	Brand	NFP
3	Lucia	Ilieva	NFP
4	Helena	Koefler	NFP
5	Laure	Duhorane	NFP
6	Katja	Karba	NFP
7	Danuse	Strnadova	NFP
8	Patrick	Jacquemin	NFP
9	Matthias	Scheid	NFP
10	Georgia	Veziryianni	NFP
11	marjan	frederix	Core
12	Willem	Buijs	Core/NFP
13	Lorenzo	Bertuccio	NFP
14	Fred	DOTTER	Core
15	John	Colclough	Core
16	Marit	Gresnigt	Core NFP

In total 16 people took part in the webinar. Four persons were present from the core group, all others were the target group – National Focal Points. The webinar lasted 1 hour.

4. Presentations

4.1 Presentation 1: The art of networking (Harmen Krusemeijer)

Harmen gave a presentation about the art of networking.

He identified and explained 7 basic rules to build a network. The rules are basic rules which he translated to the TSGn. It is important to learn from other similar networks. The bonus rule is patience. You need to gain trust (and this can be time consuming) before they jump in and start sharing.

He also gave some practical tips to involve your local network. One tip is to make a balanced decision between big national events or small local events like drinks in a local club. It is important to combine fun and functional elements at an event

Social networks can be very helpful for networking. It is important to stay close to existing networks, but you are depending on the interface of others. You are not in control about the decisions they make. This can be a disadvantage and a reason to create your one network. He clearly explained the pro's and cons of the different social media that one can use. He especially explained how to use LinkedIn pulse.

He ended his presentation with practical recommendations.

Q&A

After the presentation there was time to ask Harmen questions

Fred Dotter Q: How do I get my network involved?

Harmen A: Ask for it, literally. Ask questions, use polls, contact specific members and ask them to share their vision, their stories. And keep it mind that everything you, you do for humans. So appeal to the human interest part of any story.

Fred Dotter Q About a supportable economic model. Schools may not be prepared to invest anything at all-in the community. What options are there then?

Harmen A: Try to find a logical business partner. I specifically use the word 'partner' and not sponsor. Businesses will want something concrete in return for their money. So, you should try to find companies with products or services that will directly benefit from the Traffic Snake Brand. That could be companies that target children (toys, children's sportswear etc.) or companies that have young parents as their main target group.

John Colclough Q: how often should you be active? Can you update too much

Harmen A: LinkedIn 1 time a day is more than enough. For Facebook you can do this more often. Just make sure that you stay in the rhythm. If you always post everyday people will not appreciate it when you do not do this for several days.

4.2 Presentation 2: Networking in Slovenia (Katja Karba)

Katja gave a presentation about how they keep the Slovenian network vivid. She started with explaining the situation in Slovenia to give us background information. With the start of the TSGN they invited all schools in Slovenia to play the TSG. 83 Schools decided to start playing. The network is still growing. The distribution among the country is quite ideal as it is geographically equally divided among the country. They made use of a combination of mailings and personal contact on strategical well-chosen moments (for example at the start of school year) as a communication vehicle.

Email and telephone turned out to be a very effective way of communicating to teachers in Slovenia, because they are not familiar with other communication channels.

The NFP in Slovenia created a checklist for schools with best practices of other schools. This is very useful for implementing the game at a new school.

The feedback from schools on the campaign is very good. Schools are enthusiastic about the TSG. One advantage of the Slovenian system is that teacher can get a confirmation letter that they participated and implemented the TSG at their schools. Teacher can send this to the ministry. They get points for this. With enough points the teacher can upgrade their position.

They are waiting for feedback on a tender for implementing the game at a lot of schools. This would be great for the sustainability of the TSG in Slovenia.

Q&A

Marit Gresnigt Q: Can you explain a bit more about the system about gaining points for the teachers

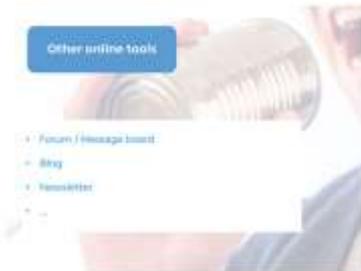
Katja A: Teachers can send the confirmation letter to the ministry. When they have enough points they can upgrade their formal position. This way they can get a higher salary.

Lasse Brand Q what is the most important step to get them involved?

Katja A It was easy to get them involved. 20/30 schools replied after the first email they send to the schools. They were surprised about the response. After every email the number of participating schools increased with 20 schools

5. Attachments

5.1 Art of networking handout



Keeping the European community alive

TSGn website stays online



Facebook page

- Relatively easy to maintain
- Good way to get information
- Information for members of Facebook
- Information for members of Facebook



Facebook group

- Easier to get in the network
- Relatively easy to maintain
- Good way to get information



Other online tools



Publish a post



App: LinkedIn Pulse



Some tips about Facebook



LinkedIn groups?

- Proves difficult to maintain interaction
- No further development by LinkedIn, expected to be phased out in favor of LinkedIn Pulse

Some tips about LinkedIn



7. Research, research, research

- Do your homework, how do similar communities work?
- Ask your community members, what do they need?
- Listen, read & repeat

7a. Patience

Engaging your local community

8. Listen and be flexible

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- Listen to teens, their parents & others
- Be prepared to change, or admit mistakes

7. Research, research, research

4. Trained staff

ADVISE - £50
GOOD ADVICE - £2.00

- Brief the people that handle the community
- Give these moderators tools and support
- Make sure they understand the community

5. Supportable economic model

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- In need of self financing? Choose a model fitting the community. Awardship fees, advertisement... pay per access (event)

3. Easy to use tools

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- Be where your community is (don't want something here)
- Whatever you use, it should be easy to reach (ask)
- Whatever you use, it has to be solid (always working)

4. Trained staff

ADVISE - £50
GOOD ADVICE - £2.00

1. Clear and realistic goals

- What do you want to achieve?
- Communicate it local and clearly
- Make clear what you expect from participants
- Set realistic goals

2. Reasons to participate

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- Why should people join, and be active? (incentive, fun, new way, etc)
- One community building space

Questions?

Don't hold your breath!

7 basic rules of community management

1. Clear and realistic goals

The Art of Networking

Harmen Kruisemeijer



Today

1. Best tools of community management
2. Engaging your local community
3. Keeping the European community alive

It's up to you...

Recommendations

- Connect on LinkedIn, share your ideas, activities and inspirational thoughts
- Follow each other's FB pages, Twitter accounts etc, to stay in the loop
- And... There are some extra ideas about the future

5.2 Networking in Slovenia

Promoting the campaign

- The promotion through classical media (newspapers, etc.) is rather poor due to lack of financial and time capacities
- Promotion on social media is a bit better but still have a space for improvements, currently FB page has reached 100 likes
- Schools take care for the promotion on the local level as well



Feedback on the campaign

- The schools that have played on only school and on the playing grounds on the traffic, before and after the period for the campaign
- They have been more active and more into participating with higher classes already with sustainable systems
- SNAG development - good opportunity to improve material used in the book
- Material targeted - writing for public leaders to sustain the game



Some hints, problems, good examples, etc.

- Don't forget to make after the before measurements that is in that way you see the results of the school
- The schools sometimes make their own materials and some are more creative
- Problems with the permission and paperwork
- SNAG have to spend more schools and sometimes they write them down to be more accurate
- From the new SNAG has to be more the school on the way
- Material with the new address for each of the school they will have and after that approach the new schools
- The old data are very important
- SNAG has to be more active since they don't want to maintain the game within the school gates



How we equipped the schools?

- 1st and 2nd national meeting and training on how to implement the Traffic Snake Game in the schools
- Subsequent meetings in schools
- Work on the implementation
- Communication meeting through the events and displays (all school of communication - the topics are not aware of other areas, schools)
- Check list Support for Preparation of the info-materials and advice on the implementation based on the previous experience



Working with the schools

- Schools are first to decide when to implement the game
- Some schools are already familiar with the implementation of the game. Others are more complex to the work, the activities that the schools have to implement the game based on the material
- In some schools a certain grade responsibility, in the school year 2-7 schools played the game twice
- An SNAG and Pre-survey March SNAG week on which certification on the campaign each. Some of the school are not



Implementation of the game in Slovenia

- The information gathering in an agreement of a local authority on the street level daily activities and before the implementation due to safety and best SNAG
- The school set of every one information good enough by SNAG
- No schools in Slovenia accept after the SNAG agreement on the national level - the SNAG become more with some schools and other activities before regular meeting to the court to provide the SNAG material, but not playing with SNAG on the street in the school vicinity
- SNAG on the street and more playing, as well as providing additional information
- Material & material on the level of the National and all the SNAG (a part of SNAG - 18 National communication on the line)



THE TRAFFIC SNAKE GAME NETWORK

WEBINAR

10th of October 2016
Katja Karba, Development agency Sinergija



TSGN Launch in Slovenia

- Project COMECT 2015 - 2016
- National project of the Ministry for Infrastructure, Education, Information and public awareness of the importance of public transport
- 100 schools and more was the target country to be implemented in the primary schools
- 100 schools (SNAG) and the schools to still growing the national distribution in game SNAG



Activation of the Slovenian schools

- 1st step: Working in contact with the Ministry and university of Maribor: list of schools who already played the game
- 2nd step: email invitation (mailing list of the schools was created, approximately 400 emails)
- 3rd step: individual contacts with the schools who already played and handling the first joint email invitation for activating the schools
- 4th step: invitation via MAILING (24th of March 2015, 28th of August 2015, 15th of February 2016)



National focal point for Slovenia

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Vidulica se v igro

Prezentacija Nalati

