



The **TRAFFIC SNAKE GAME NETWORK**

Minutes Webinar 3

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1. Report

This TSG training webinar was the first training for potential new NFPS and interested cities and organisations who would like to implement the campaign.

During two days we provided the participants with the tools and advice to implement the Traffic Snake Game at the national level in their own country. The workshop was all about empowering you to run the TSG campaign.

The overall goals of the workshops were:

- To provide the right marketing, policy and performance tools for implementing a national campaign.
- To train new NFPS in co-ordinating the implementation of the Traffic Snake Game and be able to:
 - stimulate the uptake of the Traffic Snake Game;
 - support the uptake of the Traffic Snake Game;
 - assess the uptake of Traffic Snake Game;
 - make the National Focal Point self-supporting after the project lifespan in order to maintain the action and build up national structures for long term strategic change.
- To provide key information, including:
 - advice for cities on how and why to stimulate sustainable home-school transport (policy level); and
 - advice for schools/teachers/parents/children on how to realise sustainable home-school transport (performance level).
 - to ensure the cohesion of the National Focal Points and the sustainability of the Network

We covered the following aspects :

- how the TSG works;
- how TSG is implemented at the national/regional level;
- how to train national practitioners;
- how to find and embed structural partners and sponsors;
- how to communicate and evaluate the campaign on national level.

2. Agenda

December 8 th 2014 – What is TSG?	
13h30-14h	Lunch & Welcome: Short welcome and explanation of the workshop
14h-14h30	TSG Game: explanation of TSG and short discussion
14h30-15h	TSG website: overview of functionalities
15h-15h30	TSG Game Deluxe: Discuss activities to complement the TSG in each country on several levels: class, school and city + short presentation about examples.
15h30-16h00	Train national practitioners: outline of training programme, do's and don'ts
16h00-17h00	Mind mapping exercise: who will the practitioners be, how will you organise the workshop, who will you invite?
17h00-17h15	Summary and reflection
18h30-21h30	Dinner

December 9 th 2014 – How to run a national campaign?	
9h15-9h30	Welcome
9h30-10h15	Partners and sponsors: How to find the right sponsors and structural partners
10h15-10h45	Evaluation: How to evaluate? What to do with the results?
10h45-11h	TSG Quiz
11h00-12h00*	Run TSG at national level: Develop an implementation plan for each NFP*
12h00-12h30	Summary and reflection

*Target group: NFP's, cities are welcome to follow this part as well.

3. Participants

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|----|--------------------|------------------------------------|
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