



The
**TRAFFIC SNAKE GAME
NETWORK**

European regional workshops Report 2015

Author: DTV Consultants
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1. Introduction

1.1 The Traffic Snake Game Network

The Traffic Snake Game is a campaign to promote walking and cycling to school for children (aged 4-12), their parents and teachers. It was created by Mobiel 21 and started out as a small campaign with only a handful of schools in Flanders, Belgium. However, over the years the number of European countries interested in playing the game has increased. Evidence has shown that the campaign increases the use of sustainable transport modes and reduces CO₂ emissions. To date, 18 countries have signed up to play the game and take advantage of this successful strategy which encourages parents to try alternatives to the car for home to school trips.

The Traffic Snake Game Network (TSG Network) has been established to share the experiences of the game with more cities and schools across Europe and beyond. This network disseminates the campaign, extends its impact and publishes the results and experiences that keep the award-winning¹ campaign alive. The TSG Network functions as an observatory that disseminates, supports and monitors the Traffic Snake Game worldwide. The European Commission has favoured the network for partial funding between 2014-2017. The project team aims to establish an effective EU-wide and long-term support network to replicate, transfer and expand the take up of the Traffic Snake Game.

The consortium is currently represented by national focal points (NFPs) in 19 EU countries. These NFPs are organisations that will champion the project, disseminate information about the campaign and steer the implementation of the Traffic Snake Game in their country. The NFPs receive support and training from a small core group of organisations: Mobiel 21 (Belgium), WYG (United Kingdom) and DTV Consultants (the Netherlands).

We refer to: www.trafficsnakegame.eu for up-to-date national and international contact details.

1.2 European regional workshops

The TSG Network European regional workshops are an essential part of the support of the NFPs, providing them with the tools and advice to implement the Traffic Snake Game at the national level in their own country. The workshops are about empowering the NFP's to run a campaign. The overall goals of the workshops are:

¹ 1 The project was awarded the Sustainable Energy Europe Award in the category 'Promotional, Communication and Educational Actions'. The jury praised it for setting up new mobility campaigns in which pupils play a central and active role. The high replication factor allows a snowball effect: more and more schools and children participating in the project and its aim to increase the use of sustainable transport modes.

- To provide the NFPs with the right marketing, policy and performance tools for implementing a national campaign.
- To train NFP's 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 to National Focal Points, 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

These workshops will be delivered once a year in a EU regional approach: parallel sessions allowing smaller group work with neighbouring countries that are more likely to have a number of similar contextual needs.

2. The 2015 edition workshops

2.1 Workshop dates

The second series of workshops took place in March/April 2015. Each session was spread over two half days:

- Western and Northern Europe session took place in Nantes, France during 30-31 March 2015 and was attended by the core partners and the NFPs from Lithuania, France, Germany and Austria. Unfortunately the NFP from Wallonia was not able to attend this workshop.
- Southern Europe session took place in Rome, Italy during 23-24 April 2015 and was attended by the core partners and the NFPs from Italy, Greece, Slovenia, Portugal, Spain, Malta and the brand new NFP Denmark.
- Central and Eastern Europe session took place in Brno, Czech Republic during 29-30 April 2015 and was attended by the core partners and the NFPs from Czech Republic/Slovakia, Bulgaria, Romania and Hungary.

2.2 Goals and agenda

The goal of these workshops was to train each NFP in the basics of the TSG and covered the following:

- how the TSG2.0 tool works
- how TSG is implemented at the national level and can be consolidated
- how to expand TSG on a national level
- how to find and embed structural partners and sponsors
- how to communicate and evaluate the campaign on national level
- Discuss WP1 Management issues

Agenda day 1

- Welcome by M21: Short welcome and explanation of the workshop
- TSG 2.0 by DTV: A short demonstration and evaluation about the updated TSG online tool
- Workshop consolidating TSG by M21, DTV and WYG. A combined workshop during which the progress of each NFP is discussed, tools to improve the implementation in their countries and a practical session about the National Action Plan and the Long Term Development Plan.
- Wrap-up by M21/DTV
- Bilateral session: Time is reserved for NFP's with specific questions that do not need to be discussed with the entire NFP group.

Agenda day 2

- Management by M21: WP1 Project Management issues
- Communication by M21: Overview of the communication progress of the NFP's as well as sharing good examples.
- Evaluation by WYG: Discussion on the results so far with special attention to collecting the results online.
- Wrap up by DTV: Summary and reflection
- TSG Quiz by DTV

2.3 Impression and overview workshop

2.3.1 Session Nantes, 30-31 March 2015

The Northern and Western NFP's were invited to attend the workshop in Nantes, which was hosted by EPC at the 'Maison L'Europe. Ten people attended the workshop in Nantes. The people attended the workshop were all responsible for managing and implementing the TSG in their country. The workshop in Nantes was the first workshop in 2015 given by the core group. Based on the experiences in Nantes the structure of the workshop was slightly adapted. To have the presentations more linked and balanced the presentations and workshops from day one have been merged. The content remained the same.

All NFP's were asked in which 'development' phase they are. This can be one of the following: Forming, storming, norming or performing. Most of the attending NFP's are in the storming/norming phase (UK, Germany, France). They experience difficulties in 'selling' TSG to national practitioners and schools. This is partly due to the many other tools that can be used by schools. A possibility to tackle this problem is showcase TSG as an 'umbrella tool', other tools can be linked to TSG. Most NFP's also note that you need to be very patient with potential national practitioners. It takes a long time from the first contact to actually implementing TSG.

Together with all the attending NFP's a SWOT analysis was conducted during the workshop. The following results came from this exercise:

Strengths

- Easy to communicate
- NFP's are familiar with product
- Experienced in EU projects
- It is known in schools
- Having a sponsor (M21)

Weakness

- Not all NFP's have a sponsor
- Still finding the USP for TSG
- Not all NFP's are used to working in the educational sector
- Being a consultancy

Opportunities

- Making new contacts and have the possibility to use existing contacts
- Positive reactions about TSG
- Velocity in Nantes (EPC)
- Different additional fundings opportunities

Threats

- Waiting for approval from local authorities
- Not getting in touch with the right department (mobility/education)
- Busy agenda of schools
- Lot of different similar campaigns

As was also mentioned in the SWOT analysis. TSG is a very easy to sell product, and easy to understand. However most of the NFP's are not product sellers. The six principles from Cialdini can be of use here. These principles are further explained in the PowerPoint presentation 'TSG EU Workshop 2015 – Workshop'.

After the SWOT Analysis all NFP's informed each other about their national events. Tips for organising a national event are:

- A presentation during an existing event gains more attention;
- Have an attention seeker with you, for instance a big snake;
- Merge your event with an existing event to have more visitors;

- Focus on one target group during the event (for instance city's or teachers).

The second day of the workshop started with a presentation about WP1 with all relevant management issues.

TSG can be used as an 'umbrella project'. Other tools or projects can be easily linked to TSG. For the NFP's that do not have enough schools participating yet, they should think of an 'out of control' action plan.

After the project management issues, communication was discussed. Some NFP's indicate they would like to share communication materials. A dropbox folder will be created so the NFP's can inspire each other.



Photos taken during Nantes Workshop, TSG Network 2015

2.3.2 Session Rome, 23-24 April 2015

The Southern NFPs were invited to attend the workshop in Rome. Euromobility hosted the workshop at the Ministry of Environment. The event was attended by 9 people, representing the following countries: Italy, Spain, Slovenia, Portugal, Malta, Greece and Denmark.

All the attendees were the main contact person responsible for TSG in their country. The structure of the workshop was the same as the event that took place in Nantes, but based on the new timetable and revised slides.

All NFP's started with informing each other about their national events. Most of the attending NFP's combined their national event with an already organised event. In some countries (for instance Greece) the contacts are widely spread through the country. Therefore a Skype event was organised. Which was also recorded for others.

All NFP's should keep in mind that they do not need to train the schools. They should train the national practitioners (for instance a city). The national practitioners will help the schools. NFP's do not have enough hours to train all the schools.

During the workshop all NFP's were asked to state in which phase they are; forming, storming, norming or performing. Slovenia is in the 'performing' phase. Schools are playing TSG in their country and most of the work is routine. All other attending NFP's stated they are in the 'norming' phase. They are getting to know the game better, but still need to learn about the logistics, the website and the division of work between the NFP and the national practitioner. Overall all NFP's receive positive reactions about TSG.



Photos taken during Rome workshop, TSG Network 2015

Together with all attending NFP's a SWOT analysis was conducted. The following results came from this exercise:

Strengths

- The lay-out of TSG is very recognizable
- Many and good contacts with local authorities
- Possible synergy with other mobility projects

Weakness

- Not enough communication materials
- The country network is not yet strong enough
- Difficult to coordinate all the campaign materials and activities

Opportunities

- Potential growth, it is almost unlimited
- Finding a sponsor for TSG
- Good link with ministry
- Media attention

Threats

- There are many initiatives for schools
- Schools are very busy implementing other projects
- Losing the position of NFP in your country
- Being just a game, not a way of changing things

The SWOT shows that TSG is very easy to explain to the contact of the NFP's. However most of the NFP's are not marketing specialists. This could make it difficult to 'sell' TSG to sponsors, national practitioners or even schools. After the SWOT the Cialdini concept was explained and discussed.

The NFP's in Rome are very interested in exchanging ideas amongst the participating countries or even the schools. Mainly about deluxe activities. This can be organised via LinkedIn, Pinterest, Instagram. It was also suggested to arrange something on the website so schools can contact each other. For instance a 'box' which can be ticked by schools if they are interested in other schools outside their own country.

2.3.3 Session Brno, 29-30 April 2015

The central-eastern partners were invited to join the workshop in Brno. CDV, based in Brno, hosted the workshop. The workshop was attended by 5 people next to the core group. The people represented the following NFP's: OER (RO), CSDCS (BU), REC (HU) and CDV (CZ + SL). All attending people were the main responsible person for TSG in their country.

All NFP's were asked in which 'development' phase they are. The attending NFP's all positioned themselves in another phase. REC is in the phase between forming and storming, CDV in the phase storming. OER from Romania is already a bit further in the process and sees themselves in the norming phase. For CSDCS in Bulgaria TSG is becoming a routine job and for this reason they placed themselves in the performing phase. A problem some of the NFP's experience is the lack of computer skills at the schools. This increases the work that needs to be done by the NFP. It is important to realise that the NFP's do not have the hours to train all the schools. Together a solution needs to be found.

Together with all attending NFP's a SWOT analysis was conducted. The following results came from this exercise:

Strengths

- Well developed toolkit
- Involvement of cities
- Visuals/ design
- Fun and easy
- EU values in the schools
- International collaboration
- Training the pupils to change their travel behaviour

Weakness

- Limited budget, schools want to play again
- Limited hours and budget to implement TSG in our country
- Only for primary schools

Opportunities

- Possible cooperation with similar projects
- Enthousiasm of schools
- Relative niche market
- Possibility to have a new H2020 proposal

Threats

- Low awareness of mobility and IT
- Too many schools want to play TSG
- Decrease of interest if the game does not develop throughout the years

A few attending NFP's noted the limited budget as a weakness. All NFP's should keep in mind that there is no budget to visit each of the schools, neither there is budget for one-by-one training or follow-up. Local practitioners should take up this role. By organising one national training event each year, you can train in an efficient way the national practitioners or the participating schools. The Cialdini principles could also be of use in finding local practitioners.

During the workshop in Brno the data collection was extensively discussed. It is not the role of the NFP to fill out all the data online. However not all schools/ teachers are known in using the computer. NFP's should discuss the data collection with the cities/ local practitioners. The

teachers are encouraged to participate in TSG by giving them small rewards, such as a certificate.

The attending NFP's are very interested in the communication materials and deluxe activities of the other NFP's outside their region. The possibility to exchange ideas via (for instance) dropbox will be reviewed.



Photos taken during Brno workshop, TSG Network 2015

2.4 Overall reflection

Almost all NFP's representing 18 countries attended the second series of EU Regional workshops. Every workshop reviewed management issues as well as communication and marketing. All NFP's should keep in mind that they should put all their information online. This makes the progress more visible for the other countries and the European Commission.

Almost all NFP's have gained real-life hands-on experience in the past year. This also means that most NFP's experienced the country/region specific issues. In the upcoming years NFP's will try to tackle these issues such as the distribution of tasks between the NFP and the National Practitioner and finding schools and national practitioners to participate in the TSGN.

Something all NFP's shared is the desire to share ideas on communication and deluxe activities. The core group will try to facilitate this via (for instance) a dropbox folder.

The upcoming year all NFP's will start getting more experienced with TSG2.0 and develop more towards the forming/ performing phase. All NFP's should also focus on becoming self-sustainable and try finding a sponsor in their country.

3. Improvement website

During each session feedback on improve the TSG website was gathered. Beneath you can find an overview:

- Have a white space between pictures.
- Labelling of pictures.
- More child friendly and have more pictures on the website.
- More features to change things as NFP.
- Make it possible to insert data in the past.
- Hard direct to national page is not necessary.
- Google locations shows some schools in Africa.
- Do you see things moving (the visual) on the school page?
- Have the digi-board possibility also for the before and after measurement
- Put the number of schools above the participants map on NFP level, the same as on EU level.
- To have results on city level.
- List of schools sorted by city in sign-up page
- Link the school years to the editions.
- Change the name 'edition' to make it more clear to all partners.
- Possibility for schools to extract contact information of the schools for shipment purposes.
- Fix the bug that keeps showing the clusters of schools on the participants map, even though you 'unclicked' schools.
- Make it easier for NFP's to analyze the results instead of the current .csv document.
- If a school signs in for the second time, do not ask again for their contact information.

The core group will discuss these suggestions and decide which improvements are feasible. All NFP's will receive the development plan for the website.

4. Attachments

In annex to this document, the following attachments are included

- Agenda
- Signed attendance list for each workshop
- Presentations used during the workshops:
 - TSG Workshop
 - Project management issues
 - Communication
 - Evaluation
 - Quiz

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