The Traffic Snake Game

Once upon a time…

Evidence has shown that the campaign increases the use of sustainable transport modes and reduces CO2 emissions. To date, 18 countries (in orange) 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 (TSG) Network has been established to share the experiences of the game with more cities and schools across Europe and beyond.

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 publicises the results and experiences of organisations: Mobiel 21 (Belgium), WYG (United Kingdom) and Do The Dot (the Netherlands). The map shows the location of the NFPs (in green), where the game is being tested (in orange) and countries where the Traffic Snake Game has not yet been applied (in grey).

Who is in?

The consortium is currently represented by national focal points (NFPs) in 18 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 Do The Dot (the Netherlands). The map shows the location of the NFPs (in green), where the game is being tested (in orange) and countries where the Traffic Snake Game has not yet been applied (in grey). We refer to www.trafficsnakegame.eu for national and international contact details.

The game in six steps

1. Two weeks before the game, each school establishes its baseline and sets its own targets for the behaviour change.
2. For a period of two campaign weeks, children receive a dot for every day they use a sustainable mode to travel to and from school.
3. In class, children place the dots on a larger class sticker. The sticker is full when the predefined target has been reached.
4. Classes then attach their sticker to the traffic snake banner. Children receive a reward when they reach a key point on the banner. Rewards might include: no homework, extra 15 minutes playtime, etc.
5. When the children reach the end of the traffic snake banner, they can receive an even bigger reward for achieving the goals: a new bicycle shed, a walking or cycling tour, etc.
6. Three weeks after the game ends, the results are evaluated and analysed.

Who does the TSG Network offer?

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.

Project goals

1. To train, guide and support the NFPs in motivating and activating cities and/or schools to join and run the Traffic Snake Game campaign.
2. To introduce a digital platform to enable the campaign to function as a long-lasting practical platform and tool for campaigning and monitoring an energy-efficient modal split.
3. To become self-supporting after the project lifespan in order to maintain the action and build up (national) structures for long-term strategic changes.
4. To target primary schools to generate a modal shift within the (travel) behaviour of the target group, namely at least 15% more sustainable trips during the campaign at a retention effect of at least 7% after the action.
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Play?

Visit our website www.trafficsnakegame.eu to see if there is a NFP in your country and contact them to find out more information. If there is no information about a NFP in your country, please contact Mobiel 21. There are opportunities for new NFPs from countries not yet covered to join the network. Local or regional authorities in countries without an NFP can also contact us if they are interested in becoming campaign pioneers.