CONNECT

The cycling and walking value

Ecomm 2009 – San Sebastian

Lies Lambert
CONNECT in a nutshell

• WHAT? Developing and disseminating excellent mobility management measures for young people.

• GOAL? Encouraging school children (5-12), students (13-18) and their parents (18+) to use more sustainable modes when travelling to and from school (inform, teach and encourage using sustainable modes).

• AIM? 20% increase in the use of sustainable transport by pupils (primary school) for home to school trips and an increase of 10% for secondary schools.
Walk the talk!

- **Talking is not enough! Main drive:**
  - Dissemination
  - Implementation
  - Learning by doing

- **Expected results:**
  - A selection of best practices for young people in Europe
  - A campaign concept for primary schools that can be successful in all European countries.
  - A campaign concept for secondary schools, transferable to other European countries.
  - Educational materials and manuals for teachers in several languages.
  - Dissemination via www.schoolway.net
Objectives & Method

OBJECTIVES
• Contribute to the EU’s energy-related objectives and policies.
• Contribute to the EU’s environmental and social policies (Green Paper on Energy, the White Paper on transport, Kyoto Protocol).

METHOD
• By encouraging school children, students and their parents to use more sustainable modes when traveling to and from school:
  – Inform children, students and parents of the benefits of traveling to and from school using sustainable modes.
  – Teach children to travel safely to school by increasing their knowledge and skills as well as increasing their visibility in the public domain.
  – Use local communities and authorities as promoters and champions of sustainable school travel behavior.
Project partners

- Mobiel 21, Belgium – Coordinator
- Institut für Verkehrspedagogik, Austria
- DTV Consultants, The Netherlands
- JMP Consulting, United Kingdom
- University Maribor, Slovenia
- Union of Bulgarian Black Sea Local authorities, Bulgaria
- City of Miskolc, Hungary
- Centre for Renewable Energy Sources, Greece
- City of Modena, Italy
Project status

• **Building Blocks**
  – State of the art for primary schools
  – Improving and preparing the Traffic Snake Game campaign
  – State of the art for secondary schools in preparation
  – Development of the Eco-Trip campaign

• **Training**
  – First training sessions in Graz (Austria) on primary schools
  – Second training sessions in Maribor (Slovenia) on secondary schools
Project status (2)

- Campaign concept primary schools: The traffic Snake Game
Project status (3)

- Campaign concept secondary schools: The Eco-trip campaign
Project status (4)

- See www.schoolway.net
Results

- **Traffic Snake Game**
  - First year (2007-2008)
    - **22,120 children from 93 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK
    - **Before**: 72% of trips to school were made by sustainable modes of transport
    - **During**: an increase of 16% to a total of 88%.
      - good for approximately 25,000 kg CO2 reduction and 6,000 kg PM
      - estimated savings of 152,198 car km
      - Good for 6,848,910 kcal burned
        » = 52,684 Belgian Waffles (130 kcal/waffle)
        » = 11,849 servings of French Fries (578 kcal/portion)
    - **After**: an 11% increase in eco-trips compared to the “before” data
  - Second year (2008-2009)
    - **22,370 children from 90 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK
    - New data before, during, after available: summer 2009
## Results (2)

### Traffic Snake Game 2008

<table>
<thead>
<tr>
<th>Country</th>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>78%</td>
<td>92%</td>
<td>89%</td>
</tr>
<tr>
<td>Belgium</td>
<td>64%</td>
<td>85%</td>
<td>76%</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>78%</td>
<td>93%</td>
<td>86%</td>
</tr>
<tr>
<td>Greece</td>
<td>77%</td>
<td>86%</td>
<td>84%</td>
</tr>
<tr>
<td>Hungary</td>
<td>96%</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Italy</td>
<td>45%</td>
<td>77%</td>
<td>65%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>53%</td>
<td>87%</td>
<td>75%</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>73%</td>
<td>86%</td>
<td>81%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>86%</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>72%</td>
<td>83%</td>
<td>83%</td>
</tr>
</tbody>
</table>

The bar chart above shows the percentage of eco-trips for each country before, during, and after the intervention. The data indicates a significant increase in eco-trips after the intervention across all countries.
Results (3)

• **Secondary schools campaign**
  – First year (2008-2009)

  • **9,222 children from 30 schools** in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK

  • **41 short movies** submitted from all partner countries

  • You tube Channel:
    [http://www.youtube.com/user/CONNECTECOTRIP2009](http://www.youtube.com/user/CONNECTECOTRIP2009)

  • National contests: 10 winners

  • International contest: Winner **Smoke** (Belgium)

• Data Eco-trip week: Summer 2009
CONNECTing Health and mobility

• **Campaign embedded in national or regional context:**
  - Sustainability
  - Traffic safety
  - Health and Obesity

• **Example Belgium**
  - Final event secondary schools: different speakers
    - E.g. Wim Geysen: theatre monologue on traffic safety (drunk driving)
CONNECTing Health and mobility (2)

- **Example Belgium**
  - Final event secondary schools: different speakers
    - Eg. Dr. Hendrik Cammu: talking about the risks for children
      - Young people are healthy!
      - Death rate nr° 1 in Belgium with youngsters: traffic accidents
      - How to grow up healthy:
        » don’t smoke
        » move (3 or 4 hours a week)
        » don’t exaggerate with junk food.
      - The way you behave at 16 predicts how you will move in your latter live
        » If young people walk and cycle regularly, they will continue doing this
          when they are grown-ups.
Contact

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