

# The TRAFFIC SNAKE GAME NETWORK

## IMPACT OF THE TRAFFIC SNAKE CAMPAIGN IN NUMBERS

### Summary of results\*

During the period of 3 project years, TSG took place in 19 countries. So far, the impressive amount of 177 587 pupils and 1 192 schools played the game in a total of 507 cities. The EU-wide savings in this period reached 2 458 853 kilometres of car trips and 397 tonnes of CO<sub>2</sub>.



### TSG PLAYED IN

19 COUNTRIES  
507 CITIES  
1192 SCHOOLS  
8209 CLASSES



177 587 PUPILS

# SAVED

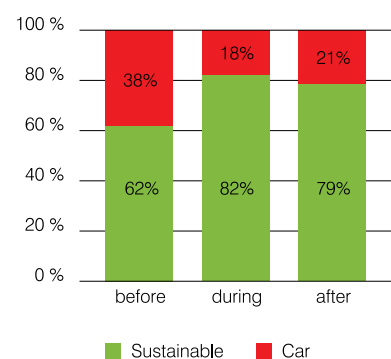
397 TON CO<sub>2</sub>



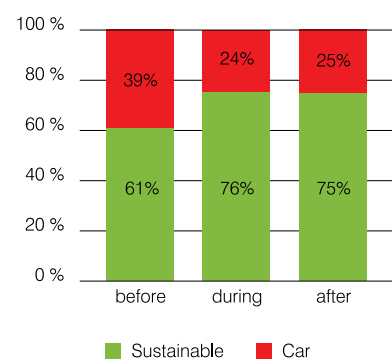
2458853 KM

\* Data collection 2014-2016, school year 2016-2017 not fully included

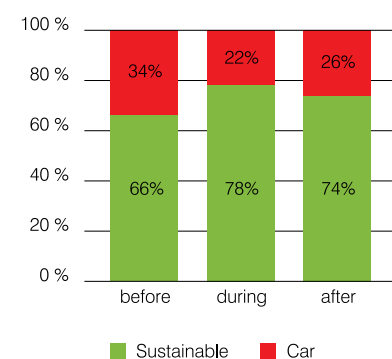
### YEARLY MODAL SHIFT



### MODAL SHIFT 2014-2015



### MODAL SHIFT 2015-2016

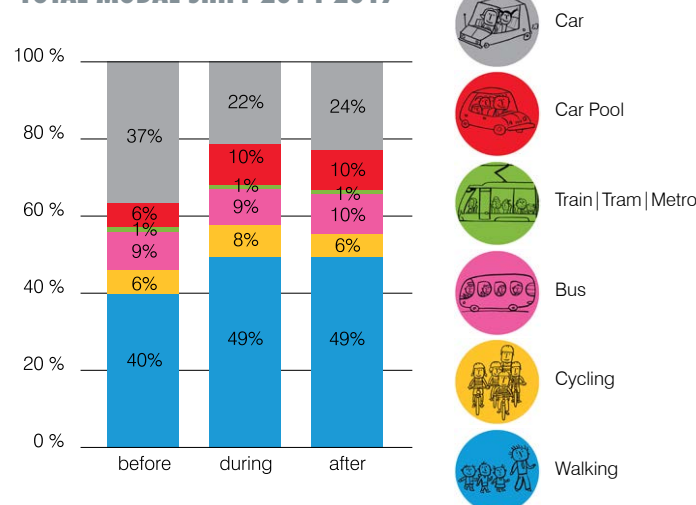


### MODAL SHIFT 2016-2017

The target of the TSG project was to generate a modal shift with the (travel) behaviour of school children, of at least 15% more sustainable trips during the campaign and a retention effect of at least 7% after the action.

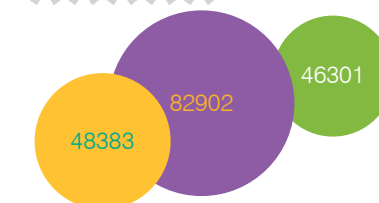
The amount of sustainable trips went from 63% before the campaign to 78% during the campaign. Three weeks after the end of the campaign the share of sustainable trips slightly dropped to 76%, which is still a significant improvement compared to the baseline share. This means that the modal shift goal has been achieved!

### TOTAL MODAL SHIFT 2014-2017

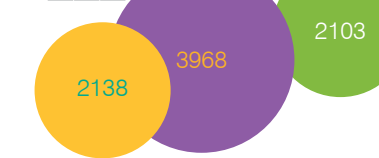


For more details we refer to the TSG evaluation reports, available at [www.trafficsnakegame.eu](http://www.trafficsnakegame.eu).

### NUMBER OF PUPILS



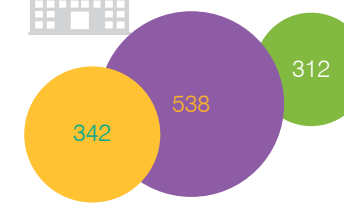
### NUMBER OF CLASSES



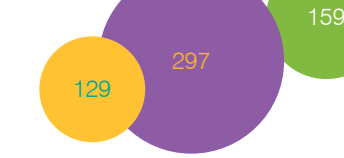
2014-2015 2015-2016 2016-2017

Note: due to publication date of this infographic, school year 2016-2017 only includes factual semester 1 data up to November 2016, it does not yet reflect complete school year results.

### NUMBER OF SCHOOLS



### NUMBER OF CITIES

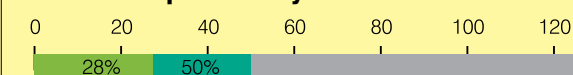


## EU-PROJECT TARGETS

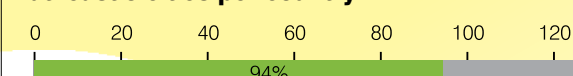


actual value  
= data collection  
from start 2014 up  
to semester 1 in school  
year 2016-2017

### 80 schools per country



### at least 3 cities per country



### 11 120 classes



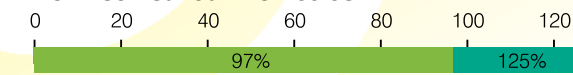
### 213 104 pupils



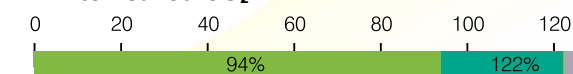
### 1 440 schools



### 2 541 854 saved kilometres



### 424 ton saved CO<sub>2</sub>



Co-funded by the Intelligent Energy Europe Programme of the European Union

#### Disclaimer

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## MOST IMPRESSIVE

+21%  
increase of sustainable  
modes 'during'



Bulgaria

+6% extra  
further increase of  
sustainable modes 'after'



Belgium

+14%  
increase in walking share  
'during'



Portugal

+5%  
increase in cycling share  
'during'



Hungary

33 218 pupils  
total of pupils reached  
(2014-2016 period)



Romania

108 municipalities  
total of cities reached  
(2014-2016 period)



Greece

Mobiel 21