

# National Workshops Final Report

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# 1. Introduction

## 1.1 What is the Traffic Snake Game?

The Traffic Snake Game Network (TSG Network) establishes an effective EU-wide and long-term support network to replicate, transfer, and expand the uptake of the Traffic Snake Game (TSG) as a successful proven tool for changing the travel behaviour of primary school children and their parents.

The aim of the TSG Network is to encourage a modal shift from car use to more sustainable modes, such as walking, cycling, public transport (bus, train, tram and metro) and car sharing. By doing so, the network aims to achieve the following objectives:

- To train, guide and support the National Focal Points (NFPs) in motivating and activating cities and/or schools to join and run the improved Traffic Snake Game campaign.
- The introduction of 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.
- Becoming self-supporting after the project lifespan in order to maintain the action and build up (national) structures for long-term strategic changes.
- 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 and a retention effect of at least 7% after the action.
- All the NFPs will implement the campaign in at least three cities in their country and in at least 80 active schools over the course of three years, resulting in at least 1,440 schools across the network.

TSG Network annual reporting for national network events will summarise the activities of the National Focal Points (NFPs) in promoting and implementing the TSG campaign in their countries. A summary will be provided at the end of this document with the national events that have taken place and those that are scheduled. In addition, a summary of the lessons learnt throughout the three years of campaign is provided at the end of this report.

## 1.2 Why a National Event?

Following the NFP 'train-the-trainer' training session in Work Package (WP) 3, each NFP will organise annual national events aimed at teachers, transport professionals, curriculum leaders and other stakeholders to disseminate the TSG training and raise awareness in their own country. The content of these events includes, but is not limited to:

- Introduction to the TSG and what it is trying to achieve
- Training on how to implement a campaign (city level, or similar)
- Guidance on how to implement a 'basic' campaign compared to a deluxe version (school level)
- Offer ideas for collaboration and improvement at the policy and practice level.

Each member of the TSG Network has a target of implementing at least three national events during the lifetime of the project. There is an option for an NFP to regionalise their approach, if needed, to match the country's specific context. Each annual network event aims to train and encourage new participants to attend each year. The national event will provide an opportunity for those responsible for implementing the TSG within different cities to come together and learn more about the TSG. The event will enable participants to implement a campaign within their city, share experiences, offer suggestions for a 'deluxe' version that goes beyond the mere campaign at the school level and put the topic of transport and mobility on the political agenda. The outcome of the event is to ensure all participants have the knowledge, tools and motivation to implement their campaign. The events will also enable local implementation actors to come together and identify potential opportunities for further collaboration and support.

### 1.3 Annual updates

Each NFP is required to host at least three national events (one each year) to promote the TSG campaign and recruit schools and cities. This report provides information about the national events that took place during the three years of the campaign and the lessons learned. It is noted that wherever information is missing, it was not possible to be retrieved from the NFPs.

The remainder of this report includes:

- Section 2 includes a breakdown of the types of events which have taken place,
- Sections 3 to 5 outline the national events organised during each contract year, and
- Section 6 provides a summary of the report and an overview of the national events organised during the three years of TSG.

It is noted that although each NFP's events has been allocated to a contract year, this allocation is based upon the organisation and planning for the event. In some cases the event took place in the following contract year. In most cases this occurred as the first event was delayed to allow time for the NFP to organise its communication networks. The presentation in this manner allows the distinction between events organised for each year to be more clearly outlined.

## 2. National Events

This section explains the different types of national events that NFPs have organised and completed.

### 2.1 Event Type Breakdown

Below is further information about the various events that were completed during Year 3 of the Traffic Snake Game Network (TSGN) project. Some countries organise national events of different types (for example they join a big conference and organise additional regional workshops for a small number of schools). The lists below refer to each NFP's main events and further information about their national activities is given in the following chapter.

#### Standalone events

A standalone event is organised by the NFP and only focuses on the TSG Campaign. The target audience is usually very specific and includes teachers and city representatives. The event is typically held over one full day or broken down into a morning or afternoon session. Examples of countries that implemented a stand-alone event include:

- Czech Republic
- France
- Malta
- Slovenia

#### Existing events

Some NFPs chose to hold their national event at the same time as another event. These were not necessarily joint events but more active participation in the form of a workshop or presentation. The existing events ranged from education conferences to transport conferences. Typically, the audience is wide ranging and can attract a number of people from the public and private sectors as well as charities and NGOs. Examples of countries that organised their national event at the same time as another event include:

- Austria
- Bulgaria
- Germany
- Romania
- Spain
- United Kingdom

#### Association and member group meetings

These events typically have a very small audience as the delegates are members of the association or group that is hosting the meeting. These meetings are usually aimed at city

representatives, school staff or curriculum leaders. Examples of countries that organised their national event at the same time as an association and/or member group meeting include:

- Belgium
- Spain

### Workshops

Workshops are also standalone events however, because of their specific content, they have been included here separately. A workshop is either aimed at the city representatives or teachers who have already agreed to participate in the TSG Campaign. The contents of the workshop cover the implementation of the campaign in schools as well as the city level involvement and data collection. Examples of countries that implemented a workshop include:

- Greece
- Italy
- Lithuania
- Portugal

### Exhibitions

Exhibition events have either a targeted or varied audience from different sectors. In the case of the Traffic Snake Game campaign, the chosen sector was Education. Exhibitions provide the NFPs with an opportunity to meet a large number of individuals in one location and can showcase the project by setting up their own stands and promoting the campaign to visitors. Examples of countries that attended an exhibition include:

- Belgium
- United Kingdom

### Other types

The NFPs were not restricted to organising a specific type of event so some of them came up with very innovative ideas. Other types of events organised by NFPs are listed below.

- Czech Republic and Slovakia – Public stand set up during the European Mobility Week
- Portugal – Outdoor walking event

## 2.2 Audience

All the NFPs were required to engage with schools and city representatives first and foremost. In addition to this, any other relevant partners or potential supporters were also encouraged to attend. A list of the different delegate backgrounds is included below:

- Teachers
- City representatives
- Other local implementers
- Educational associations
- Local decision makers
- State government officials
- School representatives and directors
- Curriculum representatives
- Charities/NGOs
- Health representatives
- Environment representatives
- Police/Fire brigade
- Road safety representatives

## 2.3 Problems and Challenges

During the first two years of the campaign, for many of the NFPs, the main challenges were engaging with cities to implement the TSG locally. As the city is required to recruit schools and manage the collection of the before, during and after data, some city representatives felt this was too much extra work whereas others saw the benefits in terms of assisting them to meet their policy objectives. In some cases, the NFPs targeted schools directly and many stated that schools were more likely to sign up. However, as the City wasn't involved, this action resulted in the NFP having to be more proactive in terms of having to contact the individual schools, which added to the NFPs workload. Such tasks are outside the scope of the NFP and resource intensive. A few of the NFPs decided to adopt this approach as it enabled them to develop a better understanding of how the campaign works and therefore more knowledgeable for remaining years of the campaign.

On a whole, running the national events did not pose any serious challenges but recruiting proved somewhat difficult if a city and/or school decided not to follow through with their commitment to participate in the campaign.

During the third year of the campaign, the NFPs reported fewer challenges related to national events compared to the first two years. This is related to the fact that many NFPs chose to organise the same type of events as in previous years. In addition, the majority of the issues reported last year were discussed at the consortium meetings. As very few issues were raised, these are detailed in Section 5 with the year 3 events.

### 3. Year 1 - National Events by NFP

This section provides a short summary of the national events which have taken place in each country along with key information of those that attended.

#### 3.1 Completed in Project Year 1

The table below provides a summary of the completed national (or regional) events as well as those due to start. The delegate numbers refer to combined total of delegates who attended events organised by each NFP during the period. Table 3.1 illustrates the number of delegates who attended in each country by the sector they represented. Delegate details were not available for all countries.

Country	National Event completed? Yes/No	Delegates			Total
		School	Cities/ Transport	Other	
Austria	Yes	19	1	1	21
Belgium	Yes	50	10	-	50+
Bulgaria	Yes	32	6	1	39
Czech Republic	Yes	6	3	6	15
Denmark	Yes	20	65	10	95
France	Yes	1	4	5	10
Germany	Yes	100	-	-	100
Greece	Yes	37	0	3	40
Hungary	Yes	22	0	3	25
Italy	Yes	0	39	79	118
Lithuania	Yes	27	5	2	34
Malta	Yes	3	-	-	3
Netherlands	-	-	-	-	-
Portugal	Yes	10	80	10	100
Romania	Yes	-	24	21	45
Slovakia	Yes	73	2	19	300
Slovenia	Yes	25	1	12	38
Spain	Yes	0	20	14	34
UK	Yes	102	3	35	30000
<b>TOTAL</b>		<b>524</b>	<b>263</b>	<b>221</b>	<b>31015</b>

**Table 3.1: Summary of national events**



## **Austria**

The national network event in Austria was carried out over a series of four smaller events. These took place on 11th, 22nd, 24th and 25th of September 2014 in Vienna, Salzburg and Wiener Neustadt. A total of 39 teachers attended the events as a representative of 19 schools. In addition, a representative of the Vienna School Network on Health Promotion and a representative of the municipality of Wiener Neustadt participated in the event.

The workshop content included background information about school mobility management and explanations on how to implement the TSG. Ideas and possibilities about the deluxe version of the game were discussed with the participants. All schools decided to implement the deluxe version of the TSG by organising a final event or a flash mob.

In addition to these 19 schools, six more schools have implemented the TSG. As these schools already have experience in the implementation of the TSG means that it was not necessary to hold their own national network event. These schools are located in the city of Graz and have carried out the TSG during the EU project CONNECT for the first time.

Another workshop was held in April 2015 with a school from the Province of Salzburg. Seven teachers and the head of the school participated in this event.

## **Belgium**

In Belgium, the NFP attended two existing events to publicise the TSG campaign. The first was an Education Fair (Salon EDUC - October 2014) and the other was an Education fair with a focus on mobility (Salon PDS - December 2014). Both events were exhibition style events and the NFP had its own stand.

There were approximately 50 to 60 delegates in attendance with 10 cities visiting. The remaining audience was a mixture of teachers, school directors and local and regional authority members.

From these events, the NFP succeeded in recruiting 5 schools to join the TSG.

## **Bulgaria**

The NFP in Bulgaria conducted two stand-alone events in the two largest Bulgarian cities - Sofia and Varna. The event in Varna took place in September 2014 whilst the event in Sofia took place in October 2014.

A total of 39 delegates attended the two events. Of these, three were city officials, three transport professionals, one curriculum leader and 32 school representatives.

In Sofia, the Ministry of Environment and Water hosted the event providing their Conference room free of charge. After the workshop, information about the TSG-network project was uploaded on the official site of the Ministry.

As a result of these two events, 10 schools from Sofia and 5 schools from Varna joined the project in 2014.

### **Czech Republic**

The NFP in the Czech Republic completed their national event on 11th November 2014 as a part of the conference “Transport, Health and the Environment” in the city of Brno. A total of 13 delegates attended this event. The audience consisted of three local authority/municipality representatives, one education professional, three transport professionals, two health agency professionals and an environment representative. There was also one person who attended from an unrelated field that developed bio-sensors.

After this event, the SEMAFOR Centre in the city of Olomouc became a local partner of the TSG campaign in the Czech Republic and informed schools in the Olomouc region about the TSG.

The NFP in the Czech Republic organised other events aimed for schools and the general public during European Mobility Week (16th – 22th September 2015). These events were held in the city of Zlin (16th - 17th September) and Ceske Budejovice (22th September).

### **Denmark**

Denmark only joined the consortium in January 2015. As they are a new network member, they are not required to complete the same tasks as the other members of the network. However, Denmark has completed five school cycling network meetings in each of the five Danish regions (carried out in collaboration with the Danish cancer society), reaching an audience total of 95.

At these meetings, participants from 80% of the Danish municipalities (Traffic Planners, school administration, and health services) attended. The TSG campaign was presented and discussed.

### **France**

France’s National event took place on April 22nd in Lille. Much of the event focused on raising awareness of the TSG campaign and to also recruit more schools. Mainly city representatives were invited, training activities were also arranged.

### **Germany**

Germany merged their event with another Annual conference ‘Traffic education experts of the regional association for the prevention of road accidents for the state of Rheinland– Pfalz’ conference, which takes place annually and covers all regions of the federal state of Rheinland-Pfalz in Germany. The target audience is specifically teachers who carry out the road safety role on behalf of up to 20 schools in their locality.

A second national event was held in April 2015 in the City of Speyer, also merged with a traffic education event for the region's primary schools. More than 60 schools attended the meeting coming from the administrative districts of Bad Dürkheim, Neustadt, Rhein-PfalzKreis, and Speyer.

As a result of the annual conference mentioned above, Germany's NFP was invited to further present the Traffic Snake Game at two more regional traffic education events in September (ca. 80 schools) and October 2015.

### **Greece**

The 1st National Event was carried out on Friday the 28th of November 2014. Around 40 persons attended the event (either in person or virtually). In person, there were 20 attendees and roughly 20 participants followed the event through Skype.

A total of 37 primary school teachers attended the event with another three representatives who were Heads of Environmental Education and the Directorates of Primary Education in various regions of Attiki in Greece. There were no municipality representatives in attendance.

As a result of the event, four schools asked to register to join the campaign.

### **Hungary**

In Hungary, the national event took place on January 15th 2015. It was not a stand-alone event. The NFP chose to join the General Assembly of School's Association where the promotion of TSG was discussed amongst the members. The Association is a supporting partner of TSGN in Hungary. Being secretariat of so-called eco-schools' network the Association serves as a multiplier reaching out to several hundred schools.

The audience included 22 school representatives, two curriculum leaders and one education professional. There were no cities represented at the event. A total of 25 assembly members were present.

After the event a total of six schools registered via the TSG campaign as a result. Two of them actually played the Game in April 2015.

The NFP was invited by the Budapest Transport Authority (BKK) to make a presentation at the Sustainable Travel Accreditation and Recognition for Schools (STARS) project's conference (1st June 2015). The presentation was entitled 'Cycling in primary schools, and the Traffic Snake Game'. The event was attended by representatives of 17 primary schools.

### **Italy**

The NFP in Italy carried out their national event as part of an existing conference, MobyDixit. This was the 14th Italian Conference on Mobility Management and Sustainable Mobility held on 16th September 2014.

The audience consisted of 33 representatives from cities, six representatives from provinces and regions, 16 NGO representatives, 17 public company officials, 24 private companies and 10 other contacts from various disciplines. A total of 12 speakers were at the event.

As a result of this event, 10 cities showed an interest in joining the TSG campaign.

### **Lithuania**

In Lithuania, the national event was organised on 15th September 2014 as a stand-alone event. A total of 34 delegates attended with a variety of individuals. There were 27 schools in attendance, five local authority representatives and a further two individuals from an environment agency.

As a result of this event, 10 schools from Kaunas Region municipality participated in TSG campaign in autumn 2015. Kaunas region municipality have actively joined the campaign as well and supported the campaign with delivering small presents for school children who participated in the campaign. Kaunas region municipality promoted the TSG campaign between other schools in their region and there are 10+ schools, who showed an interest in joining the TSG campaign in autumn 2015. Another 4 Local authorities also have showed an interest and promoted the TSG between their schools. 8 schools from 2 municipalities (Kedainiai and Raseiniai regions) have participated in the campaign at the end of April 2015.

Kaunas Regional Development Agency supported TSG campaign as well. They promoted the campaign in other municipalities of Kaunas region and as result of this 2 schools from one more Municipality (Jonava region) joined the campaign in April 2015. Kaunas regional Development Agency supported a TV report about the TSG campaign, which was shown on the Culture channel of Lithuanian national TV. This Agency also agreed to sponsor small prizes for children, for schools participating in the TSG campaign from Kaunas region.

A total of five cities were represented with 32 schools recruited as a result.

### **Malta**

Malta's national event took place in April. As Malta is a small country, to date, only three representatives from schools attended the event. One of the contacts represents five other schools in Malta. The primary aim of the event is to train representatives on how to play.

The main target audience is teachers, heads of schools and health representatives. The NFP in Malta expressed that as the national event was not well attended future events would be planned as individual meetings with the target audience. The NFP confirmed that as Malta is a small country, this would not be an issue on resourcing.

### **Portugal**

On the 17th September 2014, ACA-M participated in the Conference "Walking to School...Safely!" (original title "A pé para a escola... em segurança"). The Conference was

organised by the Lisbon Municipality, within the framework of the European Mobility Week, and the theme was school mobility. ACA-M was invited to present TSG as one of the tools Lisbon wants to use regarding school and city mobility management.

The attendees – 100 - were mainly experts in the field of education, mobility, traffic and road safety; municipal technicians and representatives from governmental institutions (local and national) of these fields of action; and also some interested citizens (including parents of young children) in general.

The conference was well publicised and appeared on different websites and in a national newspaper. As result of this event, and its dissemination in the media, we established a good contact with Transportes de Lisboa (Lisbon Transport company) which then affirmed their interest in becoming TSG partners in Lisbon, including sponsoring some fieldtrips to schools as the prize of the TSG game, and cooperating in the local dissemination of the project. We also received many contacts from schools, teachers and journalists wanting to know more about the campaign.

Since the NFP did not organise this event they weren't able to ask attendees to answer a feedback form.

### **Romania**

The Romanian national event took place on April 23rd 2015. The event was carried out jointly with the annual conference run by the NFP as part of their own organisation conference and as the NFP for Romania. The event took place over two days and included a TSG workshop. The target audience were city representatives who work with schools.

The annual conference focused on mobility, sustainability and energy efficiency. The TSG section promoted the results obtained by cities and schools during the first national TSG campaign in Romania (Sept.-Oct. 2014) and targeted new cities to join the second edition (that will run during the European Mobility Week 2015). A total of 45 participants attended this event.

### **Slovakia**

In Slovakia, the national event was spread over 2 days in October 2014. A total of 300 delegates attended and they were mostly from the Zilina region.

There were a total of two local authority representatives, 73 schools, three education professionals, five health agency representatives and 11 environmental organisation and agency representatives.

### **Slovenia**

Slovenia's national event took place on 29th of October 2014 as a standalone event. A total of 38 delegates were in attendance with 25 schools represented, three representatives of

Slovenian Ministry of Infrastructure, one representative of the National Institute for Public Health, and another from the National Education Institute. There were two representatives from policy stations, one municipality representative and three lecturers.

The event was also attended by representatives of ministries, the police, the National Education Institute of the Republic of Slovenia, teachers who are actually embedded in the course of the game and spoke of their experiences, a representative of the Centre for Health and Development. Each of them presented their perspective on the importance of sustainable mobility and sense of the Traffic Snake Game.

The content was interesting and well presented. It turned out that it is very useful for the participants that diverse professionals attended the event because they could immediately get an answer if there was any confusion. Also, participants could immediately exchange experiences, share practical advice and talk about current things in this area.

Some of the participants got acquainted with the game at the event and welcomed it as very beneficial. They found it useful that positive effects of the campaign at other schools and transfer of good practices from abroad were presented. The Austrian Energy Agency presented the method in which they encourage parents to use sustainable transport modes for getting to school. The participants found this part very interesting and useful. Their presentation was transmitted live from Austria. This was another good example of the way we can promote sustainable mobility.

A total of 10 schools registered for the TSG campaign after this event.

## Spain

The NFP in Spain held two different events as their national events, one of which was a standalone event (20 October 2014) and the second being part of a two-day meeting on mobility and childhood (27-29 October 2014). A total of 34 delegates were at both events with 11 city officials, nine transport professionals, three university experts, seven civil associations and four mobility consultants.

A total of 14 cities were represented collectively at the events. A total of five cities and 19 schools have now signed up to participate in TSG in the coming months.

The specific event on the TSG campaign was a four-hour training session with five regional representatives of the National Traffic Bureau. After this meeting the Bureau became key partners of the project, being able to reach schools in five Spanish regions (seven cities) and start the game with 19 schools and almost 5000 students. The communication with them has been continuous and their support, evaluation and commitment essential to the good progress of the project.

In the presentation of the TSG in the national meeting on mobility and childhood, the aim was different. Not wanting to be surpassed by demand in the first year, the focus was not on recruiting schools, but to explain the project to different stakeholders in strategic places. The aim was to strengthen the network of stakeholders of the project for the future expansion of the campaign or the dissemination of results.

## United Kingdom

In the United Kingdom, the National event took place over a three-day period from 19th March to 21st March 2015. This event was the largest national event for schools in the country. It is an exhibition showcase for the education sector. The Education Show sees approximately 30000 visitors attend each year.

The Education Show is attended by numerous individuals who all support and work within the education sector. These individuals are from schools, school committees, local authority workers, publishers and curriculum creators, Hardware and software providers, charities and NGO's as well as toolkit and campaign providers.

The NFP had a stand which attracted 43 schools and 3 cities. In addition to this, there were a number of individuals who wished to support the event as a partner – approximately three people expressed an interest in this. Each of the individuals worked in either road safety or worked with schools.

As a result of the event, 5 schools joined the TSG campaign and a further two expressed interest in playing in the next academic year. In addition, three cities were interested in discussing how the TSG can be implemented in year 2 within their local authorities.

### 3.2 Summary and observations

Analysis of the information collected from the NFPs has shown that the most successful events are those that are standalone and bespoke TSG events or those with a very specific audience. Examples of where this approach worked particularly well include the positive results achieved in:

- Bulgaria – 6 cities and 21 schools recruited
- Lithuania – 5 cities and 32 schools recruited
- Spain – 5 cities and 19 schools recruited
- Slovenia – 10 schools recruited

All four NFPs organised a standalone event with the majority of the audience being schools. Cities were also present but in smaller numbers. In addition, all four NFPs implemented their campaigns without any costs being charged to the cities and schools.

## 4. Year 2 - National Events by NFP

This section provides a short summary of the national events which have taken place in each country along with key information on those that attended.

### 4.1 Completed in Project Year 2

The table below provides a summary of the completed national (or regional) events as well as those due to start. The delegate numbers refer to combined total of delegates who attended events organised by each NFP during the period. Table 4.1 illustrates the number of delegates who attended in each country by the sector they represented. Delegate details were not available for all countries.

Country	National Event completed? Yes/No	Delegates			Total
		School	Cities/ Transport	Other	
Austria	Yes	83	1	2	83
Belgium	Yes	30	60	-	90
Bulgaria	Yes	?	?	?	150+
Czech Republic	Yes	25	3	-	28
Denmark	Yes	?	?	?	?
France	Yes	?	?	?	?
Germany	Yes	-	-	-	120
Greece	Yes	50	-	13	63
Hungary	Yes	25	10	35	70
Italy	Yes	110	250	-	360
Lithuania	Yes	-	-	-	65+
Malta	Yes	5	3	39	47
Netherlands	Yes	?	?	?	200+
Portugal	Yes	1400+	-	-	1400+
Romania	Yes	-	33	10	43
Slovakia	Yes	2	20	48	70
Slovenia	Yes	20	3	21	44
Spain	Yes	-	-	10	10
UK	Yes	?	?	?	?
<b>TOTAL</b>		<b>1745</b>	<b>383</b>	<b>178</b>	<b>2843+</b>

**Table 4.1: Summary of national events**



## **Austria**

Austria organised two different types of national events in Year 2, a series of workshops with schools and also participated in a large scale Austrian event. The second event is considered the main national event for Austria.

The workshops were carried out over a series of four small events, as happened in Year 1. These took place on 7, 8, 9, and 16 September 2015. In addition, the Austrian NFP participated in the networking event of the Vienna Network of Health Promoting Schools where they presented the Traffic Snake Game.

The delegates were mainly schools, but also representatives of local authorities and municipalities, and health agencies.

These events were specifically targeted towards schools that planned to play the TSG during the campaign weeks. Each workshop was focused on a specific region of the country (for example Styria, Vienna, Linz), as this method has proved to be very successful.

## **Belgium**

Belgium participated in an educational fair in Year 1 but they realised this was not a very effective way to recruit schools. In Year 2 they participated in two workshops organised by the Wallonia region on 14-16 October and 28 April where they presented TSG to the delegates who were representing local authorities and schools.

## **Bulgaria**

The NFP in Bulgaria organised two standalone events, one in 2015 and one in February 2016. More than 150 participants attended, mainly representatives from local authorities and local experts. The NFP is also organising many additional meetings with schools and local authorities.

## **Czech Republic**

The NFP in the Czech Republic completed their national event on 8 and 9 October 2015. They took part in a national workshop on teachers' traffic education. The event was attended by 25 delegates including schools and transport professionals. The Czech NFP is also organising other smaller events such as workshops and participates in bigger events.

## **France**

The French NFP presented the TSG to local authorities, schools, education and transport professionals on 22 April 2015. As a result of this event, one city made an official request to join the campaign. The French NFP is also organising smaller meetings with schools and local authorities.

## Germany

The German NFP organised two national events in Year 2. The first event was attended by 40 delegates that included representatives from schools, education professionals and transport professionals. In addition, teachers who are mobility education advisors up to 20 schools in their district were also in the audience. The event included a verbal feedback round. Feedback about the game was mostly very positive and participants confirmed that there were many schools experiencing severe problems with car-based school trips and the resulting effects on the school environment. The TSG was perceived as an attractive campaign and they were eager to pass information about the game on to the schools in their district. Issues on inclusion of mobility-impaired children in the game were also discussed.

For their second national event the German NFP joined an event on climate protection in primary schools which was attended by 80 delegates. Education professionals, transport professionals, health agency representatives and environmental agency representatives were among the delegates.

## Greece

The Greek NFP is organising workshops and webinars targeted at the schools that are playing or want to play the game. Webinars are organised for the schools that are not based in, or cannot travel to Athens, where the NFP is based. In Year 2 they organised one workshop and two webinars, on 8 November, and 10 and 11 December 2015. A total of 63 delegates participated, including 50 schools and 13 education professionals.

## Hungary

The Hungarian NFP organised two national events in Year 2. They participated in the STARS project conference on 1 June 2015 and in the Climate-KIC workshop on 12 October 2015.

There were 40 participants in the first event and 30 in the second, among which schools, educational and transport professionals, environmental agencies, university students, and young professionals.

## Italy

The main national event organised by the Italian NFP took place on 16 October 2015. The event was a workshop for schools in Palermo. Of the 360 people who attended the event, 10 were representatives of local authorities, 110 were teachers, parents and pupils from 6 schools, and 240 were transport professionals.

The Italian NFP also organised other smaller national and local events throughout the year.

## **Lithuania**

The NFP organised a number of other events throughout Year 2, such as workshops with teachers or presentations in national mobility and environmental events. In addition, they participated in regional events, for example the Vilnius city environmental conference, which was attended by more than 40 people from local authorities, schools, and NGOs. In addition, they presented the results of the first year of the campaign in the Kaunas region to its local authorities, at an event that was attended by 15 participants.

The Lithuanian NFP also participated in an international event organised by the Dutch embassy.

## **Malta**

Malta organised a standalone event for schools and local authorities on 22 September 2015, which was attended by 45 delegates.

## **Netherlands**

The second national event for the Netherlands took place on 21 April 2016. The Dutch NFP presented the game and submitted a paper at the Dutch National Road Safety Conference, which was attended by more than 200 delegates.

## **Portugal**

The Portuguese NFP organises training workshops that are mainly attended by teachers and a small number of police officers (although they're open to the public). The workshops are organised for a maximum of 20 people. During this reporting period they organised three workshops; one in April 2015 and two in April 2016. The workshops provide general training on road safety around schools and sustainable mobility, along with training on the TSG. The workshops are considered a career development course for teachers as long as they produce a short essay after the end of the event.

The Portuguese NFP also participated in an event organised by the municipality of Evora in April 2016. Almost 1400 children and teachers participated from all the schools of the city, some of which had already played the campaign. The event was called 'The walk of the Traffic Snake' and was a long walk around the city aimed to educate the children on health benefits from walking as well as on the history and culture of Evora. The event was organised by the municipality of Evora in an effort to combine various educational actions.

## **Romania**

The Romania NFP participated in an annual conference in Romanian Cities and Energy in April 2015. The conference was attended by 43 participants from local authorities, transport professionals, and environmental agencies.

Romania is only organising the campaign between September and December and their national events mainly take place in April.

## **Slovakia**

Slovakia organised two training events focused on TSG on 23-24 April 2015 and 5-6 October 2015. The first event was attended by 70 participants from local authorities, schools, education professionals, environmental agencies.

## **Slovenia**

The Slovenian NFP organised a training event on TSG on 16 October 2015. The event was attended by 44 participants from local authorities, schools, health agencies, local stakeholders and NGOs.

In addition, the Slovenian NFP is considering organising the game in conjunction with PediBus, which is another sustainable mobility campaign running in Slovenian schools.

## **Spain**

The Spanish NFP participated in two national conferences, organised by the National Traffic Bureau and the Entity for Environmental Education which is linked to the Spanish Ministry of Environment. The first conference took place on 10 October 2015 and was attended by 10 transport professionals.

The Spanish NFP has managed to coordinate new and old stakeholders in the same workshop where the 'old' stakeholders teach the 'new' ones their experience.

The Spanish NFP also organised other smaller training events during Year 2 and participated in mobility related events.

## **United Kingdom**

The NFP in the United Kingdom participated in the Transport Practitioners Meeting in Nottingham, UK in June 2016. The TSG was presented at the conference and the paper that was submitted was available to all delegates. This event was a good opportunity to reach out to local authorities and transport practitioners. As a result, of the event representatives from Dublin City Council decided to examine the option of joining TSGN as an NFP.

## 4.2 Summary and observations

The events that took place in the second year reached at least 2723 people from different sectors, including schools, local authorities, and education professionals. Most of the NFPs built on the first year's experience and continued successful events or changed their event types in cases where the first year's events were not successful.

Examples of successful events include Austria, where the NFP organises regional workshops ensuring close communication with local authorities; Spain where the NFP joins existing events of the road safety association and utilises pre-existing networks to disseminate the campaign; and Portugal where the annual TSG workshops offer a wide range of training on sustainable mobility and road safety and qualify as career training for teachers.

## 5. Year 3 - National Events by NFP

This section provides a short summary of the national events which have taken place in each country along with key information of those that attended.

### 5.1 Completed in Project Year 3

Table 5.1 below illustrates the number of delegates who attended in each country by the sector they represented and estimations for upcoming events where available. The delegate numbers refer to the combined total of the delegates who attended events organised by each NFP during the period May 2016 to November 2016. It is noted that delegate details were not available for all countries.

Country	National Event completed? Yes/No	Delegates			Total
		School	Cities/ Transport	Other	
Austria	Yes	Yes	Yes	Yes	150
Belgium	Yes	Yes	Yes	Yes	50
Bulgaria	Yes	Yes	Yes	Yes	150
Czech Republic	Yes	Yes	Yes	Yes	100+
France	Yes	-	Yes	-	60
Germany	Yes	Yes	-	Yes	80+
Greece	Yes	Yes	Yes	-	70
Hungary	Yes	30	5	10	45
Italy	Yes	3	104	7	114
Lithuania	Yes	-	-	-	40+
Malta	Yes	?	?	?	?
Netherlands	Yes	?	?	?	?
Portugal	Yes	-	-	-	-
Romania	Yes	-	Yes	Yes	46
Slovakia	Yes	Yes	Yes	Yes	100+
Slovenia	Yes	24	1	2	27
Spain	Yes	Yes	Yes	Yes	120+
UK	No – Early	-	-	-	-
<b>TOTAL</b>		-	-	-	<b>1152+</b>

**Table 5.1: Summary of numbers of delegates**

## **Austria**

The Austrian NFP joined an existing event on 29 November 2016 in Vienna. The event's objective was the development of the school as a health-promoting institution. The event was attended by an audience of approximately 150 teachers, representatives from two cities, educational associations, and school representatives and directors.

The Austrian NFP organised similar types of events across the three years of the campaign, building upon each year's success. For example, after the second school year's event, 15 schools signed up to join the campaign. According to the Austrian NFP, the main reason for success was that after presenting the event to teachers, they followed up with them and established a personal contact in order to motivate them further to join the campaign.

## **Belgium**

Similar to last year, the Belgian NFP did not organise a single national event but joined existing local events related to the campaign's objectives, such as conferences and association meetings. Approximately 50 people from 20 cities attended the third year's events. The audiences included teachers, city representatives, state government officials and road safety representatives.

The Belgian NFP joined an Education Show during the first year, which they did not consider successful. Therefore, for the following years they have been joining smaller, local events, which have been more successful. For example, after the second year's event, approximately 20 schools decided to join the campaign. According to the Belgian NFP, face to face contact with school representatives was the most important reason for success, as it was an opportunity to answer questions and explain how the game works.

## **Bulgaria**

The Bulgarian NFP organised their national event for Year 3 on 19 February 2016. The event was an existing conference attended by approximately 150 people from 100 cities. The audience included teachers, city representatives and other local implementers, educational associations, local decision makers, state government officials, and school representatives and directors.

According to the Bulgarian NFP, their presentation of the action and the gadgets and other promotional materials disseminated at the events were the main reasons for the success of their events. Approximately 10 new schools joined the campaign following the previous year's event.

## **Czech Republic**

The Czech NFP put up an informal information stand in the city of Prague during the European Mobility Week. Hundreds of people visited the stand, including some schools, and tens of city representatives. More specifically, the audience included teachers, city

representatives and local implementers, local decision makers, charities, NGOs, and representatives from environment agencies. In addition, the Czech NFP organised other awareness raising events about TSG in collaboration with the Slovakian national coordinator and the campaign “To work on the bike”.

The Czech NFP stated that they built upon the success of the first events to organise the following ones.

### **France**

The French NFP organised their national event on 19 May 2016. The event was attended by approximately 60 delegates who stated that the TSG seems fun and easy to implement and can be a useful tool to achieve behavioural change for local authorities.

### **Germany**

The German NFP joined three existing events in Year 3. These were a conference, an association meeting, and a traffic education event. The audience size for these events varied between 20 to 80 participants. The audience included teachers, city representatives and local implementers, education associations, and school representatives and directors. Few cities attended the events, as cities are not considered a key stakeholder in education in Germany. The main focus of the events was traffic education and they were organised by or for teachers.

### **Greece**

The Greek NFP has been organising workshops and webinars targeted at the schools that are playing or want to play the game. Webinars are organised for the schools that are not based in, or cannot travel to Athens, where the NFP is based. These webinars and workshops are among the most successful examples of TSG national events. In Year 3, events were organised at the end of November 2016. Representatives from up to 70 schools participated in the events.

### **Hungary**

The Hungarian NFP organised their national event on 15 September 2016. The event was attended by approximately 45 people, including local authorities, school representatives, education professionals and transport professionals.

### **Italy**

The third national event for the Italian NFP was a workshop organised during the Italian Conference of Sustainable Mobility and Mobility Management. The event was attended by



114 participants from 17 cities. The audience included teachers, city representatives, local decision makers, government officials, charities, NGOs and transport professionals.

According to the Italian NFPs the main reason for the event's success was that it was organised as part of the Italian Conference of Sustainable Mobility and Mobility Management.

### **Lithuania**

The Lithuanian national event for Year 3 was organised in January 2017. It was a workshop on sustainable mobility, where the NFP presented the TSG and discussed the future options about how to continue the campaign. The event was attended by around 40 delegates.

### **Malta**

At the time this report was written no information had been provided by the Maltese NFP.

### **Portugal**

The Portuguese NFP organises local/regional training workshops that are mainly attended by teachers, police officers, and local authorities. The workshops are organised for a maximum of 20 people. The workshops provide general training on road safety around schools and sustainable mobility, along with training on TSG. The workshops are considered a career development course for teachers as long as they produce a short essay after the end of the event. The national events for Year 3 have not taken place yet but will be organised in January and February.

Similar to year 2, the Portuguese NFP organised an outdoor walking event with the city of Evora, which will target teachers and students.

According to the Portuguese NFP, some of the challenges they faced while organising their national events were the lack of cooperation from local authorities and the low time availability of teachers and other participants in the workshops. However, the Portuguese NFP stated that they recruit at least 5 to 10 schools from 2 to 3 cities each year as a result of their national events.

The main reasons for success stated by the Portuguese NFP were that their workshops are considered a career development course and that working on TSG is often associated with direct professional development for teachers.

### **Romania**

For their third national event, the Romanian NFP participated in a conference on 22 April 2016. The conference was attended by 46 participants from local authorities, transport professionals, and environmental agencies.

Romania organise their campaigns between September and December and their national events mainly take place in the spring.

### **Slovakia**

The Slovakian NFP put up an informal information stand in the city of Žilina during the European Mobility Week. Hundreds of people visited the stand, including some schools, and tens of city representatives. More specifically, the audience included teachers, city representatives and local implementers, local decision makers, charities, NGOs, and representatives from environment agencies. In addition, the Slovakian NFP organised other awareness raising events about TSG in collaboration with the Czech national coordinator and the campaign “To work on the bike”.

The Slovakian NFP stated that they built upon the success of the first events to organise the following ones.

### **Slovenia**

The Slovenian NFP organised a standalone event for teachers and local implementers. The event was attended by 27 participants.

According to the Slovenian NFP, the reaction of teachers was very positive as they found the campaign interesting and its interactive presentation very comprehensive. Teachers were willing to share their experience with other teachers.

### **Spain**

For the third year, the Spanish NFP joined two existing events attended by approximately 60 people each. Attendants involved teachers, city representatives, educational associations, local decision makers and implementers, state government staff, school representatives, charities, NGOs, environmental agencies and road safety organisations. The main local authority contact points came from provinces rather than cities.

The Spanish NFP has chosen to join existing events and to not organise standalone events as it is challenging for them to gather people from across the country in one place. According to the Spanish NFP, almost all the schools that played the TSG in Spain have come after a national event. Providing training to province stakeholders who then get in touch with schools seems to be a very successful approach for Spain. In addition, the Spanish NFP targets professionals working on road safety education who also have direct access to schools and can achieve high levels of recruitment.

### **United Kingdom**

The British NFP has not yet organised a national event for Year 3. A workshop will be organised in the beginning of 2017 with ModeShift, a British organisation that aims to secure

increased levels of safe, active and sustainable travel in educational establishments, businesses and communities. During the workshop the British NFP will demonstrate how the game is played to so it can be disseminated through ModeShift in the future.

In addition, the British NFP participated in the European Transport Conference, held in Barcelona in October 2016, and gave a presentation on the campaign and its initial results. The conference was attended by approximately 400 delegates.

## 5.2 Summary and observations

Most NFPs have built upon previous years' success. Some NFPs still organise different types of events every year although this seems to be a less successful approach. Workshops and training events have shown the biggest levels of success as they give more opportunities for direct interaction with the teachers and helps them develop a better understanding of the campaign. However, some NFPs have also managed to recruit many schools by participating in existing conferences or association meetings. This success is in most cases related to the type of audience that an existing event is targeting. For example, when existing events are focused on promoting healthy lifestyles or road safety, the TSG fits very well with their agenda and therefore attracts more attention.

Among the NFPs that organised the most successful events during Year 3 were Greece, Portugal, and Spain. The Greek NFP organises webinars and workshops targeting mainly teachers. In most cases, all the schools that participate in the workshops implement the campaign. The Spanish NFP has adopted a slightly different approach than other NFPs. They participate in events organised by a national road safety organisation which later contacts schools directly and disseminates the campaign. Finally, the Portuguese NFP organises workshops that are certified continuous professional development courses, providing a good incentive for teachers to participate.

Some NFPs opted for standalone events whilst others have chosen to join existing conferences. Through the national events, at least 1452 people were reached. It is noted that this year's number excludes two national events. Due to the way the data was collected this year, it has not been possible to get a clear breakdown of the number of participants.

## 6. Summary

Throughout the three years of the campaign it is estimated that over 35 thousand people were reached through the TSG national events. The NFPs have organised different types of events and have adapted them to the needs and requirements of their countries. For example, in some countries the NFPs targeted regional authorities rather than cities because they are the responsible authority for education. In addition, some NFPs changed the types of events they organised across the years (such as the United Kingdom and Belgium), based on the responsiveness they experienced in the first year. Some other NFPs organised the same types of events across the three years, as they have been particularly successful (for example, Greece).

The national events helped the NFPs develop a better understanding of the recruitment process and focus their efforts on the right audiences. However, approaches to national events varied considerable across the NFPs. Except for Czech Republic and Slovakia, who were jointly managed by one organisation, no other NFPs aligned their actions. Some of the lessons learned from national events throughout the campaign are listed below:

- Training events are more engaging and face to face contact increases commitment levels from teachers (all countries)
- General transport sector events are best for contacting local authorities rather than schools (all countries)
- Targeted local events with a similar agenda to TSG (healthy lifestyles, road safety) can help attract more attention on TSG (Netherlands, Romania)
- Continuing contacting schools after the events is crucial (Austria)
- Providing incentives to participate in the events (promotional materials, professional development accreditation) can help attract teachers (Bulgaria, Portugal)
- Stands at conferences are not ideal means to attract attention (Belgium, UK)
- Training people who can then recruit schools can increase the scale of recruitment (Spain)
- Targeting the right tier of local/regional authorities is crucial (Germany, Spain)

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