



# TRAFFIC SNAKE GAME NETWORK

Acronym: TSG Network

Contract number: IEE/13/516/SI2.675164

Project duration: 02/2014- 02/2017

Slides: February 2017



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

# TSG Network is about

- establishing an effective EU-wide and long-term support network in at least 18 countries
- to replicate, transfer and expand the uptake of the 'Traffic Snake Game' as a successful proven tool for changing the travel behaviour of primary school children (age 6-12) and their parents
- by shifting journeys by car to more sustainable modes such as walking, cycling, public transport and car sharing



# Background

- car traffic is increasing
- more unsafe situations occur
- pollution levels escalate
- feelings of insecurity increase
- parents only feel safe when driving their children to school by car
- results in more traffic and more pollution in and around the vicinity of the school
- ...
- the 'Traffic Snake Game' aims to break this vicious cycle

More parents bring their kids to school by car because the school trip becomes ever more dangerous because more parents bring their kids to school by car...



# Traffic Snake Game?

- a fun campaign and game that stimulates young children (age 6-12) and their parents to travel to school in a safe, environment-friendly and healthy way
- the campaign consists of a game and other actions on traffic and mobility
- the campaign as a class and school activity is highly appreciated by kids, who are able to convince their parents to significantly reduce their car use





# The game in six steps

- before, each school establishes its baseline and sets its own target
- for a period of two weeks, children earn a 'dot' sticker for every day they use a sustainable mode for home-school trips
- in class, pupils place the dots on a larger green sticker (full = predefined target )
- classes stick the green sticker on the traffic snake banner (end = target reached)
- 3 weeks after, the sustainability of the action is measured once more



# Project objectives on network level

- to train, guide and support National Focus Points in 18 countries to motivate and activate cities and/or schools to join and run the TSG campaign
- to introduce 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



# Project objectives on campaign level

- all the consortium member National Focus Points will implement the campaign in at least 3 cities in their country
- in at least 60 active schools per country over the course of 3 EU-supported years
- participating schools will target to generate a significant mode shift within the (travel) behaviour, namely at least 15% more sustainable trips during the campaign and a retention effect of at least 7% after the action





# Expected impacts

- stimulation of the demand for sustainable transport concerning home-school trips, resulting in an increase of low-carbon transport, a more sustainable mobility culture and a reduction of energy consumption and emissions
- reduction of about 2.500.000 car km within project duration and matching emissions and energy savings





# Results

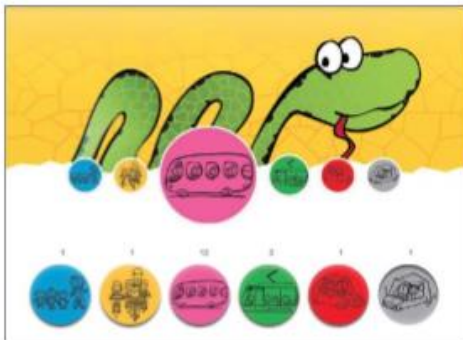
## A DIGITAL PLATFORM

A digital platform was established in September 2014, which enabled the campaign to function as a long-lasting practical platform and tool for monitoring the results of the campaign.

Overview of functionalities:

- All information about the campaign is available in one website;
- A map with all the participating NFPs, local partners and schools;
- Easy to translate national website for every NFP;
- Registration form;
- Measuring tool for modal split;
- Kid's corner.

In April 2015, TSG 2.0 was launched! This addition to the TSG game makes the game even more attractive, especially in countries where it is already widespread.



Interactive whiteboard view

Using the online version, via an **interactive whiteboard** (digital schoolboard) or a standard computer, schools are able to play the game without buying physical materials

(banner and stickers). This means more schools can participate in the campaign.

TSG 2.0 also includes a **gamification scoring concept**, which is attractive for both children and teachers. This can be seen on the school page in the form of a cityscape header. The more sustainable trips the school logs, the cleaner their city will become through the course of the campaign. The image below shows what a city might look like at the start and end of the campaign.



Cityscape header day 1

Another new feature of TSG is the possibility for a school to play the game more than once during an academic year. Schools can see and compare the results of all the games (**editions**) they have played and provides them with an opportunity to compare the changes over the years.



Cityscape header day 10

# Results

## 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  
1 192 SCHOOLS  
8 209 CLASSES



177 587 PUPILS

# SAVED

397 TON CO<sub>2</sub>

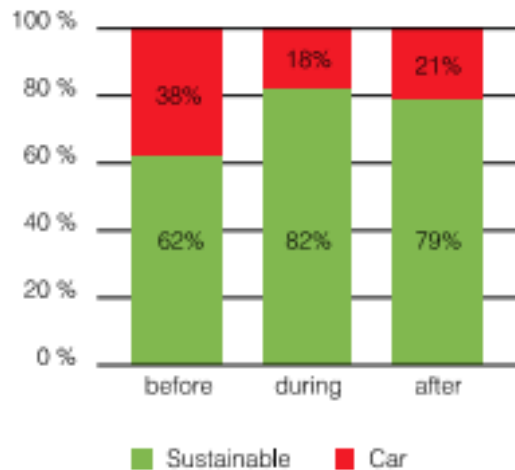


2 458 853 KM

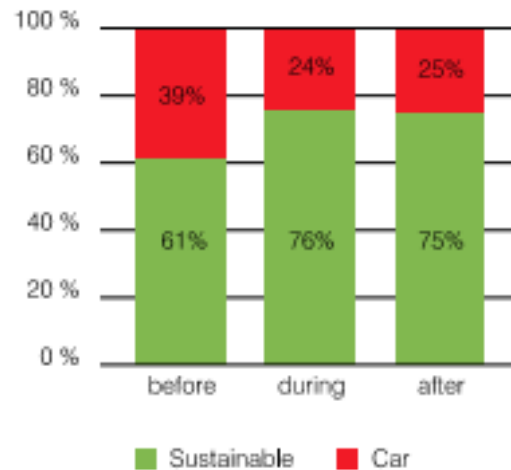
\* Data collection 2014-2016, school year 2016-2017 not fully included

# Results

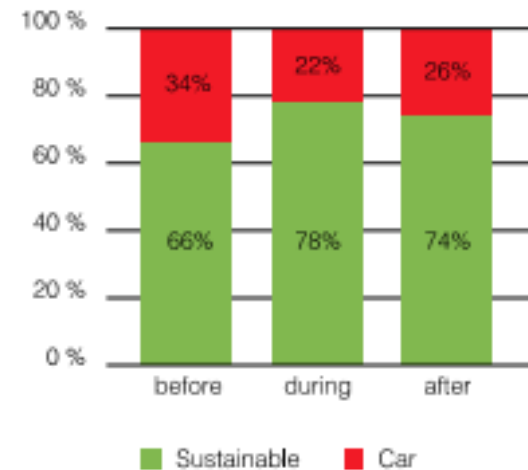
## YEARLY MODAL SHIFT



MODAL SHIFT 2014-2015



MODAL SHIFT 2015-2016



MODAL SHIFT 2016-2017

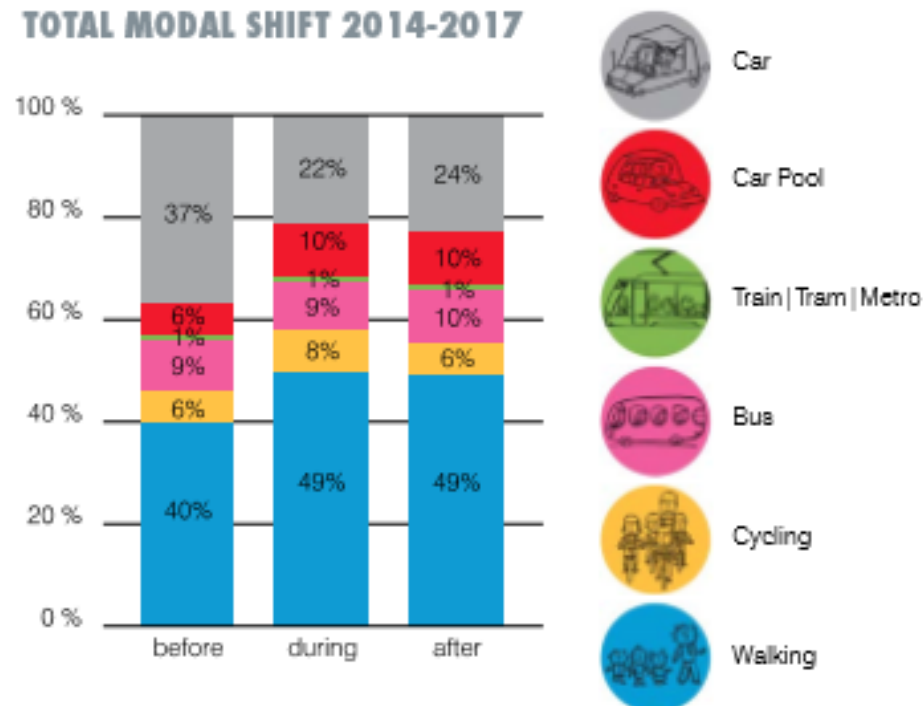
# Results

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!

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

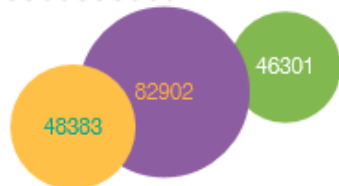
**TOTAL MODAL SHIFT 2014-2017**



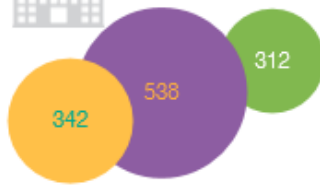


# Results

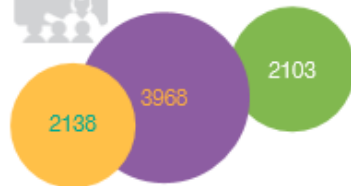
## NUMBER OF PUPILS



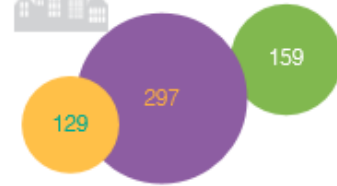
## NUMBER OF SCHOOLS



## NUMBER OF CLASSES



## NUMBER OF CITIES



● 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.

## EU-PROJECT TARGETS

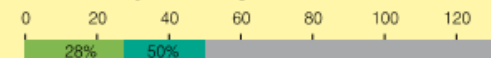


actual value  
= data collection  
from start 2014 up  
to semester 1 in school  
year 2016-2017

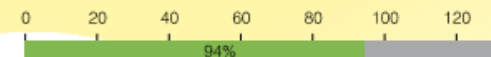


forecast value  
= forecast savings  
based upon number  
of schools and pupils  
that have been  
identified as playing  
during semester 2  
in school year  
2016-2017

### 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>



# Results

Watch our 4-minute  
animated summary video:  
["Results 2014-2017"](#)



The  
**TRAFFIC SNAKE GAME  
NETWORK**

## OVERALL LESSONS LEARNED AND RECOMMENDATIONS

### SUSTAINABLE MOBILITY

In most European countries, the change from Traffic Safety Education towards Mobility Education is an ongoing struggle both at the level of curricula as well as at the actual schools. Unfortunately, mobility has still a rather low priority. The best way forward for sustainable mobility at schools is link it to the topic of Education for Sustainable Development (ESD). ESD aims to develop skills and abilities, awareness, attitudes and values as well as a better understanding of sustainability issues. Campaigns like the Traffic Snake Game are a good starting point for further development of sustainable trips to schools, as they aim beyond mere traffic safety.

### TAILOR-MADE APPROACH

An EU-school campaign can work best by adding tailor made materials/approach to meet the needs of the playing country or even region. For example, ensuring that all campaign materials are translated, adaptations to the curriculum and close contact with schools. These have proven extremely important for the TSG. Furthermore, a campaign is best embedded in a national, regional or local context. This way a common campaign has many variations in the field.

### LEARNING BY DOING

The Traffic Snake Game campaigns has proven to provide good modal shift results. A long-term effect is only reachable when the school draws attention to the topic on a regularly basis, as the generation of schoolchildren (and parents) renews every year. This way sustainable mobility can become 'common', the normal thing to do.

### COMPETITION

All over Europe the Traffic Snake Game campaigns have proven to be appealing to children because of the element of competition. Children are focused on collecting stickers and want to compare their class' results with other classes and this is the driving force for the success of the campaign. Competition, but a friendly version of competition.

### ENTHUSIASTIC ADOPTION

The success of the campaigns in the different countries was heavily dependent on an enthusiastic teacher or principal at a school. You need an enthusiastic champion!



### LEVEL OF IMPLEMENTATION

Convincing school teachers and students takes power of persuasion, especially to motivate them to make the most of the campaign by implementing its deluxe version ('we integrate' and 'we build upon'), rather than its standard version ('we participate'). But it works, what starts as a game, ends as a new way of life.

### POLITICAL THRESHOLD

The Traffic Snake Game campaigns has proven to have a low political threshold and this is a huge advantage to attract stakeholders. The theme of sustainable mobility can be easily picked up: the combination of safety, health and children can be a good opportunity for a more structured working basis. Take advantage of it!

# More information

Visit our website: [www.trafficsnakegame.eu](http://www.trafficsnakegame.eu)

Watch our video's:

["How it works"](#)

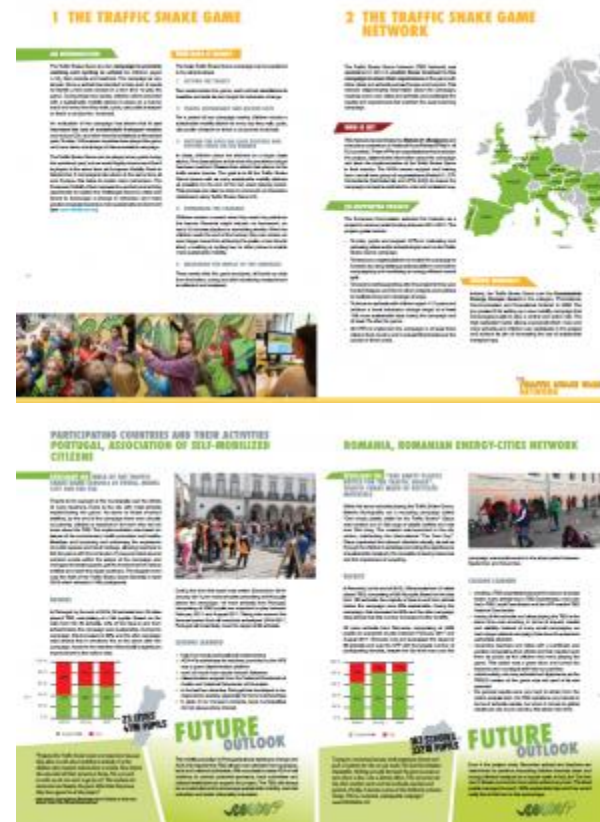
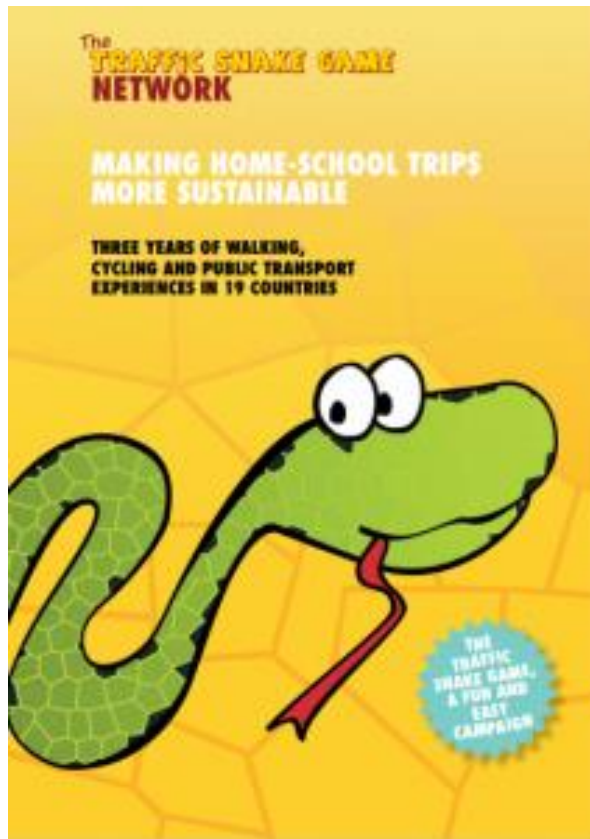


["Once upon a time"](#)



# More information

For more country-specific details and lessons learned,  
[Enjoy our results brochure:](#)





# Project partners

- Mobiel 21 (BE) - Coordinator
- WYG Ltd (UK)
- DTV Consultants BV (NL)
- Association of Self-Mobilized Citizens (PT)
- Euro Project Consult (FR)
- Club “Sustainable Development of Civil Society” (BG)
- Institut for Traffic Education (AT)
- Transport Research Centre (CZ)
- Centre for renewable energy sources and saving (EL)
- Paragon Europe (MT)
- SINERGIJA (SI)
- Group for Studies and Alternatives 21 (ES)
- Regional Environmental Centre (HU)
- Empreintes asbl (BE)
- The Romanian Energy-Cities Network (RO)
- Euromobility (IT)
- Environmental Centre for Administration and Technology (LT)
- Rupprecht Consult (DE)



# Join the campaign



The  
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# Contact



Raf Canters

[raf.canters@mobiël21.be](mailto:raf.canters@mobiël21.be)

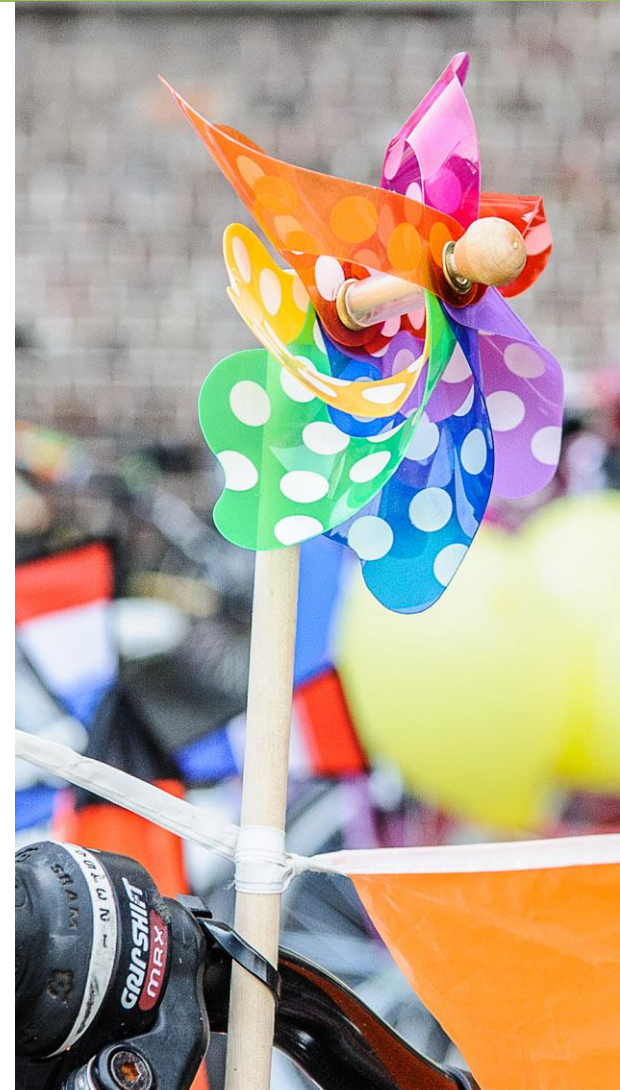
Mobiël 21 vzw

Vital Decosterstraat 67 A 0101

3000 Leuven

Belgium

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