

Long-term Development

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.

1.2 Work programme

The aim of the TSG Network is to build an effective European-wide structure to support the continuation, implementation and improvement the Traffic Snake Game within EU countries whilst exchanging experience and know-how between key stakeholders in education and transport. The main actions of the campaign include its communication and dissemination, community building at a national and local level, and finally the monitoring and evaluation of the results. Thus the work programme was structured in five work packages (WP) to coordinate these actions. The WPs are listed below:

WP1 – Management and coordination: overall project management, quality and risk management and central reporting.

WP2 – Communication and dissemination: communication plan for international, national and local level.

WP3 – Support services: International marketing plan with National Action Plan for each country

WP4 – Community building at national and local level

WP5 – Monitoring and evaluation tools and reports

1.3 What is the purpose of this report?

This report provides a short overview of the long-term development activities carried out by the core partners and the NFPs during the three years of the project and a description of the outlook of the campaign as it stands. It is suggested that in order to get a better understanding of the long-term development activities and plans developed during the campaign, this report is read in conjunction with the three previous long-term development reports that were produced in years 1, 2 and 3.

This report is structured as follows:

Chapter 2 provides an overview of the long-term development actions that NFPs had to carry out during the campaign;

Chapter 3 provides an overview of the outlook for the future of the campaign after the end of IEE funded period.

2. Tasks during project period

2.1 Building long-term relationships

During the campaign, the NFPs spent time building lasting relationships with local implementers and develop a policy and networking strategy at the national level. At the start of the project, WYG produced a template for the long-term development plan that was used as a guide by the NFPs. A copy of this template is provided in **Appendix I**. Each NFP focused on the development of their own long-term development plan, which was tailored to their needs and capabilities. The aim of the long-term development plan is to look ahead and determine what steps need to be taken in order to build long-term relationships with national, regional or local stakeholders and to continue investment and participation in the TSG campaign. An annual long-term development report was compiled at the beginning of each year, which included each NFP's long-term development plan.

The aim of this task is to develop a long lasting legacy for the TSG. Ongoing marketing of the project tools was essential to ensure that the tools are maintained and up to date. Project partners monitored existing social networking websites and posted comments directed to specific target group where possible. When the campaign started in a single city, the NFPs were encouraged to target other 'Snowball' cities (minimum of two) in their respective countries that had not previously taken part in the campaign. This enabled a NFP to work towards their target of at least three cities in their country. In addition to this, the project partners had to reach the target of a minimum of three new countries who are not participating in the project to become new NFPs. Promoting the benefits arising from the implementation of the TSG within schools in other cities and countries will enable the project to continue beyond its lifetime and secure a long-term relationship amongst the NFPs.

3. Progress during project period

3.1 Consortium-level results

By developing their LDPs every year, the NFPs had the opportunity to receive feedback from core partners in terms of their planned activities and the internal targets they set. It is noted that the LDPs were not intended to be used to monitor the progress of the NFPs. However, the LDPs helped both the NFPs and the core partners develop strategies to disseminate and improve the campaign early in each year, and generally adhere to them. Similarly to other components of this work package, some NFPs used the LDPs in more detail than others. This means that some countries used the template disseminated at the beginning of the campaign as their only guide to plan each year's activities, while others used it to set out the general direction of their dissemination activities, which were shaped in detail in the course of the year.

In terms of dissemination on the media and social media, activities countries followed relatively diverse routes. The majority of the countries used some kind of 'conventional' media to disseminate their activities, such as radio broadcasts, press releases, and newspaper articles. These most often happened at a local scale, although some countries' activities appeared on national media as well. Dissemination activities on social media were particularly interesting as some countries chose to not use social media at all, as they were not considered an effective, or even appropriate, method of dissemination in their country (for example in Bulgaria).

In terms of targeting new cities, all but one NFP achieved their target of at least 3 cities. Only Hungary had schools from only one city playing. In terms of recruiting new NFPs, Denmark joined the TSG network for the first year of the campaign with four schools but did not continue the campaign in the next two years. In addition, Luxembourg, Serbia, Finland, Ireland and Cyprus showed interest to join the campaign as additional NFPs. Representatives from Serbia and Luxembourg participated in a second training webinar organised by Mobiel 21 in November 2016, which gave them more information about how to organise and disseminate the campaigns in their countries and how to attract sponsors and funding. Both countries were interested in introducing TSG to their schools after the end of the project's three-year period. Serbia's TSG website has already been set up.

4. Project legacy

4.1 Future outlook

One of the TSG's objectives was to become self-supporting after the project lifespan, however given that some NFPs have had difficulties attracting sponsors, the core partners have prepared some future scenarios for the existing and potential new NFPs, some of which offer support from the core partners that is similar to that provided during the project period.

The long-term strategic objectives set out in the project proposal included creating a sustainable Traffic Snake Network and growing market penetration beyond the end of the IEE supported period. In addition, the expected impacts in the period until 2020 include having a champion city in each country that can act as a role model for new schools and cities that join the campaign, doubling the targets of the action, and reducing the modal share of home to school car trips by 10% in at least 120 European cities compared to a 2010 baseline.

As it stands, the future outlook of the campaign is different in each country. Most of the NFPs have expressed the interest in continuing the implementation of the campaign, building upon the existing success, networks, and experience. After the end of the IEE supported project (January 2017), the TSG website and national websites will continue to be operational and accessible for free by the existing NFPs. However, it will not be possible for the NFPs to continue receiving support on the campaign from the core partners as this is related to additional costs. One of the initial TSGN objectives was to become self-supporting after the project lifespan. However, given that some NFPs have had difficulties attracting sponsors, the core partners have prepared some future scenarios for the existing and potential new NFPs, some of which offer support from the core partners that is similar to that provided during the project period.

In order to develop the future options, the NFPs were asked about how the campaign could continue at a workshop organised during the consortium meeting that took place in Cologne in May 2016. The NFPs discussed options of sponsorship, website structure, webinars, workshops and other opportunities to share experiences, and future membership status. The outcomes of the workshop are detailed below:

Sponsorship

- Ideally schools should not have to pay for the campaign.
- A sponsor could be a local authority or a business.
- Communication with potential sponsors should focus on what they will get in return from the campaign.

Website

- The website is expected to be the backbone of the campaign in the future.

- It can be used by schools and NFPs to exchange experiences.
- It can be used to inform the schools/local authorities/businesses about successes and experiences of schools that have already played the TSG.

Opportunities to share experiences

- Keeping materials up to date.
- International news can be presented nationally.
- International workshops, conferences or awards should continue in the future.

Membership options

- The idea behind creating membership options is to keep on board as many NFPs as possible while providing options for different levels of support and covering the business cost for providing support.
- Legacy type: This what the existing NFPs will have after the end of the campaign, which includes access to the website and the 2.0 version of TSG. It is offered for free to the existing NFPs.
- Bronze type: Offers the minimum NFP support and services. It is offered for an annual fee.
- Sliver type: Offers what an NFP needs if they aim higher or if it is a new NFP that joins. It is offered for an annual fee.
- Gold type: Offers support for NFPs that set higher targets for the campaign or want more support. It is offered for an annual fee.

4.2 From 2017 onwards

TSG Network's future is in ongoing development and 2017 will be a first year of independent try-outs. Mobiel 21 vzw as copyright holder of the original Traffic Snake Game and coordinator of the network will continue to keep the campaign alive and promote its growth. We will start off with the existing NFP's, and allow others to come, leading to this structure

A. EU project legacy membership

This membership is strictly limited to the EU-funded TSG Network project (2014-2017) consortium partners.

This membership gives right to national use of Traffic Snake Game © including visual identity and branding, and all existing materials developed during the EU-supported project, within boundaries of the TSG Network consortium agreement. It also grants international acknowledgement and authorization of continuing being the only official NFP (regional if applicable) on behalf of TSG Network, with free access to the TSG website and the national webpages throughout school-year 2016-2017, if the NFP is and acts as an NFP (=active with schools and the campaign, sharing results).

B. Bronze, Silver and Gold membership.

Bronze, Silver and Gold membership reflects more operational involved NFPs shaping the international TSG Network community for both new and former EU-project TSG Network NFPs.

This annual membership gives right to national use of Traffic Snake Game © including visual identity and branding, including newly developed materials after the EU-supported project (02/2017), always within the same boundaries as stated with the TSG Network membership agreement. It also grants international acknowledgement and authorization of (continuing) being the only official NFP (regional if applicable) on behalf of TSG Network, with access to the TSG website, ongoing CMS improvements, and the national webpages and the TSG 2.0 webtool. Bronze, Silver and Gold membership varies on the level of needed and offered TSG Network services and benefits concerning campaign materials services, communication services, training services and technical/data services. They will only become active starting schoolyear 2017-2018, and are currently still under investigation what services are needed in which category.

In overview, these are the near-future outlooks :

- Austria: The Austrian NFP will continue to contact (local) authorities and schools about playing the Traffic Snake Game.
- Belgium (Walloon Region): Empreintes decided to participate in the project as a NFP because it was originally funded by the European Commission and therefore offers huge credibility to schools. The fun factor and its simplicity are two factors that make the registration of schools and teachers much easier. The Belgian NFP for the Walloon region will continue to contact (local) authorities and schools about playing the Traffic Snake Game.
- Bulgaria: Over 90% of the participating schools stated they will play again; some on a permanent basis. They all found the TSG was very useful for children's education. As the schools are municipal and their budgets are very restraint, CSDCS asked other powerful NGOs like Soroptimist International or the Women Liberal Network for sponsorship support. Some of them declared they will provide financial support to schools in the future.
- Czech Republic: In the next period, CDV would like to continue the cooperation with the Czech Ministry of Transport, city halls, NGOs and other initiatives in sustainable transport, such as the CIVINET network. CDV will target school clubs that are looking for new activities for children, so there is a good potential for participation in the campaign.
- France: TSG campaign has a great potential for growth in France. The results attained demonstrated the effectiveness of the campaign in terms of reducing pollution and car traffic. According to Euro Project Consult, the partnerships

established with both associations and local authorities are a strong foundation to go further and reach even more schools.

- Germany: Rupprecht Consult GmbH will not continue as German NFP after the EU-supported project. TSG Network will look for a new German NFP.
- Greece: CRES as an NFP aims to maintain and enlarge the enthusiastic Network in Greece, permitting even more schools to enjoy the experience of the campaign. The perspective of a future sponsor will offer CRES the opportunity to enrich this already amusing campaign with various gadgets related to sustainable mobility, and to support the organisation of events on a larger/country wide scale.
- Hungary: Hungarian schools that took part in the Traffic Snake Game, either as first timers or regular players, are looking forward to staying in touch with the national coordinator in 2017.
- Italy: Mobility Managers have been introduced in each school ten months ago by the Italian legislation. Euromobility is working in order to turn Annibale (the name of the Italian snake) into the standard tool to promote sustainable mobility in primary schools and to help Mobility Managers to collect modal split data and modal shift results in the future.
- Lithuania: The Lithuanian NFP noticed that most of the schools liked the game and some even participated in the campaign twice. This encourages ECAT to look for new possibilities to continue this campaign trying to involve new schools from new municipalities.
- Malta: For the main objectives of the project to be further reached it is important that the game is sustained in order to promote a change in behaviour amongst the community and parents. This will increase the importance of sustainable means of transport. The feedback has shown that many schools are interested in continuing the game. They think the project is well designed. An improvement to the project could be a formal certificate for participating schools and public recognition of the results.
- The Netherlands: The new design and website of the TSG has resulted in new attention among schools and cities. DTV as Dutch NFP expects that the TSG will be introduced in many new schools in the coming years. The broad campaign in the province of Utrecht is a very promising example of this.
- Portugal: The mobility paradigm in Portugal is slowly starting to change and ACA-M is hopeful that TSG will get more attention from sponsors, local and national authorities. With successful cases ACA-M will continue to contact potential sponsors, local authorities and national institutions to support the project. The TSG will always be a crucial element to encourage sustainable mobility, road risk reduction and better citizenship education.
- Romania: Even if the project ends, Romanian school and teachers are determined to continue educating children towards clean and energy efficient transport on a regular basis. In fact, the 'Car free day' in Brasov turned into 'two weeks without any cars'. The local pupils managed to reach 100% sustainable trips and they would really like to hold on to this percentage.

- Slovakia: The Slovakian NFP is pleased that some schools decided to play the game also in 2017. They will also continue their cooperation with the national cycling coordinator, city halls and NGOs active in sustainable mobility (OZ Mulica in Žilina, Bona Via in Nitra...). They also aim to contact school clubs, which are happy for new activities for children and have more time that can be used for the game.
- Slovenia: The future of the Slovenian Traffic Snake Game looks bright and green. The Slovenian NFP is looking forward to new springs with the new schools recruited and trained and hopefully with some more municipalities supporting the TSG.
- Spain: Travis the travelling snake will remain in Spain with the support of the National Road Safety Bureau. All participants enjoy the big mess it creates anytime that Travis visits a school. Also, there are small but very encouraging experiences of TSG in South America and Spain can play a good role in the dissemination of the campaign there.
- United kingdom: The British NFP will continue to contact local authorities and schools about playing the Traffic Snake Game.

Appendix I

The
**TRAFFIC SNAKE GAME
NETWORK**

No	Activity	Describe all activities undertaken	No of events/ contacts	Who? (Staff responsible)	When? (Specify Dates)
1	Identify and create a calendar of national events and other events/exhibitions where the TSG can be promoted/ presented				
2	Identify 3 cities who may be open to setting up a TSG network. NB: If you already have three, do not stop here. Identify more.				
3	Promote the TSG campaign on national websites dedicated to best practice and knowledge sharing. Pay close attention to school activity websites.				
4	Share successful results of the campaign annually through newsletters to existing and new contacts who may take on the TSG campaign				
5	Develop a pack of information to assist in securing a sponsor at a national level				



6	Continue to promote the event beyond the three years of the project – present at national events, submit papers and continue operating the network				
	Use these boxes to add your individual activities. You must add at least 3				

The **TRAFFIC SNAKE GAME NETWORK**

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