

Project Fact Sheet

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Developing and disseminating excellent Mobility Management measures for young people (CONNECT)

Programme area: STEER - VK9 – 9.5-9.3-9.1

Status: ongoing

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Partners:

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

Website: www.schoolway.net

Objective: Developing and disseminating excellent mobility management measures for young people and children.

Benefits: Modal shift for sustainable modes in home-school travel. Local implementation of successful campaigns to stimulate championship and act as example for other local authorities

Keywords: Young people, campaigns, Mobility Management, modal shift

Duration: 10/2007 – 10/2010

Budget: € 1.438.224 (EU contribution: 50%)

Contract number: EIE/07/001/S12.466259

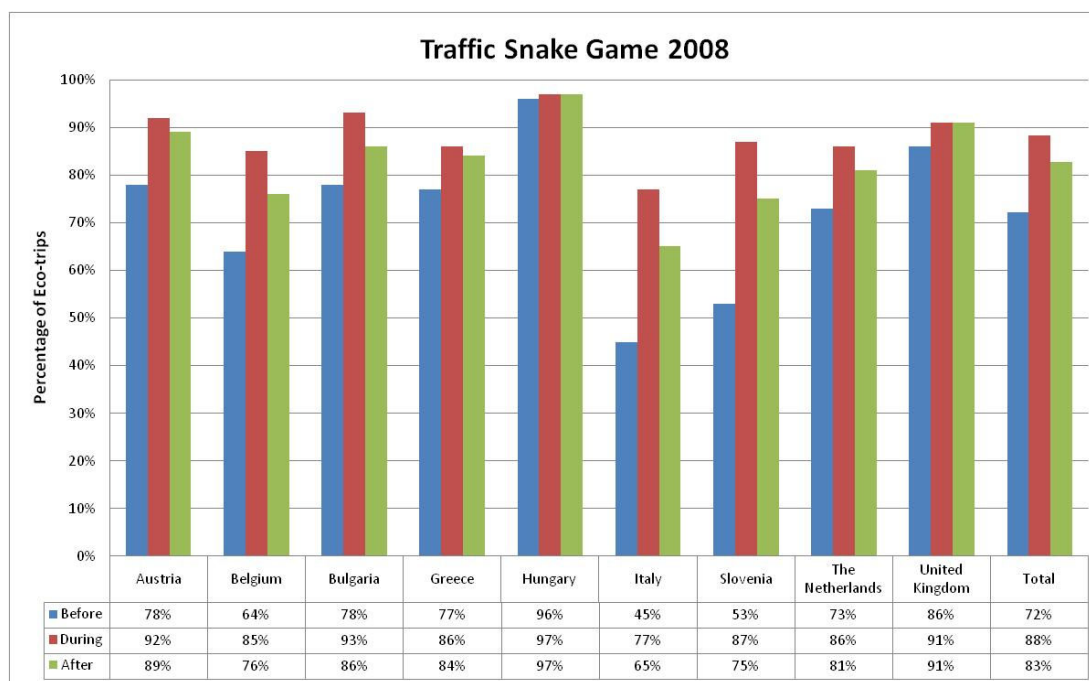


Short description

- Talking about success and the different actions simply isn't enough. In the CONNECT project dissemination, implementation and learning by doing are the main drive. The project contributes to the EU's energy-related objectives and policies as well as the environmental/social policies set out in the EC's Green Paper on Energy, the White Paper on Transport and the greenhouse gas emission targets identified within the Kyoto Protocol.
- The project contributes to these goals by encouraging school children, students and their parents to use more sustainable modes when travelling to and from school. Local communities and authorities will establish the necessary building blocks to share the project's know-how and outcomes, providing a European-wide-web of CONNECTed members through a process that starts from an initial state of project contributors and builds upon itself, becoming larger and more beneficial in time.

Expected and/or achieved results

- The first year of the CONNECT primary schools campaign, which is named the Traffic Snake Game, has engaged 15,854 children from 76 schools in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK.
- Before the game was played each school was required to provide baseline data on the number of sustainable trips made. Across the 9 partners the "before" data indicated 72% of trips to school were made by sustainable modes of transport. The results "during" the game show an increase of 16% to a total of 88%. During the campaign week this shift was good for approximately 25.000 kg CO2 reduction. CONNECT looks to maintain these results after the game has finished in order to demonstrate a sustained shift in transport mode. The "after" results show an 11% increase in eco-trips compared to the "before" data.
- The chart below shows a breakdown of results for each partner for the before, during and after percentages. The column on the far right provides a total percentage of results for all European partners.



Lessons learnt

- State of the art for primary schools: in most European countries, the change from 'traffic safety education' towards 'mobility education' is an ongoing struggle (at the level of curricula as at the actual schools). Mobility education is unfortunately still a rather low priority (especially compared to classical school curricula on subjects such as languages, mathematic, etc.) and mostly embedded in larger themes. From the first analysis we can conclude that there are almost no systematic measures known in primary schools to increase the number of sustainable trips.