



Published on *Intelligent Energy Europe* (<https://ec.europa.eu/energy/intelligent/projects>)

Developing and disseminating excellent mobility management measures for young people

CONNECT

The CONNECT project engaged schools, pupils and their parents to encourage pupils to use more sustainable modes for journeys to and from school. Based on a review of best practice in Europe, the project identified two initiatives that have proved particularly successful in changing travel behaviour: the Traffic Snake Game aimed at primary school children and the Eco-Trip campaign for young people in secondary schools. During the Traffic Snake Game, primary school classes set themselves targets of how many car trips they want to avoid. Every day a child receives a coloured sticker representing how it travelled to school. Each class collects stickers and adds these to a large banner depicting a snake. Pupils receive rewards when they meet particular "milestones" on the snake. As part of Eco Trip campaign students debate the campaign first before producing a video clip, followed by one week during which students are encouraged to travel by sustainable modes. Video clips are entered into national contests, followed by an international award.



Results

- Hands up surveys before and three weeks after the action week showed that the use of sustainable modes of transport (including walking, cycling, car sharing and public transport) had increased by at least 7%.
- Over 5,000 teachers from more than 350 schools in nine countries participated in the "Traffic Snake Game" or the "Eco Trip Campaign", saving an estimated 1 million car kilometres.
- The "Traffic Snake Game" engaged over 70,000 children from 295 schools in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the United Kingdom over 3 years.
- The "Eco Trip" campaign engaged nearly 13,000 children from 66 schools in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the United Kingdom over 3 years.
- Production of educational materials and manuals for teacher in seven languages.

Lesson learned

- In most EU countries, the change from Traffic Safety Education towards a broader Mobility Education is an ongoing process at the curricula and school level. Mobility issues have often still a low priority, but the most promising way forward appears to be to link sustainable mobility to the topic of Education for Sustainable Development.
- The success of the campaigns in different countries is heavily dependent on the enthusiasm of a

teacher or principal at a school. In addition, convincing school teachers and students takes power of persuasion and time.

- The CONNECT campaigns have proven to have a low political thresholds due to the combination of safety, health and children. This is a hugely beneficial when trying to engage stakeholders.

Partners and coordinator

Mobiël 21 [1]	Belgium
Institut für Verkehrspädagogik / Institute for Traffic Education [2]	Austria
Union of Bulgarian Black Sea Local Authorities [3]	Bulgaria
Centre for Renewable Energy Sources [4]	Greece
Miskolc Megyei Jogú Város Önkormányzata [5]	Hungary
Comune di Modena - Settore Ambiente [6]	Italy
DTV Consultants b.v. [7]	Netherlands
University of Maribor, Faculty of Civil Engineering [8]	Slovenia
JMP Consulting Ltd. [9]	United Kingdom

Contact

Mobiël 21
Belgium

Contact point

Name: Elke Bossaert

E-mail: Elke.Bossaert@mobiël21.be

Tel: 0032 16 31 77 06

Name: Raf Canters

E-mail: raf.canters@mobiël21.be

Tel: +32 16 31 77 06

Name: Bossaert Elke

E-mail: elke.bossaert@mobiël21.be

Tel: +32 16 31 77 00

Budget

Overall budget: 1.438.224,00 € (EU contribution: 50,00 %)

In brief

Sector: Energy-efficient transport

Duration: 01/10/2007 to 30/09/2010

Contract number: EISAS/EIE/07/001/2007

Website: <http://www.schoolway.net>

Tags:

mobility
public awareness

Related projects

- [[MOBI](#) ^[10]] "Promoting Smart Mobility to Employees - MOBI"
- [[ASTUTE](#) ^[11]] Advancing Sustainable Transport in Urban areas To promote Energy efficiency
- [[AENEAS](#) ^[12]] Attaining Energy Efficient Mobility in an Ageing Society
- [[BAMBINI](#) ^[13]] BAMBINI - Socialisation towards clean and energy efficient transport
- [[CHUMS](#) ^[14]] Changing Habits for Urban Mobility Solutions
- [[PRO.MOTION](#) ^[15]] Creating liveable neighbourhoods while lowering transport energy...
- [[COMMERCE](#) ^[16]] Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions
- [[CHAMP](#) ^[17]] Cycling Heroes Advancing sustainable Mobility Practice
- [[ECOWILL](#) ^[18]] Ecodriving - Widespread Implementation for Learners and Licensed Drivers
- [[ECOMOBILITY SHIFT](#) ^[19]] EcoMobility Scheme for Energy-Efficient Transport
- [[SWITCH](#) ^[20]] Encouraging a SWITCH from car-based to active mobility using personalised...
- [[ENCLOSE](#) ^[21]] ENergy efficiency in City LOGistics Services for small and mid-sized...
- [[EPOMM PLUS](#) ^[22]] EPOMM - Partners Learning Urban Sustainability
- [[ECODRIVEN](#) ^[23]] European Campaign On improving DRIVING behaviour, ENergy-efficiency and...
- [[B-TRACK-B](#) ^[24]] Family cycling for energy efficiency in urban leisure travel
- [[GO PEDELEC!](#) ^[25]] Go Pedelec!
- [[SmartMove](#) ^[26]] Increasing peoples' awareness and use of public transport through...
- [[ADDED VALUE](#) ^[27]] Information and awareness campaigns to enhance the effectiveness of...
- [[ISEMOA](#) ^[28]] ISEMOA - Improving seamless energy-efficient mobility chains for all
- [[MOBI-NET](#) ^[29]] Mobility Centres Network
- [[MOMA.BIZ](#) ^[30]] Mobility Management for Business and Industrial Zones
- [[MOMO CAR-SHARING](#) ^[31]] More Options for Energy Efficient Mobility through Car-Sharing
- [[NAVIKI](#) ^[32]] Naviki - Energy Efficiency through Web 2.0 Bicycle Navigation and...
- [[POLY-SUMP](#) ^[33]] Polycentric Sustainable Urban Mobility Plans
- [[RECODRIVE](#) ^[34]] Rewarding and Recognition Schemes for Energy Conserving Driving, Vehicle...

- [\[BIKE2WORK \[35\]\]](#) Smart Choice for commuters
- [\[SEEMORE \[36\]\]](#) Sustainable and Energy Efficient Mobility Options in tourist Regions in...
- [\[STREAM \[37\]\]](#) Sustainable tourism and recreation as an opportunity to promote...
- [\[STARTER \[38\]\]](#) Sustainable Transport for Areas with Tourism through Energy Reduction
- [\[T.AT. \[39\]\]](#) T.aT. - Today and Tomorrow "Students Today Citizen Tomorrow"
- [\[TOGETHER \[40\]\]](#) TOGETHER on the move - Energy Efficient Transport training for immigrants
- [\[TSG NETWORK \[41\]\]](#) Traffic Snake Game Network
- [\[TRAVEL PLAN PLUS \[42\]\]](#) Travel Reduction Attainment Via Energy-efficient Localities PLANning
- [\[YOUTH \[43\]\]](#) Youngster Overhauls today's Urban Transport Habits

Source URL: <https://ec.europa.eu/energy/intelligent/projects/en/projects/connect>

Links

- [1] <https://ec.europa.eu/energy/intelligent/projects/en/partners/mobiel-21>
- [2] <https://ec.europa.eu/energy/intelligent/projects/en/partners/ivp>
- [3] <https://ec.europa.eu/energy/intelligent/projects/en/partners/union-bulgarian-black-sea-local-authorities>
- [4] <https://ec.europa.eu/energy/intelligent/projects/en/partners/cres>
- [5] <https://ec.europa.eu/energy/intelligent/projects/en/partners/miskolc-megyei-jogu-varos-onkormanyzata>
- [6] <https://ec.europa.eu/energy/intelligent/projects/en/partners/comune-di-modena-settore-ambiente>
- [7] <https://ec.europa.eu/energy/intelligent/projects/en/partners/dtv-consultants-bv>
- [8] <https://ec.europa.eu/energy/intelligent/projects/en/partners/university-maribor-faculty-civil-engineering>
- [9] <https://ec.europa.eu/energy/intelligent/projects/en/partners/jmp-consulting-ltd>
- [10] <https://ec.europa.eu/energy/intelligent/projects/en/projects/mobi>
- [11] <https://ec.europa.eu/energy/intelligent/projects/en/projects/astute>
- [12] <https://ec.europa.eu/energy/intelligent/projects/en/projects/aeneas>
- [13] <https://ec.europa.eu/energy/intelligent/projects/en/projects/bambini>
- [14] <https://ec.europa.eu/energy/intelligent/projects/en/projects/chums>
- [15] <https://ec.europa.eu/energy/intelligent/projects/en/projects/promotion>
- [16] <https://ec.europa.eu/energy/intelligent/projects/en/projects/commerce>
- [17] <https://ec.europa.eu/energy/intelligent/projects/en/projects/champ>
- [18] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecowill>
- [19] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecomobility-shift>
- [20] <https://ec.europa.eu/energy/intelligent/projects/en/projects/switch>
- [21] <https://ec.europa.eu/energy/intelligent/projects/en/projects/enclose>
- [22] <https://ec.europa.eu/energy/intelligent/projects/en/projects/epomm-plus>
- [23] <https://ec.europa.eu/energy/intelligent/projects/en/projects/ecodriven>
- [24] <https://ec.europa.eu/energy/intelligent/projects/en/projects/b-track-b>
- [25] <https://ec.europa.eu/energy/intelligent/projects/en/projects/go-pedelec>
- [26] <https://ec.europa.eu/energy/intelligent/projects/en/projects/smartmove>
- [27] <https://ec.europa.eu/energy/intelligent/projects/en/projects/added-value>
- [28] <https://ec.europa.eu/energy/intelligent/projects/en/projects/isemoa>
- [29] <https://ec.europa.eu/energy/intelligent/projects/en/projects/mobi-net>
- [30] <https://ec.europa.eu/energy/intelligent/projects/en/projects/momabiz>
- [31] <https://ec.europa.eu/energy/intelligent/projects/en/projects/momo-car-sharing>
- [32] <https://ec.europa.eu/energy/intelligent/projects/en/projects/naviki>
- [33] <https://ec.europa.eu/energy/intelligent/projects/en/projects/poly-sump>
- [34] <https://ec.europa.eu/energy/intelligent/projects/en/projects/recodrive>
- [35] <https://ec.europa.eu/energy/intelligent/projects/en/projects/bike2work>
- [36] <https://ec.europa.eu/energy/intelligent/projects/en/projects/seemore>
- [37] <https://ec.europa.eu/energy/intelligent/projects/en/projects/stream>
- [38] <https://ec.europa.eu/energy/intelligent/projects/en/projects/starter>
- [39] <https://ec.europa.eu/energy/intelligent/projects/en/projects/tat>
- [40] <https://ec.europa.eu/energy/intelligent/projects/en/projects/together>
- [41] <https://ec.europa.eu/energy/intelligent/projects/en/projects/tsg-network>

[42] <https://ec.europa.eu/energy/intelligent/projects/en/projects/travel-plan-plus>

[43] <https://ec.europa.eu/energy/intelligent/projects/en/projects/youth>