



CASE STUDY: **BELGIUM**

## Safe and environment friendly ways to school – the Traffic-Snake Game

The campaign Safe and Environment Friendly Ways to School resulted in up to 29 percent more sustainable trips. During the year 2004-2005, approximately 76,800 pupils, 5,500 teachers, 3,900 classes and 55,500 parents were involved in leaving the car at home for at least one week.



PHOTO: MOBIEL 21

### Background & Objectives

Two out of three parents bring their children to school by car despite the fact that most children live nearby. Children enjoy walking, cycling or taking public transport to school, which gives them a chance to talk to friends. Unfortunately, many parents find the routes to school too dangerous for walking or cycling and find it more convenient just to drop off their children by car. The well-known consequence is that an increasing number of children are driven to school by car every day.

Since 2000-2001, Mobiel 21 has organised the campaign Safe and Environment Friendly Ways to School with the support of private partners. The campaign includes the

Traffic-Snake Game, an attractive activity that stimulates children to use safe and sustainable modes of transport to school. There is also a range of educational projects on transport and mobility set up in the school.

### Implementation

Through the game, schools stimulate children and their parents in a playful way to walk and cycle more. Walking, jogging, cycling, taking the bus and carpooling are healthy and sustainable alternatives to parking chaos and idling engines at the school gate. A direct outcome is less car traffic outside the school and discussion on road

safety is stimulated. The Traffic-Snake Game is often just the first step to a larger, more organised transport and mobility project for the whole school.

Each time a pupil comes to school by a sustainable mode of transport (walking, cycling, bus or carpool), during the campaign week, they receive a little red dot. Pupils that use a bike and who are using their bicycle helmets receive two points to reinforce that this behaviour increases their safety.

## Results 2004-2005

Up to 29 percent more sustainable trips! During the year 2004-2005, approximately 76,800 pupils, 5,500 teachers, 3,900 classes and 55,500 parents were involved in leaving the car at home for at least one week

In Flanders, two primary schools out of 10 participated in the campaign.

Before the campaign sustainable trips were 51 percent of all trips; this rose by 29 percent during the campaign to 80 percent by mid May 2005. After the campaign in mid June 2005, 63 percent of all trips were still sustainable; an increase of 12 percent compared to the situation before the campaign (data based on 8,887 children). The use of helmets increased by 19 percent during the campaign and stayed at an increase of 9 percent after the campaign.

## Links and prospects

Interested parties can contact Mobiel 21. More details can be found at:

- Traffic Snake Campaign website.
- Mobiel 21 website.

A key factor for the success of the campaign was combining the game with content based mobility projects relevant to local needs. In 2006, a project proposal was submitted for a wider European scope for this project.

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A section entitled **Case Studies** ([www.eltis.org/case\\_study](http://www.eltis.org/case_study)) contains hundreds of encouraging examples of urban and regional transport in Europe. With more entries added on a continuous basis, the case studies provide fresh, useful information for transport practitioners who can learn from others and thereby accelerate the uptake of proven innovations.