

## Participate in the Traffic Snake Game

Local authorities and organisations can choose between two kinds of alliances to the Traffic Snake Network.

### Traffic Snake Game User

A Traffic Snake Game user is not a member of the network, but can host the campaign materials. A typical user aims at a first trial or low scale implementation: e.g. a city that implements the campaign on its territory, a region that wants to try-out with ten schools, an NGO that wants to try-out with fifty schools nationwide. All users sign a network user agreement with the outlines of the correct use of the materials. The use of the campaign

is free but users will need pay for the production of needed materials such as banners or stickers. If desired, users can be provided training by network partners.

### Traffic Snake Network member

A Traffic Snake Network member is a member of the network and can use the campaign materials. New members pay an admission fee to the network. A typical Network member has had its first trails and/or aims at increased implementation: e.g. a city that has implemented the campaign on its territory and that want to initiate other cities, an energy

agency that launched a nationwide campaign call. All members sign a network membership agreement with the outlines of the correct use and dissemination of the use of the campaign concept. In return they will get all technical specifications of the campaign materials and will be invited to the regular network meeting. Network members will be considered as national contact points for new users willing to play the game and are qualified to train users in the correct use of the campaign.



## Traffic Snake Game network members

Mobiel 21 (Belgium, initiator and coordinator), Institut für Verkehrspädagogik (Austria), DTV Consultants (The Netherlands), JMP Consultants (United Kingdom), University Maribor (Slovenia), Union of Bulgarian Black Sea Local authorities (Bulgaria), City of Miskolc (Hungary), Centre for Renewable Energy Sources and Saving (Greece), City of Modena (Italy).

More information soon on [www.trafficsnakegame.eu](http://www.trafficsnakegame.eu)

The **TRAFFIC SNAKE**

# NETWORK



## Once upon a time...

What started as a small campaign to promote walking and cycling to school with a handful of schools in Flanders, Belgium, has become an (almost) European wide campaign throughout the years. In 2009, the campaign was awarded the prestigious Sustainable Energy Europe Award in the category 'Promotional, Communication and Educational Actions' out of 259 candidates. Evidence had shown that the campaign successfully increases

sustainable transport modes and reduces CO<sub>2</sub>. We have not sat still since. The Netherlands and Austria were early adopters, but meanwhile Bulgaria, Greece, Hungary, Italy, Romania, Slovenia and the United Kingdom have had their own flavor of this successful strategy to encourage people to try alternatives to the car. We want to continue to spread good practice across Europe, and beyond. This is why the Traffic Snake

Game Network has been formed, a network of partners that implement the campaign, extend its impact and shares results and experiences that keep the award winning campaign alive.

## The **TRAFFIC SNAKE GAME**

Many parents find themselves in a vicious circle. Since car traffic is increasing, more unsafe situations occur, which increase the feeling of insecurity. As a result, parents drive their children to school by car, which in turn, results in more car traffic in and around the vicinity of the school. The Traffic Snake Game aims to break this vicious circle by encouraging schools, children and parents to adopt walking, cycling, car sharing or public transport when travelling to and from school. By walking and cycling, children become more aware of their surroundings and develop road safety skills as well as improve their ability to anticipate other road users. Furthermore,

walking and cycling contributes to the recommended amount of daily exercise that children need. It also reduces congestion and parking pressure in school environments.

The Traffic Snake Game is a campaign for primary schools that stimulates and enables young children and their parents to go to school in an environment-friendly, safe and healthy way. The campaign consists of a game and other actions on traffic and mobility. Through the game, children and their parents are encouraged to travel to school safely and in an eco-friendly way. The campaign contains a game that can easily be adapted to

offer education concerning traffic and mobility, environmental and health issues. Next to playing to game, every participating school is encouraged to organise other actions and to give education concerning traffic and mobility, environmental and health issues.



## The Traffic Snake Game Network

The Traffic Snake Game Network functions as an observatory that disseminates, supports and monitors the Traffic Snake Game worldwide.

### The network disseminates

- the goal as well as the results of the campaign;
- both in the field as on national and international conferences;
- through the Traffic Snake Game website as a portal.

### The network supports

- local, regional and national authorities or organisations who want to implement the game;
- by providing training for the users of campaign materials;
- by keeping the campaign materials up to date;
- by organising an regular network meetings.

### The network monitors

- by connecting all national and regional campaign hosts;
- by engaging all campaign hosts to play the Traffic Snake Game in a correct way;
- by collecting and collating the worldwide results of the campaign;
- by overseeing that the Traffic Snake Game will not be used for commercial exploitation.

