Accreditation Toolkit

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1 Introduction

1.1 What is STARS?

STARS delivers a behavioural change programme to increase the number of school pupils cycling to and from school, who would previously have been escorted in the car. STARS focuses on delivering two proven initiatives, building on several on-going programmes and started by some of the STARS partners:

- The accreditation programme is focussing on empowering primary schools (pupils, teachers and parents) to engage in cycling. It is different to many previous programmes because it centres on the principle of recognition. Schools can work their way up an awards scale from a bronze to a gold star accreditation, based on how much they are doing to promote cycling (and other modes) and the mode shift they achieve.

- Peer-to-peer engagement activities specifically target secondary school students and young adults (11-19 years). They will be encouraged to devise their own campaigns to promote cycling, thereby using their own ideas and solutions to persuade their peers to adopt cycling and other sustainable modes.

The overall aim of STARS is to take the tried and tested behaviour change approaches of accreditation and peer-to-peer engagement, and deliver it in a trans-national programme to achieve a modal shift away from the car to cycling for the journey to and from school.

It will do this by undertaking the following:

- Targeting schools that have an impact on the road network in terms of congestion, safety and public transport delay
- Guiding, encouraging and providing the tools for schools to increase cycling levels and reduce the number of collisions with young people
- Encouraging schools to work independently as a community to commit to monitoring and evaluating their travel activity

The STARS consortiums objective is to create a long lasting toolkit of measures which can be rolled out to other local authorities.

1.2 How does this toolkit works?

The STARS accreditation toolkit provides STARS advisors and STARS champions with an overview of existing proven approaches to inform, educate and raise awareness among teenagers. All actions and campaigns

Per action, the toolkit provides

- an overview of the target groups
- information on the main theme
- a short description of the action and goals
- a basic how to overview in maximum five steps
- contact details of the person in charge
- links to websites (if available);
- an illustration/ photo (if available)

How expensive is the action or campaign?

How time consuming is the action or campaign?

How difficult is it to implement the action or campaign?

Little recources needed	*Minor time investment*	*Easy to implement*

Medium costs	Medium time investment	Medium degree of complexity

Expensive to implement

Major time investment

Complex implementation

1.3 Overview of actions

Campaigns				
2.1	The Traffic Snake Game			
2.2	Modeshift Stars			
2.3	Children Miles Campaign			
2.4	Sustainable Travel and Schools Programme			
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2.6	I-Bike			
2.7	Tempo a Ruota Libera			

Comentario [LL1]: translation

City Actions				
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3.3	Hackeny Bike around the Borough			
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Materials				
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Comentario [LL2]: translation

2 Campaigns

2.1 The Traffic Snake Game (BE - EU)

Target group: 6-12 years

Main theme: Walking and cycling

Short description: The Traffic Snake game is a fun campaign for Primary School that stimulates 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 eco-friendly way.

How to:

1. Children travel sustainable to school. They walk, cycle, take public transport, do car sharing or park in a distance.
2. For each sustainable trip, pupils receive a dot. These dots will be put on a sticker.
3. When the amount of dots on the sticker has reach the target, the stickers will be sticked on the banner of the traffic snake.
4. Two weeks later the banner should be full and are the children rewarded for their sustainable behaviour (15 minutes extra play time, no homework, a playground party, ice cream, etc.)

Contact: lies.lambert@mobiel21.be

Website: www.trafficsnakegame.eu

The
TRAFFIC SNAKE GAME

2.2 Modeshift Stars (UK)

Target group: Primary School

Comentario [LL3]: More concrete?

Main theme: Walking and cycling, road safety & training, smarter driving, public transport

Short description: Modeshift STARS provides a national framework for the implementation of sustainable and active school travel activities and is the only national accreditation scheme for rewarding sustainable School Travel Plans in the UK.

How to:

Comentario [LL4]: Add in max 5 steps

1.

Contact: vice-chair@modeshift.org.uk

Website: http://www.modeshift.org.uk/

Comentario [LL5]: Hackney: adapt

2.3 Children Miles Campaign (D)

Target group: Primary School

Main theme: Walking and cycling

Short description: The campaign demonstrates pupils and their parents that each one is responsible for climate change and shows what each one can do in daily life. The campaign helps pupils to feel confident in traffic and to be active in traffic. Children/pupils start learning playfully about sustainability, climate change and traffic behaviour by collecting points on each way to school (bus, metro, bicycle, foot).

How to:

Comentario [LL6]: Bielefeld, add in max 5 steps.

1.

Contact: zoom@climatealliance.org

Website: http://www.kinder-meilen.de/

Comentario [LL7]: Bielefeld: adapt

2.4 Sustainable Travel and Schools Programme (UK)

Target group: Primary School

Comentario [LL8]: Hackney, Age range?

Main theme: Walking and cycling

Short description: The Programme intends to reduce the number of people travelling to school and college by car and increase the numbers walking and cycling. The programme aims also to improve the information to parents and pupils about the different ways they can travel to school.

How to:

Comentario [LL9]: Hackney, add in max 5 steps.

1.

Contact: faith.coles@hackney.gov.uk

Website:

Comentario [LL10]: Hackney : add

Comentario [LL11]: Hackney : adapt

Comentario [LL12]: Hackney add picture

2.5 Traffic Safety Label of Brabant (NL)

Target group: Primary School

Comentario [LL13]: Age range?

Main theme: Road safety

Short description: The Label is a road safety quality mark encouraging transportation to school by bike actively investigating the new bike routes when leaving elementary for secondary education.

How to:

Comentario [LL14]: N-Brabant, add in max 5 steps.

1.

Contact: m.weber@akertech.nl

Website:

Comentario [LL15]: N-Brabant: add

Comentario [LL16]: N-Brabant: adapt

2.6 I-Bike (UK)

Target group: Primary School and Secondary School

Comentario [LL17]: edinburgh Age range

Main theme: Cycling

Short description: The aim of I-bike is to encourage and support cycling in schools in all its forms. This project empowers pupils through a mix of technical skills such as bike maintenance, cycle training, and route planning so they feel confident in cycling to school. The programme aims to identify and break down barriers preventing children from cycling at both primary and secondary school level, and then uses tailored schemes to encourage them to cycle both to school and for leisure. Since I Bike's launch, the number of pupils regularly cycling to school has risen from 10.7% to 19.3%, while the number being driven dropped from 23.9% to 17.2%. The 12 schools involved in the I Bike scheme have reported an increase in the number of children cycling to class, as well as a fall in the number of those being driven.

How to:

Comentario [LL18]: edinburgh, add in max 5 steps.

1.

Contact: charlotte.gardiner@sustrans.org.uk

Website:

Comentario [LL19]: edinburgh: add

Comentario [LL20]: edinburgh: adapt

Comentario [LL21]: edinburgh add picture

Comentario [LL22]: Translation?

2.7 Tempo a Ruota Libera (IT)

Target group: 6-14 years old

Main theme: Cycling

Short description: Tempo a Ruota Libera is a project with the goal to promote a more sustainable mobility and specifically to promote cycling. The project is divided into two sections for Primary and Secondary School. The section dedicated to the Primary School is called "Caronno Pertusella on foot and on bike". This section aims to communicate and raise awareness of the advantages of cycling.

How to:

Comentario [LL23]: Milano, add in max 5 steps.

1.

Contact: comune.caronnopertusella@pec.regione.lombardia.it

Website:

Comentario [LL24]: Milano: add

Comentario [LL25]: Milano: adapt

Comentario [LL26]: Milano, add picture

3 City Actions

3.1 Car Free (IT)

Target group: Primary School

Comentario [LL27]: Milano: correct? Age range?

Main theme: Walking and cycling

Short description: Car Free is a project with the goal to develop sustainable alternatives in order to reduce traffic and pollution around schools and to create a security islands around the schools, enforcing social relationship between parents encouraging physical activity by teaching children the skills to walk safety.

How to:

Comentario [LL28]: Milano, add in max 5 steps

1.

Contact: stefano.bartolotta@comune.milano.it

Website:

Comentario [LL29]: Milano: add

Comentario [LL30]: Milano: adapt

3.2 Caperucita (Little Red Riding Hood) Walks Alone (ES)

Target group: Primary School

Comentario [LL31]: Correct? Or is it parents? Families?

Main theme: Walking and cycling, road safety & training, smarter driving

Short description: Caperucita is an exposition talking about the adventures of a little girl who wants to cross the city on her own to reach her grandmother's house. Through this story, children can understand the difficulties they have nowadays for occupying public spaces. The main objective is to create an educational tool about children's mobility and autonomy, accessible to all audiences.

How to:

Comentario [LL32]: Madrid, add in max 5 steps.

1. The exhibition is yet designed in a very easy format and it might be adapted or translated to other schools. It is based in the universally known children story of Little Red Hood. Messages are explained through self-supporting panels in lightweight paperboard. The file can be sent to interested schools or institutions to be translated and printed locally. The only requirement is a place to organise the exhibition and a budget for translation and printing in light paperboard.

2. In Spain, the exhibition is a way to start a debate within the school about autonomy of children, fears of parents, expectations of teenagers, responsibility of teachers and schools, etc. Normally, exhibition time is a pretext to organise expert conferences, audiovisual projections, debates in classes or within the parent's associations, and other related activities.

Contact: mroman@gea21.com

Website:

Comentario [LL33]: Madrid: add

Comentario [LL34]: Madrid: adapt

Comentario [LL35]: Maybe a drawing of Caperucita?

3.3 Hackney Bike around the Borough (UK)

Target group: 5 years old

Main theme: Walking and cycling

Short description: Hackney Bike around the Borough is a mass ride for students, 9 miles around the Hackney, on roads that are open to all traffic. The aim is to promote sustainable travel, healthy and active lifestyles, green space access and parental involvement.

How to:

Comentario [LL36]: Hackney , add in max 5 steps.

1.

Contact: sta@hackney.gov.uk

Website:

Comentario [LL37]: Hackney : add

Comentario [LL38]: Hackney : adapt

Comentario [LL39]: Hackney add picture

3.4 Mobility Diagnosis and Safety Plan (ES)

Target group: 9-19 years old pupils, families and teachers

Main theme: Walking, cycling and improving environment

Short description:

Diagnosis work of the council technical staff in collaboration with teachers, students and families. It is a work of assessment and mapping study that is complemented with a look of recognition outside schools. There are proposals such as reducing traffic speed limits to 30 km/h, incorporation of specific signaling, endowment bicycle parking, temporary school street closures during the entry and exit or park and walk signalized points.

We make Maps, photos and a Reports.

How to:

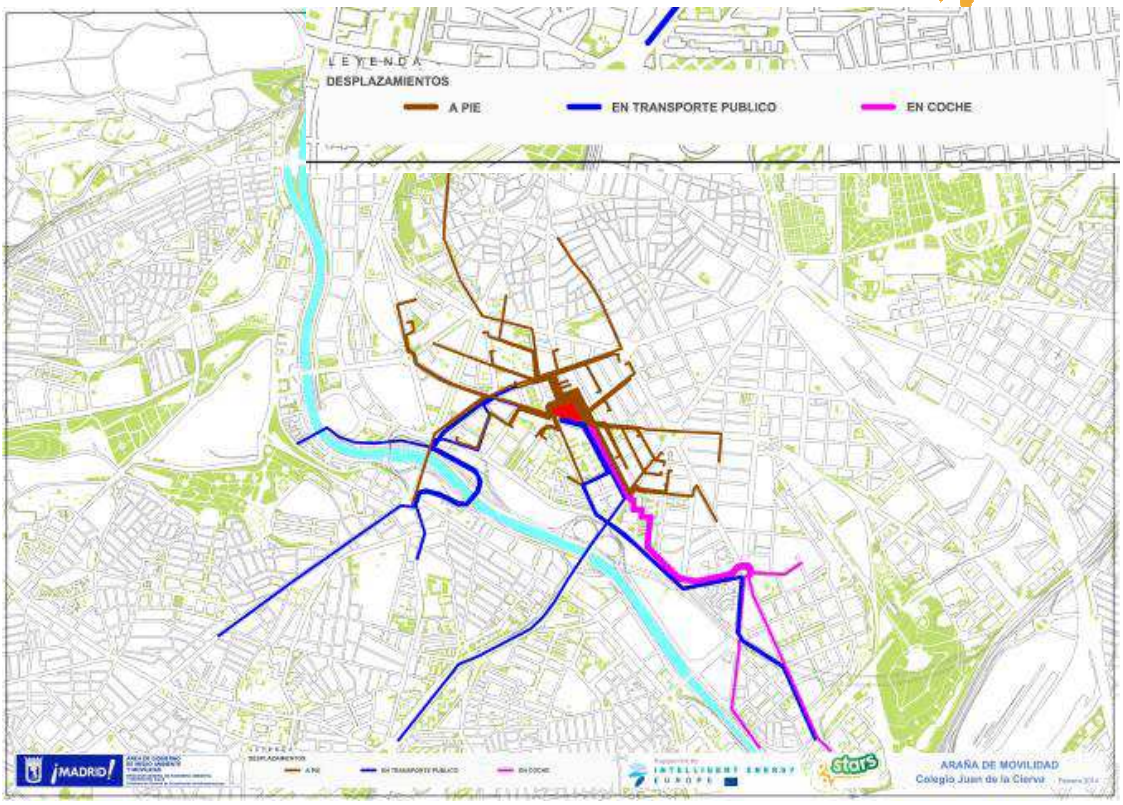
Comentario [LL40]: Madrid, add in max 5 steps.

1. Previous diagnosis made by the school community
2. Working meeting at school with parents, teachers, students and municipal staff, to evaluate the diagnosis and visit the various problems identified
3. Development of proposals by the municipal technical team. Validation of the proposals submitted by the various municipal departments concerned
4. Presentation to school community the Mobility and Safety Plan
5. Execution of scheduled performances

Contact: sanzgjl@madrid.es

Website: http://eustarsmadrid.blogspot.com.es

Comentario [LL41]: adapt



Comentario [LL42]: , add picture

4 School actions

4.1 Big Bikers' Breakfast (UK)

Target group: Parents, Pupils and Staff

Main theme: Cycling

Short description: A Big Bikers' Breakfast is a campaign which aims to raise awareness of cycling as a model of travel. The campaign rewards all pupils and staff who cycle to school with a free breakfast. The aim is to encourage students and staff to cycle to school.

How to:

Comentario [LL43]: Hackney , add in max 5 steps.

1.

Contact: sta@hackney.gov.uk

Website:

Comentario [LL44]: Hackney : add

Comentario [LL45]: Hackney : adapt

Comentario [LL46]: Hackney add picture

4.2 Pedibus (IT, BE)

Target group: 6-11 year

Main theme: Walking

Short description: Pedibus is a "walking school bus" participatory action that promotes mobility walking in the journey from home to school. The children are enrolled in the walking bus organized in small groups and they are accompanied by their parents and / or grandparents and volunteers go from home to school following certified itineraries.

How to:

1.

Contact: stefano.bartolotta@comune.milano.it

Website: www.fietspoolen.be

Comentario [LL47]: Milano: add

Comentario [LL48]: Milano, add picture

Comentario [LL49]: Madrid: translate

4.3 Con bici al colegio (ES)

Target group: **3**-11 years old

Main theme: Campaign in several Spanish cities working with schools to enhance the use of bicycles in Primary schools.

Short description: An initial experience in several schools promoted by the national cyclist federation of associations 'ConBici'. The aim of this educational campaign, is introducing biking in Primary school life, from a pedagogic point of view and using bike as a mean of transport. The campaign provides a set of activities for the different Primary levels, to let the teachers working from the different educational subjects.

How to:

Comentario [LL50]: , add in max 5 steps.

1. The project, funded by the Ministry of Environement has been finalised. Materials are ready to use on line (posters, leaflets, banner…) in all the languages used in Spain. Experiences developed in the schools might be replicated in other cities and countries. An online tool allows to translate the km in bicycle, car or motorbike to CO2 KG
2. Teachers can choose the tabs of teaching material organized by pupil's age and school courses.
3. There are several options for implementing the program since it is adaptable for various issues.
4. The tabs contain didactic resources already developed as symbolic fines for drivers, symbolic cyclist driver license, bike ability activities, etc.
5. It contains pedagogic guidelines for cross-curricular integration in the different subjects.

Contact: mrlambea@conbici.org

Website:

Comentario [LL51]: add

Comentario [LL52]: adapt

Comentario [LL53]: , add picture

4.4 Bike to school is cool (ES)

Target group: 6-11 years old

Main theme: Process including several bimonthly workshops where primary teachers involved in STARS Europe project share knowledge about the aims of the project with cyclist's associations, local police, health technicians and other stakeholders.

Short description: A variant of the STARS initial methodology where the unique kick off Local Workshop has been substituted by a continuous working group with bimonthly well organised workshop where every school Champion share experiences, approaches and projects with the rest of involved schools. The transmission effect has been very positive, as all of them address similar problems and there is different experience level between the groups.

How to:

Comentario [LL54]: Madrid, add in max 5 steps.

1. Send previous meeting minutes, and call and agenda for the next meeting
2. Create a climate of participation in order to allow others a turn for sharing educational experiences: speaking turns, dynamics to alternate speakers, etc.
3. Promoting dynamics by subgroups which optimize the analysis of the problems and proposed solutions
4. Review the methodological part with a presentation
5. List of tasks for the next meeting

Contact: martincpi@madrid.es

Website:

Comentario [LL55]: add

Comentario [LL56]: adapt

Comentario [LL57]: add picture

4.5 Bicibus (ES, BE)

Target group: 6-11 years old

Main theme: Cycling

Short description: Bicibus is a "cycling school bus" organised once a week or more often in some Madrid schools, led by one or two involved teachers or parents, three or four cycling collaborative parents and a bit of organisation. Activity is decided on the beginning of the week: after checking the weather web, the organiser confirms with a message the availability of parents, send a message to pupils and establish the circular route with diverse stops close to the cyclist's home. Route with stops and times is sent by mail and given to the pupils in paper. The routes vary every week to give all the pupils the same opportunities of sleeping a little bit more. The roles also vary every week (the adult that open and closes the bicibus, the first child etc…). Students cycle in couples, under clear rules to be safe in the traffic.

How to:

Comentario [LL58]: Madrid, add in max 5 steps.

1. Check children's bike ability: are they ready to ride their bikes among other motorized vehicles on the city roads?
2. Check children's home addresses and mark them on a map. Prepare a circular traffic route starting at the school, visiting and stopping close to all children's home, and finishing at the school. Print the route with stops and times and give it to pupils.
3. Confirm parents' availability to help with the biking route (at least 2 adults each 6 children).
4. Check the weather forecast in the previous days. Is it going to be raining? If it is, then you should cancel the activity.
5. On the "bicibus" day: cycle safe and enjoy the early and healthy route to school!

Contact: walterpostv@hotmail.com

Website: www.fietspoolen.be?, http:www.conbicialzuloaga.blogspot.com.es

Comentario [LL59]: add

Comentario [LL60]: add picture

4.6 Drawing competition about sustainable traffic modes (HU)

Target group: 6-10 years old

Main theme: Sustainable traffic modes

Short description: In the primary schools, for the younger pupils the drawing competition is an opportunity to improve their imagination about sustainable traffic modes. The topics could focus on more specific themes e.g. cycling, walking to school, environmental friendly traffic modes, etc. The best drawings will be rewarded.

How to:

Comentario [LL61]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL62]: add

Comentario [LL63]: adapt

Comentario [LL64]: add picture

4.7 Photo competition (HU)

Target group: 11-14 years old

Main theme: Cycling

Short description: In the primary schools, for the older pupils the photo competition is an opportunity to use their imagination and creativity to show the advantages of cycling and make it to more fashionable among their pears. The theme of the photos should focus on cycling and bicycle. To guess the circumstances of the cycling or bicycle, the students get free hand. It could be fashion, adventure, funny, etc. The best photos will be rewarded.

How to:

Comentario [LL65]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL66]: add

Comentario [LL67]: adapt

Comentario [LL68]: , add picture

4.8 Road Traffic Regulations learning and competition (HU)

Target group: 6-14 years old

Main theme: Road Traffic Regulations, Road Safety

Short description: During the education in primary schools, the school curriculum should contain the teaching of elementary Road Traffic Regulations. Basic rule knowledge is indispensable criterion of the safety traffic. To make it more playful, the students can participate in Road Traffic Regulations competition, where the smartest pupils will be rewarded.

How to:

Comentario [LL69]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL70]: add

Comentario [LL71]: adapt

Comentario [LL72]: , add picture

4.9 Mobile mini cycling park (HU)

Target group: 6-11 years old

Main theme: Cycling

Short description: The mobile mini cycling park can be set up in each primary school for several days. It contains the borders of cycling paths, traffic signs, pedestrian crossings with traffic lights and a few bicycles and scooters. The pupils can try the park with the chosen vehicle or as a pedestrian and use their Road Traffic Regulations knowledge to riding safety. They can use their theoretical knowledge in practice in a more playful and funnier way.

How to:

Comentario [LL73]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL74]: add

Comentario [LL75]: adapt

Comentario [LL76]: , add picture

4.10 Visiting of Transport Museum (HU)

Target group: 6-14 years old

Main theme: History of bicycle and cycling

Short description: The classes of primary schools visit the Transport Museum especially focusing on the part of bicycle and cycling history. The children can learn many interesting things about the history and make them mood for cycling.

How to:

Comentario [LL77]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL78]: add

Comentario [LL79]: adapt

Comentario [LL80]: , add picture

4.11 The School Policeman program (HU)

Target group: 6-14 years old

Main theme: Road Safety

Short description: The Hungarian National Police Department has the school policeman program. Within this concept each primary school has an assigned policeman, who regularly meets with the teachers and students. He teaches them the basic rules of proper participation in traffic, shows them tools, and optionally he supervises at the pedestrian crossings.

How to:

1.

Contact: Csaba Kiss

Website: /

Comentario [LL81]: BKK, add in max 5 steps.

Comentario [LL82]: Email?

Comentario [LL83]: adapt

Comentario [LL84]: , add picture

4.12 Shared cycling itinerary (ES)

Target group: Primary and Secondary Schools (9-19 years old pupils, families and teachers)

Main theme: Cycling

Short description:

Cycling tour joined by several schools with the aim of gathering a big amount of cyclists riding the city. The purpose of the cycling tour might be starting a STARS launching campaign or a different event (celebrating European Mobility Week, joining cultural events…).

How to:

Comentario [LL85]: Could you make a list of max 5 steps

The group rides the city among motorized vehicles. In order to make the route to be safer, calmed traffic measures could be taken by the City Council. In addition, Police on bike could escort the group.

Possible achievements of this tool:

1) Involving school community and several Madrid city council departments
2) Realizing recreational advantages on biking
3) Encouraging parents and pupils to organize bike routes to school (bicibús)
4) Creating critical mass to raising social awareness about urban cycling

Conditions required for schools:

- Establishing an adult (teacher, parent) for guiding and being responsible of the pupils.
- Disseminating the event among the school community

Conditions required for City Council:

- Establishing the necessary conditions for the route to be safe (calmed traffic measures), involving different City Departments
- Enabling a moving bike repairing workshop, in case it is needed during the route

Contact: martincpi@madrid.es

Website: http://eustarsmadrid.blogspot.com.es

Comentario [LL86]: adapt

Comentario [LL87]: Add picture

4.13 Car Free School Day (BE)

Target group: 2.5 – 12 years old

Main theme: Sustainable transport modes

Short description:

During one day all children travel in a sustainable way. Fun activities are organised during the day. A car free day can be organised on a very small, cheap and easy way or you can decide to have an extra large version of it if you have the time and resources.

How to:

1. Decide when you have the car free day.
2. You can ask the city to close the street of the school, but it is not necessary.
3. Inform parents when they are expected to travel to school without car. (For children who live far away from school you can decide to organise a car share system for the day and/or park in a walking distance from school).
4. Organise fun activities during the day (bicycle repair session, bike wash, shoe wax, cycle skill course, a police man visits school, pimp your bike, pimp your high vis vest, etc.)
5. Thank everyone to do the effort of traveling to school sustainable for one day.

Contact: lies.lambert@mobiel21.be

Website: http://www.verkeersslang.be/publicaties/autovrije_schooldagen

5 Materials

5.1 Dar Pie: las Familias ante la autonomi'a infantil (ES)

Comentario [LL88]: Madrid, translation?

Target group: Primary School

Comentario [LL89]: Correct? Or parents, teachers?

Main theme: Walking and cycling, road safety & training, smarter driving

Short description: Dar Pie is a participatory video about child mobility and autonomy made by families and directed to other families discussing, in a very fresh style, the fears and threats that parents feel when their children ask them to go to school on their own. The principal aim of the video is to promote changes in mobility patterns and increase child autonomy working directly with the ones who have the key for these changes.

How to:

Comentario [LL90]: Madrid, add in max 5 steps.

1. To define the aims and main issues to be addressed by the video, with the collaboration of experts, and the scholar community.

2. To contact a school where the parents and teachers do have a good level of understanding and complicity, and also interest in the challenge of the time when children's desire to star to go alone to their school.

3. The video records the opinions, discussions and suggestions of a group of parents about the children's autonomy, customised in their personal feelings, fears and expectations. It is a good tool to screen a first part of a debate or round table in other schools.

4. The audiovisual is in Spanish, but can be translated, subtitled or replicated for its use in other countries.

Contact: ivelazquez@gea21.com

Website:

Comentario [LL91]: Madrid: add

Comentario [LL92]: Madrid: adapt

Comentario [LL93]: Madrid: Picture?

Comentario [LL94]: Madrid, translate

5.2 Educate now for a more sustainable Madrid (ES)

Target group: **3**-18 years old

Main theme: Sustainable mobility and other sustainability issues within the school (health, environment, urban agriculture, recycling resources...)

Short description: A programme developed by a group of city advisors working with many voluntary Madrid schools working in the framework of Agenda 21 and other similar projects. In the website there are resources and information about all the activities implemented in every school. One of the aims of this programme is working to enhance and improve sustainable mobility to the schools. Pedibus is a "walking school bus" participatory action that promotes walking in the journey from home to school. The children are enrolled in the walking bus, organized in small groups and their parents and / or grandparents and volunteers in the way to school following certified itineraries escort them.

Comentario [LL95]: , add in max 5 steps.

How to:

1.

Contact: irene.educarmadridsostenible@gmail.com

Website: http://www.educarmadridsostenible.es/modulo/movilidad-y-cambio-clim%C3%A1tico

Comentario [LL96]: adapt

Comentario [LL97]: , add picture

Curso 13/14
Educar hoy por un Madrid más sostenible
Proyectos de educación ambiental para centros educativos
Colegio Público
IGNACIO ZULOAGA
MADRID

5.3 Mobility and Children website (ES)

Target group: **3**-18 years old

Main theme: Sustainable mobility and other sustainability issues within the school (health, environment, urban agriculture, recycling resources...)

Short description: This themed website, included into the CENEAM web (Spanish National Centre of Environmental Education), offers a selection of resources about environmental subjects, from an educational point of view. It is very useful for those people working on communication, dissemination and environmental education. It addresses concepts as the childhood autonomy, including audio-visual resources. Bibliography, information about the activity of national networks and didactic resources.

How to:

Comentario [LL98]: , add in max 5 steps.

1.

Contact: msintes@oapn.es

Website: http://www.magrama.gob.es/es/ceneam/recursos/mini-portales-tematicos/infancia-movilidad.aspx

Comentario [LL99]: adapt

Comentario [LL100]: , add picture

5.4 The Traffic Adventures of Tóbiás and Balambér (HU)

Target group: 4-9 years old

Main theme: Road Safety

Short description: The road safety program named *The Traffic Adventures of Tóbiás and Balambér* is a conception that targets children about road safety. The first step of the program bares the same name *The Traffic Adventures of Tóbiás and Balambér* and it is an audio book, which is a CD including tales, stories, songs and a colouring book. The goal is to introduce the children between the age of 4-7 to road safety and traffic awareness through the tales and tasks in relation with the stories represented in the audio book. Policemen throughout the country passed out thousands of CDs to kindergartens and schools. The two protagonists of the tales Tóbiás and Balambér are two nice puppies who get into different traffic situation with their friends (sometimes into dangerous or risky situations) from which children can learn how to avoid these situations, how to avoid danger. Meanwhile they learn the way to get about as a pedestrian, how to cross a road or a level crossing, how to ride a bicycle properly, how to ride a bus, among others. They learn all these things unperceived and playfully, in an entertaining environment.

How to:

Comentario [LL101]: BKK, add in max 5 steps.

1.

Contact: agnes.szanto@prr.hu

Website:

Comentario [LL102]: add

Comentario [LL103]: adapt

Comentario [LL104]: , add picture

5.5 Bambini box (BE)

Target group: To be adapted to the desired age range

Main theme: Education materials and games on sustainable transport

Short description: The Bambini box is a box full of materials and games on sustainable mobility. The box contains toys, books, educational materials, etc. to support teachers to introduce the theme of sustainable mobility in class.

How to:

1. Compile a box full of materials on sustainable mobility for children: puzzles, toy busses and trains, (picture) books on the topic, image's boards (picture studies), parts of a bicycle (bells, chain, pedals, etc.), video's, play road signs, etc.
2. The box can go from class to class, school to school and has enough materials to work one week on the topic of sustainable mobility with very young children.

Contact: lies.lambert@mobiel21.be

Website: http://www.mobiel21.be/nl/content/bambini-box-een-activiteitenkoffer-met-vernieuwende-idee%C3%ABn

5.6 Bambini – On the move with bike and kids (BE)

Target group: parents of 0-6 years old

Main theme: Cycling with young children.

Short description: The brochure On the move with bike and kids was developed in the BAMBINI project and gives an overview of all kinds of possibilities to cycle with children between 0 and 6 years old.

How to:

Comentario [LL105]: , add in max 5 steps.

1. Print the leaflet : http://www.mobiel21.be/sites/default/files/Bambini%20On%20the%20Move%20with%20Bike%20and%20Kids.pdf
2. Give it to parents of young children during Car free days or campaign weeks at school.

Contact: lies.lambert@mobiel21.be

Website: http://www.mobiel21.be/en/content/bambini-move-bike-and-kids

Comentario [LL106]: adapt

6 ELTIS PROJECTS

This chapter includes short descriptions of projects to be found on www.eltis.org. All projects are walking and/or cycling campaigns or actions targeting primary schools.

6.1 New School Pupils

Target group: Primary School and Parents

Main theme: Cycling

Short description: In the framework of the SEGMENT project, a 'New School Pupils' campaign was carried out among children starting primary school and their parents in order to encourage them to reduce car use and walk more when travelling to school. The campaign contained a 'walking bus" and WOW (Walk Once a Week).

Contact: Alicja Pawłowska

Website: http://www.eltis.org/index.php?id=13&study_id=3579

6.2 Travel Active Project

Target group: Primary School

Main theme: Walking and cycling

Short description: When the funding for the Scottish Government's Smarter Choices, Smarter Places (SCSP) programme was announced, the City of Dundee took the opportunity to use transport interventions to address one of the most pressing problems of the city: the poor public health of its residents. Dundee's funding bid was successful and Dundee Travel Active (DTA) was launched with the overall aim to increase levels of active travel. Dundee City Council's 'Travel Active Project' uses transport interventions to improve the environment and address the poor public health of its residents, by encouraging them, or visitors to Dundee, to walk or cycle a little more in order to improve the physical health and mental wellbeing of residents of and visitors to Dundee.

Contact: Neil Gellatly: neil.gellatly@dundeecity.gov.uk

Website: http://www.eltis.org/index.php?id=13&study_id=3697
http://visuals.sdgworld.net/temp/dundeetravelactive/about.asp

6.3 On the bikes – get set – go

Target group: Primary School, Parents

Main theme: Walking and cycling

Short description: In the framework of SEGMENT, the city of Munich addressed a "life changing moment": when pupils change from primary to secondary school. Munich wanted to get as many pupils as possible to stay on bike when they change to the secondary school. The campaign addressed parents as well as pupils. The main objective of this initiative is to encourage these pupils to cycle and to do so on roadworthy bikes. Specifically, the project aims to encourage children not only to cycle more often to school but also to cycle in their leisure time and to get used to this sustainable transport mode as part of their lifestyle. For safety reasons it is important to involve parents so they will allow their children to cycle independently. A final objective was to develop a cost effective campaign that could continue after the funding from the IEE-programme expired.

Contact: Kerstin Langer: kerstin.langer@muenchen.de

Website: http://www.eltis.org/index.php?id=13&study_id=3673
http://www.radlhauptstadt.muenchen.de/radlhauptstadt-news/details/article/auf-die-raeder-fertig-los-pilotprojekt-an-muenchner-grundschulen-gestartet/

6.4 The Great Cycling Exam

Target group: Primary School

Main theme: Cycling

Short description: In early 2012 the Flemish Foundation for Traffic Knowledge launched its brand new project - the Great Cycling Exam. Sixth grade primary school classes are offered a ready-made package with tools and communication materials, to organise a local level cycling exam in real traffic. With the Great Cycling Exam, the Flemish Foundation for Traffic Knowledge offers a ready-made package that schools can easily use to organise a local cycling exam. The package includes customised material and a website with preparatory training sheets and forms for final evaluation. The exam essentially marks and helps prepare pupils for the big move to a higher level of education (in Flanders primary school is age 6-12, secondary school is age 13-18). This is both a mental and physical shift; students in Flanders often cycle independently to secondary school, usually further away from home than primary school.

Contact: Ans De Cnodder: fietsexamen@verkeerskunde.be

Website: http://www.eltis.org/index.php?id=13&study_id=3518
http://www.hetgrotefietsexamen.be/

6.5 The Great Traffic Test

Target Group: Primary School, Parents

Main Theme: Traffic Education

Short description: Through the Great Traffic Test (Grote Verkeerstoets), the Flemish Foundation for Traffic Knowledge supports primary schools and parents in traffic education. Because of gradually increasing traffic, children need more and more skills to manage themselves safely and independently in traffic. Teachers, schools and parents are a most important link in that learning process. As a teacher or parent the Traffic Test provides pupils with an insight into what the children already know about functioning well in daily traffic. It also suggests what traffic rules and skills they still need to learn and give some special attention to, as an immediate result of the test.

Contact: Ans De Cnodder: Verkeerstoets@verkeerskunde.be

Website: http://www.eltis.org/index.php?id=13&study_id=3517
http://www.verkeerstoets.be/

6.6 Traffic parents

Target group: Primary School, Parents

Main theme: Walking and cycling, Road Safety

Short description: Since 2004, the Flemish Foundation for Traffic Knowledge has created a support structure for the many volunteers that promote safe and sustainable traffic at schools. These volunteers now benefit from a vast pool of shared knowledge and practice. Traffic Parents are adult volunteers who promote road safety and traffic skills amongst pupils. The tasks of traffic parents can be very diverse and include helping with, or even (co-)organising traffic initiatives in school, supporting teachers in practical traffic lessons, guiding schoolchildren in traffic, and acting as authorised supervisors ('gemachtigde opzichter'). The safety of pupils is not just the responsibility of the school board and the teachers, but also that of the parents. By collaborating, it is possible to achieve more!

Contact: verkeersouders@verkeerskunde.be

Website: http://verkeersouders.be

http://www.eltis.org/index.php?id=13&study_id=3476

6.7 Kyle Cycling Project

Target group: Primary School

Main theme: Cycling

Short description: In 2009-10, a wide range of projects were introduced by South Ayrshire's road safety section to encourage active travel. These included the Scottish Cycle Training Scheme, through which 41 out of 45 primary schools in South Ayrshire carry out cycle training annually, and active travel initiatives such as Walk Once a Week, Travelling Green, pedometer projects, active travel workshops and initiatives for individual schools.

Contact: Wendy Mitchell

Website: http://www.eltis.org/index.php?id=13&study_id=3410

6.8 My dream public transport

Target group: Primary school

Main theme: Public Transport

Short description: The municipality of Žilina held a creative competition for primary school children, dedicated to the theme "My dream public transport". The children's art works were displayed in municipal premises as well as on public transport vehicles. This activity was implemented within the framework of the BENEFIT project, as part of the Intelligent Energy Europe programme. The objective of this activity was to improve the image of public transport by introducing an interesting and unusual promotional activity. The city wanted to use children's talent to convey the message that public transport is a safe and comfortable way of travelling in the city. Given children's and young people's reliance on public transport, it is essential to involve them in decisions concerning this important issue.

Contact: Katarína Wecková: Katarina.Weckova@zilina.sk

Website: http://www.eltis.org/index.php?id=13&study_id=3133

6.9 Vélobus

Target group: Primary School

Main theme: Cycling

Short description: In 2002, the Greater Nantes Region initiated the project 'Vélobus' or cycling school bus in four primary schools where they started 20 cycling school buses. By 2006, cycling school buses were being organised in 30 schools in the Greater Nantes Region involving 762 school children. In order to reduce air pollution and traffic jams in school surroundings and to improve children's physical condition, independence and traffic safety along school routes, the Greater Nantes Region promotes the introduction of cycling school buses or 'Vélobus'.

Contact: Ademe Pays de la Loire : ademe.paysdelaloire@ademe.fr

Website: http://www.nantesmetropole.fr
http://www.nantesmetropole.fr/medias/fichier/304_2008__1208360467750.pdf?INLINE=FALSE
http://www.eltis.org/index.php?id=13&study_id=1585

6.10 Master on the bike

Target group: Primary School

Main theme: Cycling

Short description: With increased motorised traffic, riding a bicycle is becoming less and less an evident mode of transport in many European urban cities. 'Master on the bike' tackles this by bringing basic as well as real-life traffic cycling skills to young children.

Contact: raf.canters@mobiel21.be

Website: http://www.meesteropdefiets.be/voorstelling
http://www.eltis.org/index.php?id=13&study_id=1162