



NEWSLETTER #06



IN THIS NUMBER

Dec 2019

Partners ready for Phase 2!	2
Regional Action Plan – Catalonia	3
Regional Action Plan – Reggio Emilia	5
Regional Action Plan – Utrecht	7
Regional Action Plan – Brasov	8
Local Action Plan – Gdansk	9
Local Action Plan - Gävle	10
News from partners & International events	11
Contacts & Partners	15



Partners ready for Phase 2!

The **first phase** of School Chance project was rich in learning and exchange opportunities on school mobility for all partners and their local stakeholders.

Initially, a series of **good practices** about home to school mobility were collected by each partner by underlining the potential for successful transferability and also the difficulties encountered in their implementation.

Partners then took part in several **study visits** to experience the good practices on the ground and to have a direct confrontation with the protagonists.

Afterwards, the most interesting ones were chosen in order to be transferred and adapted in other territories. The “exporting” partners held **transfer workshops** to provide more information about the background that led to the implementation of these good practices, the administrative and institutional prerequisites, the challenges of the implementation process as well as the benefits for all the stakeholders involved.

The main outcome of this learning process is the definition of **6 Action Plans** – 4 Regional and 2 Local – in which project partners defined the actions that will be implemented and monitored in the last 2 years of the project and that resulted from the exchange of experiences.

During this last semester of Phase 1, partners gathered in Gävle, Sweden, for the project management meeting and also to peer review their Action Plans with the supervision of the Advisory Partner FGM Amor.

In this issue, you can read more about each Action Plan and on how the partners will work to improve their policies on home to school mobility in the next **two-year project phase**.

Regional Action Plan - Catalonia

The Catalonia Regional Action Plan will impact different and wide-ranging policy instruments, in particular Catalonia's Mobility Law 9/2003, the National Mobility Guidelines, the SUMP, the Air Quality Action Plan and the ERDF Regional Operational Programme of Catalonia.

All the actions included in the RAP find inspiration in the good practices shared during phase 1. Among the exchanged experiences, the Local Stakeholder Group detected the most suitable measures to be transferred locally. The actions outlined in the RAP are 6:

1) Write a manifesto for an active, sustainable and safe school mobility.

This action finds inspiration in the "Manifesto for a safe, sustainable and independent mobility in home-school routes" written in Reggio Emilia in 2009. This good practice has important success evidences: in 2012, the manifesto was awarded the CIVITAS Award for participation; it has been signed by over 30 stakeholders; the actions and projects contained are still ongoing and the modal split monitoring results has showed behavioural changes towards sustainable transport modes.

In Catalonia, none of the existing policy instruments specifically tackles school mobility. Nevertheless, school mobility has now and in the long term a great impact on sustainable mobility. The first action proposed in the RAP pretends to ease the lack of policies and set the framework for further instruments.

2) Reinforce road safety and sustainable mobility education in schools

Although the planned action proposes a wider scope than the cycling, the measure finds inspiration in some of the key lessons learnt from the good practice carried out in Utrecht, the cycling training in real traffic situation.

This second action proposes to review and update the school curriculum with regard to road safety and new mobility approach. In order to provide schools with the necessary



resources to reinforce road safety and mobility knowledge, through this action an educational programme in road safety and sustainable, autonomous and safe mobility will be elaborated with content and activities tailored to the different school grades.

3) Assess the designation of a reference figure regarding mobility in schools

This action finds inspiration in the School Mobility Manager Network developed in Reggio Emilia, which was included as one of the main strategic projects of the Manifesto written in 2009.

The School Mobility Manager has proved to be an effective and efficient way to engage schools and integrate road safety and mobility in their policies and educational projects.

The implementation of the third action included in the RAP will be focused on assessing how to integrate this new role in schools and also defining its tasks and the necessary resources.

4) Promote the use of sustainable transport modes and healthy mobility habits

According to surveys conducted during phase 1 of the project, one of the main arguments expressed by parents to take their children to school by car is the fact that they will continue the trip to their jobs afterwards. It is clear then that promoting sustainable mobility habits among parents will consequently have a direct impact in the way they bring children to school. And this reflexion is the very same that led Utrecht to carry out the camping Way2go! In accordance with this, the fourth action included in the RAP will focus on promoting sustainable transport modes and healthy mobility habits among the educational community, specially parents.

5) Promote safe and sustainable routes to school

The action is mainly focused on reinforcing an existing good practice in Catalonia ("Safe route to school" projects) and giving solutions to detected lacks. However, the action developed will also incorporate some lessons learnt both from the "Road safety soft measure programme" shared by Girona and the "School Zones" seen in Utrecht.

In particular, the transferred points are:

- the use of low-cost measure in urban design as a good option to reduce the cost of the infrastructural works and help overcome budget limitations.
- The importance of establishing recognisable and safe school surroundings.

6) Create a mobility-friendly school certification

The certification finds inspiration in different good practices shared all along the School Chance project, the "Road Safety Label" implemented in Utrecht and the school certification system elaborated within the project.

The proposed certification will fulfil several functions. On one hand, it will be used as the assessment methodology of the RAP implementation. On the other hand, the process to obtain the certification will help anchoring mobility issues in the school policy and educational projects. At the same time, it will promote participation and interest rise for school mobility among the educational community.

Since the implementation of the measure at a regional level would require a long timeframe and many resources, within phase 2 of the project the action will be firstly tested in few schools.



Regional Action Plan – Reggio Emilia

The Regional Action Plan of the Municipality of Reggio Emilia aims to impact on the Emilia-Romagna Region ERDF ROP and on other regional and local policy instruments such as Integrated Regional Transport Plan, the Regional Educational Plan for environment, air quality and air, the local SUMP and BICIPLAN.

The action plan is declined into three main actions:

1) Schools visibility

This action – which was inspired by the experience of the City of Utrecht - aims to develop traffic calming, visibility and signage interventions and models that could be carried out in front of school complexes with the aim to define the criteria for the implementation and transformation of the school road. The idea is that school streets and nearby areas could return to be conceived and lived as a safe, liveable and attractive public space, able to encourage the people who use it to meet (teachers, students, parents, residents of the neighbourhood) throughout the day, making the school recognizable and visible.

The action consists of the definition of a format, customizable according to the school context and needs, to change the road and the area in front of the schools. The model aims to increase the visibility of the school complex by motorists who need to be able to recognize the space around the school thanks to the format and consequently change their driving behaviour. The model puts people, pedestrians and cyclists at the heart of the road project, while increasing the safety of the weakest users of the road. The format consists of well-recognizable and repeatable elements that will have to be present in all project designs and of variable components depending on the school subject of the intervention.

2) The month of active and collective mobility

This action aims to develop a campaign to communicate, raise awareness and promote the use of active and collective mobility. It mixes some aspects of the good practice from Gdansk “Cycling May” and of the project “We were born to walk” of the Emilia-Romagna Region ARPAE Centre of Education and Sustainability. The campaign will be based on a prize game among schools of every order and grade and on the activation of targeted communication actions, aimed at all citizens of the territory. In the first year of activity the contents of the game will be defined, the communication and promotional campaign and the set-up of the platform will be activated also through a co-design event dedicated to pupils.

The campaign will start the second year, to be run and monitored for five years.

3) Communications on home-school mobility to families

This action aims to develop tools, communication, awareness-raising ways and promotional activities for the use of active and collective mobility in order to decrease the use of cars and to improve walking and cycling for schoolchildren, including with BiciBus and PediBus, public transport, especially for older children.

The campaign aims to act on parents as well as pupils, giving them an overview of active and collective travel opportunities: pedestrian and cycle paths, pedestrian areas, 30 km/h zones: BiciBus, Pedibus, CarPooling, SchoolBus, Public Transport. The campaign will have to communicate the advantages and benefits of moving by active means of transport, facilitating engagement and participation in projects and calls to experiment with new ways of active and collective mobility. It was inspired by the good practices presented by the City of Utrecht "Pleasant Walking, fine cycling".



Regional Action Plan – Utrecht

The Regional Action Plan of the City of Utrecht addresses the “Target Group Approach” aimed at decreasing CO2 emissions, the municipal “Road Safety Programme”, which has also a regional function, and the Ministry of Transport Cycling Programme “Tour de force, part 2”.

The actions included in the Plan were inspired by two good practices from the Municipality of Reggio Emilia: “School Mobility Manager Network” and “Closing of the school streets”.

The first action is “**Introduction of the Mobility Manager**”: the figure of the Mobility Manager was introduced and re-adapted to the local context and needs of the City of Utrecht. In Utrecht the Mobility Manager is a coach specially oriented for the schools and the neighbourhood and he/she explores with the stakeholders which measures can be applied to improve the mobility to and from schools. The Mobility Manager is a clear point of contact for schools for mobility and road safety issues, a coach who explores together with stakeholders in and around the schools what measures can be taken to achieve a shift in the modal split of parents bringing their children to school. Through this intermediate figure, on the one hand, schools will implement new measures more effectively and, on the other, institutions and other organisations will be more aware about the implementation of the measures and about the necessary adjustments.



The second and last action is the “**Introduction of closing the school streets for cars**”. This is an infrastructural measure aimed at making the school surroundings safer and less polluted. Thanks to this action, people living within short distances from schools will be more keen to walking or cycling to school, parents will have more confidence in letting their children go to school autonomously and children will learn that it is better to walk or cycle for short distances. Within the project’s second phase, 2 pilots will be implemented and their outcome evaluated through a survey. The plan is to then implement the measure in 2 schools each year.



Regional Action Plan – Brasov

The Regional Action Plan of Brasov Metropolitan Agency for Sustainable Development addresses the ERDF Regional Operational Programme 2014-2020.

ACTION 1 – Supporting the “learning to cycle in an urban environment” process for children in the Brasov area

As the city of Brasov is in the early stages of developing a cycling culture, there’s a growing need to develop an infrastructure dedicated to “learning to cycle in an urban environment”, namely a simulated urban environment where children and parents can learn the basics of cycling in urban settings in total safety. The Municipality of Brasov will transform an unused area into a theme park dedicated to learning how to cycle in urban communities. The park will have a total surface of 16.194 sqm and will include all the facilities needed to simulate real traffic (intersections, crosswalk, roundabouts, road markings and signals, etc.) in order to allow an effective learning process for future cyclists. The City of Brasov will receive ERDF funding under the Regional Operational Programme 2014 – 2020 and the project is expected to start at the beginning of 2020.

ACTION 2 – School Mobility Managers

The best practice presented in Reggio Emilia showed that school’s mobility managers play an important role in developing a wide curriculum of activities related to sustainable mobility. The proposed action is to develop the role of School Mobility Manager in the Brasov area during the phase 2 of the SCHOOLCHANCE project and, based on the expected outcome, to extend it to more schools that are willing to develop this position. In the long run, the City hopes that enough critical mass is being developed so the position of School Mobility Manager becomes formal and a real network with institutional support is created.

ACTION 3 – School zones (pilot action)

The proposed action is related to the certification of mobility friendly schools and the existence of the mobility manager position at school level. After the certification of mobility friendly schools and the setup of the mobility manager position (as a requirement of the certification process), Brasov intends to develop of a pilot action – the creation of a school zone by identifying spaces adjacent to schools as “special needs” areas in terms of urban mobility.

ACTION 4 – Supporting schools for sustainable mobility activities

The proposed action is to involve the LSG in the development of a local policy for the implementation of mobility-related activities by schools in cooperation with local or regional stakeholders. A specific amount from Brasov’s local budget will be earmarked to support schools and /or partnerships of schools to develop mobility-related activities. As an incentive for the schools, the existence of a “mobility friendly school” certification as well as the existence of a “mobility manager” position at school level will be set as selection criteria.



Local Action Plan – Gdansk

The Local Action Plan of the City of Gdansk impacts on two policy instruments: “**City Development Strategy - Gdansk 2030 Plus**”, the policy instrument for the City of Gdansk adopted in December 2012; and **Gdansk Operational Program 2023**.

The Action Plan includes the urban program “**Certification system of primary schools in the field of improving safety and comfort of students traveling to school in the City of Gdansk**” which promotes autonomous and sustainable mobility of children attending primary schools by creating a framework of cooperation between schools and other municipal units to influence transport behaviours in school communities. The proposed certification system responds to two main long-term goals for children: protecting children against dangerous events; and promoting children's physical and socio-mental development by encouraging independent and active travel to school.

The main action included in the Local Action Plan includes the elaboration of a guidebook containing the methodology and the procedure to obtain the certification for safe and comfortable mobility. Certificates are awarded for three years on a three-point scale (gold, silver, bronze) according to the respect of some criteria:

- Division of tasks on travels to school (split model) – 20 points
- Infrastructure and traffic organization within the school – 20 points
- Infrastructure and traffic organization in school's proximities – 5 points
- School's mobility and road safety policy – 15 points
- Promotional activities – 15 points
- Theoretical and practical education – 25 points

The certification process for primary schools consists of 4 main phases:

1) The **preparation phase** allows the school to become familiar with the principles of the certification process and to decide whether to join the program based on the developed self-assessment calculator.

2) The **planning phase** begins with the training of school's mobility managers and it is mainly associated with the development of an action plan to achieve the required level of certification.

3) The **implementation phase** focuses on the implementation of planned activities, the conduction of surveys among students and school authorities and the collection of materials and data to confirm the implementation of planned activities.

4) The **assessment and monitoring phase** consists in assessing the level of implementation of declared. It is also addressed to schools already awarded with the certificate to verify the continuous respect of the awarding criteria. A higher level of certification may be granted provided that the school introduced new and more mobility-friendly measures. Maintaining the acquired certificate after three years requires passing the certification process again and demonstrating positive, measurable changes in the implementation of sustainable mobility activities. The certification process is also intended to indicate areas where greater effort is needed, so as to provide schools with hints about which further actions should be taken.



Local Action Plan – Gävle

The Local Action Plan of the Municipality of Gävle targets the traffic strategy of Gävle Municipality - Trafikstrategi, Gävle kommun – as the main policy instrument and seeks to influence it through the implementation of two actions inspired by the other partners of School Chance project.

The action plan includes two main actions:

1) Starter kit for walk-train & bike-train

This action promotes the organization of walk-train or bike-train of children walking or cycling to/from school under adults' supervision and coordination. Every day, guardians take turns escorting the children through different gathering points until school, thus showing them how to walk or ride a bicycle safely. The action is foreseen to start in 2020, by identifying a pilot group of voluntary guardians who will act as a model for other groups. In this sense, it's important to increase the visibility of the initiative in order to inform as many guardians as possible and also to get the pupils interested. Moreover, the Municipality of Gävle will assist guardians with ready-to-use materials including a template for contact list; a proposal for weekly schedule; a proposal for rules of conduct; information on traffic rules and safe mobility behaviours. In addition to digital materials, the Municipality will provide physical support such as reflector tags, bicycle pennants, seat covers and hats – to create a sense of community among children.

2) Creating school zones

The establishment of school zones will create a calmer traffic environment around schools which will differ from other traffic environments in terms of design, appearance and traffic regulations. The purpose of the school zone – imported from Utrecht - is to improve road safety for children and young people moving in the area by making easier for drivers to perceive they're driving in school surroundings. In conjunction with the establishment of school zones, information on school mobility will be communicated, in order to inform guardians and pupils about why the school zone is being built and what they can do to improve the traffic situation in proximity with the school. School zones will be tested in three different municipal schools in 2020 and, in case of positive outcomes, the practice will be extended to other three schools in 2021.

Finally, since the School Chance project foresees the development of a certification methodology to award sustainable mobility friendly schools, Gävle Municipality has started a collaboration with the Swedish Foundation Håll Sverige Rent (“Keep Sweden tidy”) by joining the Grön Flagg initiative (Eco Schools), which will provide schools with an incentive to develop long-term initiatives connected to sustainable school mobility.

News from partners

Reggio Emilia Lab

The Municipality of Reggio Emilia has held a public event about school mobility on the 12th of September.

Four working groups were organised to discuss about this topic with stakeholders from schools and other local associations related to mobility and environmental issues. Various ideas and suggestions came up from the interesting discussions, on how to make school streets more visible and safer, how to organise a communication campaign to promote active mobility, how to inform families about different modes of sustainable mobility and about the redefinition of the role of school mobility managers.

The results of these discussions have contributed to the definition of the actions included in the Regional Action Plan.



A Pilot Action for Catalonia!

On 10th of December, the Monitoring Committee of Interreg Europe approved a Pilot Action called “**School Mobility Local Network**” presented by the Government of Catalonia and the Municipality of Girona. It will be implemented from January 2020 and will last a year and a half. More details will follow on our website!

Regional Conference in Gävle

Gävle Municipality together with Region Gävleborg held a conference about cycling in which the **results of School Chance first phase** and Gävle Local Action Plan were presented.

This conference is organised every year by the Region Gävleborg with the regional bike forum *Bike more Gävleborg*.

In the first part of the day, School Chance project and Gävle Municipality Local Action Plan were presented. The association *Keep Sweden Tidy* then presented the certification “Green Flag” for schools and the new theme for school mobility. After lunch the Bicycle Centre of the National Road and Transport Institute presented its work on research and education for cycling. A presentation from the organisation Green drivers about strategic planning for walking and cycling instead of driving were held just before the winner of Gävleborg’s most bike-friendly work-place was announced.



Regional Conference “Home to school mobility”

On Thursday 12th of December, the Municipality of Reggio Emilia has organised a regional conference about home to school active mobility to launch School Chance Regional Action Plan.

Two experts were invited to discuss about school mobility from different perspectives. The Regional Responsible for air monitoring network (ARPAE – Emilia-Romagna) Luca Torreggiani through the presentation of 2018 data about air quality in Emilia-Romagna Region, showed how air quality is strictly dependent on mobility daily habits. From the data presented it is clear that the concentration of pollutants changes according to the proximity to congested roads and to the time of the day, reaching peaks during school entry and exit times.

Giuseppe Albertini, President of the Association ISDE Doctors for Environment, presented the effects of physical inactivity and air pollution on young people, showing that moving by bike is the best way both for people’s health and the environment, studies suggest that people who ride a bike are actually exposed to fewer dangerous fumes than those who travel by car or pedestrians.

Finally, the results of the survey realised thanks to School Chance project on mobility habits of children from primary and secondary schools were presented together with the three new actions inspired by the exchange of experience with the other partners and that have been included in the Regional Action Plan that will be implemented in the next two years.



Projects and International Events

- Velo-City 2020, 2-5 June 2020, Ljubljana (Slovenia)
- Sustainable Energy Week, 22-26 June 2020, EU-wide
- European Mobility Week, 16-22 September 2020, EU-wide
- Smart City Expo World Congress, 17-19 November 2020, Barcelona (Spain)

CONTACTS & PARTNERS

For further information, please contact the project coordinator at the Municipality of Girona:

Ms. Maria Mercedes Teixidor
mteixidor@ajgirona.cat

Project partners

Municipality of Girona (ES) – Lead partner

Municipality of Reggio Emilia (IT)

Austrian Mobility Research FGM-AMOR, Graz (AT)

Regional Government of Catalunya (ES)

City of Utrecht (NL)

Municipality of Gävle (SE)

City of Gdansk (PL)

Brasov Metropolitan Agency for Sustainable Development (RO)



www.interregeurope.eu/schoolchance

 facebook.com/schoolchance

 twitter.com/schoolchance