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## CIVITAS Webinar

### Changing travel behaviour of children and young adults

2<sup>nd</sup> of March 2012  
14h00 - 14h45

CIVITAS VANGUARD, CIVITAS ARCHIMEDES and the CIVITAS thematic group 'Less car intensive lifestyles' will hold a first WEBINAR on how to encourage a sustainable shift in mobility behaviour away from the personal car and towards clean and energy efficient transport by addressing children and young adults. When 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 contribute to the recommended amount of daily exercise that children and young adults need.

The dependency on the private car needs to be reduced if cities are to achieve cleaner and better transport. Through five presentations and a 15-minute discussion, this webinar will look at promoting car-reduced and car-independent lifestyles, which seek to make more sustainable use of the car through car-pooling, car-sharing and the use of non-motorised modes such as cycling and walking.

The webinar will begin with presentations of five good practices in Europe for children up to 18 year of age and their parents. See the programme below for a summary of the five projects and speakers. Afterwards you can ask questions and discuss and share your own experiences.

#### ***Information & registration***

More information: [training@civitas.eu](mailto:training@civitas.eu)

Registration will begin on 10 February 2012 and is available online at <http://www.civitas.eu/>.

## Programme



### **BAMBINI-PROJECT**

Europe-wide

*Lies Lambert - Project manager, Mobiel 21 (Belgium)*

A project to develop toys and familiarise decision-makers, child pedagogues and child-care facilities with the topic of sustainable mobility. This project addresses children at a very early time in their lives (0 - 6) and their parents.



### **WALKING SCHOOL BUS**

city of Monza, Italy

*Simonetta Vittoria - Head of Mobility & Transportation Service, Monza*  
Walking school buses allow students (6-12) to walk to school under teacher and volunteer supervision and with the help of local police at crossroads.



### **TRANSPORT BEHAVIOUR**

city of Usti nad Labem, Czech Republic

*Martina Sochorova – Department of Transport, Ústí nad Labem*  
School and pre-school children in Ústí nad Labem learn basic traffic rules at the traffic court managed by the Municipal Police. This includes both theoretical lectures at the class room and practical training at the outside court for children of school and pre-school age.



### **SCHOOL CYCLING CAMPAIGN**

city of Aalborg, Denmark

*Anne Marie Lautrup Nielsen - Project manager, Aalborg*  
How can school children be activated to cycle to school through a campaign in a positive and engaging way? And how can a traditional campaign make use of alternative ways of communication? The City of Aalborg has through development of a new campaigning concept worked with these challenges.



### **EMISSION MEASURING WITH SCHOOLS**

city of Brighton & Hove, UK

*Debbie Reed - Transport Planner, Brighton & Hove City Council*  
A science project monitoring air quality near schools to develop pupils' interest in science and to better understand the impacts of transport on the environment.