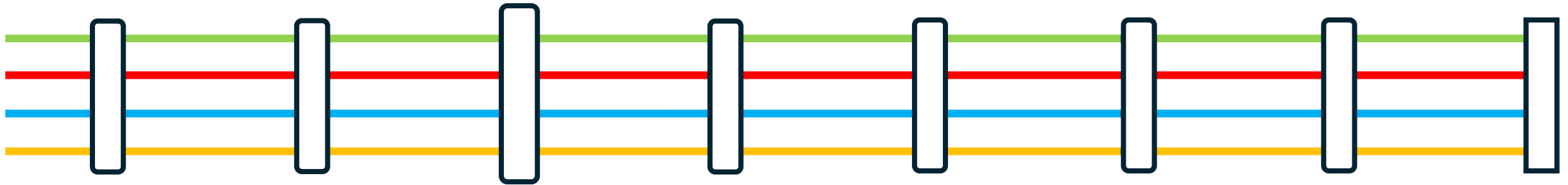


SCHOOLHOODs⁶

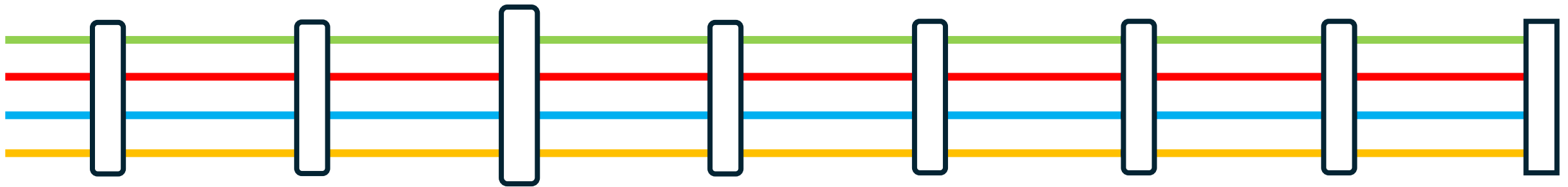
Third Quarterly Network Report







July – September 2024

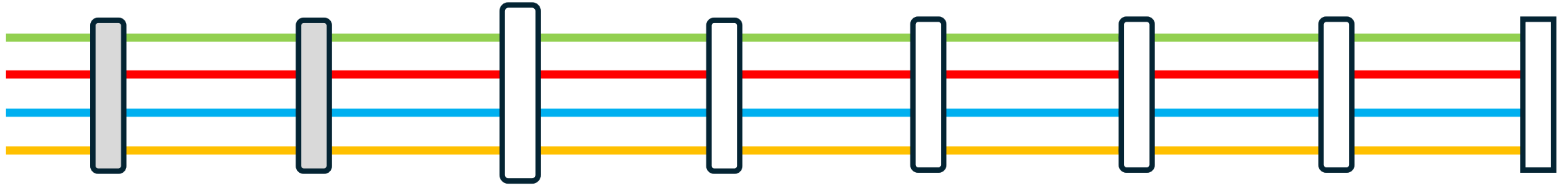
The SCHOOLHOODs network time table

Third stop – action fields



-  Line 1 - learning and exchange @ network level
-  Line 2 - putting things on the ground
-  Line 3 - what else is out there?
-  Line 4 - creative work with methods and tools

Connecting to our second stop!



You could expect that little is done in a network cooperation over a summer break, but this was not the case for SCHOOLHOODs.

Triggered by arriving at the station of „planning action“ with our network meeting in Turku, the team was eager to continue its work on „safe, green and happy ways to school“. But there were a set of questions open that bothered us to make good selections for fitting actions. Most of them connected to the PEOPLE theme. In other words: how to work with behaviour change to address the main drivers of school mobility – parents and pupils.

For this, the SCHOOLHOODs team engaged two experts to learn on behaviour change models and how to apply them. And on how children experience travelling and how parents' choice for their travel corresponds to this.

Looking back at three-quarters of the planning for action phase, the team as well prepared for the Mid Term Reflection to review its performance and come up with needs to adapt and improve the network experience in the next planning steps.



Line 1 – learning & exchange @network level



Webinar - behaviour change strategies

With our [SCHOOLHOODS webinar #3](#), we tackled one of the main challenges that our cities meet: how to achieve behavioural change with a focus on parents.

Thanks to our partner from Brasov, we could win **Prof. Dr. Rodica Ianole-Călin** to present on behaviour change theories and how to apply them in practise. Rodica introduced the **range of traditional and modern behaviour change approaches** like the nudging approaches EAST and MINDSPACE to arrive at today's more comprehensive models such as the behavioural change wheel, the ISM model and the Basic model. The focus for applying a model in practise was set on the **COM-B model**: Rodica explained to the audience the single steps to arrive at behaviour change activities starting with understanding today's behaviour, identifying intervention options and finally identifying these options' content and implementation frame. Special attention needs to be paid to concentrate on a concrete desired behaviour and then to frame effective actions within your own ability to act for this.

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#3 webinar
06.09.2024 10:00 - 12:00 CET

BEHAVIOUR CHANGE STRATEGIES THEORY AND DISCUSSION ON WHAT DRIVES PARENTS

Prof. Dr. Rodica Ianole-Călin
Vice-Dean for Research & International Relations
Faculty of Business and Administration, University of Bucharest, Romania

SAVE THE DATE

Line 1 – learning & exchange @network level



Parents' behaviour for children's travel choices

Following suit on our learning for behaviour change models and how to apply them, **Prof. Margareta Friman** introduced the team to the research field on children's travel experiences and how this matches with parents' modal choices for them.

For our [SCHOOLHOODs webinar #4](#), Margareta presented a range of research that focused on children's travel investigating on transport modes, destinations and impacts on school performance. One finding was that **children's wellbeing is highest if they do not travel at all**. Amongst possible destinations, the trips to school was the least enjoyable one. The mood of children was highest when cycling compared to lowest when going by car. The latter was specifically notable for girls. And the longer the distances get, the more tired children arrive at school.

Research involving **parents** showcased that **their main motivation for taking their kids to school by car is convenience, not safety**. Their choice for a car trip to school is not connected to distance, but to their own needs.

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#4 webinar
13.09.2024 10:00 - 12:00 CET

HOW TO ENCOURAGE PARENTS TO PRIORITIZE THEIR CHILDREN'S WELL-BEING IN EVERYDAY TRAVEL

Prof. Margareta Friman [Pro-vice chancellor, University of Karlstad, Sweden]

SAVE THE DATE

Line 1 – learning & exchange @network level



Mobility Management for Schools

With our [SCHOOLHOODs webinar #5](#), we invited one of our own, Dina Ravaglia from the City of Parma, to present her experiences in the field of mobility management.

Dina introduced the team to the **mobility management framework** in Parma which includes both, companies and schools. Parma has a **dedicated mobility manager** who works hand-in-hand with site-based mobility managers to create home-work travel plans. Today, Parma works with 53 companies representing about 75,000 employees and students.

For schools, **Parma runs cooperations with school mobility managers**. They receive a **training** on mobility management and schools and Parma support schools with **assessment of the school environment and access conditions**. Parma installed a permanent **road safety table** which proposes actions to secondary schools, such as safe driving courses for students, bike to school competitions and workshops with the police, car associations and with victims of road accidents to raise awareness on safety in traffic.

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#5 webinar

23.09.2024 10:00 - 11:00 CET

MOBILITY MANAGEMENT AND ITS USE FOR SCHOOLS

arch. Dina Ravaglia

[Mobility and Transport Department of the City of Parma, Italy]

SAVE THE DATE

Line 1 – learning & exchange @network level



Getting the Mid-Term Reflection started...

As the SCHOOLHOODs team did not go for a summer break as such it used the time – amongst others – to **prepare its Mid Term Reflections** process.

The first step was to **customise the survey template** by the URBACT programme to the network specific topics and to add network relevant questions that we deemed useful to investigate the state of play of the SCHOOLHOODs action planning process.

The main points of interest were to learn on the **needed support for the local level work** of the ULG, an **update of the network learning programme** against the planned programme at hand, support **for local communication** as well as **any uncertainties** the SCHOOLHOOD cities are facing in the coming steps for creating their Integrated Action Plans.

The survey was started in September 2024 and the results formed a crucial „ingredient“ for the Mid Term Reflection Meeting taking place in Parma in November 2024.



Line 2 - putting things on the ground



Sustainable to school with the Brno dragon

The SCHOOLHOODs partner Brno made use of the European Mobility Week to run a game on going to school with sustainable means!

Based on the Traffic Snake Game, the Brno team created an own game for pupils of the two SCHOOLHOODs pilot schools. The goal of the game is that as many pupils as possible come to school other than by private car. For this, the children collect stickers for walking, scooting, cycling or taking public transport to pin them on the poster and help the Brno dragon to arrive at school. The game was active for all school days of the mobility week and invited school classes to compete against each other for the best modal split at school commutes.

The winners of the game were the classes 5B and 7B for the Tuháčkova elementary school and the class 9A for the Krásného elementary school. For the first two, all children (100%!) came to school by sustainable means for the entire week. For the class 9A, more than 97% managed to go to school without a car for the entire week as well.



Line 3 - what else is out there?

School Mobility Management in Graz

The City of Graz runs a programme for mobility management actions in primary and secondary schools based on a catalogue of actions since 2011. Today, more than 1,300 school classes and 30,000 pupils took part.

- Schools can apply for a mix of actions based on an action catalogue. They need to match to a „point-per-action“ scheme and perform pre-and post modal split surveys for the respective school classes.
- Actions on the catalogue address pupils, teachers and parents.
- The City of Graz evaluates the applications and informs the school classes on the decision.
- The actions are delivered by a set of cooperation partners (e.g., mobility experts, NGOs, sport scientists, police, public transport providers)
- The City of Graz covers the costs of the providers to 100%.

Find more information in the recording of the [SCHOOLHOODS webinar #4](#).

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Schulisches Mobilitätsmanagement 2025
Ein Leitfaden zur Stärkung der selbstständigen Mobilität

Abteilung für Verkehrsplanung
Europaplatz 20, 8011 Graz
graz.at/SMM

GRAZ



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Line 4 - creative work with methods and tools



Surprising findings we learned...

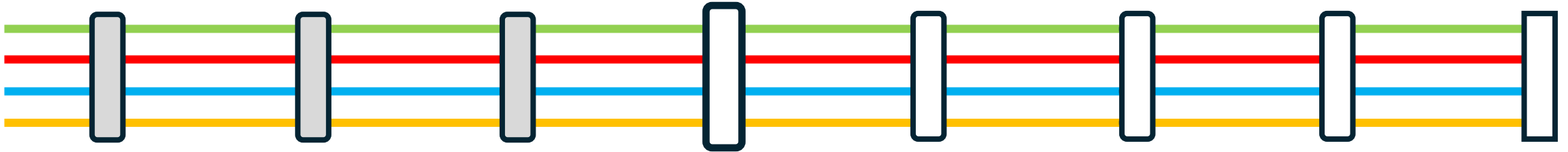
During the September webinars, we got confronted with some findings by the research of Prof Friman that came as a surprise.

Like:

- the fact that children feel better when they do not have to travel.
- that among the choice of actions that pupils do on their commute to school like reading, talking with friends or parents and using their smartphone, pupils who use their smartphones during their commute perform better at school compared to the others.
- the distance of a commute to school is hardly a relevant factor for parents' modal choice on how their children go to school.
- parents decide to drive their children to school based on their own needs and not and child-specific considerations, like health and school performance.



The look ahead – our next station



The last station of the planning actions phase is at the doorstep and the SCHOOLHOODs team is facing a high workload before the end of the year. We are about to drive the development of the local integrated action plans to the level of a suitable draft presenting the logic to the point of a long-list of actions. We will continue our learning process with a Site Visit to our partner city of Parma alongside discussing and reframing the network programme by the Mid Term Reflection meeting. And we will put our IAP drafts to the test by putting them in the focus of our work during the next network level meeting in Zadar just before the year closes.

With a feeling of excitement and curiosity, we look forward to advance our integrated action plans to be ready for the new tasks in 2025: the planning for implementation phase.



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Stay tuned to learn more about **SCHOOLHOODS**

At **URBACT**'s official website: <https://urbact.eu/networks/schoolhoods>

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