SCHOOLHOODS

Brasov (Transport Association), Romania
282.687 inhabitants

Challenge

Despite short distances and strong interest in micromobility and walking, over 40% of school trips are by car, increasing peak-hour congestion, unsafe school entrances, and parental safety concerns.

Local heroes

This was made possible by the support of School No. 9 headmaster Camelia Leru, along with teachers and parents who approved and actively supported the activities.



Lessons learnt

- **Engage school leadership, teachers, and parents early to build trust and long-term support.**
- **Integrate training into the curriculum for participation and sustainability.**
- **Combine skills and road safety education to boost parental confidence, and adopt an integrated approach linking training with training grounds/ infrastructure, safety measures, and street redesign.**

Solution

Bike/micromobility and road safety school

Brașov Transport Association piloted a structured bike, micromobility, and road safety training programme at School No. 9 to address parents' safety concerns and support independent school travel. Integrated into physical education classes and delivered at beginner and advanced levels, the programme reached 500 pupils. High demand led to additional optional weekend sessions. The pilot received very positive feedback from pupils, parents, and teachers, and the involvement of three Physical Education Teachers enables the programme to continue and scale up.



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Asociația de Transport Brașov

SCHOOLHOODS

Brno, Czechia
402.000 inhabitants

Challenge

At the start, school access roads were congested around school start, especially in front of school. Brno aims to make school journeys safer and more sustainable by reducing car traffic around schools and encouraging walking and cycling.

Local heroes

This action would not have been possible without the active involvement of the participating schools, ZŠ Krásného and ZŠ Tuháčkova, and the strong support of parents and community volunteers.



Lessons learnt

Here are few things to keep in mind for this action:

• Involve schools and parents from the start – their support is essential.

• Begin with quick, visible actions to motivate children.

• Communicate the benefits for safety and health to increase acceptance.

Solution

Safer and Sustainable School Journeys

In 2025, we piloted a set of measures to make children's daily journeys to school safer and more sustainable. By introducing pilot measures such as Kiss & Ride zones, scooter stands, playful sidewalk games, and safer crossings, we made the areas around schools calmer and more welcoming. Schools, parents, and local communities were involved from the start, helping to shape solutions that truly work. As a result, more children could walk or ride to school safely, turning everyday journeys into a positive and sustainable habit.



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BRNO

SCHOOLHOODS

Parma, Italy
202.742 inhabitants

Challenge

Along Viale Maria Luigia in Parma, home to four high schools, public space belonged to cars. Car parking filled the street, leaving students with no places to meet, talk, or feel part of the city.

Local heroes

The real local heroes are the students and teachers who dared to imagine something different. By proposing the idea and building it themselves, they showed how young people can lead meaningful urban change.



Lessons learnt

Urban change does not always start with big budgets. By listening to students, reclaiming small pieces of space, and building trust between schools and institutions, cities can unlock new social life. Even a few square metres of asphalt can become a place for connection and belonging.

Solution

Parklets

The "Parklets" started with a simple question from students and teachers: what if the street worked for people, not cars? Along Viale Maria Luigia, four parking spaces were transformed into two parklets—small outdoor living rooms open to everyone. Students, teachers, a technician and the Municipality of Parma co-designed the spaces and built them together, strengthening skills and ownership. Thanks to local sponsors, costs remained low, while the Municipality removed parking and offered the public space free of charge. These modest interventions changed everyday life, turning a traffic corridor into a place to pause, connect, and belong.



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SCHOOLHOODS

Rethymno, Greece
55.636 inhabitants

Challenge

Rethymno faces high motor dependency, with more than 50% of school trips made by motorized means. This reliance on private vehicles for school trips results in significant traffic congestion around school gates, elevates road safety risks for children, and discourages the adoption of walking and cycling.

Local heroes

The Pedibus was a joint achievement of parents and teachers. Their close collaboration in promoting the initiative and volunteering as street supervisors helped build community trust and reclaim the streets, creating a safer and more active environment for our children.



Lessons learnt

• Focus on children's healthy development: like improved physical abilities, mental well-being, and gaining independence and social skills.
• Make it Fun (Gamification): Use friendly competition between classrooms and small rewards to maintain high participation levels and keep the excitement alive.
• Start Small: Launch a manageable pilot to test feasibility and build community confidence before scaling the initiative city-wide.

Solution

Pedibus

In May 2025, we launched the Pedibus pilot at a Primary School of Rethymno to transform the daily commute from a car-heavy routine into a safe, social activity.
We organized supervised walking groups where children followed a designated route with 'stops' to reach school together.
To make it more engaging, older students from a Secondary School acted as guides, inspiring the younger ones with creative placards and flags. During our pilot week, we saw great enthusiasm from parents, students, and citizens. Other schools expressed their interest in starting their own Pedibus schemes. This initiative proved that by bringing together parents, teachers, and municipal staff, we can create a healthier and more connected community for our children.



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Municipality of Rethymno

SCHOOLHOODS

Skawina, Poland
43.235 inhabitants

Challenge

With 35% car-dependency, our challenge is creating safe, joyful, and active travel routes. We must move beyond "neutral" planning to intentionally address varied gender-specific needs, prioritizing social safety to foster sustainable habits for all.

Local heroes

Our "Ninja Volunteers" and teenage leaders reclaimed streets through creativity. These heroes proved that youth-led interventions, like their hand-decorated community bench, foster ownership and turn functional sidewalks into. welcoming social spaces for the neighborhood.



Lessons learnt

- **Innovation: Gamification (i.e., The Sims) successfully engages "hard-to-reach" youth in planning.**
- **Gender: Mobility isn’t neutral; girls prioritize social safety and aesthetics, often overlooked by traditional models.**
- **Testing: Tactical urbanism gathers evidence and builds community trust before permanent, large-scale infrastructure investments are made.**

Solution

City for girls

City for Girls is a pioneering initiative that empowered teenage girls to co-design an inclusive city using digital prototyping.
We translated their virtual visions into the physical world through tactical placemaking actions, such as the #Chodźże (cool paths) pilot.
By replacing traditional barriers with vibrant sidewalk art and a community-made message and art piece woven directly into the school fence, we transformed a transit corridor into a gender-sensitive space for expression and connection.



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Skawina
Miasto i Gmina

SCHOOLHOODS

Turku, Finland
209.000 inhabitants

Challenge

In 2023, we had indications that school trips by car had become more common, but we lacked accurate data and ownership of the cross-cutting theme and a plan for the future.

Local heroes

Achieving this required long-term work in a large organization and familiarization with the needs of others and expressing our needs.

Another prerequisite for success was closer cooperation and target group-oriented (children and youth) thinking instead of traditional service-oriented thinking, which began with the renewed organizational structure.

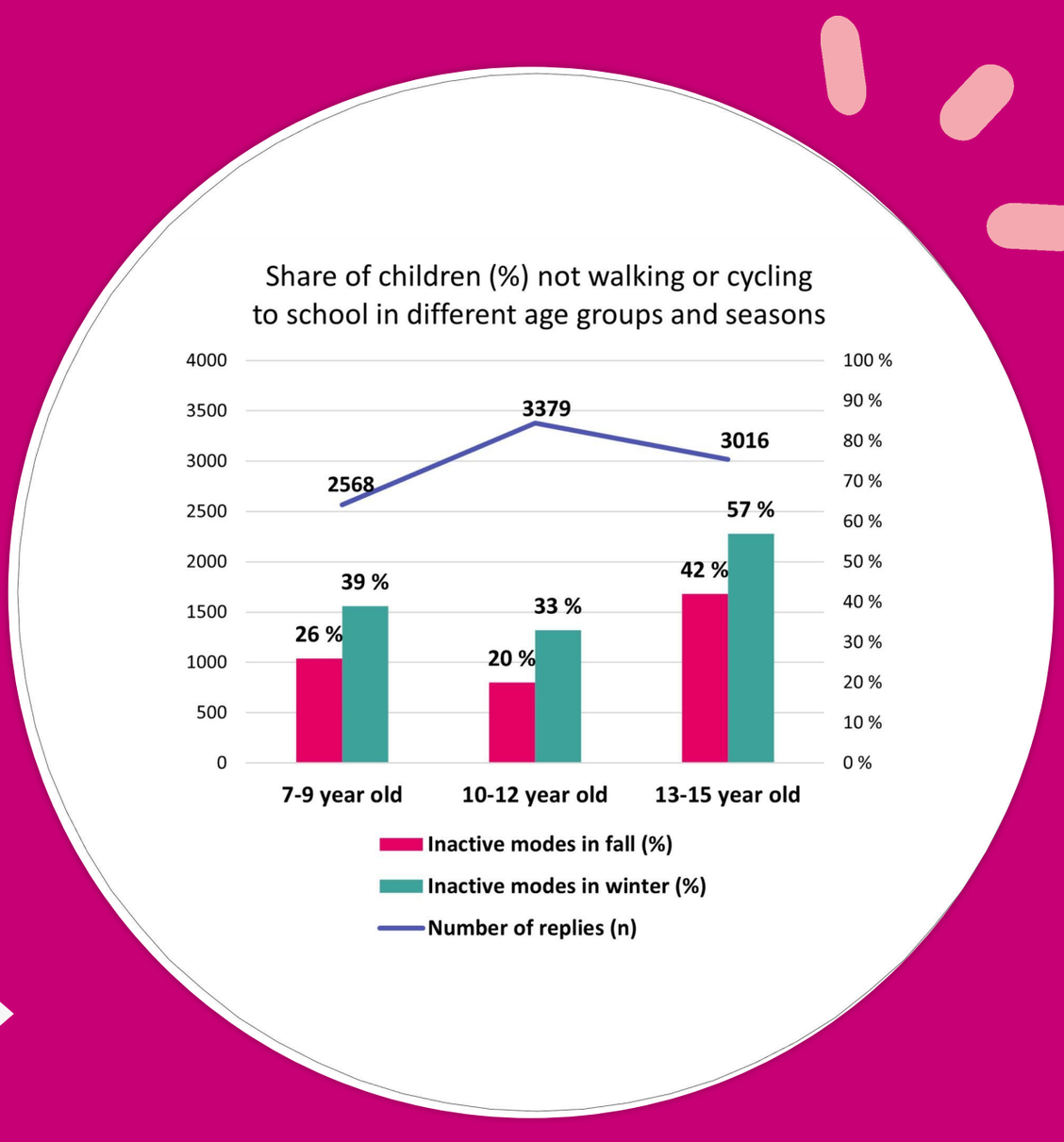
Lessons learnt

- **Identify connecting factors or objectives between different departments of the organization.**
- **Identify factors that will help you engage your target audience and win them over by focusing on what they want (fewer surveys overall).**
- **Managing and influencing with information is easier when the data is reliably trustworthy.**

Solution

Influencing with data

Turku has 55 school units, whose traffic environments and social norms can vary significantly.
We had tried to obtain information about the state of school travel before, but schools receive a lot of surveys and thus the response rate to surveys is poor.
In the fall of 2025, we managed to conduct a joint survey in collaboration with several departments and received over 11,000 responses (response rate 71 %).
Now, for the first time, we have reliable information that helps us prioritize and target various measures in line with the city's budget and help us raise awareness of the issue.



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CITY OF TURKU

SCHOOLHOODS

Zadar, Croatia
70.779 inhabitants

Challenge

Zadar faced high car use for school commutes, with unsafe, car-prioritized streets discouraging walking and cycling. This increased traffic congestion, reduced children's physical activity, and created less child-friendly urban environments.

Local heroes

Elementary schools Petra Preradovića and Šimuna Kožičića Benje, along with other Zadar schools, played a crucial role. Their staff and students supported pilot testing, data collection, and implementation of safer school measures, making the project possible.



Lessons learnt

Engage stakeholders early and maintain open communication. Involve schools in planning and feedback.
Gather robust data to guide interventions.
Design measures based on evidence to ensure long-term safety improvements.
Collaborative, informed actions lead to sustainable, child-friendly urban mobility solutions.

Solution

Implementation of field research and creation of analytical reports

To improve school mobility, Zadar conducted field research measuring vehicle speeds in five elementary school zones. Surveys revealed 12% of parents worried about traffic safety. Observations confirmed frequent speeding, even in 20–30 km/h zones. Based on these findings, the city implemented short-term measures including fixed and mobile speed radars, improved pedestrian and cycling signage, and ongoing traffic monitoring. Long-term plans focus on integrated speed management to create safer routes. The action demonstrates how evidence-based interventions can reduce risks, promote active mobility, and foster child-friendly streets.



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