

Mobility Management For Schools



move

Implementing A Promising Tool: The Walking Bus

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Intelligent Energy  Europe

Region of Hannover

- 1.1 mio inhabitants
- fairs and services:
Hannover-Industry
Fair, CeBIT, logistics
- automotive-industries
VW, Continental, etc.
- re-built as the „car-
suitable town“ after
WW II destructions
- knot in federal traffic



- regional energy agency, public-private enterprise
- started in 2001 with 4 ½ employees – today 13
- co-ordination – campaigns – consulting/ info
- main fields of activity → solar, housing, bioenergy, wind, CHP. Variety of target groups and partners
- new field of activity mobility in 2006: NGV-promotion, school projects (Car-Free Day)

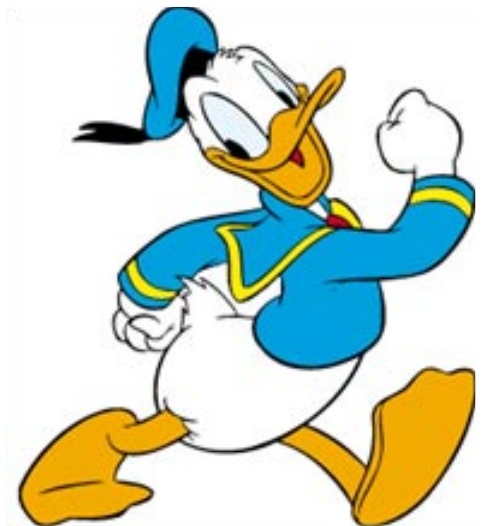
What is a Walking Bus?

- To school by foot - WITHOUT cars („parent cab“)
- Coordinated route
- Accompanied by 2 adults
- Various advantages and general improvements possible
- Saves up to 20% of fuel/ GHG-emissions



Indirect approach: helping the helpers

- Idea was targetted by several institutions
→ ...not another project please!
- General coordination of partner activities
- Foster cooperation and enable exchange of experiences between different partners
- Common communication and events
- General survey and research



Challenges

- Teachers: no time, few engagement
- Parents: few trust, few engagement
- Partner A lack of ressources
- Partner B delayed foreseen actions
- Partner C content after news reported



Winning factors

- Very good tool when implemented
- Quality product
- Sequence of partner work was very suitable
- Target group teachers often declared demand
- Target group children are cooperating willingly



Future actions

- foster survey feedback
- check restrictions together with partners and find solutions
- second edition of popular brochure „School And Traffic“



Thank You For Your Kind Attention

Questions?

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