

Traffic Snake Game, Varna, Bulgaria

Overview: More than 2,000 pupils in Varna, Bulgaria, are being energized yearly to use sustainable transport modes between home and school through their participation in the Traffic Snake Game. The Regional Black Sea Agency for Energy Management in Varna is conducting the game under the IACI project CONNECT.

Target Audience			Actions		
X	Children	Transport companies		Clean and Energy Efficient Vehicles	Traffic Management
	Teenagers	Car sales people	X	Cycling	Car Pooling
	Students	Private companies		Transport Demand Management	Transport for People with reduced mobility
	Adults	Other		Flexible mobility services	Eco Driving
	Old Age Pensioners		X	Travel Awareness Event(s)	X Walking
	Decision makers			Mobility management	Other
	Local and regional authorities			Public Passenger Transport	

Background & Objectives

In Varna, as elsewhere, the goal is encourage students to walk and bike in the Traffic Snake Game, an awareness-raising game and campaign developed for primary schools. In Varna, seven schools and two kindergartens are participating. The pupils range in age from four to 11.

Implementation

The schools encourage children and their parents to walk or cycle, or to take the bus or participate in car sharing over a two-week period. Points are awarded for every safe, sustainable trip, and results are posted on Internet.



Conclusion

Results have shown that the Traffic Snake Game works, as sustainable trips increase during the two-week period, and most of those gains are sustained after the counting stops. In fact, children are asking if they can play the game at both the beginning and the end of the school year.



