



ECO-WAY TO KINDERGARTEN IN GDYNIA

POLIS Working Group on Active Mobility and Health,
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City of Gdynia

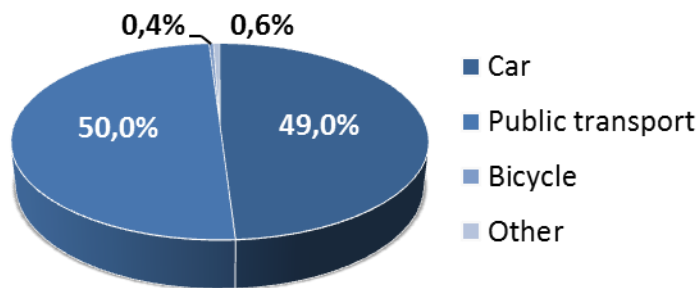
- ▶ Chartered in 1926
- ▶ Belongs to the Tri-City agglomeration
- ▶ Port city
- ▶ Gdynia has 250 000 inhabitants
- ▶ Total area - 135 km²



Transport in Gdynia

- ▶ Total roads in Gdynia: 391,1 km
- ▶ Means of PT:
 - Buses: (77 lines)
 - Trolleybuses: 40,3 km (12 lines)
 - Rapid urban railway (SKM)

- ▶ Modal split:



- ▶ Public transport - one of the most efficient and green in Poland and in Europe
- ▶ Clean PT vehicles operate in the city – mainly CNG buses and the modern, energy efficient fleet of trolleybuses



Background

- ▶ Environmental pollution (mainly air pollution)
- ▶ The danger resulting from high traffic volume in the kindergarten and school areas
- ▶ The need to increase the road safety in school areas
- ▶ The significance of the youngest generations
- ▶ Encouragement and motivation to lead active and healthy lifestyle
- ▶ Youngest children can be treated as "driving force" to change our negative transport and lifestyle behaviour



Background



- ▶ Continuation of WOW (Walk Once a Week) campaign launched in 2012 within EU SEGMENT project
- ▶ 6 primary schools in Gdynia (altogether 22 classes – 507 pupils)



Background



segmented
marketing for
energy efficient
transport



„Eco-way to kindergarten” in Gdynia

- ▶ Continuation of WOW initiative - enhanced and continued in kindergartens in 2013 with own funds
- ▶ 37 public kindergartens in Gdynia invited to participate (result: 25 involved – 75 groups – 1989 pupils).
- ▶ Main principle: **Children are individually walked to kindergartens by their parent instead of being driven by car.**
- ▶ Other sustainable modes of transport are also acceptable, f.i.: bike, scooter, PT.



Target groups

- ▶ **Oldest groups from City's public kindergartens (4-5 year old children) and their parents**
- ▶ Reason: possibility to shape their travel behaviour and increase their awareness on sustainable transport at a very early age.

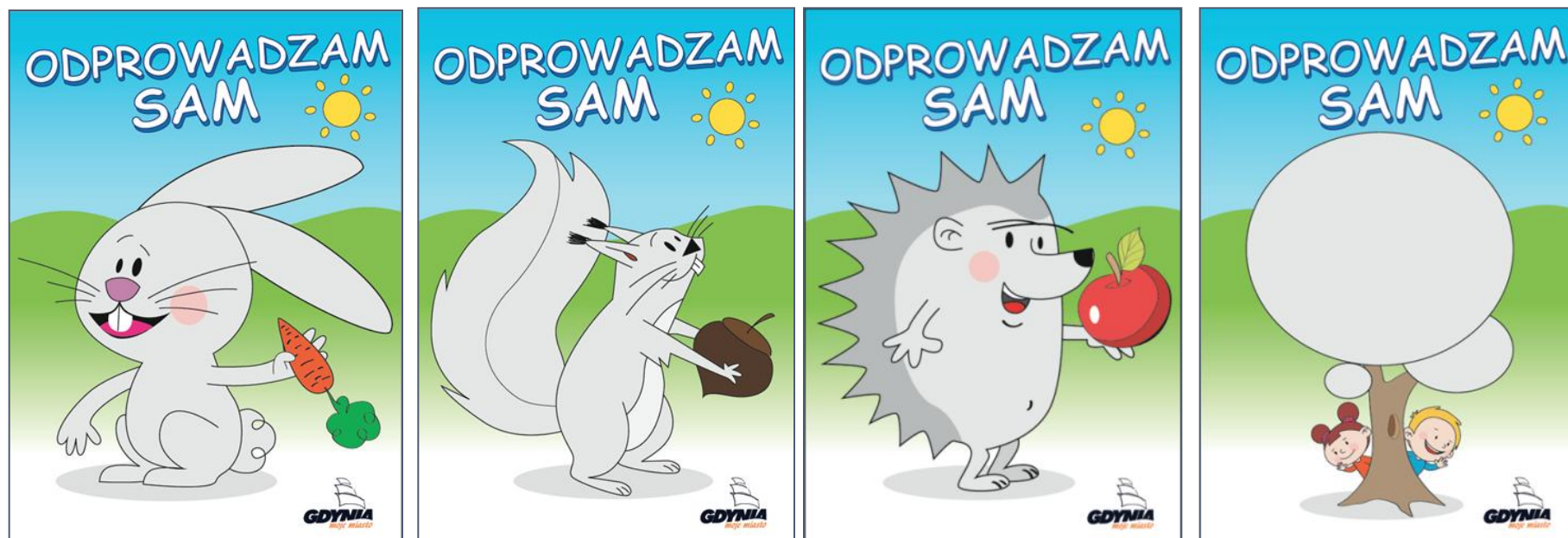


Aim of the initiative

- ▶ Promote walking and other alternative modes of transport among target group,
- ▶ Encourage and motivate the target group to lead active and healthy lifestyle,
- ▶ Youngest children can be treated as "driving force" to change our negative transport and lifestyle behaviour
- ▶ Increase target group's awareness on sustainable transport,
- ▶ Reduce congestion and air pollution in Gdynia's public kindergartens area,
- ▶ Enhance the road safety of kindergarten children,
- ▶ Encourage the target groups to re-think their everyday travel choices and reduce car use whenever possible.

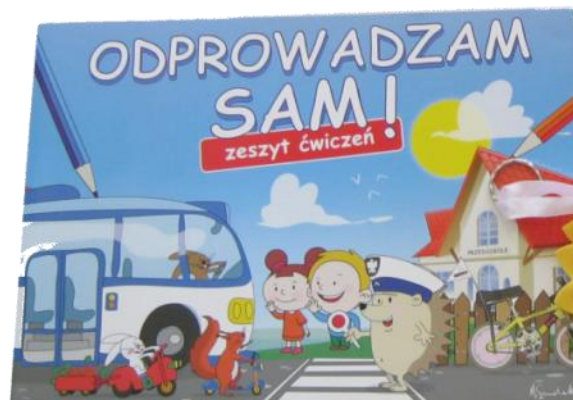
Campaign's materials

► Posters with stickers



Campaign's materials

- ▶ Reflective vests and toys



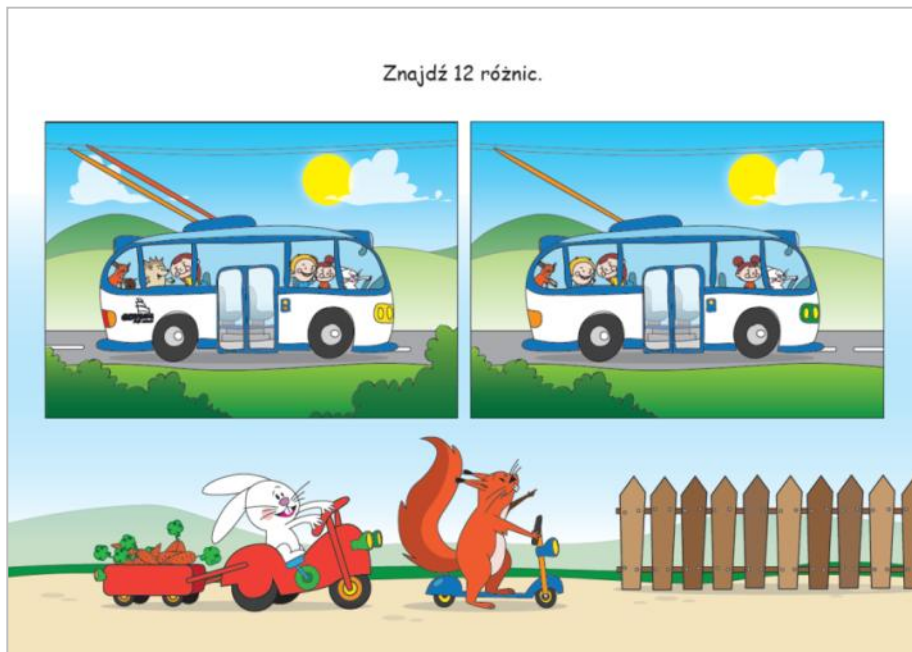
Campaign's materials

► Memory game - BAMBINORY



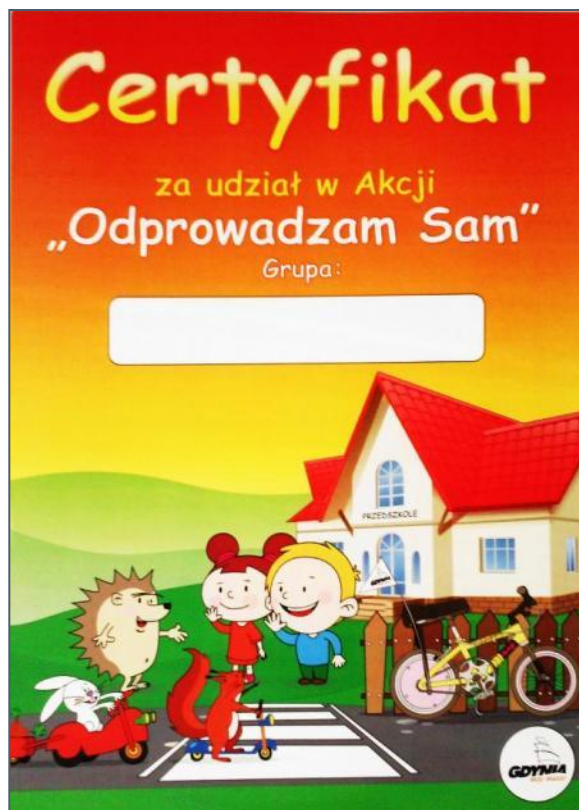
Campaign's materials

► Exercise book on sustainable transport



Campaign's materials

► Certificates



How it worked?



How it worked?



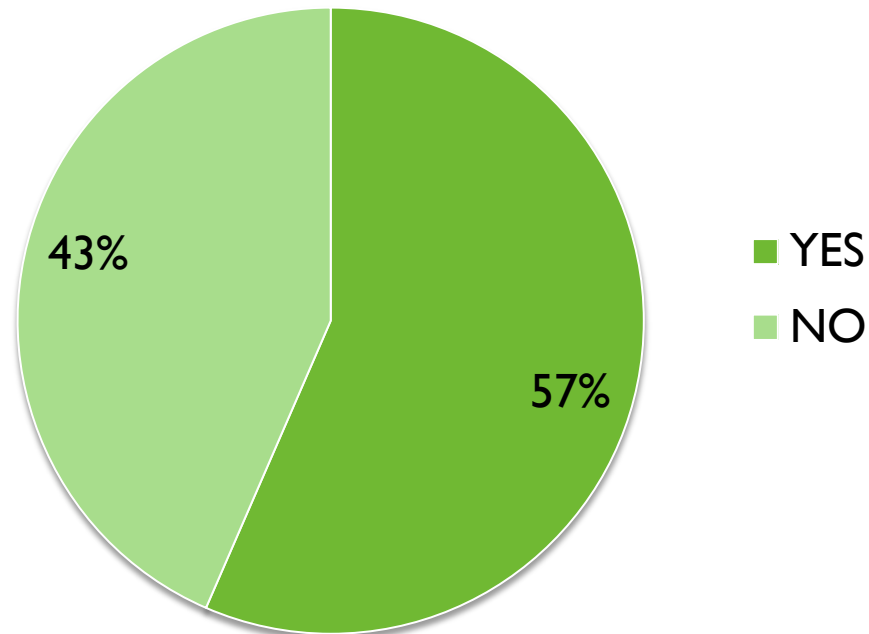
How it worked?



How it worked?

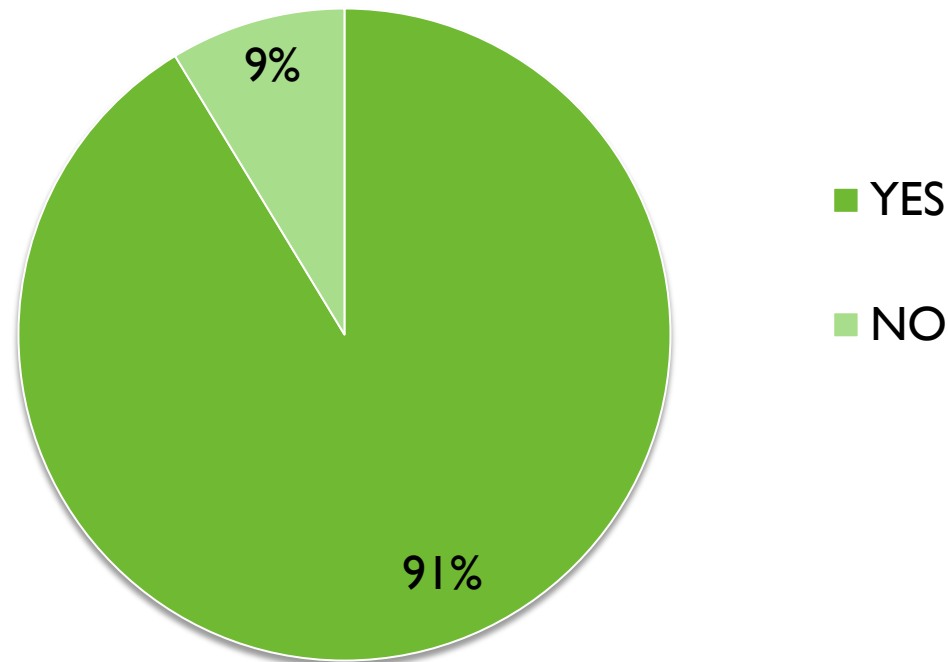


Have you noticed the decrease in the number of cars parked in the kindergarten area?



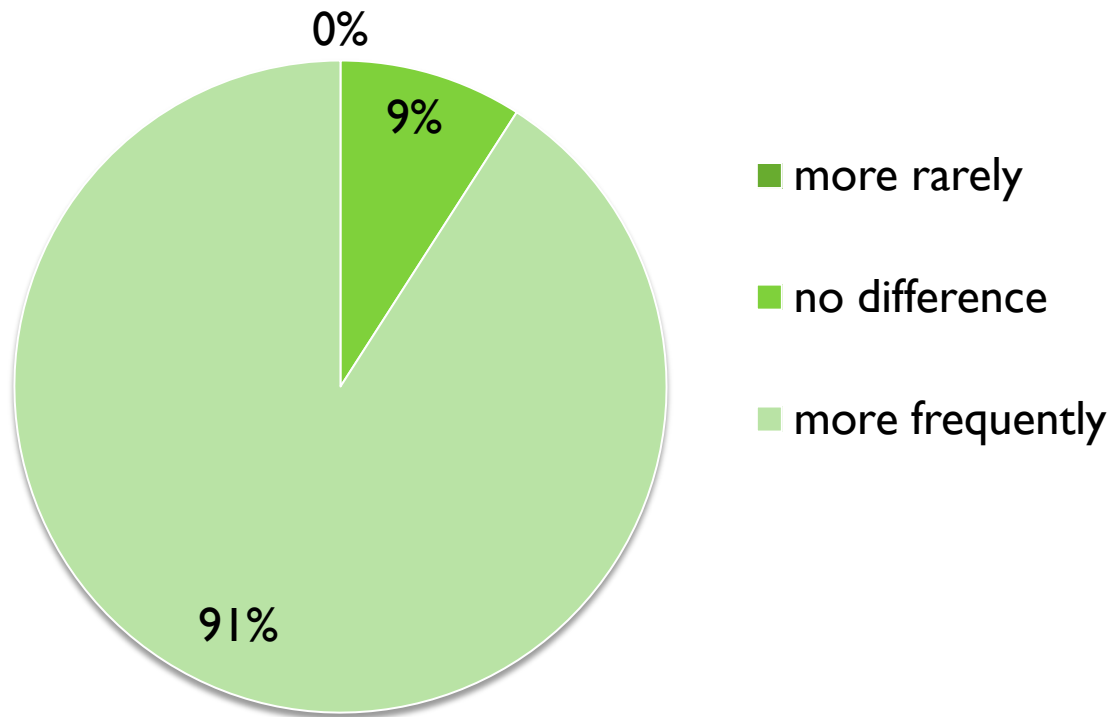
Outcome

Based on the initiative, do you think that children have significant impact on change of their parents travel behaviour?



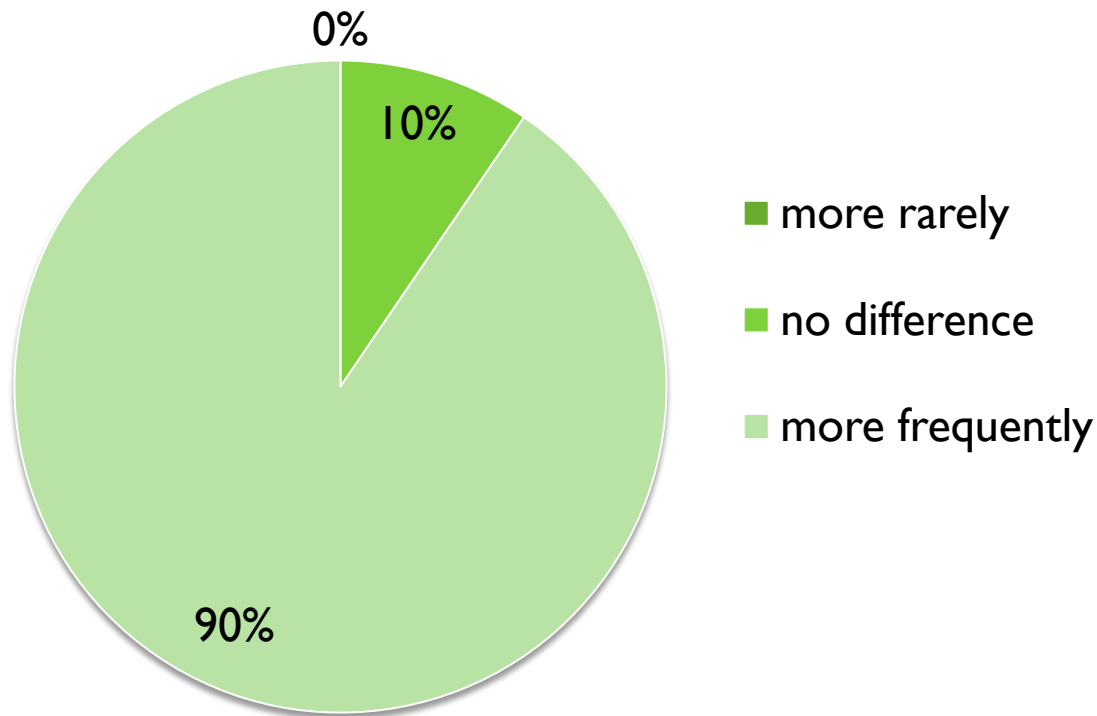
Outcome

Comparing to the time before the campaign,
have you noticed that parents **WALK** their children
to/from kindergarten...?



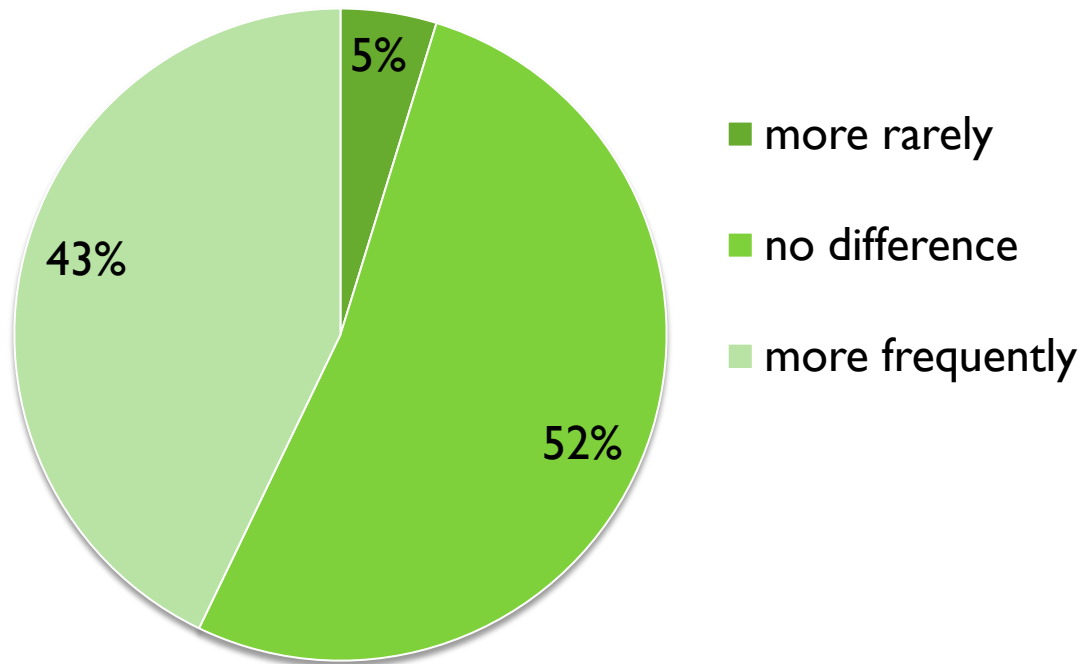
Outcome

Comparing to the time before the campaign,
have you noticed that parents CYCLE with their children
to/from the kindergarten...?



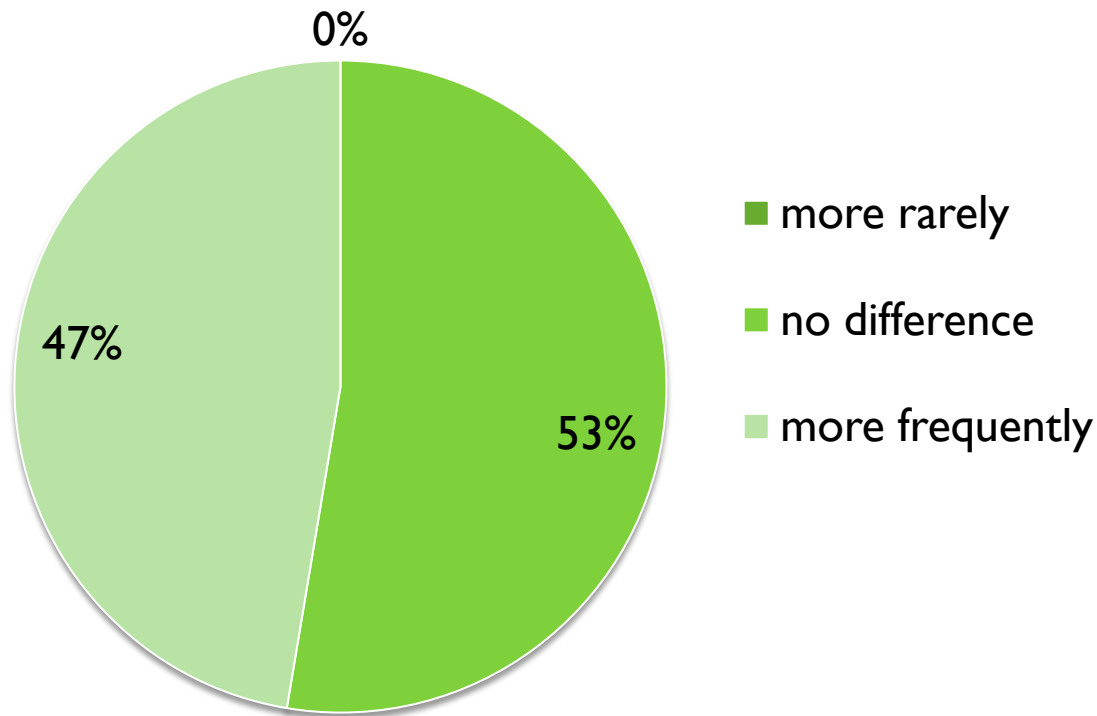
Outcome

Comparing to the time before the campaign,
have you noticed that parents use PT in their travel
to/from kindergarten...?



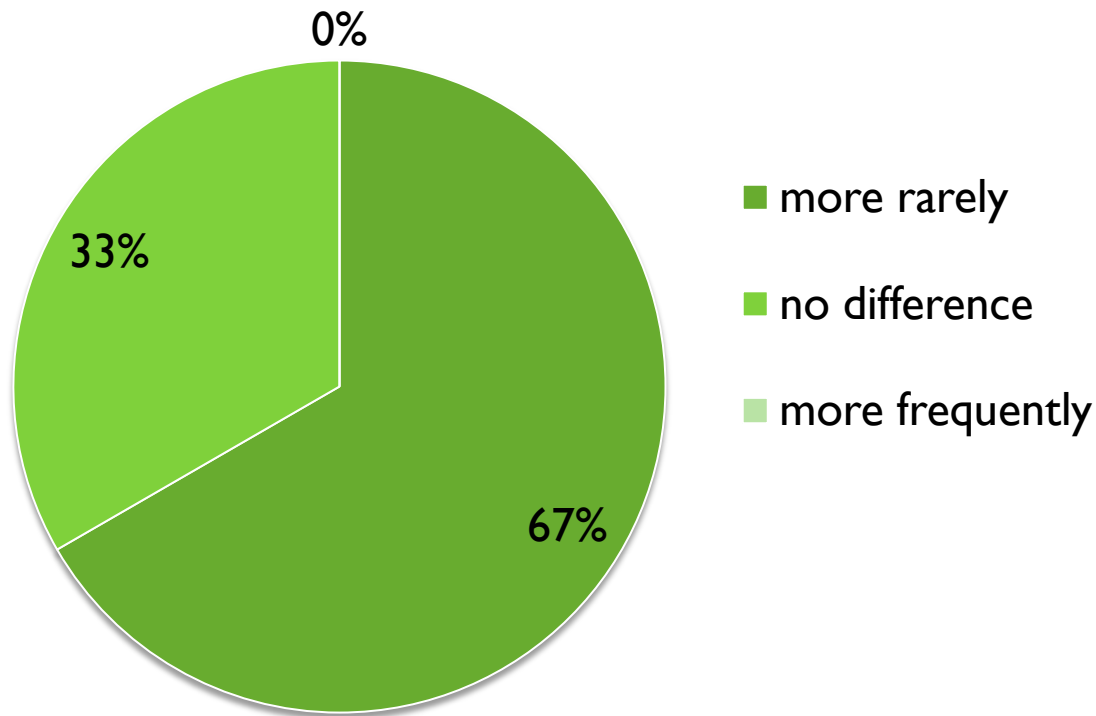
Outcome

Comparing to the time before the campaign,
have you noticed that children travel to/from kindergarten
on scooter..?



Outcome

Comparing to the time before the campaign,
have you noticed that you travel with your child to/from
the kindergarten BY CAR ..?



Summary

- ▶ *„The campaign is a very interesting initiative, which has contributed to the increase of road safety of our pupils as well as the decrease of the traffic volume in the kindergarten’s area.”*
- ▶ *„The initiative has motivated the parents to use alternative modes of transport in their everyday travel to the kindergarten, lead more healthy lifestyle and decrease their negative impact in the environment.”*
- ▶ *„ The children like the campaign a lot, they tell a lot about it to the parents and encourage to walk more.”*
- ▶ *„(...) the colourful campaign materials were a great tool, very encouraging for the children to participate in the action.”*
- ▶ *„(...) the parents declared the need of cycle racks to be installed in the kindergarten’s area.”*

THANK YOU FOR YOU ATTENTION!!!😊

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