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CITIES AND REGIONS FOR TRANSPORT INNOVATION

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Sustainable activation model for daycares and schools

- continuum of increasing capabilities, opportunities and
motivation in children and their parents

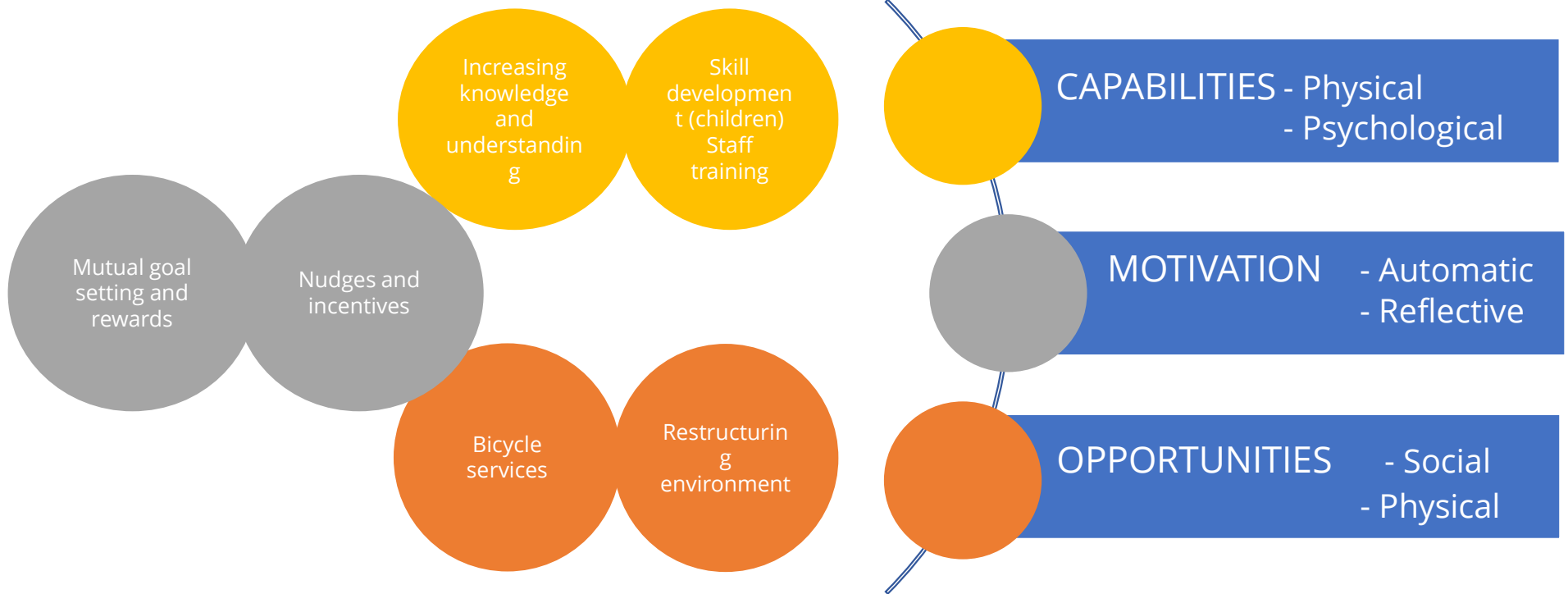
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City of Turku



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Changing behaviour



1. Identifying the inhibiting factors, identifying available resources
2. Choosing intervention functions



Capabilities, opportunities and motivation regarding cycling

Collaboration is the key!



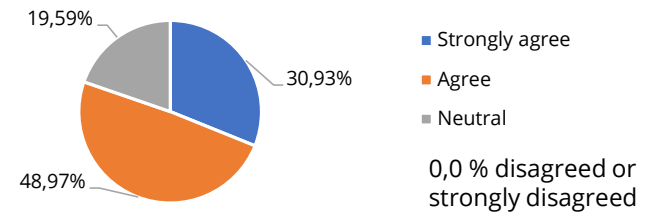
1. Bikes for all –
Employment unit of the city of Turku
2. Evaluation of cycling skills of children on a cycling track –
Turku university of applied sciences
3. Cycling skills rehearsing –
Sports services of the city of Turku
4. Cycling skills card: motivation and communication of the subskills to homes
5. Re-evaluation of the skills and perceptions of the measures



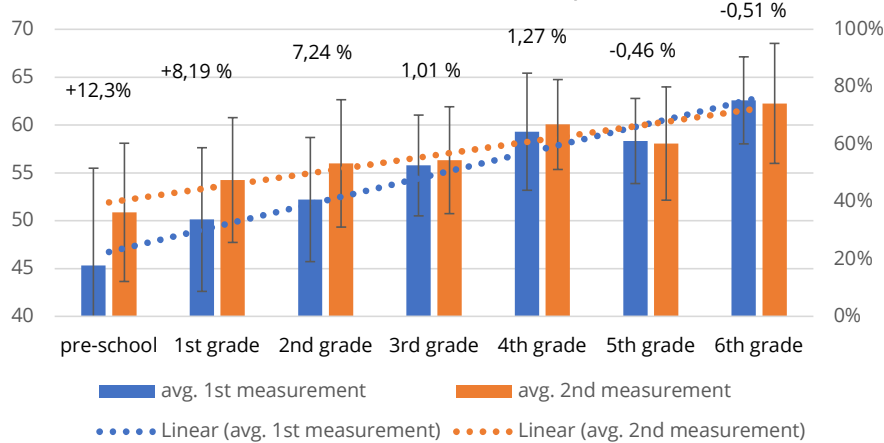
Motivation and skills of children

pre-school	15	6,91 %
1st grade	33	15,21 %
2nd grade	74	34,10 %
3rd grade	29	13,36 %
4th grade	43	19,82 %
5th grade	12	5,53 %
6th grade	12	5,53 %
all	217	100,00 %

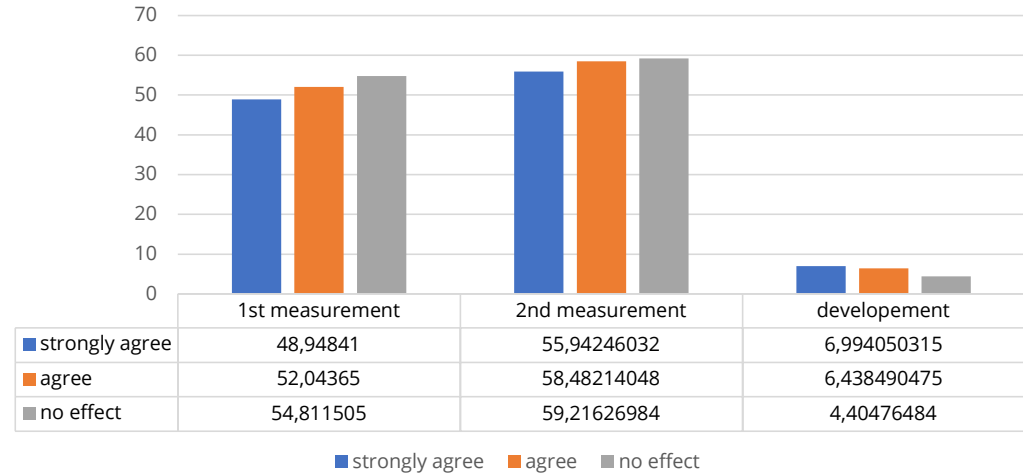
"I got more excited about cycling due to a cycling skills measurement"



Change in total score between the two measurements (max 70 points)



Results and development of 2nd graders (median) Excitement toward cycling





Scaling-up the model

Different levels of enablement and motivating

1. Individual, family, friends
2. Organizational, local
3. National, global





Thank you for your attention!

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