Peer-to-Peer Implementation Plans

<table>
<thead>
<tr>
<th>Deliverable No.</th>
<th>4.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Peer-to-Peer Implementation Plans</td>
</tr>
<tr>
<td>Work Package</td>
<td>WP4: Peer-to-peer engagement</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Renske Martijnse &amp; Sander Buningh, DTV Consultants, The Netherlands</td>
</tr>
<tr>
<td>Status (D: draft; F: final)</td>
<td>F</td>
</tr>
<tr>
<td>Date</td>
<td>26.01.2014</td>
</tr>
<tr>
<td>Revision History</td>
<td></td>
</tr>
</tbody>
</table>
Contents

1  STARS Europe – General Information .................................4
   1.1  What is STARS Europe? ......................................................4
   1.2  Why does STARS target school trips? ...............................4
   1.3  What are the STARS objectives? .......................................4

2  STARS Peer-to-peer engagement .................................6
   2.1  What is the goal of STARS peer-to-peer engagement? ..........6
   2.2  How does it work? ............................................................7

3  Local P2P Implementation plans per partner .................9
   3.1  Schools targeted - overview .............................................9
   3.2  Brussels Capital Region, Belgium ....................................10
   3.3  Bielefeld, Germany ..........................................................11
   3.4  Budapest, Hungary ...........................................................12
   3.5  Edinburgh, Scotland ........................................................13
   3.6  Borough of Hackney, London, United Kingdom ..............14
   3.7  Krakow, Poland .................................................................15
   3.8  Madrid, Spain .................................................................16
   3.9  Milan, Italy .....................................................................18
   3.10 North Brabant, The Netherlands ....................................19
1 STARS Europe – General Information

Sustainable Travel Accreditation and Recognition for Schools

1.1 What is STARS Europe?

STARS Europe is a behaviour change programme to increase the number of students cycling to and from school, who would previously have been escorted by car. STARS Europe focuses on delivering two proven initiatives, building on several ongoing programmes, some of which were started by STARS partners:

- **Accreditation** focuses on empowering the primary school community (students, teachers, and parents) to engage in cycling. The programme is different because it centres on the principle of recognition – schools can work their way up an awards scale based on how much they are doing to promote cycling (and other modes) and the mode shift they achieve.
- **Peer-to-peer engagement** specifically targets secondary school students (11-19 years). It encourages them to devise their own campaigns to promote cycling, thereby using their own ideas and solutions to persuade their peers to adopt cycling and other sustainable modes.

1.2 Why does STARS target school trips?

- Driving children to school accounts for a large proportion of travel by households, and therefore contributes to congestion and increased carbon emissions, especially in the peak periods.
- School journeys have the same destination every day and so are easy to target.
- The journey to school is most often a short distance, i.e. under 5 km, which can easily be cycled.
- To ensure a long-term change in travel behaviour, children and young people should be our key priority.

1.3 What are the STARS objectives?

- To achieve at least an average of a 5% modal shift from the car towards cycling through the overall STARS programme.
- To increase children's autonomy and create more liveable cities,
- To set up a pan-EU programme of accreditation to allow primary schools to work independently to deliver increased cycling levels and commit to monitoring and evaluation.
D4.1 Peer-to-Peer Implementation Plans

- To develop a network of Youth Travel Ambassador Schemes, which provide a set of tools and encourage secondary school students to increase cycling levels amongst their peers.
- To share knowledge amongst cities, regions and schools, and develop a pan-EU agenda to improve sustainable mobility for the journey to school.

In the long term:

1. To see continued modal shift from the car towards cycling (and other sustainable modes) with more schools reaching higher levels of accreditation and modal shift above 10%.
2. To share the legacy model and programme results in order to see an increase in uptake of the STARS programme in other cities and countries of the EU-27.
2 STARS Peer-to-peer engagement

Peer-to-peer interactions are probably the single most neglected lever of behaviour change, although there is significant evidence and theory that they work. Peers in large bodies such as schools are invaluable in spreading behaviour change.

The STARS peer-to-peer engagement programme is founded on two pillars:

- A Youth Travel Ambassador Scheme (YTAS), where students will design and carry out campaign activities to encourage their classmates to cycle more, with guidance from their teacher(s) and the STARS Advisor(s);
- A Cycle Challenge, which will have a website where all students can track their cycle trips and compete with their classmates, as well as against other schools in their city and across Europe.

A central focus of the STARS peer-to-peer programme is having a group of young people, the Youth Travel Ambassadors, motivate their peers to start cycling to school or to do so more often. Key elements to this approach are being up to date with their world, convenience (flow), and looking for energy and creativity within the group of students. Cycling, safety and sustainability only attract young people as "stand alone" themes to a certain extent. Therefore, talking to young people about cycling requires a creative connection to other themes. To get them more excited, we ask the Youth Travel Ambassadors to come up with ideas that give them energy, and then facilitate them to encourage their peers as well.

We want to promote a sense of team and a "we-feeling", but the competitive element is also central to the approach. Both are present in the Cycle Challenge, which will form the background to all the initiatives that the Youth Travel Ambassadors will set up for their peers. For example, students will collect cycling kilometres as a class and school, which will be ranked in a league table, thereby allowing comparison of their results. Students may also collect points at an individual level.

The competitive feature and the do-it-yourself philosophy will be attractive for young people and an intrinsic motivator, rather than having a grown-up telling them what to do (or even worse, what not to do).

2.1 What is the goal of STARS peer-to-peer engagement?

The STARS peer-to-peer engagement programme aims to empower groups of students and give them the tools and ownership to develop, implement and monitor projects for peers in their schools, with a focus on increasing cycling and addressing the following issues:

- Engagement in sustainable travel initiatives
Each STARS school will recruit a group of students to act as Youth Travel Ambassadors who will encourage their classmates to actively participate in the Cycle Challenge and will design and carry out other activities to promote cycling and active travel, such as cycling clubs, cycle rides and marketing campaigns for their peers.

Through the peer-to-peer engagement programme, STARS Europe aims to:

- Reduce the number of students travelling to school by car (overall target of 5% modal shift away from the car by the end of the project)
- Increase the number of students walking and cycling
- Provide the information for students & parents about different modes for travelling to school
- Improve the safety of routes to and from schools
- Improve the health and wellbeing of children through exercise
- Improve accessibility to, from and between schools
- Increase children’s autonomy in relation to transport

The YTAS offers a new approach for young people to engage with transport issues which affect their school and the wider community while gaining valuable skills and experience. Extracurricular activities can be important when assessing school leavers. Through the YTAS programme, participants will develop initiative, determination, resilience, and skills in leadership, relationship building, communications, presentation, teamwork and problem solving.

### 2.2 How does it work?

STARS schools sign a Letter of Commitment, recruit a group of Youth Travel Ambassadors to promote cycling to and from school, and register on the Cycle Challenge website. The schools and teachers commit themselves to provide practical support, where possible and when needed, to the Youth Travel Ambassadors for the activities the students will organise for their peers.

The YTAS programme will be carried out by the following three parties:

- **Youth Travel Ambassadors**: Students in participating schools will be given responsibility for developing and implementing youth-led awareness-raising activities which target their peers and the wider community. They will survey their classmates’ travel behaviour and, through regular meetings with the STARS Advisors, design activities to encourage their peers to participate in the Cycle Challenge and to cycle more in general;
D4.1 Peer-to-Peer Implementation Plans

- STARS Champions: A school staff member who will be in charge of supporting the Youth Travel Ambassadors. This role should normally be adopted by a teacher or member of staff who can help maintain regular contact with the young people and support the teams with materials, room bookings, etc.

- STARS Advisors: Dedicated staff from within the STARS project partner teams, who will have responsibility for maintaining regular contact with YTAS teams and provide them with the necessary skills and guidance to promote cycling in their schools.

The STARS Advisors’ role is to assist and support the Youth travel Ambassadors and STARS Champions, not do the work themselves. Their wider role is also to collect and share examples of good practice and to develop and maintain up-to-date guidance and resources for the YTAS programme (i.e. the YTAS toolkit). The number of activities conducted by the Youth Travel Ambassadors and the time investment required can vary according to the schools’ and students’ capacity.
3 Local P2P Implementation plans per partner

In this section, each implementation partner describes their approach to the recruitment of secondary schools, activities undertaken and stakeholders involved.

In general, the project targets for this first year are nearly met. The partners who are slightly lagging behind are all confident about reaching their targets within the project duration. All partners have a solid approach and plan for secondary school recruitment.

3.1 Schools targeted - overview

<table>
<thead>
<tr>
<th>Partner</th>
<th>Schools targeted in YTAS Phase 1 (2013/2014)</th>
<th>Schools confirmed in YTAS Phase 1 as per 1/1/2014</th>
<th>Schools targeted in YTAS Phase 2 (2014/2015)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bielefeld</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Brussels Capital Region</td>
<td>5</td>
<td>3</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Region (through Mobiel 21)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budapest</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Hackney</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Krakow</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Madrid</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Milan</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Noord Brabant</td>
<td>5</td>
<td>1</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>33</td>
<td>58</td>
<td>95</td>
</tr>
</tbody>
</table>
3.2 Brussels Capital Region, Belgium

Secondary Schools targeted in 2013/2104: 5
Schools that confirmed participation up to 1/1/2014: 3

General approach to the recruitment of schools:
Mobiel21, the project partner managing the Brussels Capital Region schools, only contacts secondary schools that are in the school travel plan programme of the Brussels Capital Region. First, three Dutch-speaking test schools were suggested by the Brussels Capital Region at the end of the previous school year. Two of them enrolled in the STARS project and started their activities in September 2013. A general call for interest was then spread by the Region among all secondary school travel plan schools and the project was advertised at a school travel plan meeting in the end of November, but only one Dutch-speaking school enrolled. Two French-speaking schools were then suggested by the Brussels Region. They were contacted mid-December 2013. No reaction has been received from them so far.

STARS Advisors visit all participating schools – most of them on a monthly basis - to draw up action plans, help them with the recruitment of Youth Travel Ambassadors, implementation of the Cycle Challenge in Spring 2014, communication and evaluation / survey activities.

Recruitment strategy for 2014:
First, two more schools are to be recruited for launch in January (guidance by STARS Advisor until December 2014), through direct contacts suggested by the Brussels Region. In the end of the school year, a new call will be released for participation in 2014-2015. We will look for a good opportunity to showcase the first STARS schools’ experiences in order to gain interests from a higher number of schools.

The Brussels Region would like to have a representative share of French-speaking schools among the participants, which means approximately two thirds of participating schools. This might require special efforts, as interest from Dutch-speaking schools seems to be higher.

Involvement of stakeholders:
- Brussels Capital Region (Brussel Mobiel)
- The local cycling associations Fietsersbond and ProVelo were asked to assist in one of the actions of one school (the Maria Assumptalyceum), but no one was available at that moment. It is the intention to involve these cycling associations in future activities as well. And the local cycling association Graaq will be invited to assist in future actions too.
- In some of the schools, parents will be involved.
3.3 Bielefeld, Germany

Secondary Schools targeted in 2013/2104: 3
Schools that confirmed participation up to 1/1/2014: 3

General approach to the recruitment of schools:
Bielefeld is certified as a “bicycle friendly town”. It is a certification of the government for cities if they have a good infrastructure for cycling, a commissioner for cycling and political decisions to support cycling. Furthermore Bielefeld is member in a network for road safety in North-Rhine Westfalia and of the local network “Bi-Nett” for road safety. Both networks are working in activities regarding school mobility and road safety. School travel plans are existing for primary schools.

Despite this, a lot of parents feel that it is too dangerous if their children cycle to school or go by feet on their own. But children and parents should be aware on the effects of an active way to school (health, reduction of C0-2 emission, reduction of traffic etc.) . STARS is a big chance for Bielefeld to improve the understanding for these topics. If there will be more cyclists, a more respectful and considerate behaviour among road users, less C0 2 emission, less noise and a more liveable city would be the result.

Bielefeld has 34 secondary schools. The plan was to get in touch with schools during November, securing Letters of Commitment, and to have local workshop in December. Due to illnesses this had to be postponed and local workshops are now planned for January.

3 schools will participate in STARS. Bielefeld wanted to involve schools with different profile to receive a wider picture about problems and demands regarding cycling to school. The profiles:
- school in the city centre with good public transport access
- school in the city centre with poor access to public transport
- school in a non-central district (but good access to public transport)
One school from “each profile” was chosen for the first school-year of STARS. The contacts took place via phone and e-mail. STARS-Advisor will keep in touch to schools during preparation of the workshop.

Recruitment strategy for 2014:
After the “first round” with very specific criteria Bielefeld plans to open participation to all interested secondary schools. A general information will be send to each school during the first quarter of 2014. Depending on the feedback, an announcement in the second quarter of 2014 might be necessary. Based on good publicity and results of the first three schools (and the project’s website) Bielefeld supposes to fulfil the goals.

Involvement of stakeholders:
Bielefeld will involve various stakeholders in the implementation phase: Police, local and regional cyclist federation, local cyclist groups, local departments for urban planning, mobility planning, education and environment.
3.4 Budapest, Hungary

Secondary Schools targeted in 2013/2014: 3
Schools that confirmed participation up to 1/1/2014: 3

General approach to the recruitment of schools:
Budapest’s first approach for this school year was to contact schools where there were already pre-existing personal contacts. 22 schools were contacted all together (15 primary and 7 secondary). Budapest was able to recruit 9 schools from them, of which 3 secondary schools. In each school the contact took place by phone first, which was followed by a personal meeting. The first phase of the recruitment process was finalised in the first week of December 2014. A local workshop was organised on 5th December 2013, where a fruitful discussion with the representatives of the participating schools took place.

STARS Advisors have visited and will visit all participating schools on a regular basis to draw up action plans, help them with the recruitment of Youth Travel Ambassadors, implementation of the Cycle Challenge in Spring 2014, communication and evaluation / survey activities.

Recruitment strategy for 2014:
The process for the next year will be different: Budapest will try to reach schools through umbrella organizations (e.g. districts, other stakeholders, owners). The results from this year will be used to promote the project and mass promotion will be provided as well. The minimum number of contacted school will be at least 3 times higher as the required one. Budapest will continue to work with the already selected schools in the next school year as well.

Involvement of stakeholders:
Budapest will involve various stakeholders in the recruitment and implementation phase: governmental Districts, the KTI non profit Institute for Transport Sciences, the Police departments specialized in road safety, the National Transport Authority and the Hungarian Cyclist Club.
3.5 Edinburgh, Scotland

Secondary Schools targeted in 2013/2104: 5
Schools that confirmed participation up to 1/1/2014: 5

General approach to the recruitment of schools:
Edinburgh has concentrated their efforts on five schools that have already expressed an interest in mobility projects and have been working on I-bike with our Cycling Officer. It can be difficult to recruit and retain high schools throughout the academic year as there is so much focus on academic work. Edinburgh has good links with most of the schools through other projects.

Recruitment strategy for 2014:
The recruitment for next year will centre on schools that already know about the scheme and are keen to join. Edinburgh will be looking to recruit a further five schools for 2014, and has already been talking to schools that have shown an interest in STARS throughout this term so they are ready to start in August 2014. These schools will be contacted with the aim of recruiting them first, followed by wider communications with the remaining secondary schools in the same ways as are outlined above to ensure continuity in subsequent years. Edinburgh will hold an information workshop for interested schools before the end of this academic year and ask them what they would like to get out of the project. Edinburgh will continue to mention STARS EU in all newsletters and correspondence which goes out to schools and ask for schools interested in signing up for 2014 to contact them.

Involvement of stakeholders:
Edinburgh will be working with partners Sustrans and Road Safety Scotland. The police will be involved in a much lower capacity since they have withdrawn from road safety education in schools. Other stakeholders may be involved, such as Cycling Scotland.
3.6 Borough of Hackney, London, United Kingdom

Secondary Schools targeted in 2013/2014: 5
Schools that confirmed participation up to 1/1/2014: 5

General approach to the recruitment of schools:
Hackney approached schools through existing contacts made during past mobility and road safety projects, via printed and emailed newsletters containing information about STARS, and general ongoing conversations with schools we had a previous relationship with. We approached 18 secondary schools, 5 Jewish schools (combined primary and secondary), 5 other faith schools (combined primary and secondary), and 2 special schools (combined primary and secondary) through these methods and then started a dialogue with the ones who responded saying they were interested. This was followed up with the STARS local workshop in October, where all Hackney schools were invited to attend.

STARS Advisors visit all participating schools – some of them on a weekly basis - to draw up action plans, help them with the recruitment of Youth Travel Ambassadors, implementation of the Cycle Challenge in Spring 2014, communication and evaluation / survey activities.

Recruitment strategy for 2014:
Hackney will recruit 5 schools for 2014, starting to recruit throughout the remainder of this academic year so they are ready to start in September 2014. We will be approaching all secondary schools, talking with current contacts at the schools, as well as following up with schools who responded this year saying they were interested in taking part but did not have the capacity until 2014. These interested schools will be contacted with the aim of recruiting them first, followed by wider communications with the remaining secondary schools in the same ways as are outlined above. We will continue to mention STARS EU in all newsletters and correspondence which goes out to schools and ask for schools interested in signing up for 2014 to contact us.

Involvement of stakeholders:
Hackney involves a variety of stakeholders, depending on the individual projects the schools are doing. Hackney will be seeking involvement from TfL, local cycling groups and cycle trainers, road safety representatives, and Councillors (if relevant to the schools’ projects).

The schools themselves are involving parents, governors and other school groups where they can.
3.7 Krakow, Poland

Secondary Schools targeted in 2013/2014: 3
Schools that confirmed participation up to 1/1/2014: 3

General approach to the recruitment of schools:
First of all a meeting in the Municipal Department of Education took place. They were informed about the STARS project and a request for permission to cooperate with schools was made. This was accepted. Subsequently, STARS information was published on a municipal website for schools (www.portaledukacyjny.krakow.pl), asking interested schools to fill in a questionnaire (10 questions). The portal is designed to be used by all Krakow's schools so most of them were reached by this announcement. 16 schools sent back questionnaires: 10 primary and 6 secondary schools. This led to a first meeting with all these interested schools on 7th of June 2013. The STARS project and its objectives, work plan etc was presented there.

In the meantime recruitment of STARS Advisors also took place. Comparison between NGOs was made (three offers were obtained according to EACI rules) to select one that will help Krakow with implementation of STARS. At the end of June 2014 an agreement between Municipality of Krakow and NGO Krakow Miastem Rowerow KMR (Krakow - the city of bicycles) has been signed.

Together with KMR the questionnaires from schools were checked once again and 9 schools were selected for the first year of the project (6 primary + 3 secondary, according to goals). Schools were asked to send Letters of Commitments. On 19th of September a STARS Local Workshop was organised for teachers from the selected schools. Also the Director and Bicycle Officer of the City of Krakow were present. On 7th of November a workshop for STARS Ambassadors from 3 secondary schools took place. 22 students participated, together with STARS Advisors from KMR and 2 representatives from Krakow municipality.

Recruitment strategy for 2014:
The plan for recruiting schools for the next school year is similar to the one used in the first year. The announcement will be published a bit earlier (most likely in May 2014), keeping the date of the Regional Accreditation Workshop in mind. Krakow does not foresee any problems fulfilling the goals set within the STARS project for secondary schools.

Involvement of stakeholders:
- cycling associations
- Police
- City Guards (planned)
- other NGOs (planned)
- road and transport administration (Bicycle Officer of Krakow)
- bicycle shops and services (planned)
- parents
- media
3.8 Madrid, Spain

Secondary Schools targeted in 2013/2014: 5
Schools that confirmed participation up to 1/1/2014: 6

General approach to the recruitment of schools:
Madrid had many contacts and experience working together with primary schools but not with secondary schools. First, it was decided which area of the city was most suitable for cycling - already with some infrastructure or planned infrastructure - and the Local Department of Education was asked to give information about the secondary schools that were in those districts.

Then, appointments with the headmasters of the schools which were specifically valued by the Department of Education were made and 10 secondary schools were visited. In June 2013 a meeting at Madrid City Hall was organised, inviting headmasters and teachers and a presentation about STARS was made. With the schools that showed some interest, a working group was organized in June with teachers to keep talking about the project and about their participation. 6 secondary schools joint the launching of the project that was held during the European Mobility Week on September. It was a great start, because the schools really felt they were part of a city project.

The launch event was followed up with the STARS local workshop in October, where all Madrid Schools participated. STARS Advisors have been visiting all participating schools to help them with the implementation of STARS activities. One school asked to postpone the appointment with the advisor until after the exams, which means that the ambassadors will start their work in January 2014.

Individual school action plans
Secondary schools in Madrid have been involved already in different STARS activities (the bicycle ride along Madrid city during the mobility week, two meetings of the working groups with teachers, two Local Workshop -one with all ambassadors-, cycling training in some schools imparted by Madrid Police and meeting with ambassadors and advisors...)

School background information documents were made and almost all secondary schools are finishing the hands up survey and the results will be available soon. This information was needed to prepare the school action plans, which will be finalised by the end of January 2014. Another meeting with all ambassadors is planned on January 29th to put together the results of the surveys.

Recruitment strategy for 2014:

Madrid will recruit more schools for 2014 using the same method as before. Recruitment of schools will take place throughout the remainder of this academic year, in order to have them ready to start in September 2014. The initial approach is to start talking with some schools that
have showed interest in taking part. A new presentation will be organised at Madrid City Hall and schools will be invited that can fit best in the STARS project. Madrid is of the opinion that a good criterion for profitable efforts will be to address those secondary schools where current primary school pupils will move on to study in the coming years, in order to not lose contact with the cycling philosophy, media and culture that has been built up in the participating primary schools.

**Involvement of stakeholders:**

Madrid sought involvement from local cycling groups, cycle trainers and parents associations. In addition support was asked within different areas of the local government: police, mobility planning, city works, education and health. Presentations on STARS and meetings with all these stakeholders have taken place to agree their participation and their collaboration in the project.
3.9 Milan, Italy

Secondary Schools targeted in 2013/2104: 5
Schools that confirmed participation up to 1/1/2014: 7

General approach to the recruitment of schools:
Milan's schools recruitment started from the ones already involved in sustainable mobility initiatives, which were, at the moment, “Pedibus” and “Car Free”. Then, some parts of the city were chosen that seemed more fit to a sustainable mobility project involving students, in relation to the road system and the cycling lanes. Subsequently, the City Council planned some new “zone 30” and we contacted schools close to them.

The following step was, in parallel, sending a newsletter to all the public schools in Milan and asking to our Regional Schools Office to issue a statement on STARS. In the first step we approached 35 schools, in the second 23 and in the third we reached more than 150 public schools in Milan.

Seven schools have confirmed their participation and signed a letter of commitment as per 1/1/2014. The STARS Advisors have visited various schools already and discussed the planning of the activities in detail. Actions plans per individual school are being drawn up in January 2014.

Recruitment strategy for 2014:
In the current moment, we have a lot of secondary schools already involved in the peer to peer engagement, while we are facing some problems in involving the primary schools in the accreditation system. Because we know that parents have a massive importance in convincing the primary schools to be part of the project, we are first of all involving all the parents' associations on sustainable mobility in Milan. The following steps will be spreading the word via the Zone Councils and, again, the Regional Schools Office.

Involvement of stakeholders:
The City Council of Milan hosts a monthly round table on cycling mobility with all the cycling associations in town, and the round table was well involved in the project since the very beginning. Then, as said, we involved parents’ associations, the Zone Councils and the Regional Schools Office. Finally, we are involving the Local Police with its Education Department, to get from them some extra activities in schools beyond the ones managed by the Advisors.
3.10 North Brabant, The Netherlands

Secondary Schools targeted in 2013/2014: 5
Schools that confirmed participation up to 1/1/2014: 0

General approach to the recruitment of schools:
In the Province of North Brabant there are approximately 200 secondary schools. 72 of them already participate in an existing traffic education program, called Totally Traffic (TT). These 72 schools were informed about the (start of the) STARS project and a direct mail about the STARS project was sent out to all the TT-contact persons. STARS was also highlighted on the Totally Traffic website. The approach of North Brabant is to recruit Totally Traffic schools because they have already shown an interest in and experience with traffic education issues.

It is not easy to interest schools for an extra safety project in addition to the Regional Road Safety Label and Totally Traffic. It’s common that schools are very busy with a lot of issues, and traffic safety education is in many cases not their core business (especially in secondary schools). Brabant interests them with some unique selling points of STARS, asking them to join:

- If the school wants to improve active travel (with a focus on cycling) to and from school (for health reasons as well).
- If the school is located in an area where road safety improvements are needed.
- If the school has to deal with road congestion during the morning peak (get them out of the car).
- If the school wants to experiment with a digital form of self auditing.
- If the school wants to participate in a safety related EU project.

North Brabant started the actual recruitment relatively late (in October and November 2013) because agreements with and instruction of the STARS advisor was prioritised and furthermore Brabant only wanted to interest schools when the STARS website was operational. The contract with STARS Advisor Monique Weber was signed in December 2013. At this moment no letters of commitment are signed yet, but due to the many existing contacts and the large pool (72) of interested schools, North Brabant does not foresee any problems in achieving its goals.

Recruitment strategy for 2014:
In the working plan and budget for Totally Traffic for 2014, an extra incentive for TT schools that want to participate in the STARS project was created. Each school that combines participation Totally Traffic and STARS will receive extra funding of €1,000 per year. In January 2014, the STARS project manager and STARS Advisor of North Brabant will make a plan to involve 5 schools in STARS (our goal for the school year 2013 / 2014). We want to achieve this goal before the end of February 2014, including the signing of minimum 5 letters of commitment. In case schools will not join in on an individual level, North Brabant will contact some enthusiastic local governments/local road safety contact persons to help to recruit the schools.

On the 19th of March 2014 the local workshop for participating secondary schools will take place, combined with a meeting of all the 72 schools that are participating in Totally Traffic. At that moment North Brabant will also try to interest additional schools to participate in the school
year 2014 / 2015. Two Totally Traffic advisors of North Brabant are visiting all the TT schools in the period January – April 2014. During these meetings they will also recruit schools to participate in STARS for the school year 2014 / 2015. Our goal is to get the letters of commitment (minimum 10 schools) before July 2014.

After receiving confirmation from participating schools, Youth Travel Ambassadors will be selected amongst the pupils and a start date for the Cycle Challenge will be determined.

**Involvement of stakeholders:**
Within STARS North Brabant works together with several stakeholders:

- The so called "GGA's" (Gebiedsgerichte Aanpak verkeer en vervoer – Sectoral Approach for Traffic and Transport) in which several local municipalities, the province and Rijkswaterstaat (part of national Ministry of Infrastructure & Environment) work together to solve infrastructure/road safety problems.
- Police on concrete action level (bike lighting campaigns, reduce the negative aspects of the use of scooters etc)
- Veilig Verkeer Nederland (VVN, the main National Traffic Safety Organisation) on local and regional level (e.g. bike lightning campaigns).
- Team Alert to implement some concrete road safety projects on school level (traffic safety debates on schools, organized and implemented by youngsters).

In additional to these stakeholders, North Brabant sends a electronic Totally Traffic newsletter 4-6 times a year to all the contact persons of the involved schools and municipalities, with interesting news and links to websites etc. In the newsletters they are informed about the progress, developments and planning in STARS.