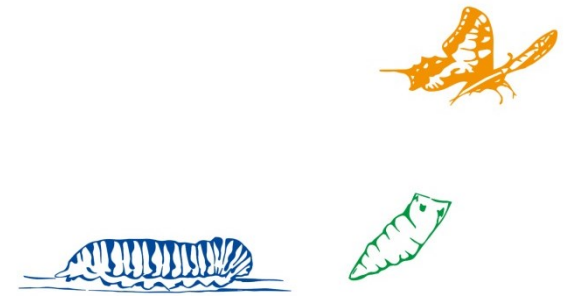


# Child-friendly neighbourhoods and sustainable mobility

Best practices from Munich, Zurich and Graz



# Context: The EU project METAMORPHOSIS

- **Aim**

- Transforming neighbourhoods with a focus on children
- Premise:

Many children in public space are a major indicator for a well designed and sustainable neighbourhood.



# Context: The EU project METAMORPHOSIS

- Seven partner cities
  - Graz (AT), Tilburg (NL), Alba Iulia (RO), Meran (IT), Southampton (UK), Zurich (CH) und Munich (DE)
- Cooperation with partners and EU projects





# Agenda

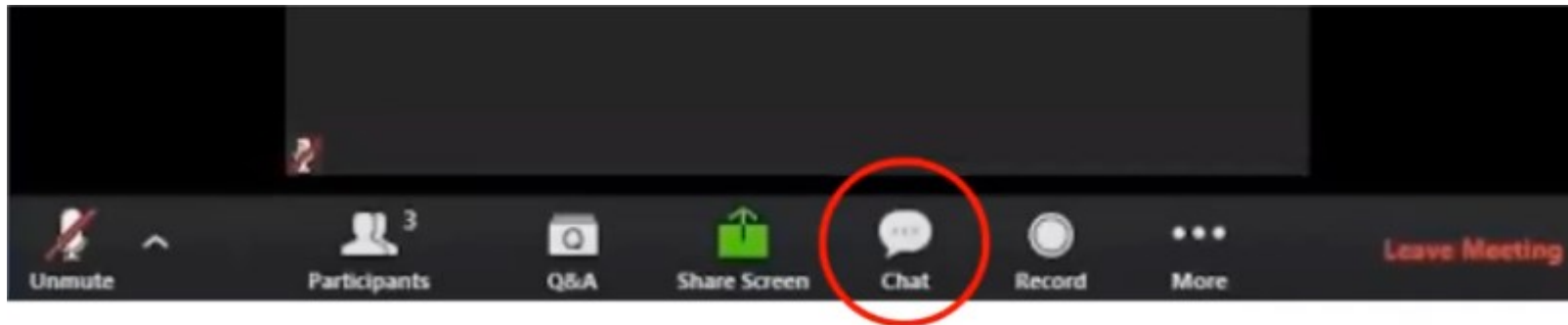
- How to contribute
  - Elisabeth Nagl, City of Munich
- Best practices form three cities
  - Munich: Gamification as a strategy to promote active mobility
    - Merle Schroer, City of Munich, Germany
  - Zurich: School project week on mobility and public space
    - Barbara Kieser, Synergo GmbH, Zurich, Switzerland
  - Graz: Living Labs – Reclaiming the street for education and movement
    - Anna Resch, Lendwirbel – Association for neighbourly urban development, City of Graz , Austria
- Question time





# How to contribute

- Ask questions via chat button
- Specific questions after each best practice example
- General questions in the end



# Munich: Gamification as strategy to promote active mobility

- Initial Situation

- 70ies

- More than 90 percent of children came to school on their own by walking or cycling (active mobility)

- Today

- More than 60 percent of elementary school children are being dropped at school by car
    - Dangerous traffic situations in front of schools during peak hours
    - More and more children are obese or have difficulties in concentrating
    - Failure rates and Bicycle Safety Test (4th grade) raise



# Munich: Gamification as strategy to promote active mobility

- Aims
  - Improve safety in front of schools by reducing car traffic
  - Encourage children and parents to come to school by using active mobility modes





# Munich: Gamification as strategy to promote active mobility

- Strategy
  - Inventing a modern game to promote active mobility in the daily life of families



# Munich: Gamification as strategy to promote active mobility

- How the game works
  - Ca. 45 boxes are installed in a neighbourhood
  - Participants collect points by finding the boxes
  - Display shows scored points and level
  - Ten levels plus three bonus levels



Level 1 – Querfeldeinsteiger 0 Punkte



Level 2 – Pfadfinder 25 Punkte



Level 6 – Supersucher 225 Punkte



Level 7 – Findeheld 300 Punkte





# Munich: Gamification as strategy to promote active mobility

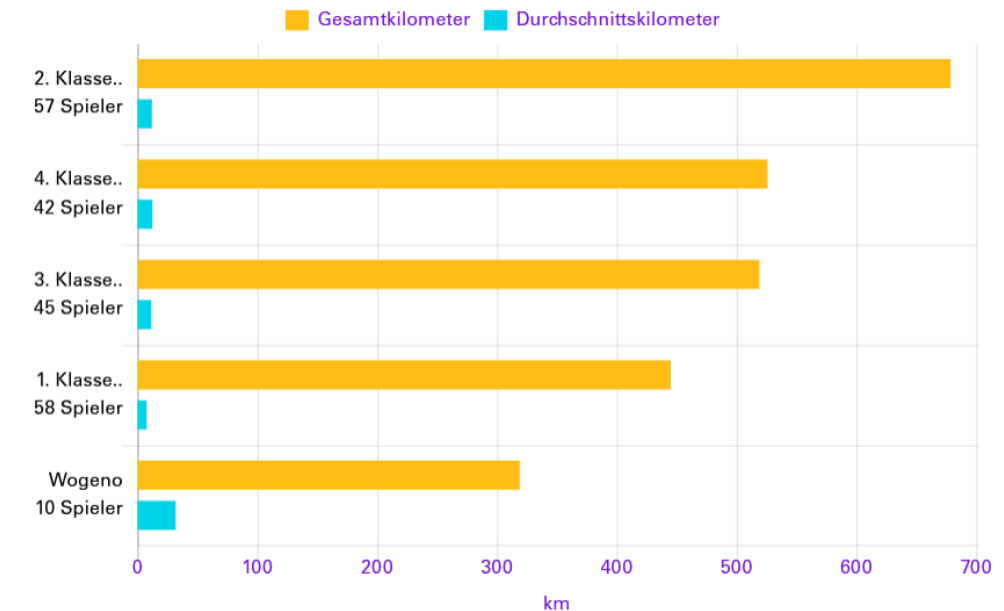
- How „kreuz & quer“ works
  - A flyer shows where the boxes are located  
→ no smartphone needed
  - Game lasts for seven weeks





# Munich: Gamification as strategy to promote active mobility

- How the game works
  - Participants can create teams or collect points on their own
  - Website shows ranking of best teams and schools




# Munich: Gamification as strategy to promote active mobility

- Results
  - First implementation (May-July 2019)
    - > 72.000 kilometers (almost twice the circumference of the earth)
    - 1935 active participants age < 1 year up to 82 years
    - 206 teams
  - Second implementation: similar results
  - 2020: implementation of „kreuz & quer“ in three different neighbourhoods in the city of Munich



# Munich: Gamification as strategy to promote active mobility

- Results
  - Very positive feedback from many participants and local stakeholders



Elementary school teacher:  
*„new friendships were made in my class, many children met in the afternoon and collect points together.“*



(mother of two children, age 7 and 10):  
*„my attitude has changed; I let the kids play outside on their own more often now“*

(elementary school teacher):  
*„some children, who were often dropped at school by car, now walk or cycle to school because of the game“*



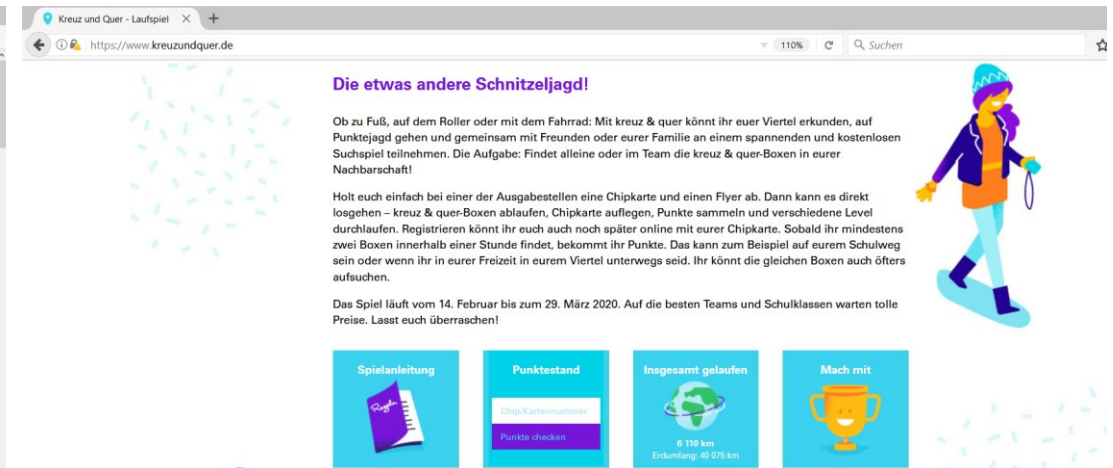
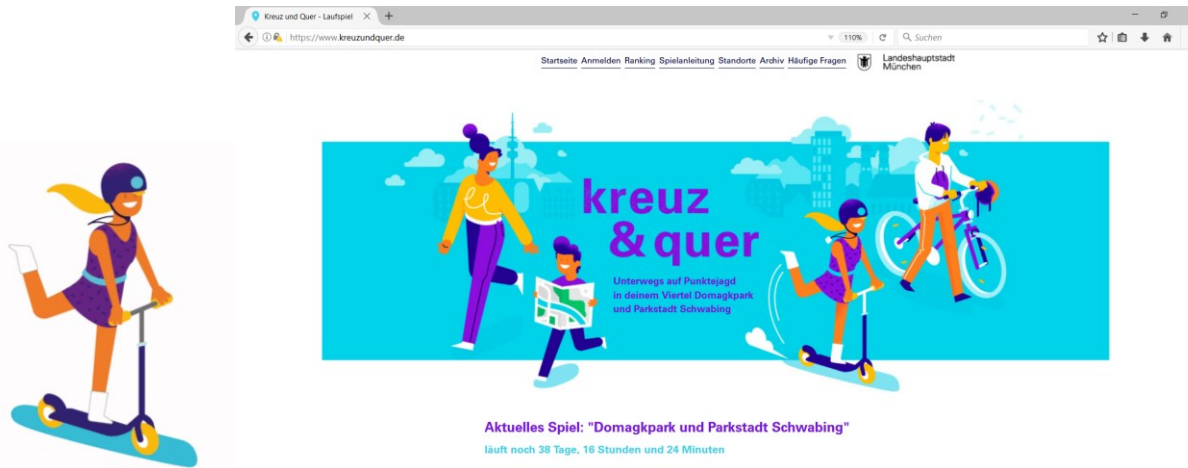
# Munich: Gamification as strategy to promote active mobility

- Results
  - Families went for bike rides at weekends to collect points
  - More cross-generational activities documented



# Munich: Gamification as strategy to promote active mobility

- Difficulties
  - Technical issues (website, boxes, mailing providers)
  - Stakeholder issues (schools were involved too late)
  - Cheating participants (collecting points by using the car during the night)





# Munich: Gamification as strategy to promote active mobility

- Lessons learnt
  - Integrating schools and local stakeholders early is key
  - Ensure data safety
  - Keep developing



Passwort wiederholen

Welche Fortbewegungsmittel bevorzugst du auf dem Weg zur Schule? \*



Wie sicher fühlst du dich auf dem Weg zur Schule? \*


Wie sicher fühlst du dich auf dem Weg zur Schule? \*



☐ Ich habe die **Datenschutzerklärung** gelesen und willige in die Verarbeitung meiner oben angegebenen personenbezogenen Daten zu den dort genannten Zwecken ein.

☐ Ich möchte, dass mein Account samt allen persönlichen Daten nach Spielende gelöscht werden.

Sicherheitsfrage \*

☐ Ich bin kein Roboter.   
Datenschutzerklärung - Nutzungsbedingungen

Registrieren





# Munich: Gamification as strategy to promote active mobility

- Thank you very much for your attention!

- Website

[www.kreuzundquer.de](http://www.kreuzundquer.de)

- Contact information

[kreuzundquer@muenchen.de](mailto:kreuzundquer@muenchen.de)

[merle.schroer@muenchen.de](mailto:merle.schroer@muenchen.de)

[elisabeth.nagl@muenchen.de](mailto:elisabeth.nagl@muenchen.de)





# Zurich: School project week on mobility and public space



Barbara Kieser, project manager Metamorphosis Zurich



METAMORPHOSIS



18



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723375



# Program «Mobilität erleben»



- Offer from the city of Zurich for primary and secondary schools
- Topic: sustainable mobility in cities
- For Metamorphosis, we added the topic «use of public space»
- In Metamorphosis: 4 project weeks in 3 schools



# «Neighbourhood detectives»





# Implementation

- Children search places they like and dislike in groups
- Children develop ideas to change the disliked places for the better
- Discussion about the ideas in class
- Collection and forwarding the ideas to city council. Or ideally: presentation of the ideas to the city administration



# Preceive children as experts



## Factors of success:

- Willingness of the administration to listen to ideas and ideally implement some of them
- Expectation management towards children: Political processes take time, not all ideas can be implemented
- Age-appropriate implementation: introductory lesson on public space



# «Transformation of a parking space»





# Implementation

- Children build a «sirup bar» of recycling material, decorate it and design flyers and poster to promote it
- With the built bar a parking space is temporary transformed
- Children invite their parents to celebrate the transformation
- Awareness raising: how much space does a car need to be parked? How can this public space be used differently?





# Who owns the public space?



Factor of success:

- Motivated teacher and school administration
- Enough helping hands
- Support of the city administration: reservation of parking space ahead, provision of recycling material







# Information and contact

- [www.stadt-zuerich.ch/metamorphosis](http://www.stadt-zuerich.ch/metamorphosis)
- [www.metamorphosis-project.eu](http://www.metamorphosis-project.eu)
- [www.synergo.ch](http://www.synergo.ch)





# Questions?





# Graz: Living Labs

Reclaiming the street for education and movement



Anna Resch, Lendwirbel – Verein für nachbarschaftliche Stadtentwicklung



# What is a 'Living Lab'?

- Laboratory use of street & parking lots in front of schools & kindergardens
- The children's range of movement is increased
- Indoor activities can take place outdoors
- Playful way of dealing with the distribution of public space & mobility behaviour



# Graz: Living Labs

4 streets in the district of Lend, Graz

5 schools & 1 kindergarden

1 – 5 days

## WHY?

- Lack of space in the school buildings
- Curiosity in mobility issues & reclaiming the public space
- Great interest in participation



Marschallgas  
se



Gabelsbergerstraß  
e



What would happen if many cities would transform the streets in front of their schools?

2:25 / 3:06



# How to implement a Living Lab?

## ✓ Legal issues & permission

- ✓ Street closure for motorised traffic
- ✓ Closures for parking spaces
- ✓ Special requirements: signs, scissor grids, securities, cleaning of streets etc.



# How to implement a Living Lab?

- ✓ Legal issues & permissions
- ✓ **equipment**
- ✓ School facilities: chairs, tables
- ✓ Outdoor games, sports equipment, carpets, street chalks





# How to implement a Living Lab?

- ✓ Legal issues & permissions
- ✓ equipment
- ✓ **Cooperations & contributors**
  - ✓ Schools & kindergardens: children, teachers, parents
  - ✓ Local SME's, neighbours
  - ✓ Children associations
  - ✓ City administration





# Outcome

- More than 1000 children & 80 teachers participated
- Schools participated several times and are interested in continuing
- New schools showed their interest in implementing Living Labs
- Mobility behaviour of children, parents and teachers changed
- 75 % of the residents are in favour of the permanent street closure for motorised traffic in front of schools
- 99,7% of teachers, pupils and parents were very satisfied (of 432 votes)
- A general interest and public discussion was initiated



# GRAZ: LIVING LAB

Thank you very much for your attention!

QUESTIONS?

information & contact:

[www.metamorphosis-project.eu](http://www.metamorphosis-project.eu)

[www.lendwirbel.at](http://www.lendwirbel.at)

[www.fgm.at](http://www.fgm.at)

# Question time

1. Munich: Gamification as a strategy to promote Active Mobility
2. Zurich: School project week on mobility and public space
3. Graz: Living Labs – Reclaiming the street for education and movement

