

CAMPAIGN „SUSTAINABLE MOBILITY FOR KINDERGARTENS AND PRIMARY SCHOOLS“



Powered by: BAX & COMPANY

Interreg
Baltic Sea Region



Co-funded by
the European Union

SMART GREEN MOBILITY
BATS

The BATS project, co-funded by the Interreg Baltic Sea Region 2021-2027, helps drive the transition to a green and resilient Baltic Sea Region.
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The aim of the Campaign was to:

1. reduce car traffic near public kindergartens and primary schools in Gdynia,
2. increase the safety of children of preschool and school age during their daily journey to the facility and educate children about road safety,
3. promote sustainable ways of moving around the city during daily journeys among the youngest residents of Gdynia and their parents, in particular walking,
4. encourage parents of children attending public kindergartens and primary schools in Gdynia to lead a healthy lifestyle by regularly taking their children to the facility instead of driving them by car.





The campaign was carried out in several stages:

Stage one

A letter from the President was sent to kindergartens and schools with an invitation to the campaign

Preparation and distribution of promotional and educational materials

At the beginning of the campaign, educational institutions received materials promoting the campaign. Each of them was equipped with an information poster. Additionally, all groups taking part in the campaign received a poster showing a tree. The background of the posters referred to the seasons in which the campaign was carried out.

Children who came to the kindergarten on foot, by bike, on a scooter or used public transport were asked to stick a colorful sticker in the shape of an autumn leaf or snowflake on the poster showing the tree. Thanks to this, the tree gained autumn-winter colors.







Educational materials addressed to teachers were sent to kindergartens and schools participating in the campaign. The workbooks that were sent to teachers contained tasks related to active mobility, road safety and personal culture in public transport.





Stage Two – Performance by the Gdynia Główna Theatre

As a thank you for childrens involvement in the campaign, children and their teachers were invited to a performance by the Gdynia Główna Theatre entitled “Why We’re Not Flying to the stars ?”





Stage three – workshops in schools and kindergartens. workshops were held in kindergartens and schools, which, due to the month in which they were held, had a Christmas theme. Employees of the Sustainable Mobility Department, together with a representative of the advertising agency, dressed as Mrs. Claus, the Snow Queen and an Elf, introduced children to the topic of sustainable mobility.



During the classes, which lasted about half an hour in 26 groups, the participants were presented with a song showing the advantages of moving around on foot, by bike and by scooter. Then the children were asked what means of transport they used to get to kindergarten or school, which was an excellent opportunity to talk about the benefits of choosing sustainable means of transport.





The charades game was also very popular. The slogans guessed by the youngest were a pretext for a conversation about safety and responsible behaviour on the road. Thanks to this game, the children learned or expanded their knowledge about means of transport that are found in a few cities in Poland, such as trolleybuses or cargo bikes.





At the end of the workshops, the children received gifts. Each of the packages given to the children contained gadgets, the purpose of which was to increase the safety and visibility of the campaign participants on the road. Each of the children received a reflective scarf, an elastic reflective band, a reflective mascot - a keychain in the shape of a sun, a bag with a reflector for the back and a scarf with reflective elements. Additionally, the children were given books for independent work.







Stage four – surveys

In order to observe changes in transport behaviour and assess the effectiveness of the “Odprowadzam sam” campaign – autumn-winter edition, a broad survey was conducted, which was directed to three target groups:

1. Children participating in the campaign,
2. Teachers participating in the campaign.
3. Parents of children participating in the campaign,



1. Analysis of the results of surveys of children participating in the campaign

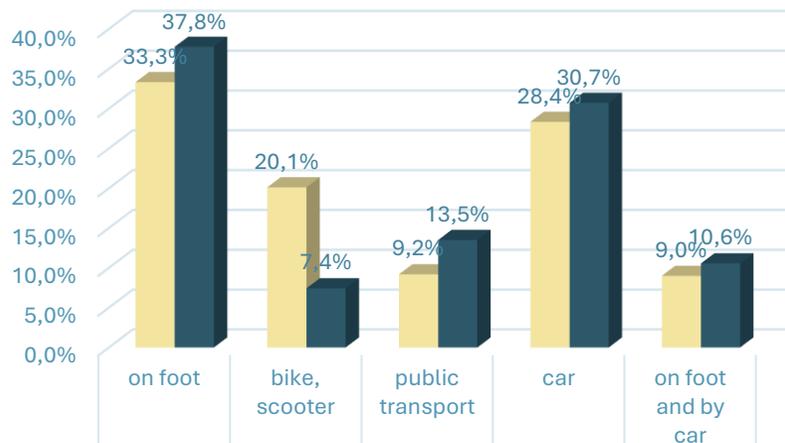
The surveys were conducted by teachers at two stages of the campaign: at the beginning (between 1 and 11 October 2024) and at the end (between 25 November and 6 December 2024). 26 surveys were received, which corresponds to the number of groups participating in the campaign. A total of over 500 children participated in the survey. At the beginning of the campaign, responses from 522 children were analysed, while at its end – from 511 in 2024. However in 2025, 44 kindergartens and 16 schools of grade "0" took part in the campaign. 5551 children took part in the campaign, 224 groups.





2024

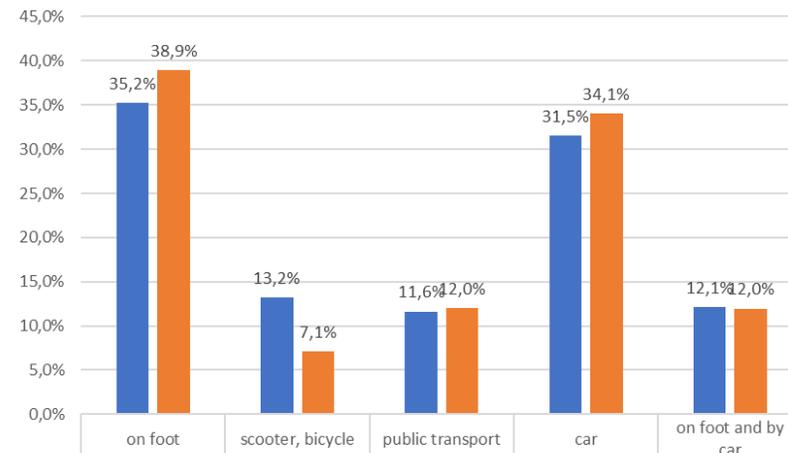
Division of trips to kindergarten, school at the beginning and end of the campaign



	on foot	bike, scooter	public transport	car	on foot and by car
■ The beginning of the campaign	33,3%	20,1%	9,2%	28,4%	9,0%
■ End of campaign	37,8%	7,4%	13,5%	30,7%	10,6%

2025

Division of trips to kindergarten, school at the beginning and end of the campaign

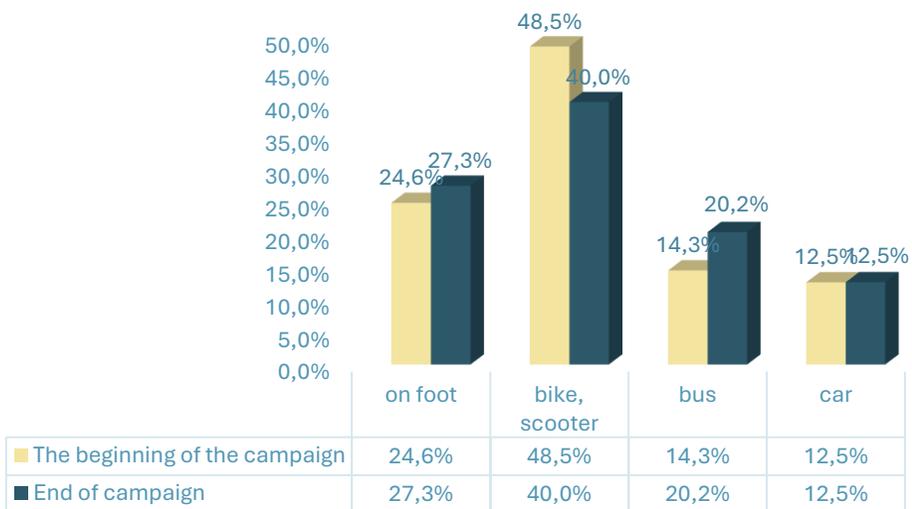


	on foot	scooter, bicycle	public transport	car	on foot and by car
■ The beginning of the campaign	35,2%	13,2%	11,6%	31,5%	12,1%
■ End of campaign	38,9%	7,1%	12,0%	34,1%	12,0%



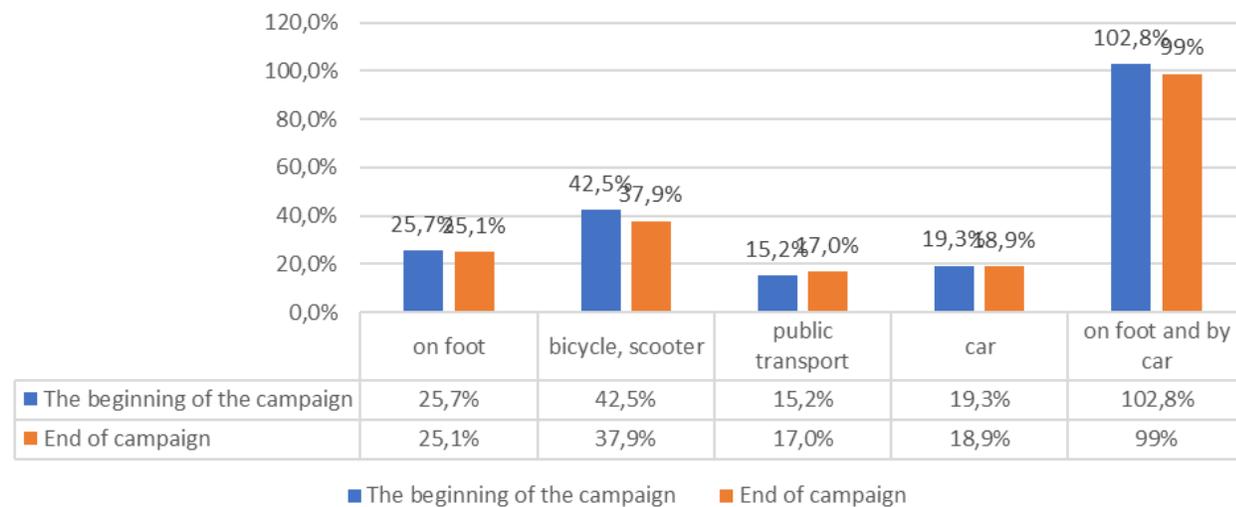
2024

Preferred way of travelling to kindergarten, school at the beginning and end of the campaign



2025

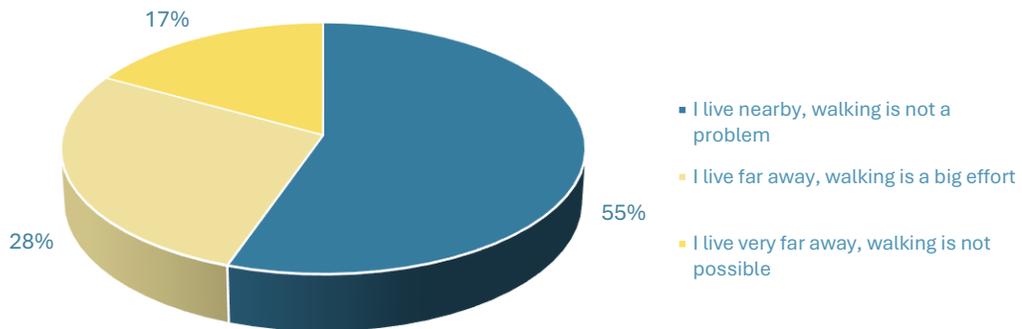
Preferred way of travelling to kindergarten, school at the beginning and end of the campaign





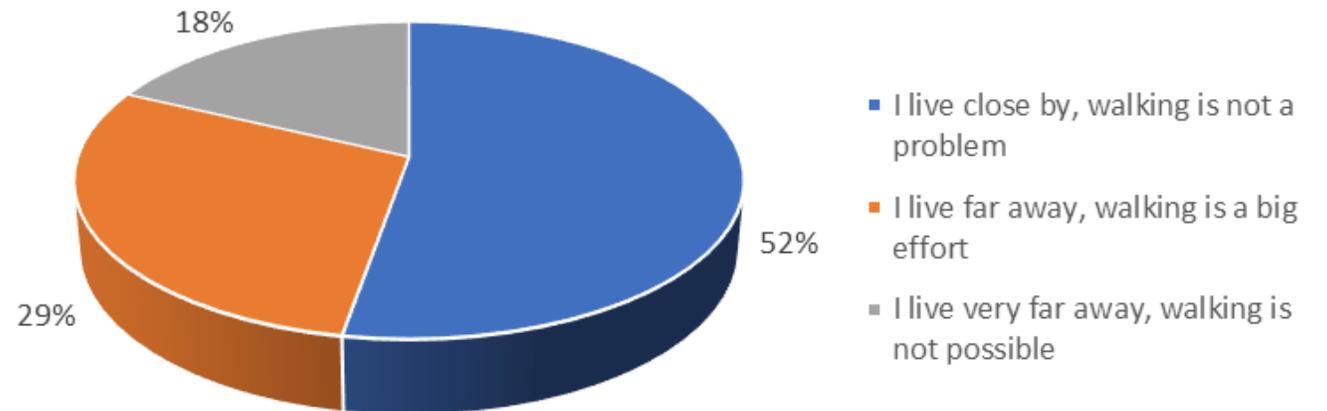
2024

How far from kindergarten do you live?



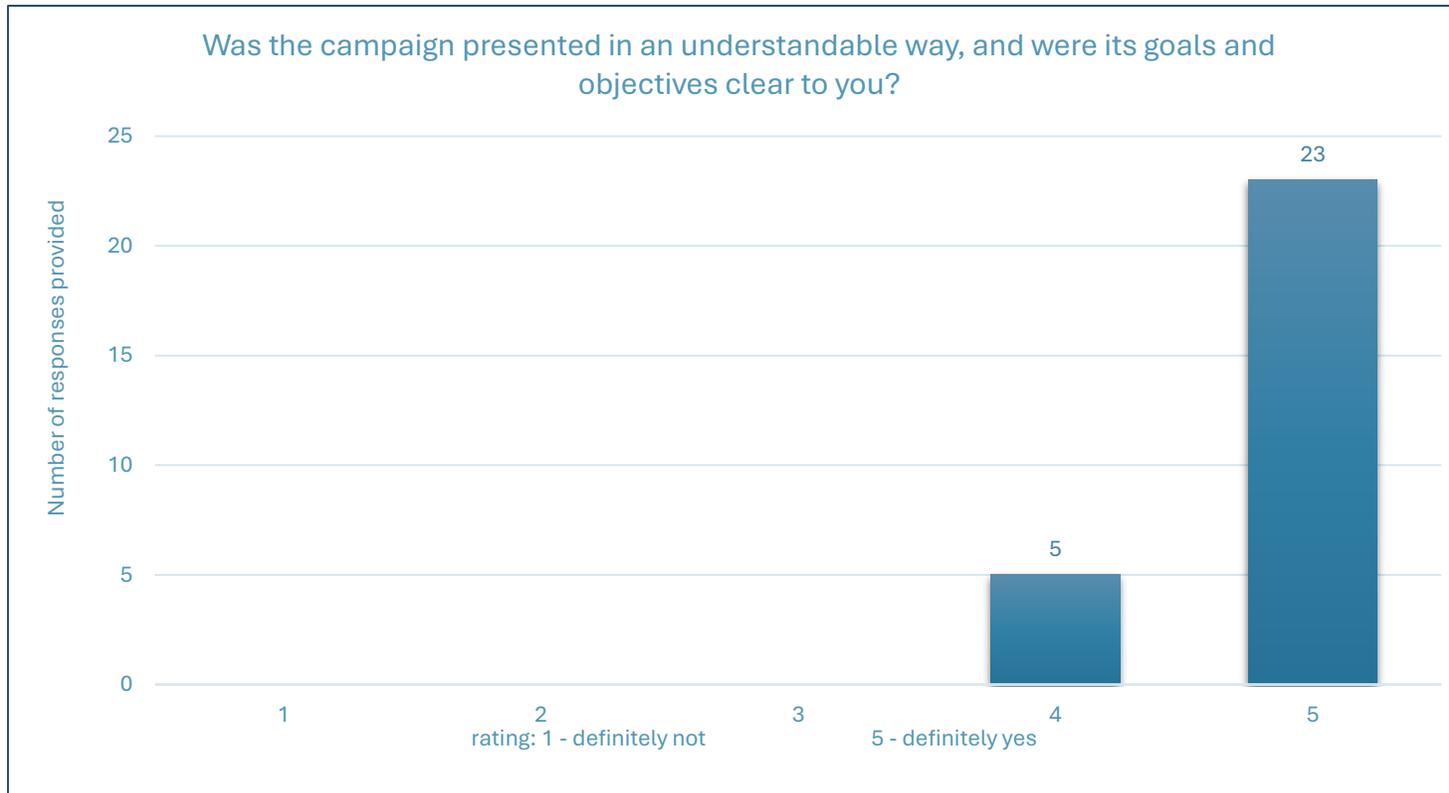
2025

How far from kindergarten do you live?



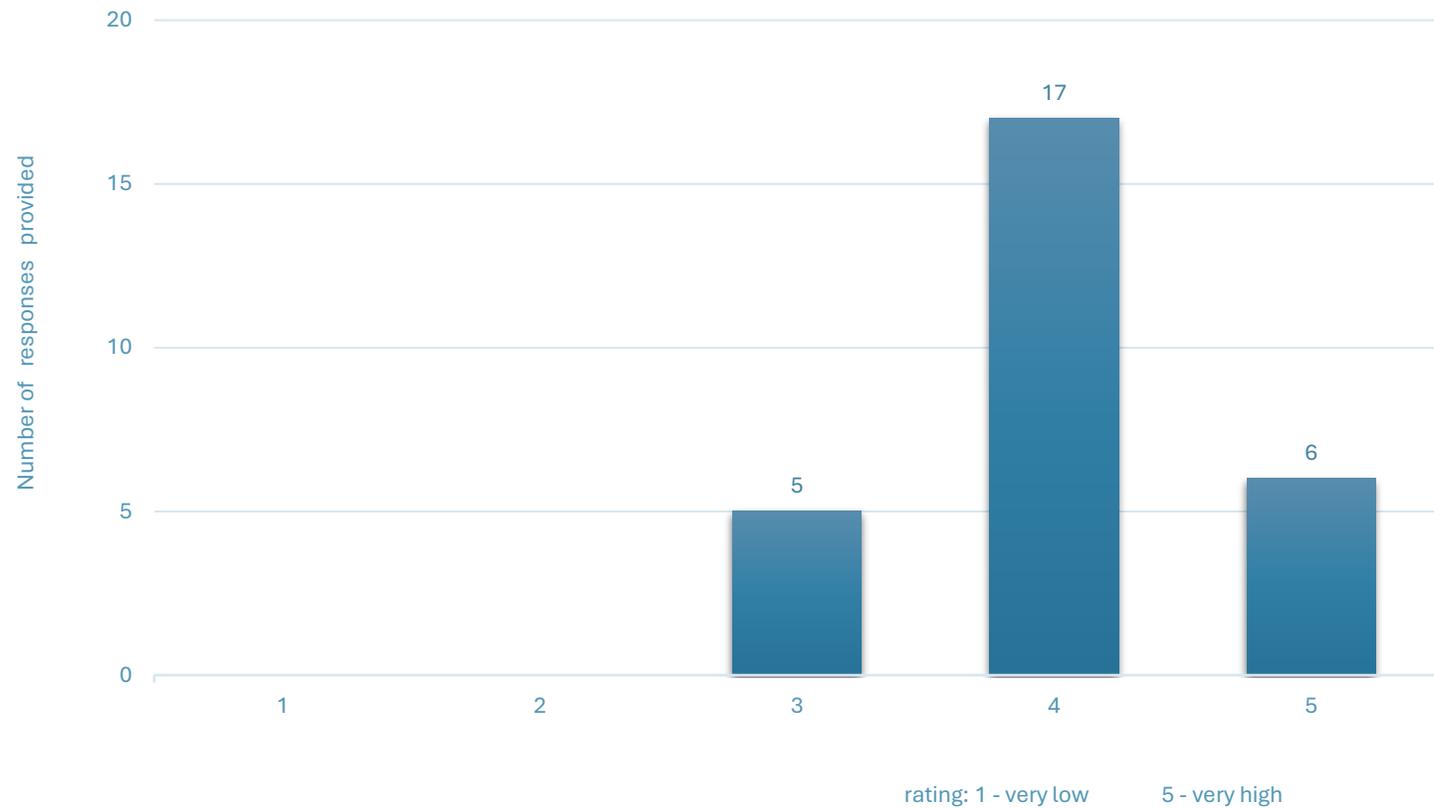


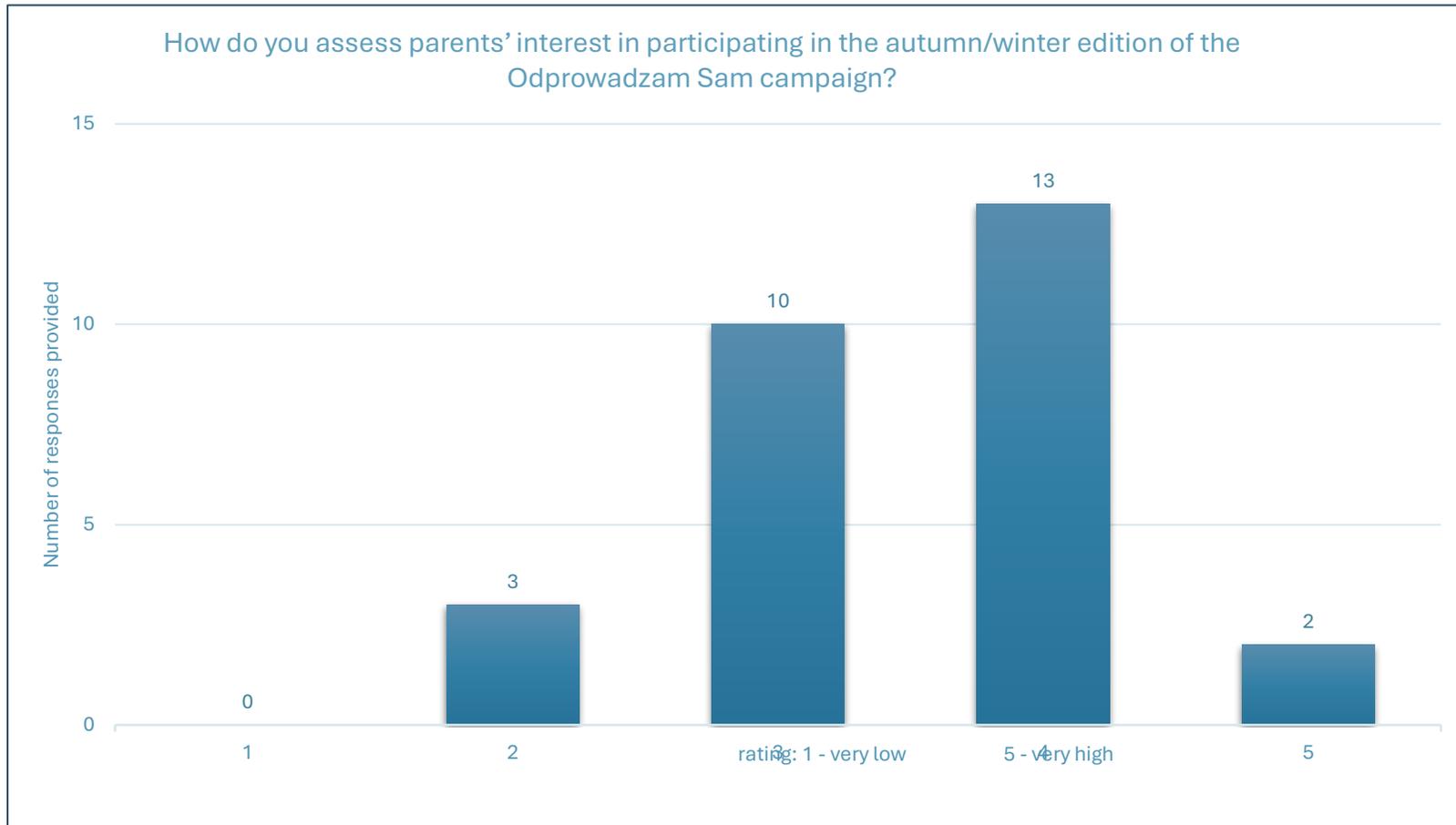
2. Analysis of surveys of teachers participating in the campaign In response to the survey, responses were obtained from 28 educators. The survey contained questions about various aspects of the campaign. Below are the questions that were asked to participants along with a discussion of the responses obtained in 2024

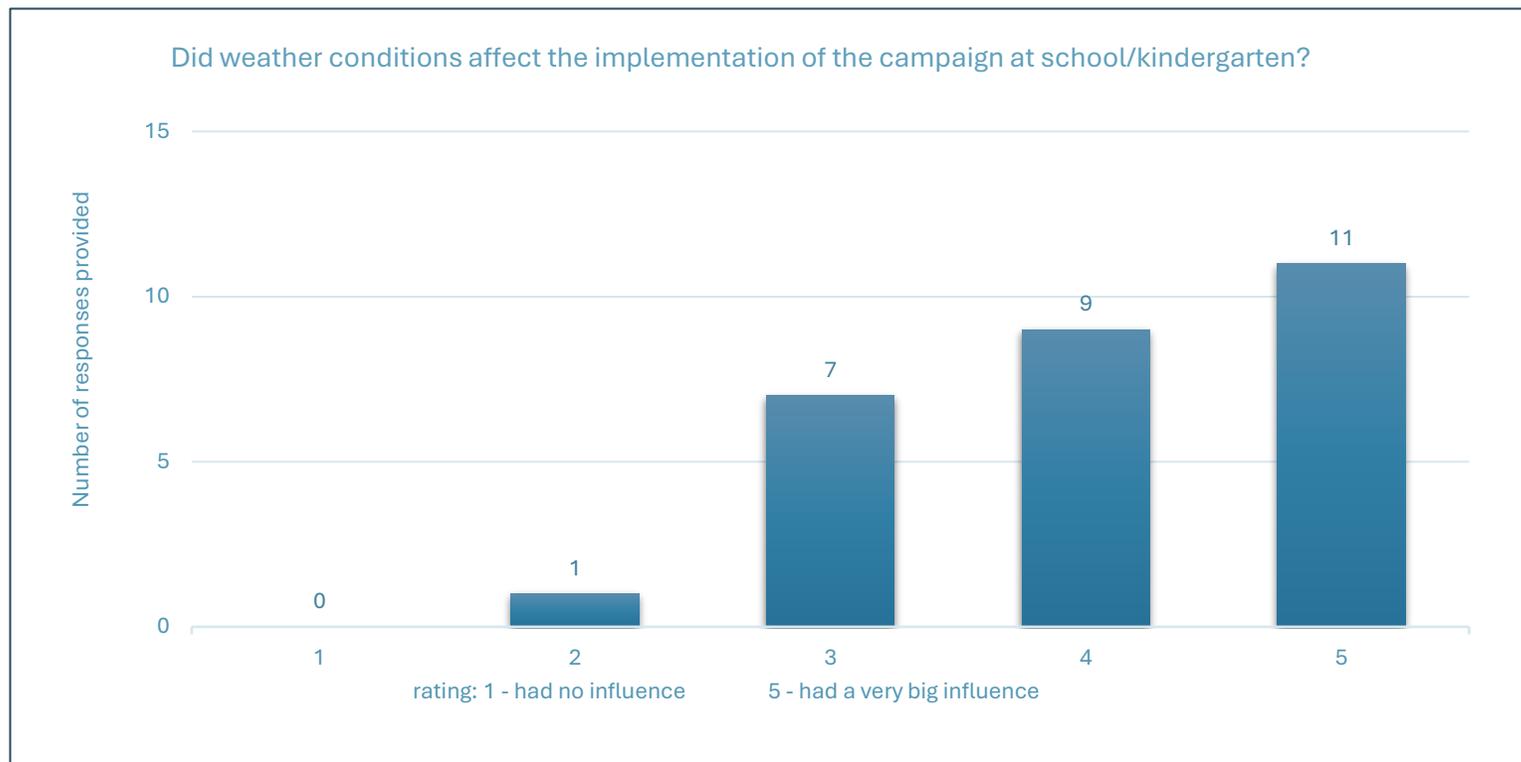




How do you assess children's involvement in activities related to the autumn/winter edition of the Odprawdzam Sam campaign?

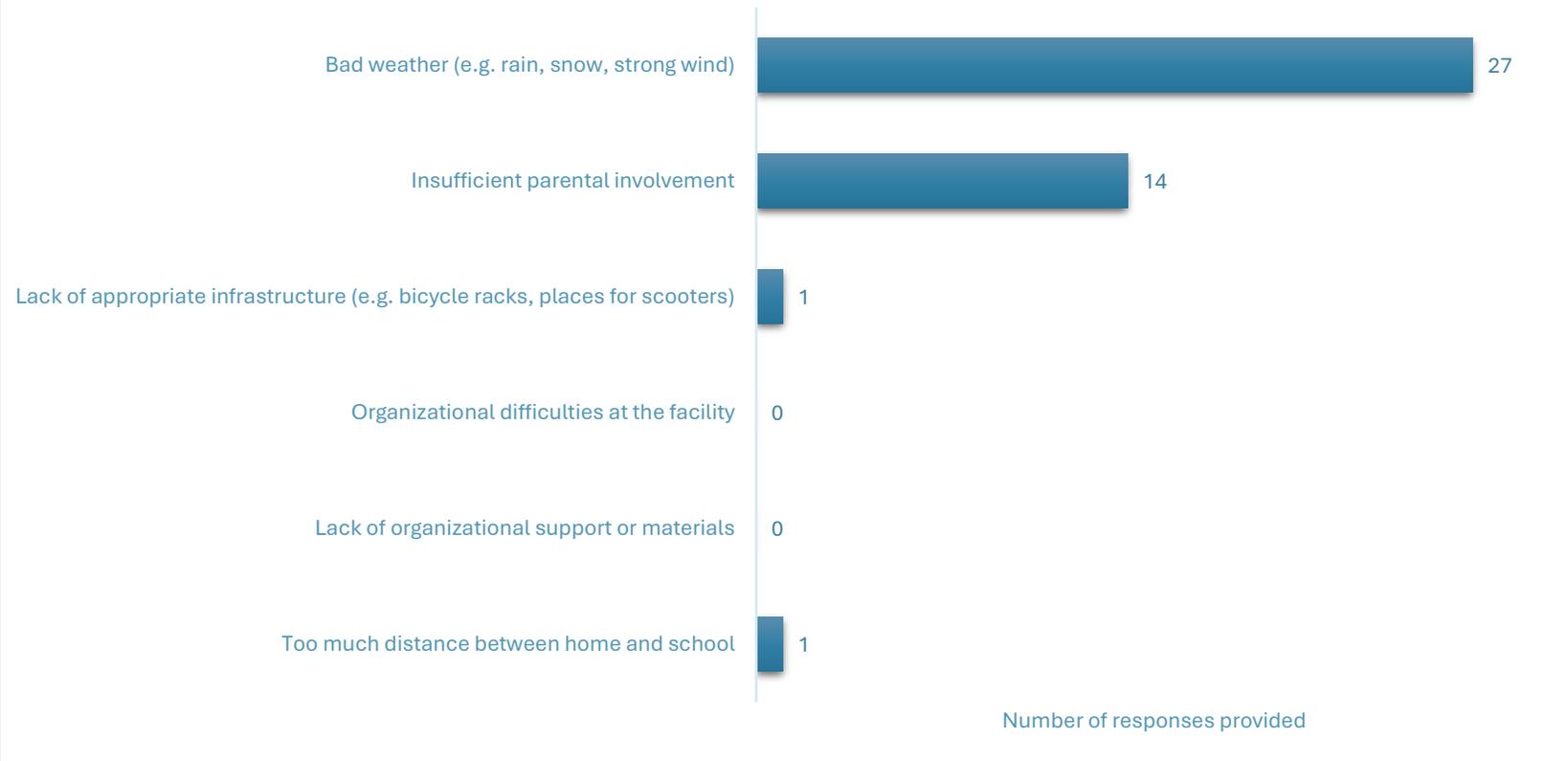






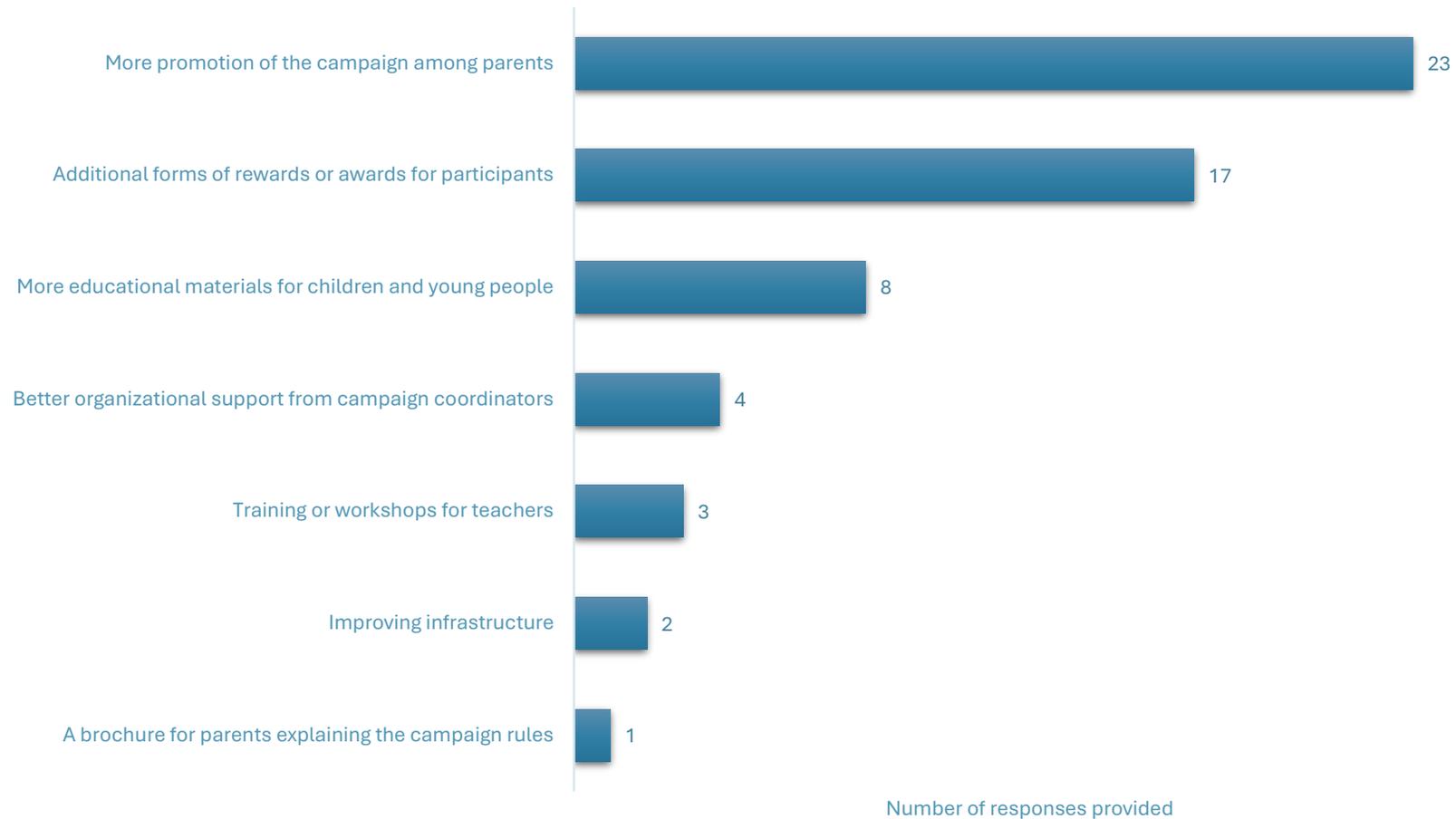


Which of the following factors most hindered the implementation of the campaign at your facility?



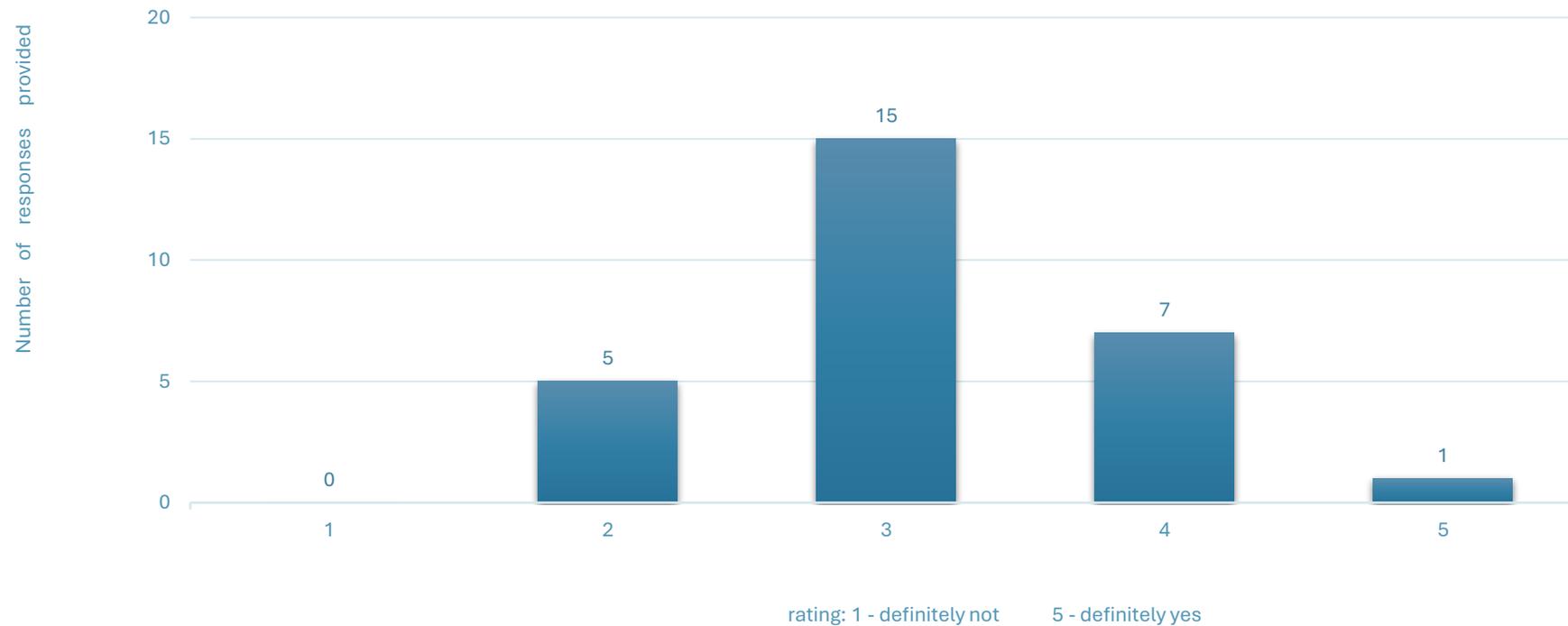


What solutions could improve campaign implementation in the future?



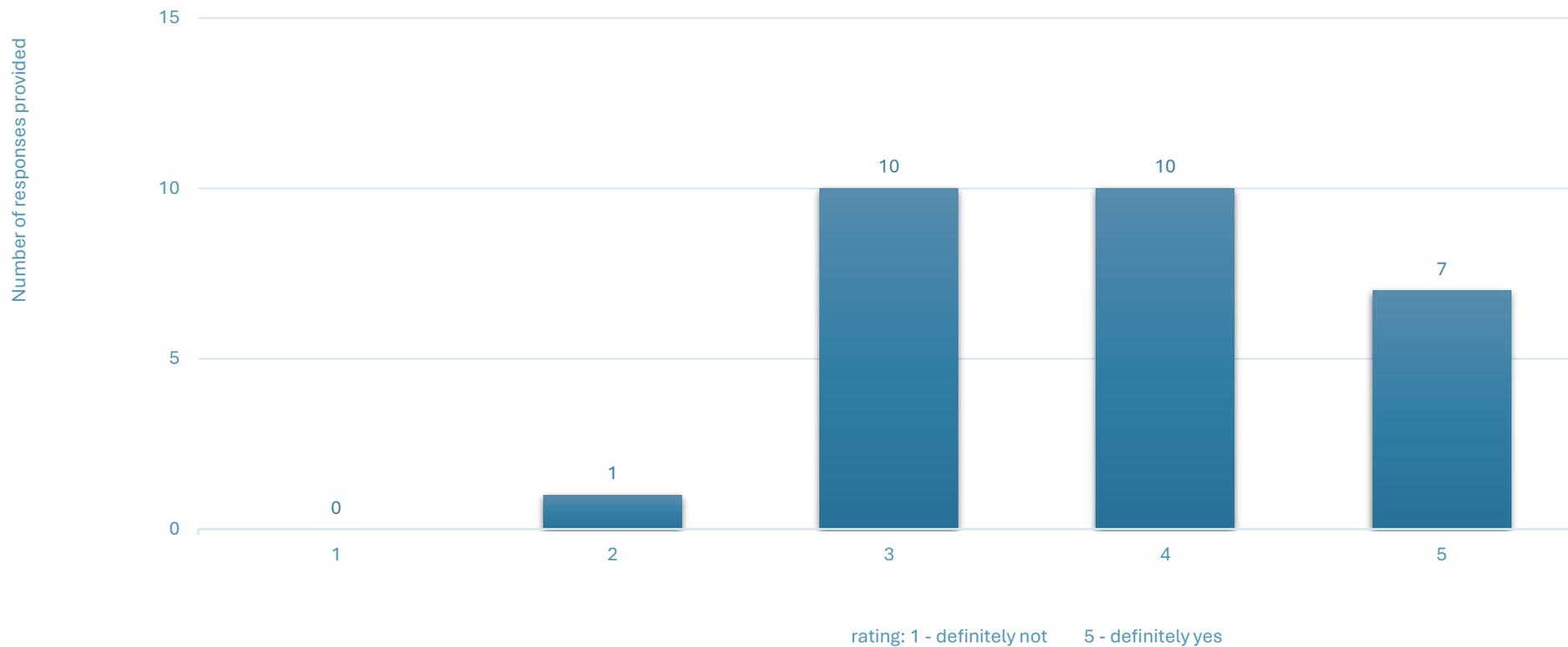


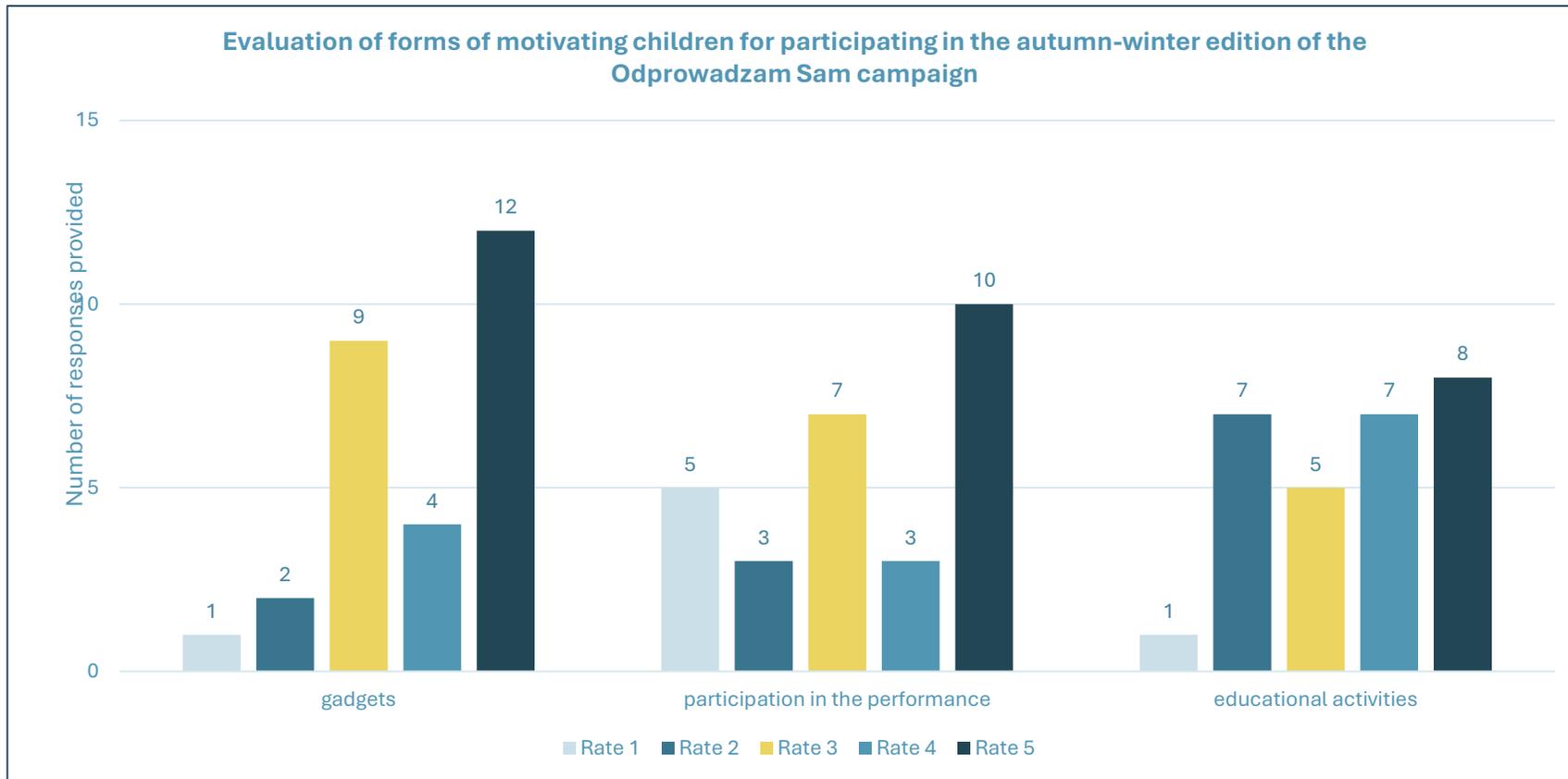
Do you think that the campaign has influenced parents' greater involvement in choosing ecological means of transport in the autumn and winter?





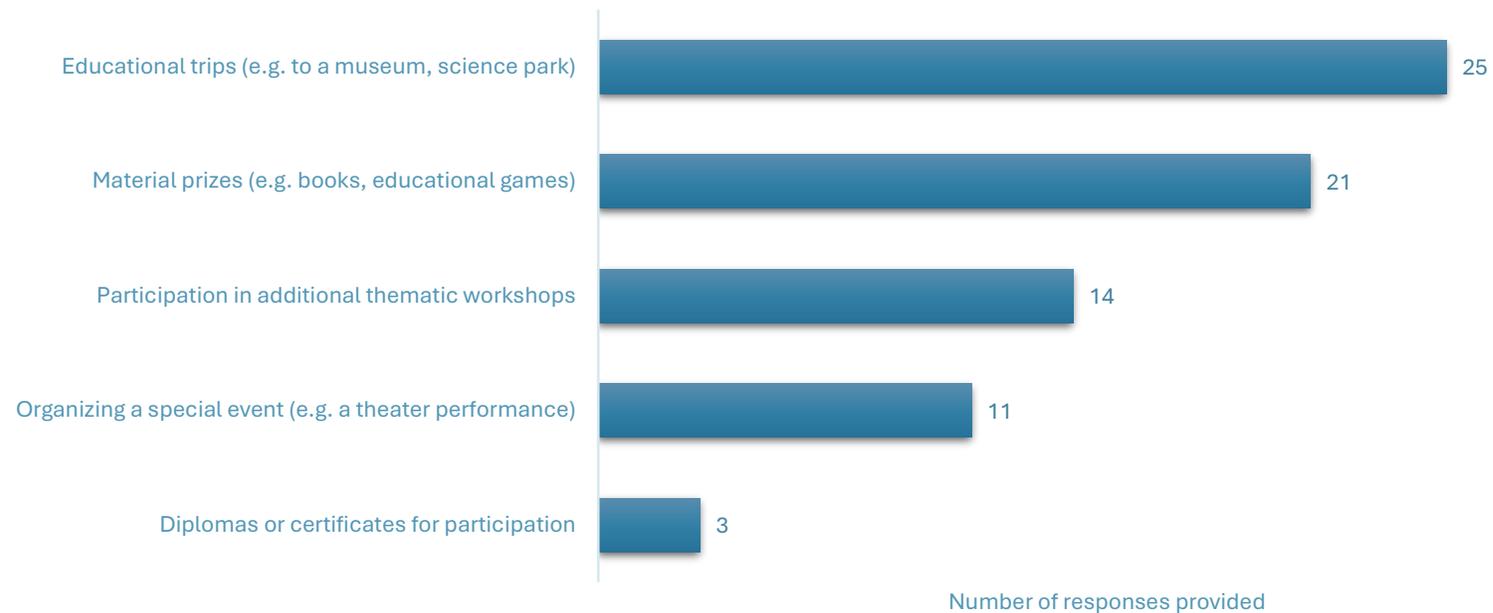
Have you noticed an increase in children's awareness as a result of the campaign, through changes in behaviour, conversations, questions or actions regarding eco-friendly travel?





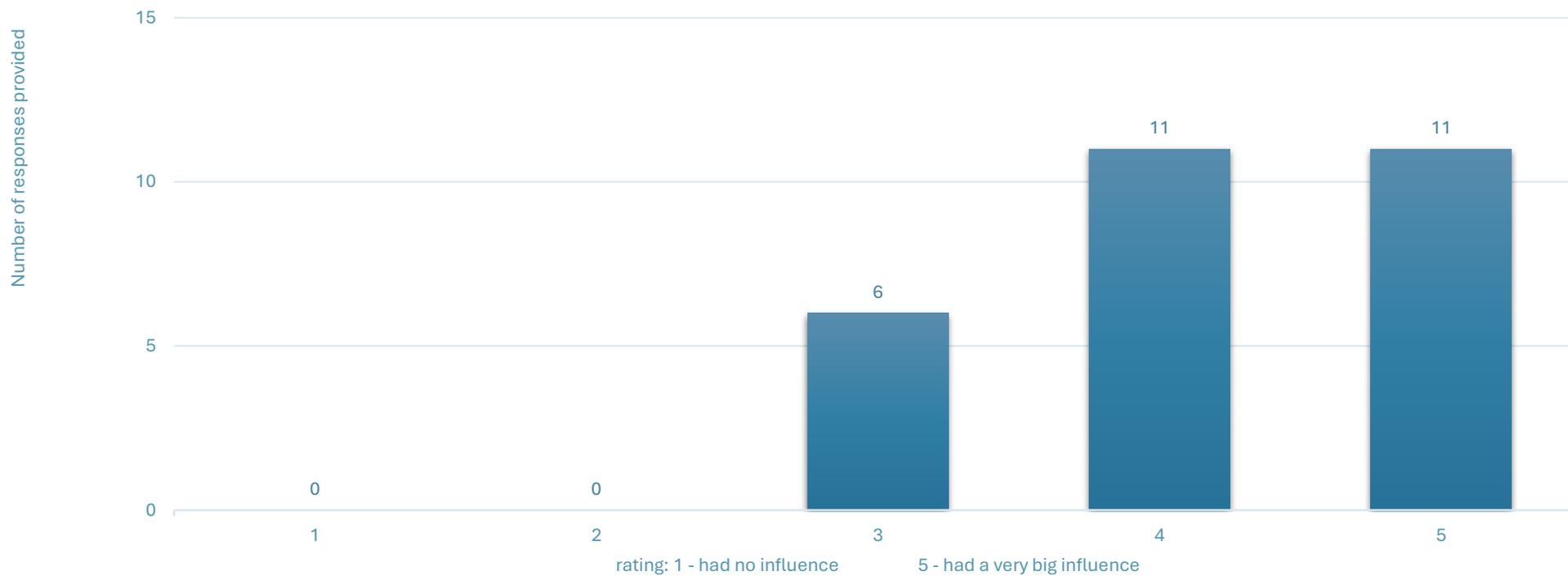


What prizes or forms of recognition do you think would be most attractive and motivating for children in future editions of the campaign?





To what extent did weather conditions influence the choice of ecological means of transport during the campaign?



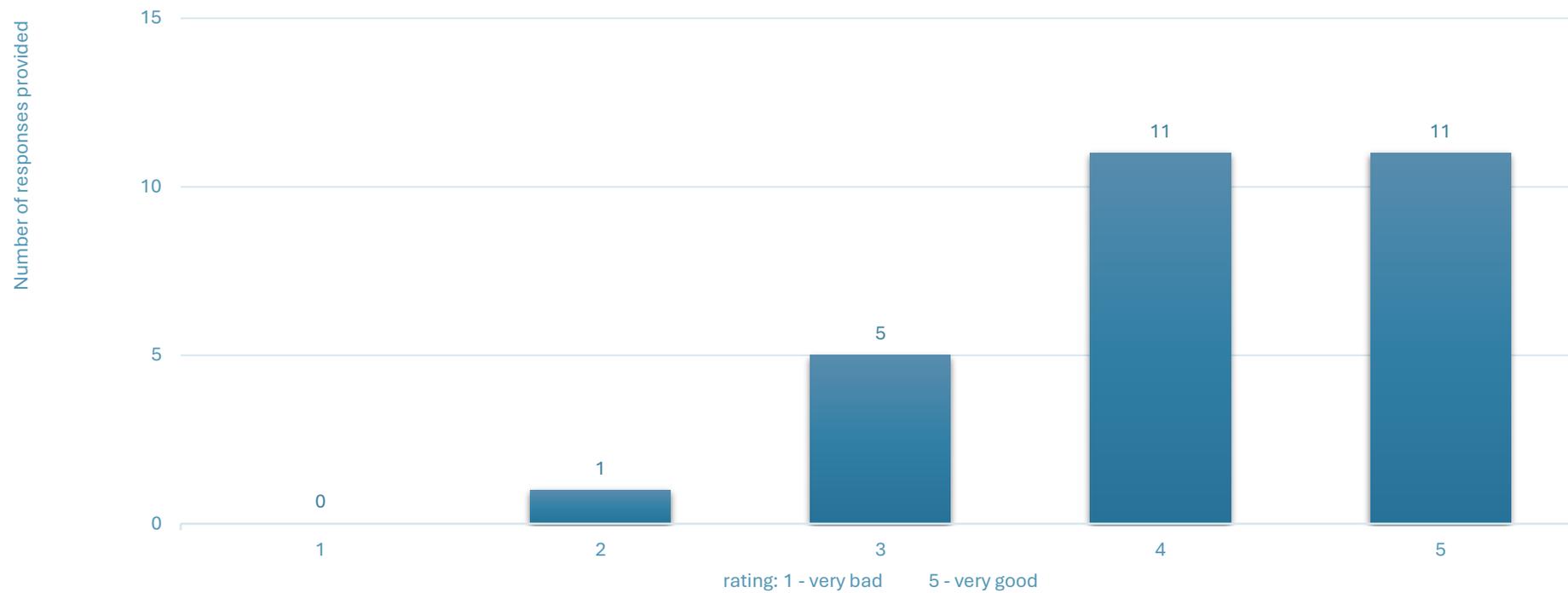


How do you assess the organizational support offered by campaign coordinators?



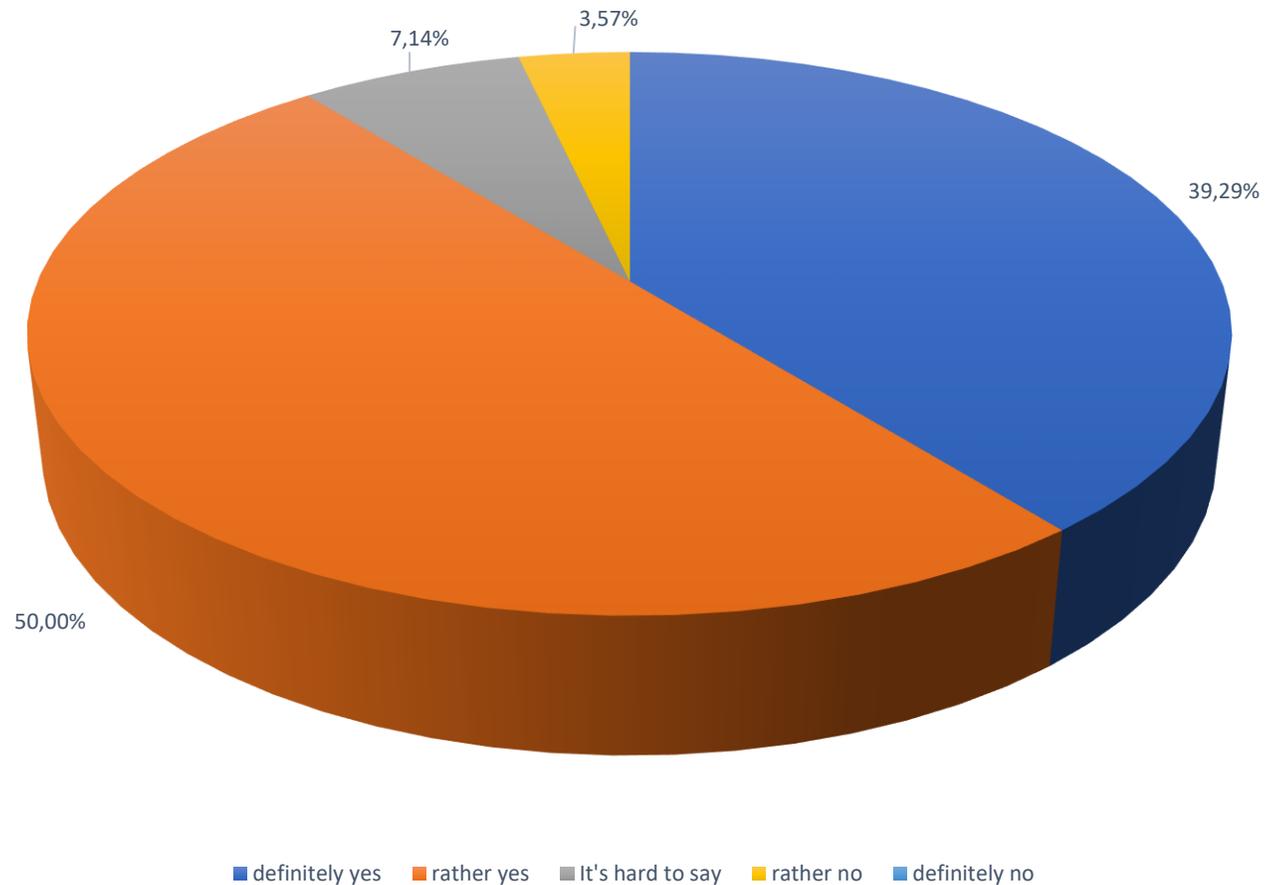


How do you assess the overall organization and course of the Odprawdzam Sam campaign in the autumn/winter edition?





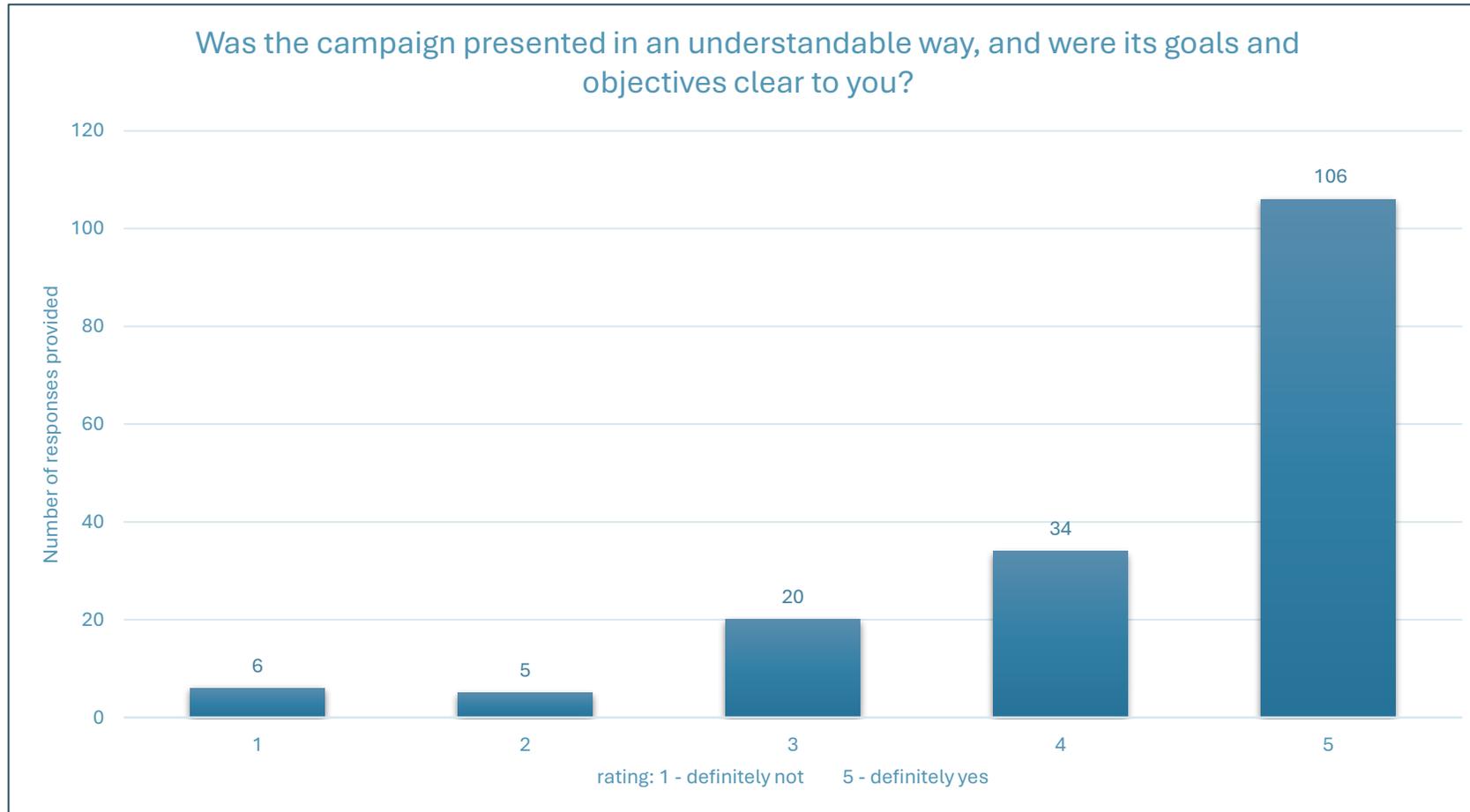
Would you like to take part in future editions of the campaign?





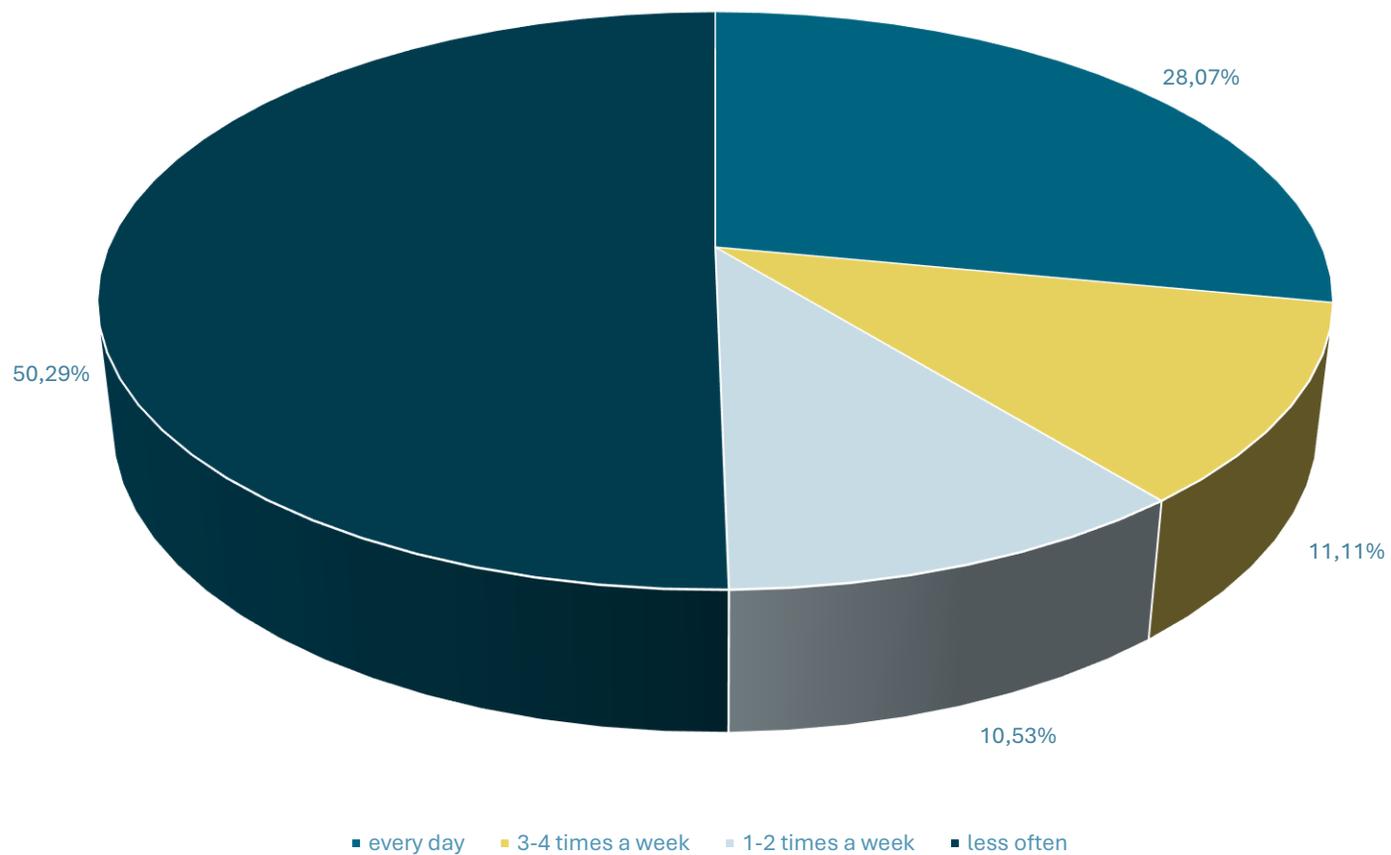
3. Analysis of surveys from parents of children taking part in the campaign

In response to the survey, responses were obtained from 171 parents of children taking part in the campaign. Below are the questions that were asked to the participants along with a discussion of the responses obtained - 2024



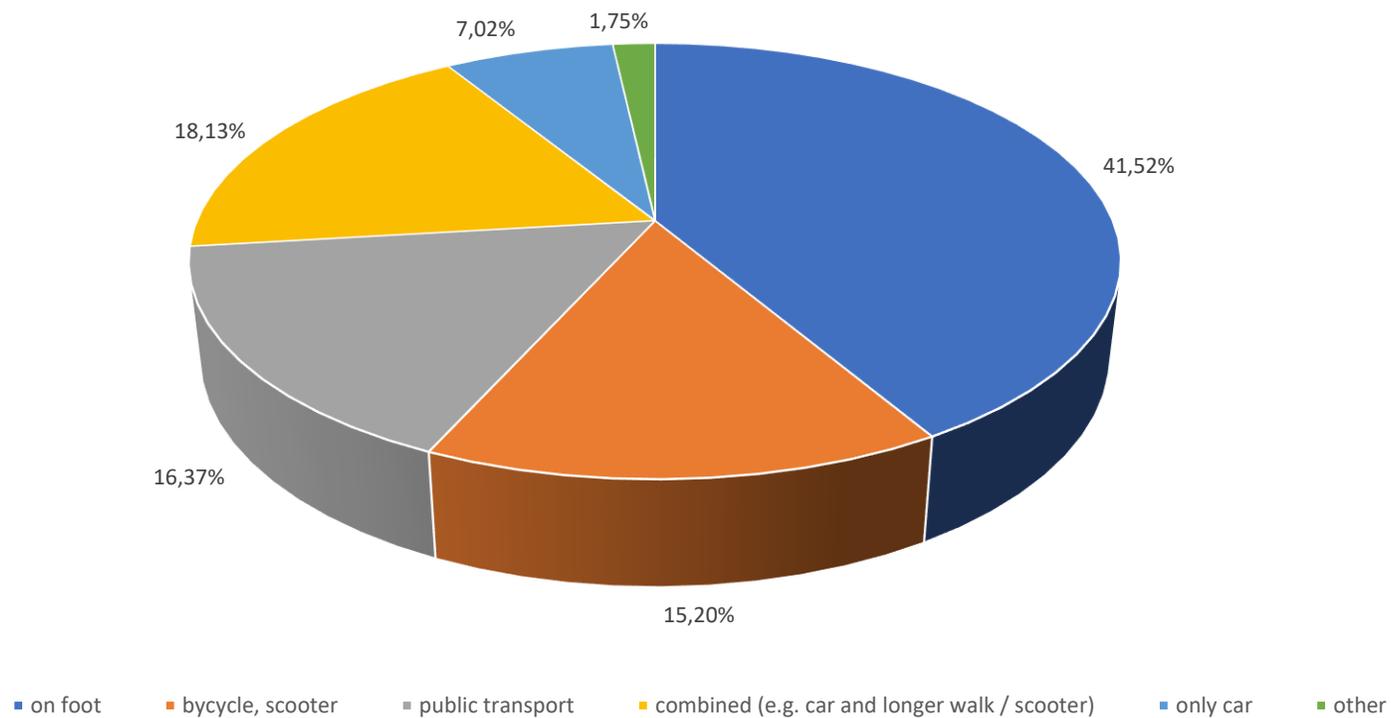


Before the campaign, how often did you take your child to kindergarten/school by car?



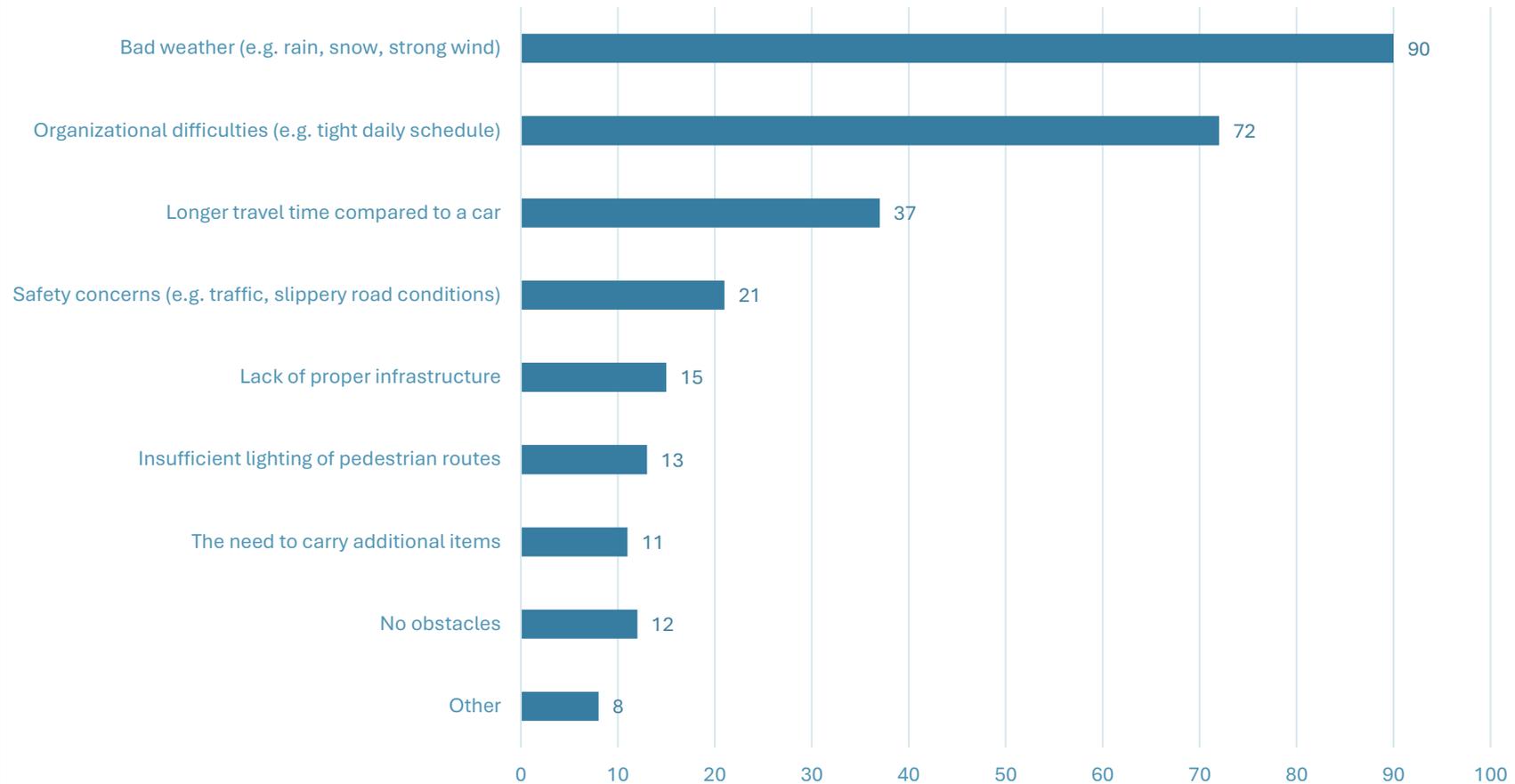


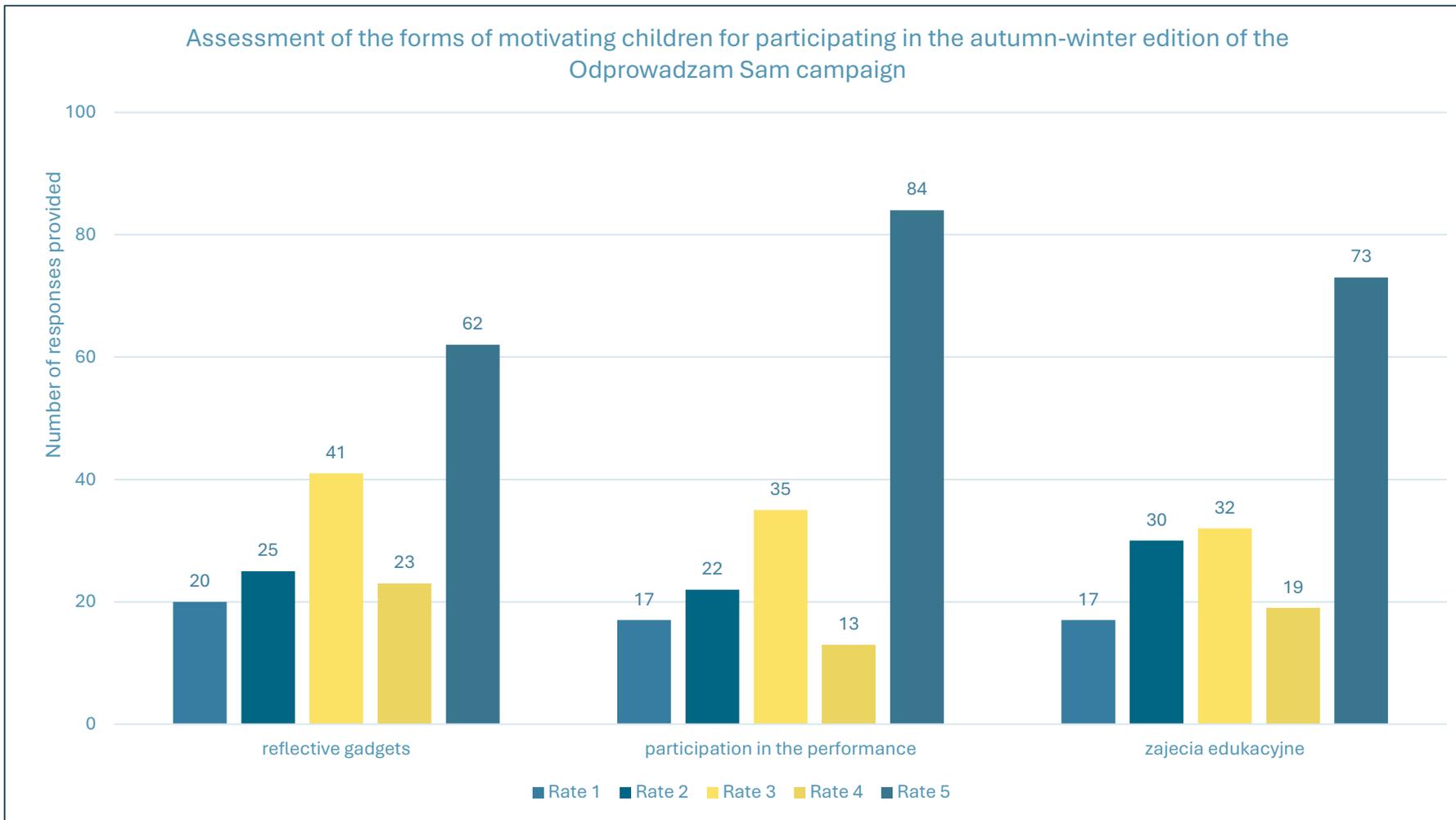
What means of transport did you most often choose during the campaign when traveling to kindergarten/school?





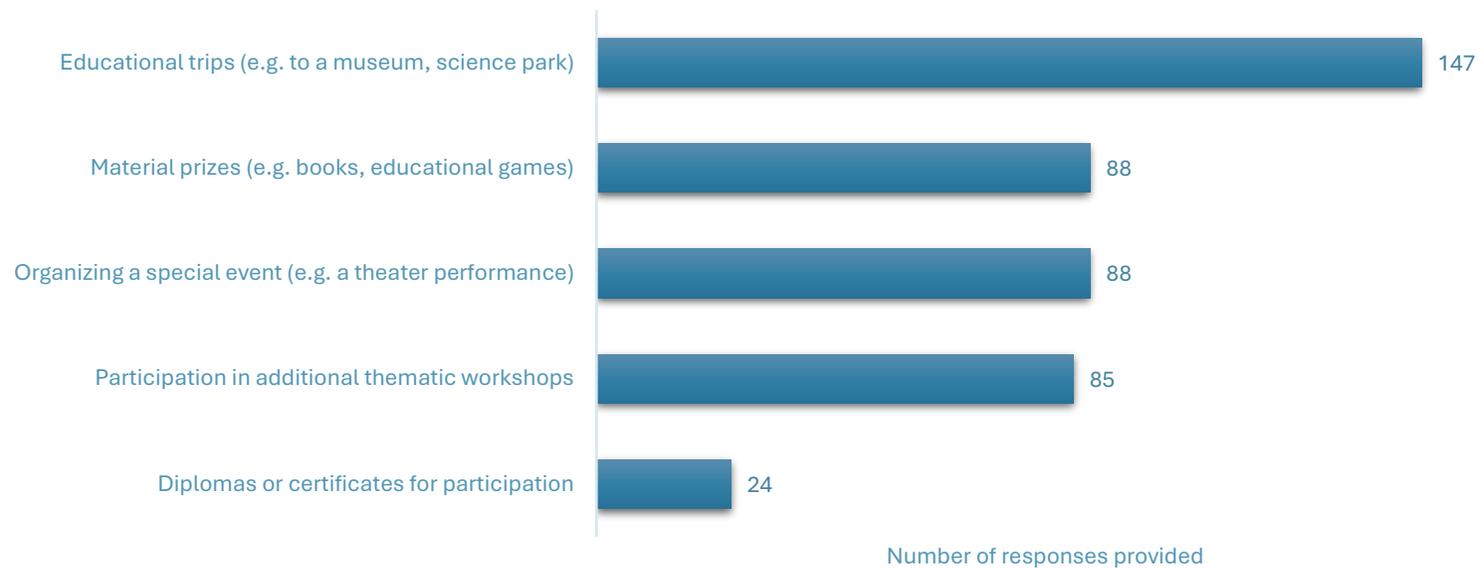
What makes it difficult for you to travel eco-friendly to kindergarten/school in the autumn and winter?





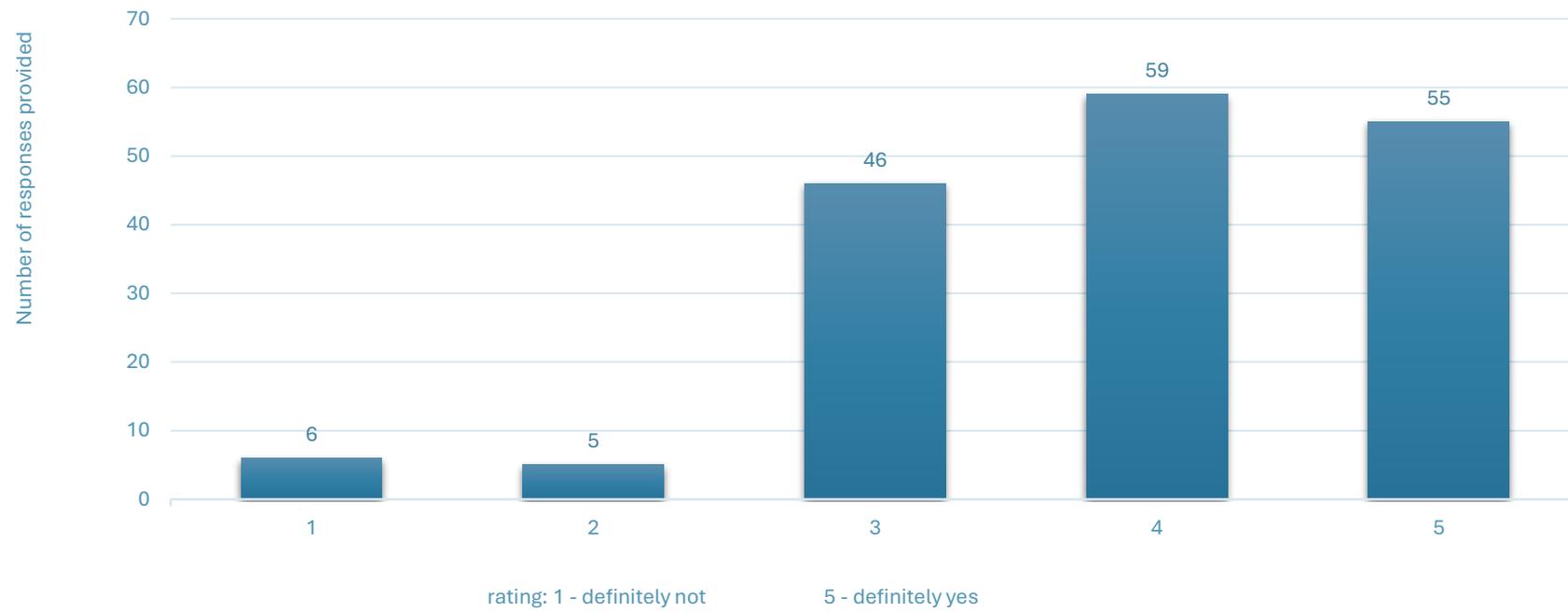


What prizes or forms of recognition do you think would be most attractive and motivating for children in future editions of the campaign?



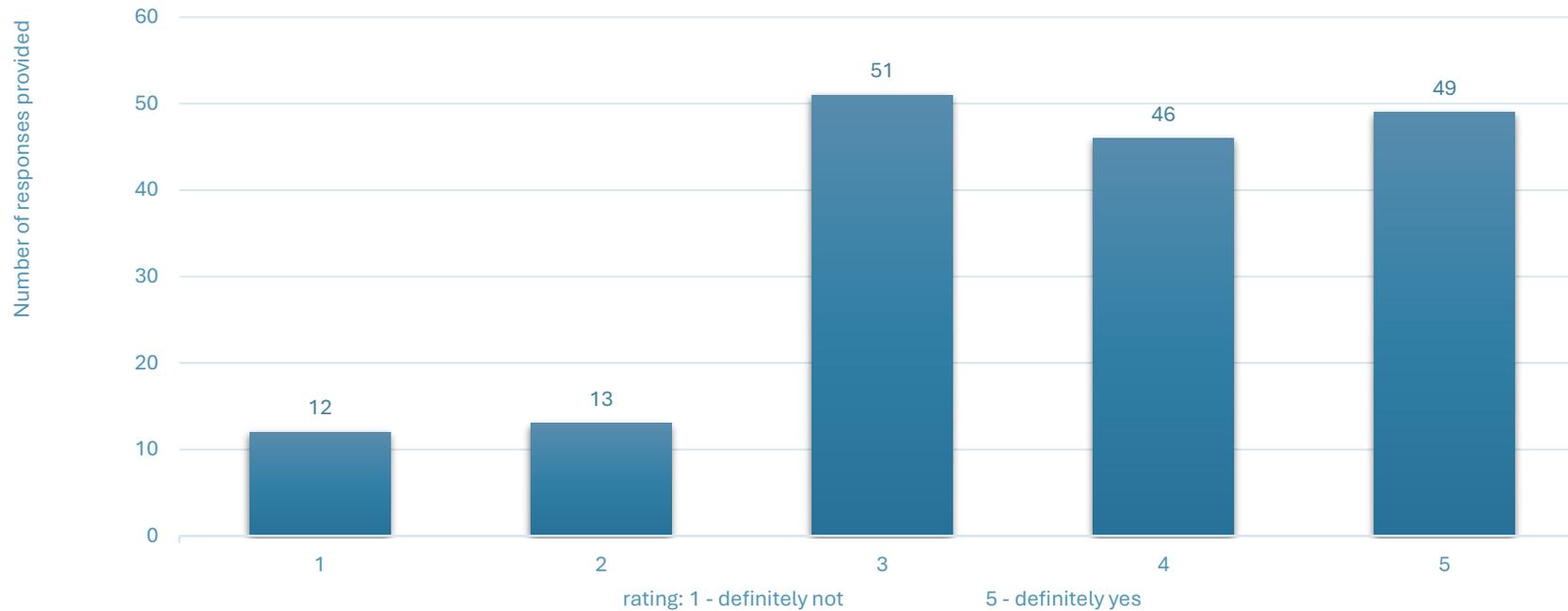


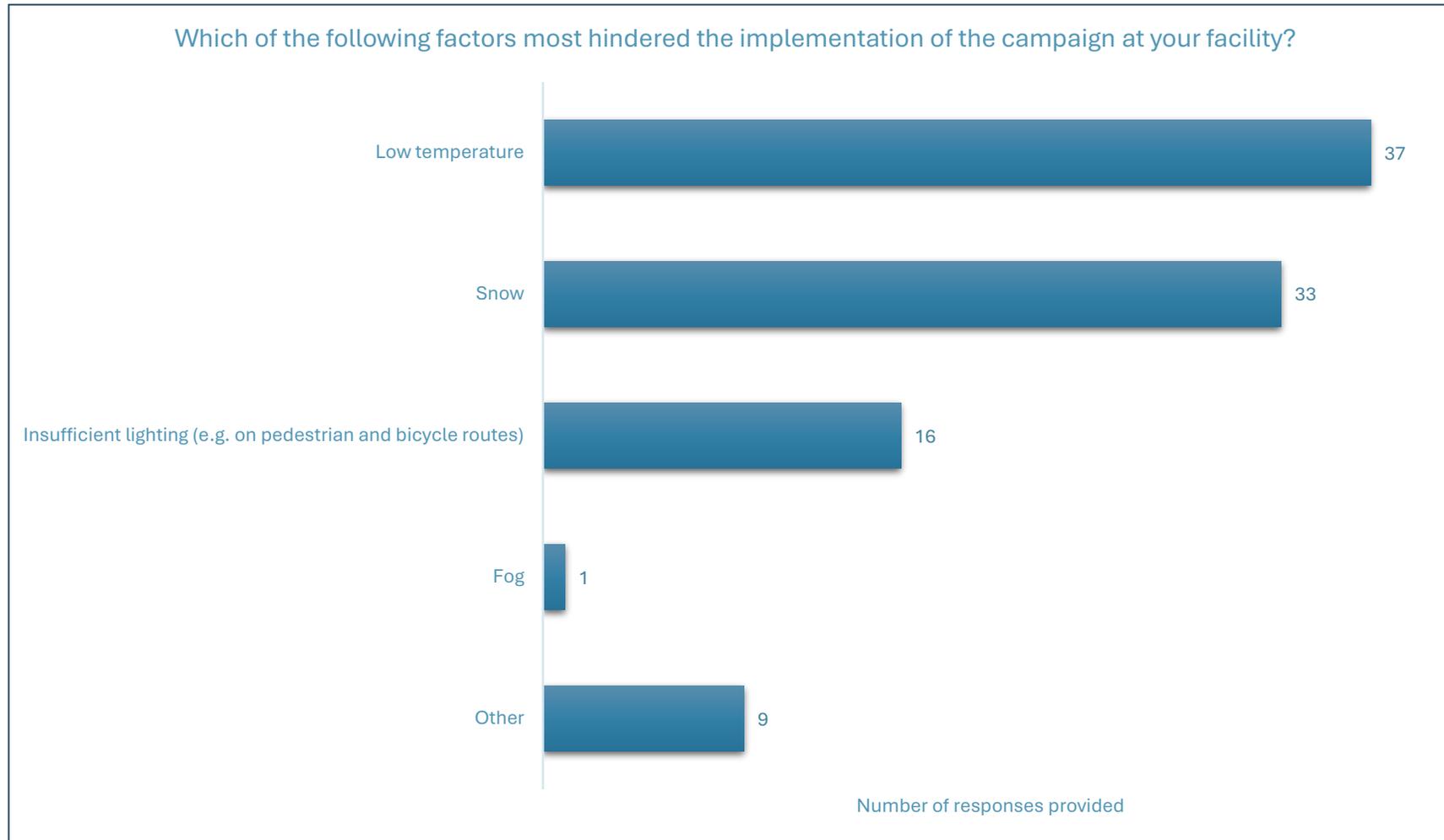
Has the campaign raised your child's awareness of eco-friendly travel?





Has the campaign increased your awareness and motivation to use ecological means of transport in your daily life?





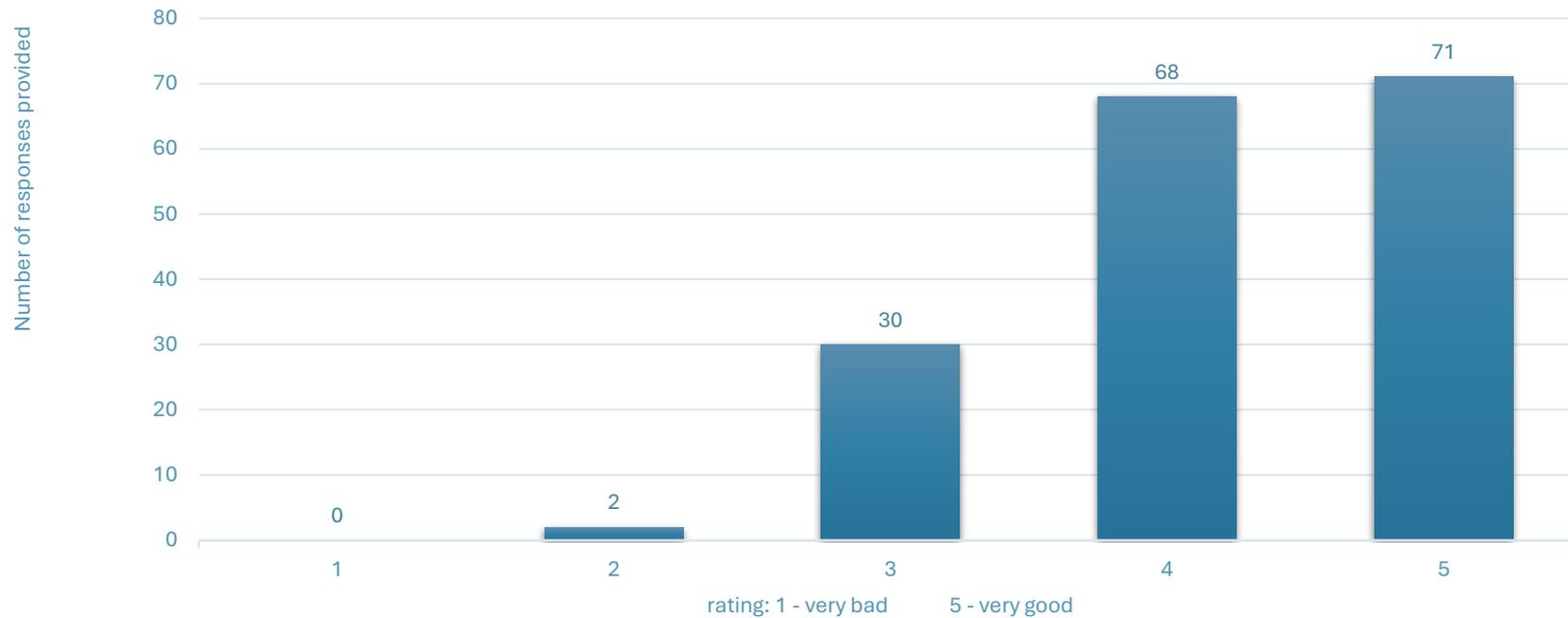


Do you plan to continue eco-travelling after the campaign ends, even in more difficult weather conditions?



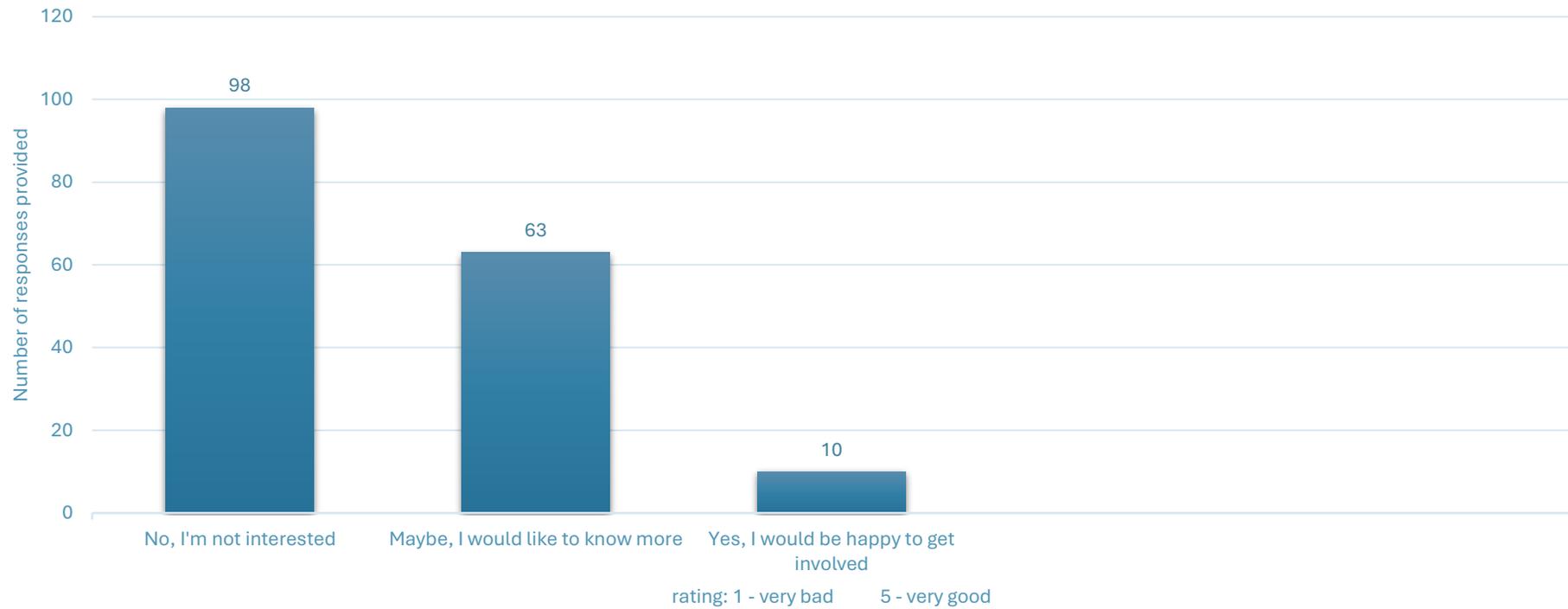


How do you assess the general organization and course of the "Odpowiedzam Sam" campaign in the autumn-winter edition?





Would you be interested in getting involved in the campaign as a Mobility Leader?



Summary of parents' opinions 2025

- Overall, the responses indicate that the campaign is perceived as a necessary and valuable initiative; however, its further development requires better adaptation to the real-life circumstances of families, stronger informational communication, and a more empathetic and flexible approach to children's participation.



Summary of teachers' statements 2025

In summary, the results of the analysis indicate that respondents primarily expect an expansion and enhancement of educational activities through workshops, ready-made teaching materials, and formats that engage both children and parents. These suggestions highlight the need for a comprehensive approach to campaign implementation, based on practical experience, age-appropriate content, and strengthening the role of adults in shaping children's pro-environmental attitudes.



Jak szkoła, to dwa koła (If School – Then Two Wheels)



Campaign objective:

- Promote everyday cycling to secondary schools
- Build long-term active and sustainable mobility habits

Target group:

- Students of upper secondary schools in Gdynia

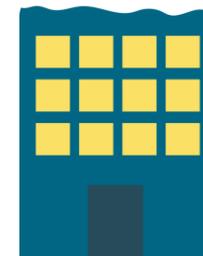
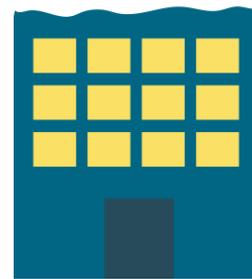
Key Campaign Activities

Core actions:

- Cycling competition (school trips & recreational rides)
- Activity tracking via the Active Cities app
- Weekly bicycle breakfasts for participants
- Creative contests (video, photo, artwork)
- Electric bike loans for schools
- Influencer engagement
- Final events and awards in Polsat Plus Arena Gdynia



BATS



Thank You
Agata Ludwiczak
Gdynia City Hall

