

ZOOM

KIDS ON THE MOVE 2010

Since 2002 the ZOOM campaign invites children all over Europe to make their daily journeys independently and in a climate-friendly way. By collecting so called *Green Footprints* all over Europe, the children show the "big ones", what the "small ones" do to protect the global climate!

The campaign's modules and materials offer concrete ideas and activities for teachers, parents and children. Nursery and primary-school children, and their parents, will increase their awareness of eco-friendly mobility by getting involved with activities covering the topics sustainability, climate and transport in a playful way.

How?

During an activity week on sustainable mobility each journey absolved on foot, by bike, skater, bus, train etc. counts one "Green Footprint". Climate Alliance will be handing over the total amount of collected "Green Footprints" to the participant of the 16th UN-Climate Change Conference, which will take place in Mexico City, 29.11.-10.12. 2010.

When?

From April until November 2010 children aged 4-10 years old from all over Europe are asked to hold their activity week(s) on *Climate Chance*.

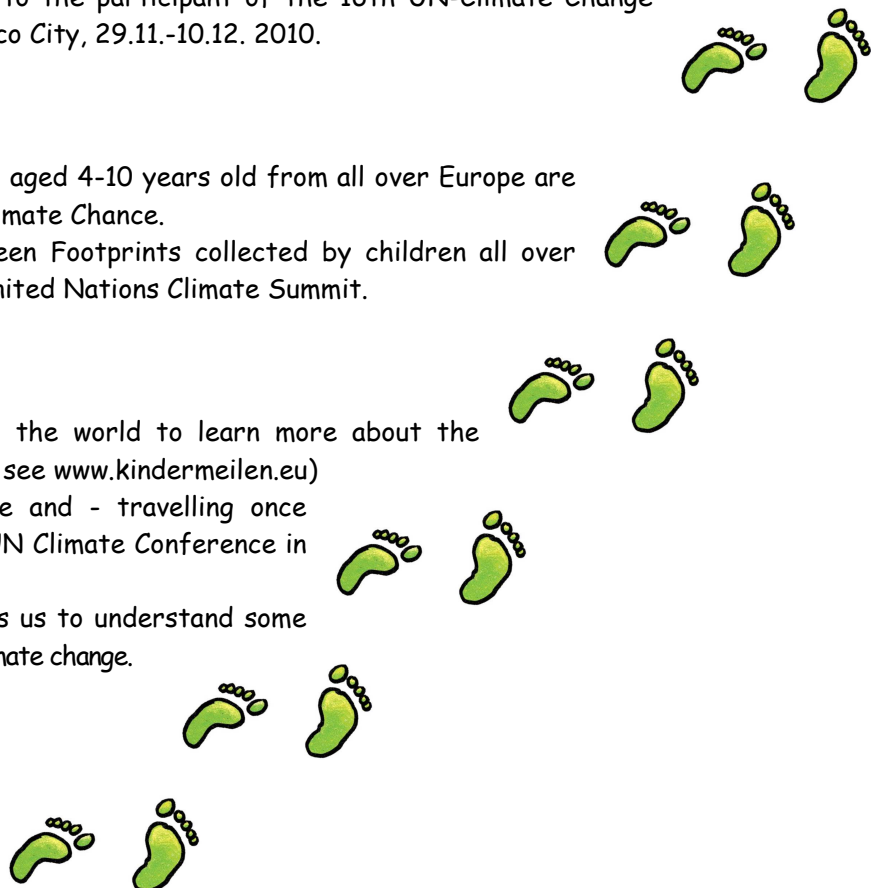
In December we will hand over the *Green Footprints* collected by children all over Europe to the participants of the 16th United Nations Climate Summit.

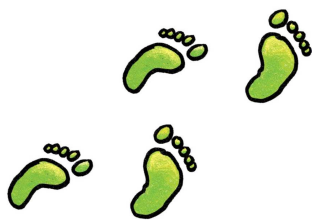
Where to go?

Join in on our symbolic journey around the world to learn more about the world's climate situation (the route 2010 see www.kindermeilen.eu)

This year our journey starts in Europe and - travelling once around the world - will end at the next UN Climate Conference in Mexico.

Short stopovers on every continent helps us to understand some more about worldwide problems caused by climate change.





Why to participate



The ZOOM campaign aims to help children to make their daily journeys independently and in an environmentally-friendly way. The modules and materials produced within the campaign offer concrete ideas and activities for teachers, parents and children.

Kindergarten and primary-school children, and their parents, will increase their awareness of eco-friendly mobility by getting involved with activities covering the topics sustainability, climate and traffic in a playful way.



Road safety in municipalities can be improved with the help of the local Children's Mobility Reports, developed in the project, which will also enhance the conditions for children to travel independently and therefore reduce needless journeys by adults just to accompany children.



By collecting Green Footprints

- individual contribution towards sustainable transport patterns becomes concrete and easy-to-understand for children
- eco-friendly behaviour is rewarded
- a feeling of community between children is established.



The aims of the Hot Spot Expedition - Detectives on the Road! are to:

- improve children's local knowledge and improve their sense of orientation and abstract thinking skills
- enable children to judge the risk at dangerous places in their residential area more realistically
- improve children's identification with their local environment
- create opportunities for children to have their voice heard in local town planning issues.
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By handing over the Children's Mobility Reports including their solutions and ideas for local authorities, ZOOM aims to:

- give an impetus to include children's needs in local transport planning
- promote environmentally friendly means of transport
- stimulate a change towards more citizen-centred transport planning processes, which include stakeholders in decision-making



Climate Alliance

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