



# Z O O M

## KIDS ON THE MOVE 2009

After seven years' big success the ZOOM campaign once again invites children all over Europe to make their daily journeys independently and in an environmental-friendly way. By collecting so called *Green Footprints* all over Europe, the children will show the "big ones", what the "small ones" do for the protection of the global climate!

The modules and materials produced within the campaign 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 whole amount of collected "Green Footprints" till November 20th to the participant of the 15th UN-Climate Change Conference, which will take place in Denmark, Kopenhagen 7.-18. December 2009.



### When?

From May until November 2009 children aged 4-10 years old from all over Europe are asked to hold their activity week(s) on Climate Change.

Join in on our symbolic journey around the world to learn more about the world's climate situation.

In December we will hand over the Green Footprints the children all over Europe collected to the participants of the 15th United Nations Climate Conference.



### Where to go?

Join in on our symbolic journey around the world to learn more about the world's climate situation (the route 2009 see [www.kindermeilen.eu](http://www.kindermeilen.eu))

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

Our journey will go via Africa, Antarctica, South- and North America, The Arctic, Asia, Oceania Australia, Southeast...





## 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.



## 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



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