



## TARTU: Creative mobility management ideas from pupils of Tartu

A mobility management course for pupils was planned in cooperation with the director and management of the M.Reinik School in Tartu, the Department of Municipal Property, Tartu Transportation Company, Tartu Nature House and Institute of Baltic Studies (IBS).

The method was chosen in cooperation with the director of the school and relied on the findings of Phase 1 and 2 of the preparatory analysis. M.Reinik school has no business or entrepreneurship course. The method is designed to fill that gap in the school's program by giving students project management skills to develop mobility affecting projects within the school. The method was developed to attract students of 8<sup>th</sup> grade to think independently about mobility problems in the school and surrounding area.

The measure takes place during one full school year with the impact in April and May of 2020. The measure related to the renovation of Vanemuise street in Tartu, however, was not connected to mobility point measures in Tartu. The Department of Municipal Property is responsible for the measure. The preparation phase took nine months. The mobility project management course is to promote active transportation to and from the M.Reinik School as the Vanemuise street was totally redesigned in the proximity of the school.

The campaign of the course started on 2<sup>nd</sup> of October 2019, the target group was two classes of 8<sup>th</sup> graders. The mobility campaign was prepared as a chance for the students to execute a mobility project. The 8<sup>th</sup> graders were given a creative assignment that they needed to execute individually during the school year. The students could choose the framework for their creative assignments themselves

resulting in assignments ranging from different art or research projects to organizing an event. A four-class program was prepared to educate students on mobility issues and project management with every class lasting for 90 minutes.

The first class was about transportation in everyday life, how transportation impacts the students and people around them and what impact transportation can have on the environment.

The second class was about the four basic steps of project management. How to set goals, how to plan for resources, how to execute and how to measure the results. The students were divided into teams of 3-4 students for brainstorming about their projects.

The third class was organized with mobility experts from the Tartu City Government. Prior to the class the students were given the assignment to refine their ideas, during the class they received feedback from the mobility experts. The experts provided feedback on the scope of the project, the possible impact, feasibility and pointed to issues that needed refinement.

The fourth class was a final presentation of the students' mobility projects. Each project was given 3 minutes for presentation followed by questions. The projects were evaluated by a panel of five experts from the Tartu City Government and the Institute of Baltic Studies. Ultimately, eight individual projects were presented, and four projects were evaluated as feasible and good enough for implementation.

These four projects will be implemented in May 2020.

- Car free day
- Walking bus
- Drawing and video competition
- Bike and spares fare

The purpose of the drawing and video competition is about raising awareness about fun, difficult and weird situations related to commuting to school.

The timeframe for the project campaign is from October 2019 to May 2020. Nothing specific is needed to prepare or manage the project, the main demand is for educated and experienced personnel. The project is an extracurricular activity for the school and teachers are not prepared or assigned to educate the students on mobility issues. Mobility specialists are usually not experienced in managing 8<sup>th</sup> graders. The implementation needed professional educators in order to motivate and keep the 8<sup>th</sup> graders engaged. A set of skills that the city officials clearly lack.

The communication to the 8<sup>th</sup> graders was done directly through the director and the teachers. The measures implemented by the students have been communicated through personnel channels, the school's official channels, teachers and activity leaders, school's official mailing list, posters and social media.



The total budget of the campaign is 5 000 euros, partially funded by the cities.multimodal project and partially by the city budget. The results are measured by the students. A traffic counter on the Vanemuise street in the proximity of the school is used to count the numbers of pedestrians, cyclists and private cars and evaluate the effect of the campaign. According to the results the city will decide if the campaign should be continued next year in M.Reinik's or other schools. The results are presented on city's and the school's websites.

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