

BAMBINI- Move smart from the start



Year of finalization: May 2012

Type of project: IEE Project

Region/ County: Municipality of Hisarya, Plodviv

Country: Bulgaria

Website : www.mobile-bambini.eu;

www.eap-save.eu

Project Summary

BAMBINI aims to increase the presence of soft mobility in the lives of small children and to motivate parents to use car-free mobility to achieve internalisation of eco-friendly means of transport from early on.

12 partners in 11 countries will address key actors in 5 application areas to:

- Create Toys and Books focussing on soft mobility
- Promote BAMBINI content during Prebirth and Early Month
- Motivate children/parents from Crèches to use alternative means of transport
- Create motivational programmes for children in Kindergartens
- Initiate traffic calmed areas and children streets.

Main results expected:

- ✓ A improvement of childrens health, reduction of emmissions, energy and cost savings
- ✓ A set of implementation support materials and motivational programmes
- ✓ Applications that are transferable throughout Europe

Background

Some basic facts illustrate the rationalisation behind the BAMBINI approach:

- Socialization and Conditioning towards motorised traffic starts early in life
- The car industry uses advertising intensely to create an emotional link to their products
- The predominant number (66%) of the toys are related to motorized traffic
- Children get less and less exercise in daily life due to an increasing use of the car for short trips

BAMBINI aims to counteract this by exerting influence on the traffic behaviour of small children and their parents, starting at birth and throughout kindergarten, in a phase of life where the most important behavioural parameters are defined.

Objectives and main steps

The overall objectives

- Motivate industry to produce appropriate toys for children
- Communicate issues of alternative transport in antenatal classes
- Create specific motivational programmes for child care facilities
- Integrate BAMBINI content in training of child educationalists – and create long term effects and benefits
- Enable the transformation of streets into traffic calmed areas
- Disseminate BAMBINI Know-how and Good Practices
- Promotion of a healthier lifestyle, Energy savings, emissions reduction

Expected Results

Key Deliverables/outcomes/results

- ❖ A set of innovative toys focussing on sustainable modes of transport
- ❖ Toolkit „Living and playing streets“
- ❖ Set of related materials, templates and guidelines for application
- ❖ Local Know-how transfer
- ❖ Picture books on soft mobility
- ❖ Material development for higher education and university sector

Intermediate results

- 3 toys have been developed and distributed in kindergartens in partner countries for testing
- BAMBINI content has been integrated into 10 antenatal classes
- BAMBINI courses have been held in 30 Nurseries (number of children and parents reached: 255)
- BAMBINI courses have been held with kindergarten staff from 57 groups, toys have been distributed and are currently tested
- 597 professionals have been trained with BAMBINI content so far – 76% of them are satisfied with it
- Traffic calming measures have been established in 11 streets
- 351 stakeholders have been reached in workshops, 3060 face-to-face at conferences and almost 370.000 with written BAMBINI materials

Total cost of the project and financing

Implemented with the support of the Intelligent Energy for Europe Programme.

Contacts

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