

KEY OBJECTIVES

Create practical resources and awareness campaigns to help primary school children stay safe on our roads.

Teach children road safety in an age-appropriate way to shape their attitude to road safety.

Encourage children to cycle and use electric scooters, developing healthy habits and reducing sedentary behaviour.



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E-GREEN AIMS AT...

Road Safety education for primary school children, specifically road safety in the context of the use of bicycles and electric scooters. We aim to create very practical resources and awareness campaigns to help primary school children stay safe on our roads.



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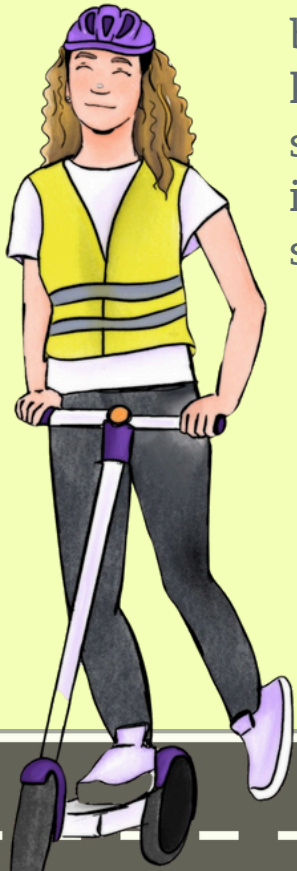
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BACKGROUND

Why road safety?

The idea of this project was to start a bicycle and electric scooter educational campaign due to the increase in road accidents caused by the lack of knowledge of specific instruction in relation to road safety.

Accidents with electric scooters increased by more than 30% in the last year.



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PARTNERSHIP

RESULTS



ROAD
SAFETY FOR
SCHOOLS
HANDBOOK

6 VIDEOS

TEACHER
TRAINING
SYSTEM &
ROAD
SAFETY
CAMPAIGN