



# ZOOM

- Kids on the move!

A europe-wide campaign  
on sustainable transport



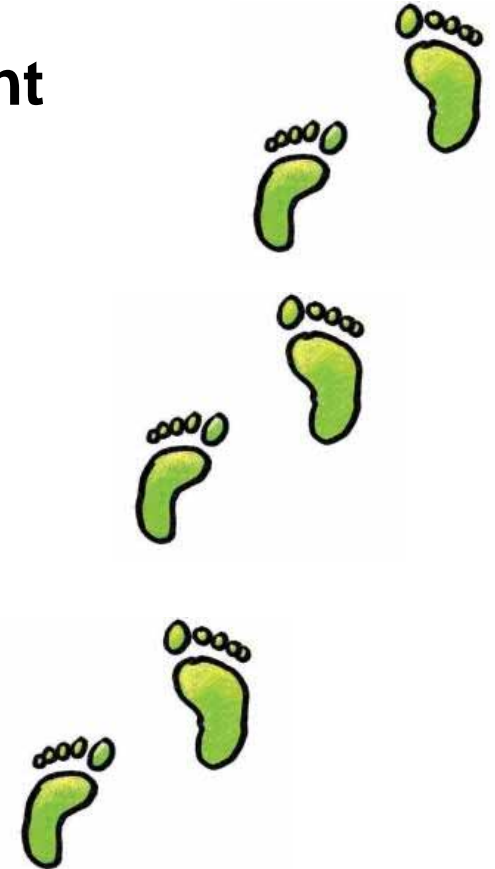
CLIMATE ALLIANCE - KLIMA-BÜNDNIS - ALIANZA DEL CLIMA e.V.



# *ZOOM - Kids on the move !*

## The Idea

- children discover transport and environment
- children collect **Green Footprints**  
= “sustainable” journeys to school
- children all over Europe move together  
for one target !
- children develop their own proposals for a  
better environment



# *ZOOM - Kids on the move !*

## The ZOOM campaign



- 2002: 15.000 children in Germany
- 2003: 80.000 all over Europe
- 2004/2005: various national, regional and local campaigns
- 2006: once again europe-wide more than 100.000 kids collect Green Footprints for COP12 in Nairobi



# *ZOOM - Kids on the move !*

## The Concept

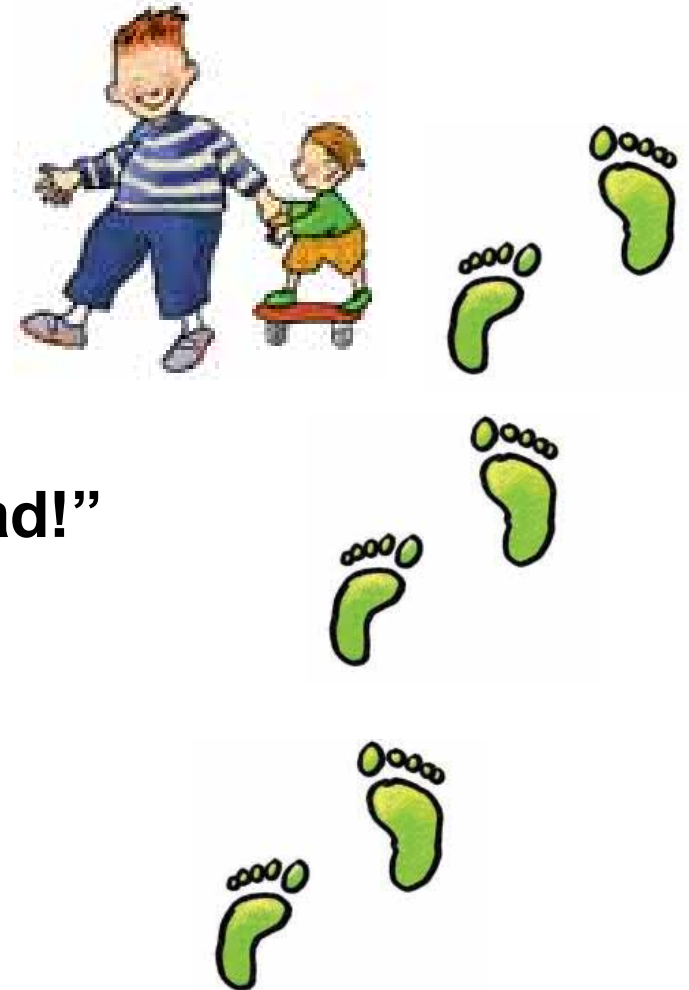
- holding an activity week in school / kindergarten on sustainable mobility
- offering a toolkit as a guide for teachers
- children developing concrete proposals how to improve their local environment
- handing over the proposals to the mayor / local politicians



# *ZOOM - Kids on the move !*

## Aids and Tools

- sticker album + transports stickers
- poster for the classroom
- questionnaire “Detectives on the road!”
- toolkit for teachers
- checklist for local authorities
- ... and a multilingual website:



# Kids on the Move to Milan

- Activities
- Background
- About
- News
- Participants
- Showcase
- Resources
- Toolkit



Register!



[Home >> Toolkit](#)

## Toolkit

This section includes all the materials you need timetable for the activity week, background information, lesson plans and ideas for games plus downloadable worksheets.

Overview of materials: [click here](#)

**Block 1: Introduction** ➔

**Block 2: One World** ➔

**Block 3: Children As Road Detectives And City Planners** ➔

**Block 4: Children Experience Traffic** ➔

**Block 5: Children Travel in New Ways** ➔



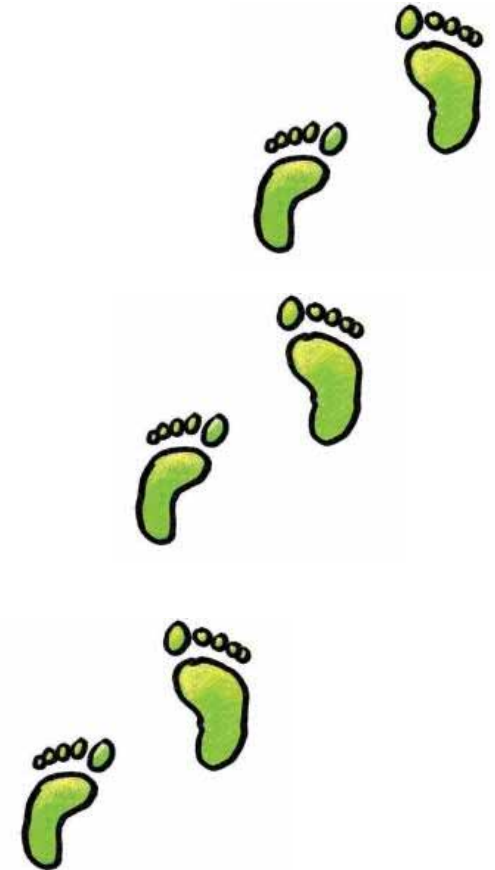
KLIMA-BÜNDNIS  
ALIANZA DEL CLIMA e.V.



# *ZOOM - Kids on the move !*

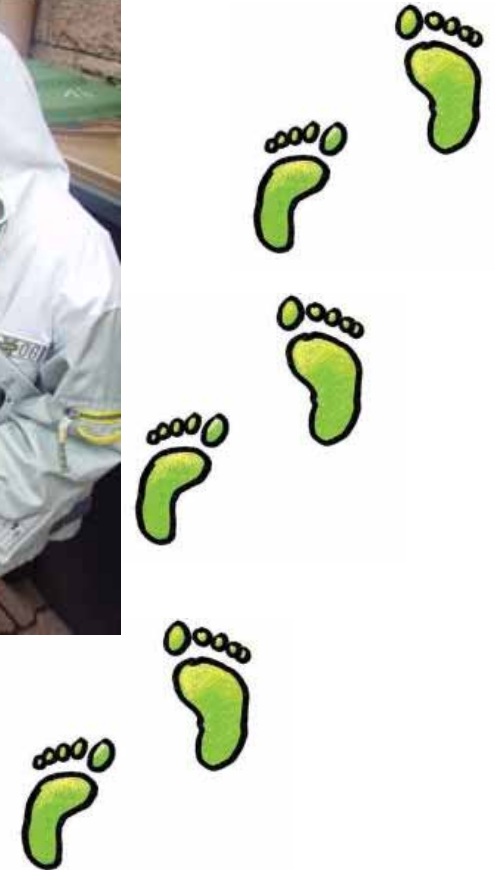
## Module: Children as City Planners

- How would I like the traffic to be?



# *ZOOM - Kids on the move !*

## **Module: Detectives on the road!**





# *ZOOM - Kids on the move !*

## Activities



# *ZOOM - Kids on the move !*

## tinker green footprints



# ZOOM - Kids on the move !

...and other art work



# *ZOOM - Kids on the move !*



Closing Events:  
children stated  
their concerns  
and desires



**CLIMATE ALLIANCE - KLIMA-BÜNDNIS - ALIANZA DEL CLIMA e.V.**

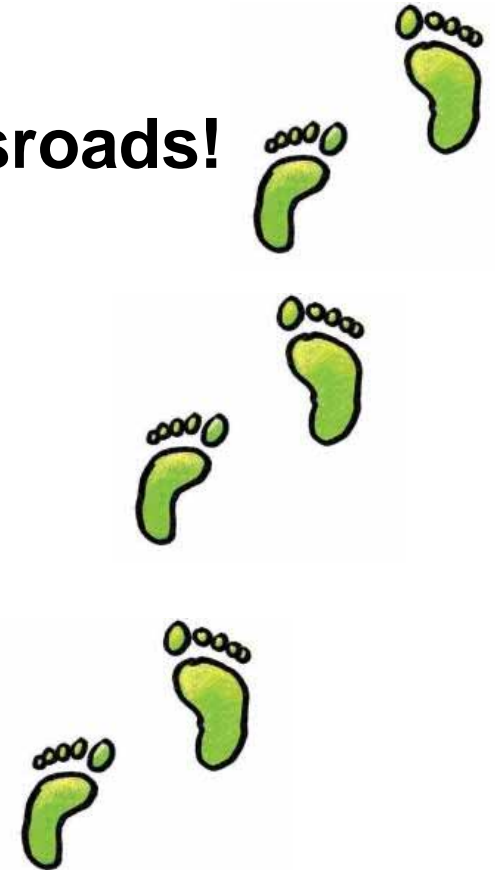


# *ZOOM - Kids on the move !*



## ***The children's wishes!***

- please stop if we wait at crossroads!
- don't use the car so often
- no more smelly, noisy cars
- more space for playing
- more trees and plants
- politicians who save the world's climate



# *ZOOM - Kids on the move !*



## **Results of the 2006 campaign:**

- **100.000 children from 9 countries**
- **over 500.000 Green Footprints for Nairobi**



# *ZOOM - Kids on the move !*



## ***The Final Event***

**13. Nov. 06, 10:00 am**

**handing over**

**all collected**

**Green Footprints**

**at COP 12 in Nairobi**



**CLIMATE ALLIANCE - KLIMA-BÜNDNIS - ALIANZA DEL CLIMA e.V.**



# *ZOOM - Kids on the move !*



***Lets talk  
about  
ZOOM  
2007!***



**CLIMATE ALLIANCE - KLIMA-BÜNDNIS - ALIANZA DEL CLIMA e.V.**

