



ZOOM 2016

KIDS ON THE MOVE FOR CLIMATE ACTION

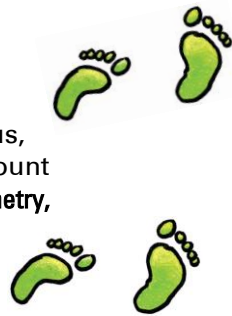
www.zoom-kidsforclimate.eu

Since 2002 the ZOOM campaign invites children all over Europe to make their daily journeys independently and in a climate-friendly way. By collecting so-called Green Footprints all over Europe, the children show the "big ones", what the "small ones" do to protect the global climate!

ZOOM in and Move to learn more about Climate Action!

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 total amount of collected "**Green Footprints, Grüne Meilen, Klimameilen, Groene Voetstappen, Miglia Verdi, Zelené Kilometry, Greng Meilen, Zelených Míl, Klimaschritte, Grön Footprints, Talpite Verzi, ...**" to the participant of the 22nd UN-Climate Change Conference, which will take place in Marrakesh, Morocco 7.-18.11. 2016.



When?

From **March until 25.10.2016** children **aged 4-12 years** old from all over Europe are asked to hold their activity week(s) on Climate Chance.

In **November** Climate Alliance will hand over the Green Footprints collected by children all over Europe to the participants of the 22nd United Nations Climate Summit in Marrakesh.



Where to go?

Join in on our **symbolic Climate Voyage around the One World** to learn more about the world's climate situation (the route 2016 see www.zoom-kidsforclimate.eu)

This year our journey once around the world starts in Europe and ends in Africa.

Short **stopovers on every continent** help us to understand some more about worldwide problems causing or caused by climate change.



Materials

Climate Alliance offers several **modules and materials as download** that can help to organise your ZOOM-Activities in your school or municipality

Further information www.zoom-kidsforclimate.eu/materials





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 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



ZOOM is a campaign by



Climate Alliance

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