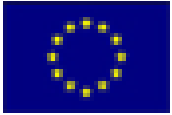


**Kauno Miesto Savivaldybės**

# Cities for Children: A case study from Kaunas

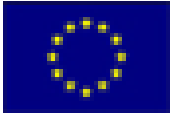
Stuttgart - November 28-29<sup>th</sup> 2007

James McGeever – Kaunas, LITHUANIA



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- BUSTRIP pilot action project – working with 2 schools over 9 months to produce School Travel Plans
- Organising a broad range of local activities – empowering local users
- Ensuring project results were linked to political change process as well as broader public appeal

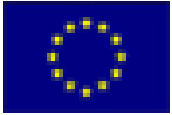


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- Identifying local stakeholders and practical actions
- Empowering and motivating school students – very important !
- Providing rewards – very important !!
- Actively involving students in advertising and promotional campaigns – ownership of project.

...promotion...





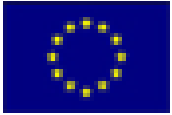
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# ...city council political presentation...





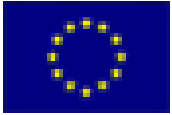
...rewards...and awards



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## Conclusions:

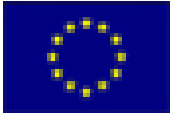
- activities ideally must provide quick, tangible results...
- ownership of project for them - means minimal management from you!...
- encourage their creative involvement from the very start...
- 'Quid pro Quo' – clarify what both sides expect .



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## Achievements over 9 month period:

- April 2007 - UBC Transportation Commission Award
- June 2007 - Swedish International Development Agency (SIDA) grant for 11,300 Euros
- Sept 2007 – City council presentation
  
- Sept 2007 – organised school exchange trip to Sweden
- Oct 2007 – organised Swedish students trip to Kaunas
- Project promotional tools (T-shirts, advertising campaign, DVD)



**Kauno Miesto Savivaldybės**

**Thank you...**

**[james.mcgeever@kaunas.lt](mailto:james.mcgeever@kaunas.lt)**