



CIEMPIÉS: PROMOTING SAFE SCHOOL COMMUTE BY FOOT TO KIDS

Ciempies is a project from the Secretariats of Mobility and Education of Bogotá that provides a **safe, sustainable and alternative commuting system** to kids and teenagers.

HOW DOES CIEMPIÉS WORK?

Ciempies offers daily walking caravans, led by trained guides, in which participating children between 5 and 14 years old meet at various pick-up points and walk together to and from school, creating safer and reliable routes. During the trip, guides lead their student caravans in a series of educational games designed to raise awareness of their surroundings and teach road safety. Throughout the journey, the kids score points, are rewarded with stickers, and mark their progress with badges that are converted into prizes.

WHY IS CIEMPIÉS INNOVATIVE?

Ciempies is an innovative model of safe routes to school because it uses the game and the surroundings as an educational tool to foster learning among kids and teenagers.

The city becomes an educational resource to motivate new experiences, stimulate curiosity and increase awareness. Activities promoted by the adult guides contribute to skills development, strengthening of social networks and children's relationship with the city.

With Ciempies, Bogotá was one of the five winners of Bloomberg Philanthropies' 2016 Mayors Challenge, a competition designed to help city leaders think big, be bold and uncover inventive – and, ultimately shareable – ideas that tackle today's toughest problems.

WHAT CHALLENGES CAN CIEMPIÉS HELP YOUR CITY TO SOLVE?

- Low level of personal and road safety among students in their commute to school
- High number of students who go to school on foot, with high risk of road crashes
- Low level of physical activity among children and teenagers
- Low level of knowledge about the surroundings and the community

CIEMPIÉS IN FIVE STEPS

1

PARTNERSHIP WITH SCHOOLS

We make a first contact with schools and define an agreement with the school to create safe routes.

2

OUTREACH

We disseminate the project among parents and students. Through a survey, we collect basic information from the kids who are interested in being part of Ciempies.

3

DESIGNING THE SAFE ROUTE

We design the safe route based on the survey and plan for traffic improvements (e.g. speed control signaling). We pilot the route and adjust it to comply with safety requirements.

4

ENROLLMENT

We present the safe route to parents and students. Students who comply with the requirements sign up for the project.

5

TIME TO WALK

We kick off the walking caravans with games and activities. During the trip, students learn about road safety, play together and score points, which are converted to prizes.

WHAT IS CIEMPIÉS' IMPACT?

1,200
students in Bogota
between 5 and 14 years
old participated in Ciempiés
in 2019

68%
of parents believe that
Ciempiés is the safest
transportation mode to go
to school*

↑ 7%
increase in safety
perception among Ciempiés'
students*

↓ 20%
in speed reduction, on
average, due to **traffic**
improvements in critical
areas**

*Impact Evaluation, SENSATA, 2019 **Study on speed reduction, World Resources Institute, 2019

WHAT DO USERS SAY ABOUT CIEMPIÉS?



“Ciempiés exists to help kids
who used to go alone to school.
We play and have fun”

Sara Perdomo, 8 años, Ciempiés' participant

“With Ciempies, I **have spent**
more time with my kids and
learned about road safety. I feel
re-educated about traffic norms
by joining the walking caravans”

Alfredo Bustos, father of two kids, has joined walking
caravans since March 2019



“We transform not only
children's lives, but also
our lives. **This job brings**
meaning and purpose to my
life”

Cristian Parra, Ciempiés' guide



Photos: Secretariat of Mobility, authorized images

**DO YOU WANT
TO LEARN MORE
ABOUT CIEMPIÉS?**

We want to disseminate Ciempiés' experience to
other cities or organizations facing similar challenges.

Please send us an e-mail: lbrubio@movilidadbogota.gov.co

Follow us on social media: **Twitter:** @CiempiesNP

Instagram: @ciempiesninosprimero **Facebook:** Ciempies Niños Primero

Visit our webpage: movilidadbogota.gov.co/web/ciempies