

Mov’In the City

Background

- Mov’In the City is an innovative learning programme that helps young people in Brussels understand and experience sustainable transport in an active, engaging way. Aimed at students in their mid-teens (secondary school years 3–5), the initiative blends classroom discussion, cycling instruction, and an exciting citywide competition known as Smoov’Gaming.
- The campaign, supported by Bruxelles Mobilité and run by COREN vzw, aims to change how students think about getting around the city. Through a mix of structured debate and interactive activities, participants learn the benefits of multimodal travel, combining cycling, walking, and public transport, and reflect on the environmental and social impacts of mobility choices.
- Students first take part in workshops where they discuss challenges and ideas related to city transport. They then complete bike traffic training to boost confidence riding in real-world traffic. These sessions prepare them for the highlight of the programme: Smoov’Gaming, a team-based competition that sends students across Brussels using only sustainable transport. Each team, using a single smartphone, visits checkpoints around the city, answers quizzes, and completes missions that test planning, teamwork, and mobility know-how.

Key Activities

- Engaging students in mobility-themed workshops at school.
- Organising urban cycling safety training.
- Running the “Smoov’Gaming” city game with teams of students using walking, cycling, and public transport to complete challenges.
- Annual coordination with schools across the Brussels region.

Impact

- Introduced students to practical, safe, and sustainable travel habits, including how to move safely on a bike:
 - Two-hundred and eighty students participated in the first edition.
 - Roughly 400 young people participate annually.
- Encouraged young people to think about sustainable urban mobility and urban liveability.
- Built stronger connections between schools and young people from different schools.
- Helped young participants feel more confident navigating their city.

Challenges & Solutions

- Logistical coordination among schools, including those with different languages of instruction.
- Ensuring the safety of students in the city game, in part addressed through built-in training.

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Tips for Similar Projects

- Use games and real-world exploration to make transport education fun and memorable.
- Start with practical skill-building (like bike training) to prepare students for urban challenges.
- Partner with local mobility agencies and schools for long-term support.

Identified Limitations/Weaknesses

- Requires high coordination and adult supervision during live events.
- Schools must be willing to commit time and resources to the programme.
- The programme's reach may be limited by staff capacity or budget.

Images/Other Multimedia

- Annual programme pictures available through the [initiative's gallery](#).



Resources

- [Mov'In the City Website](#)
- [Profile on the project \(VSV\)](#)
- [Article: 'Press invitation: Smooov'gaming, mobility_game between Brussels schools'](#)

Partners

