

PLZEŇ · CZECH REPUBLIC · SCHOOL MOBILITY

MARCO

Greener and safer school commutes for Pilsen



Funded by
the European Union

PILOT CITY
Pilsen, Czechia

PROGRAMME
CLIMABOROUGH

PILOT SITE
25. základní škola
Chválenická ulice, Plzeň

PLATFORM
Mobile · CZ + EN

THE CHALLENGE AROUND OUR SCHOOLS

Every morning, single-car drop-offs concentrate traffic, exhaust fumes, and noise right where children gather. Engines pollute most when cold, so a short school trip releases far more pollution than the same distance driven elsewhere and crowded school gates create real safety risk.



Peak-hour congestion

Cars cluster at school gates at the same minutes every day.



Poor air quality

Cold engines emit the most pollution exactly where kids gather.



Noise pollution

School-zone calm replaced by idling, honking, manoeuvring.



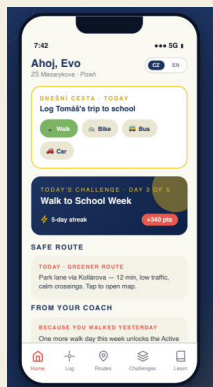
Safety risk

Children navigate busy crossings and unsafe drop-off zones.

WHAT MARCO DOES

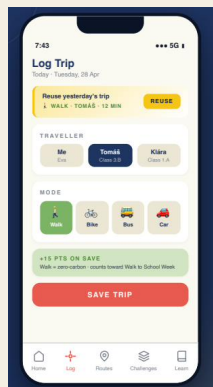
MARCO is a citizen-facing mobile app that helps families and students shift the school run away from single-car drop-offs and toward **walking, cycling, public transport, and carpooling**. It combines simple commute logging, safe-route guidance, gamified school challenges, an AI micro-coach, and a visible impact view — so every household sees how their everyday choices shape a calmer, cleaner school zone.

FIVE THINGS THE APP DOES, EVERY DAY



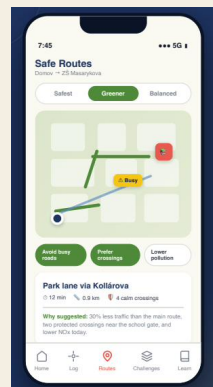
01 · HOME Daily launchpad

One screen for today's trip, challenge, route, and coach nudge.



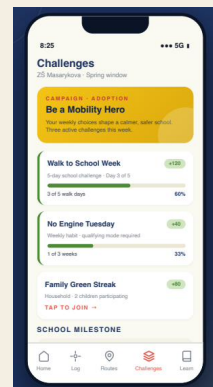
02 · LOG TRIP 10-second log

Walk, bike, bus, or car — saved in one or two taps, even for siblings.



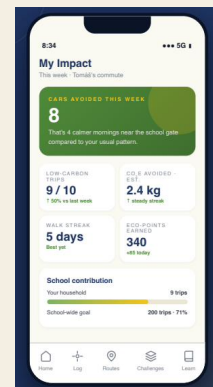
03 · ROUTES Safer & greener

Map answers: which route is safer, which is greener, what changed today.



04 · CHALLENGES Whole-school goal

Walk to School Week, No Engine Tuesday, Family Streak — points and badges.



05 · IMPACT Visible outcome

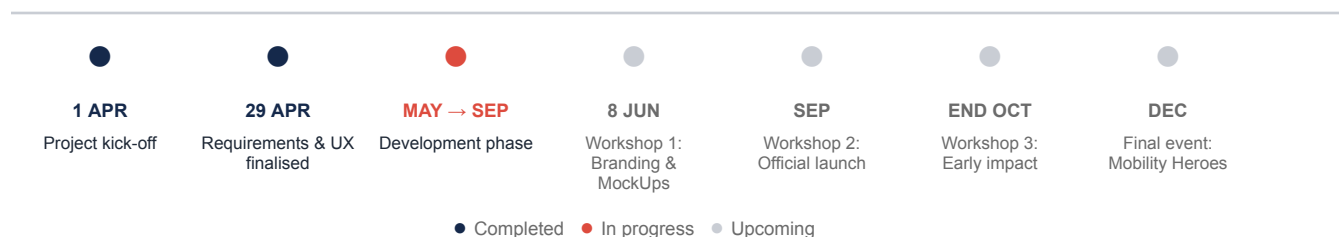
Low-carbon trips, cars avoided, CO₂e saved, school-wide contribution.

Who it serves, what it changes and when it ships

WHO MARCO IS FOR

 Parents & Guardians The everyday decision-maker on the school run. Full features: log family trips, plan a safer route, join household challenges, control privacy.	 Students (light) Age-appropriate participation with a nickname and avatar — no full account. They see their class progress and earn badges with the family.	 25. ZŠ & classroom Shared-display view of school-wide challenge progress, mini-lessons, and route awareness — works without identifying any child.
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PROJECT MILESTONES * 2026



EXPECTED OUTCOMES FOR PILSEN

Calmer school zone	Fewer single-car drop-offs at peak; fewer cars manoeuvring at the gate.
Cleaner school air	Lower local NOx and PM exposure where children gather, in plain language.
Safer commutes	Citizen-flagged hazards inform safer-route recommendations and city action.
Habit-building	Repeat-week participation tracked through streaks, badges, and household goals.
Civic data	School-zone modal split, route feedback, and engagement signals for city planning.
Education impact	Mobility lessons + linked challenges, classroom-ready in Czech and English.

WHY THIS MATTERS FOR PILSEN

A visible win for the city Pilsen contributes to the EU CLIMABOROUGH project with a tangible, family-facing climate action - not abstract dashboards. The pilot starts at 25. ZŠ on Chválenická ulice and is designed to scale to multiple Pilsen schools without re-doing the UX.	Designed for trust Czech-first with full English parity. Privacy-first student participation, no full child accounts, no public child rankings. Open-data backed: live air, traffic, and route signals are clearly labelled so every figure shown is explainable.
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DISCLAIMER

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MARCO is part of the CLIMABOROUGH project— one of five citizen apps developed for five EU cities.



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