









Malmö Sweden

No ridiculous car trips" is a campaign that inspires more people to cycle and also rovides encouragement to all those already using their bike for daily travels. The ganisers want them to know that they are an essential part of a sustainable city and nake them feel much appreciated! camples of how the city of Malmö went about it: Events, for example a tribute to cyclists with a giant orchestra, coffee, applause, balloons and lots of love. Ads in local newspapers. Social media competitions with the chance to win a bike. In one compe-tition people uploaded pictures of their bike and gave their reasons for cycling. We

here is still a chance..." In the autumn of 2014 we asked for ideas to make Malmö an ven better city for cycling. he citizens of Malmö cycle a lot. But they also do a lot of short car trips. Trips that ould easily be done by bike. One way to get more people to cycle is by organizing annual "No ridiculous car trips" campaign every year since 2007.

- 130.000 € annually
- Yearly since 2007. The campaign was carried out once during the Europe-an Mobility Week, in 2008. In 2014 the campaign took place in June and November and the city of Malmö works on mobility management all year
- es from the City of Malmö for coordination + extra staff during



moɔ.tɔə.www





CYCLE CHIC STREET PORTRAITS

A professional photographer went out onto the streets on four occasions and set up a pop-up photo studio to take pictures of passing cyclists. Young and old, men and women, born in Brussels or only visiting... He took more than 300 pictures, which were published on the Belgium Cycle Chic Facebook. A dynamic call for voting followed: "Brussels is not beautiful, wrote the French newspaper Libération. Obviously they had no eye for all the colourful cyclists in our capital. Their loss. We saw you and we photographed you. We LOVED you! Brussels is beautiful because all of the people who ride their bicycle in Brussels are beautiful. Because YOU are beautiful and you make this city beautiful! So find your portrait, tag it, share and ask people to like it! The pictures with the most likes will be part of our outdoor exhibition". 10 portraits were chosen by the public in a very successful social media campaign, 10 more portraits were added by the jury. Cycle Chic and Brussels Region then put up an open air exhibition with 20 of the best pictures in a central place in the city, where pedestrians, cyclists and car drivers could admire the stylish and diverse cyclists. Press was present at the opening of the exhibition All photographs are copyright Johan Martens / Belgium Cycle Chic.

For your cycling campaigns WAP OF IDEAS

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ECF

EUROPEAN CYCLISTS' FEDERATION

MAPPING CYCLE ROUTES & Office for Sustainability of the Aristotle

Thessaloniki, Greece

eco.auth.gr/wordpress/?page_id=3839



Weekly attendance on rides varies across the delivery phase. We have had rides where just one new rider who needs a lot of help joins or a returning Shirley arrives and iii) is happy to become a Bicycle Ambassador rider (raising profile and public engagement). Our maximum attendance has been 15 women. Total number of riders undertaking a minimum of 1 ride is 50 – missed our target by 10!

€ Budget £1.500, provides 30 rides and gifts

- (III) One month, culminating on European Mobility Week
- 💫 Two ride leaders /social media managers 🛛

RING YOUR BELL & FIND YOUR MOVE Larnaka Municipality

RING, RING, RING... OUR BICYCLE BELL, THE MOST BEAUTI-

yclists to do the same! All the cyclists toured around the city spreading mag-

t was the first time ever in Cyprus for so many cyclists to be gathered togetl er for a tour around the city, passing on the message that when you create

afe conditions, more people will cycle and that the bicycle can become our

FUL SOUND OF OUR CITY!

c with the sound of their bells

111 2.000 people

€ 800

avourite means of transport for daily travel.

One-day event during European Mobility Week 2013

🚺 4 Volunteers from Larnaca Cycling Community

FIND YOUR MOVE!

During European Mobility Week, a volunteer team set up various "Find your lous car trips" is a campaign that inspires more people to cycle and move" stations in town and recruited passers-byes to help them discover al also One of the largest events during European Mobility Week 2013 was the ternative means of daily transport. Every passer-by was given a custom-made "Bicycle and Eco Car Expo".Larnaka Municipality offered every participant a 👘 T-shirt indicating their form of commuting. In addition to information on bicycle bell and a sticker carrying the message "Ring, ring, ring... Our bicycle bell, the most beautiful sound of our city!". distances, calories and CO2 for each trip, the computer screens played the Do The Right Mix video to encourage citizens to choose a combination of transport means for their everyday trips. We also showed the "Larnaka It' s your move!" video, which was produced especially in order to show Larnaka's he inspired members of the band Tat-t-Nabar, gave a unique musical perormance! The band arrived by bicycle ringing their bell and encouraging the advantages and its potential to become a cycling city.

Through this interactive campaign we managed to create awareness and pass on the message that "clean air is in each and everyone's move!"

111 500 people

- € 1.000 €
- (iii) One month, culminating on European Mobility Week 2013
- 🙀 6 Volunteers





titi 60 peopl € 0€ 1 day, permanent On-Line 🙀 2 bike assistants, 2 researchers, 1 coordinator

SHIRLEY'S WHEELS

Herefordshire Council

💡 Herefordshire, UK

The Shirley's Wheels initiative is part of a campaign aimed at the normalization of bicycle use & is complemented by our linked, Bicycle Ambassador scheme. Shirley's Wheels provides guided rides designed to encourage & support women to return to everyday bicycle use .This intervention has more in common with the Cycle Chic movement than with women's cycling groups and aims to reinforce the message that using a bicycle is not a dangerous or extraordinary activity and to create bicycle ambassadors.

The rides are led by women, for women and aim to provide participating women with riding competence and confidence. Tours are short and accommodate all levels of competence, in order to help women make a gentle return to their saddles. The target audience are women between 45 and 60. All rides are themed e.g. the ride in European Mobility Week 2014 celebrated the bicycle as a tool of women's emancipation. Socializing after rides over coffee, through the Shirley's Wheels Facebook group, and on twitter is encouraged to help build a supportive network of women cyclists. When government funding for this scheme expires the group wants to continue its rides and is currently seeking funding to help more women and children on to their bicycles every day.

Facebook page (Public): www.facebook.com/#!/ShirleysWheels Twitter account: @ChooseHereford

CYCLE WITH US! (FIETS JE MEE?)

www.facebook.com/tyopyoraile

• Twenty cities in the east region of Flemish-Brabant, Flanders, Belgium

www.fietsjemee.be



The Cycle Quest, a treasure hunt on bicycle, could be completed alone or in teams. It functioned as a teambuilding exercise and was a suitable activity for innovative businesses or offices to move their employees away from their computers and out and about in the city. It could also be done by a group of friends or a family on a free afternoon. Cycle Quests also followed different themes in a city, depending on the target group. It created a shared experience and was a fun way to convince even the occasional or reluctant cyclists of the joys an urban cycling experience entails.

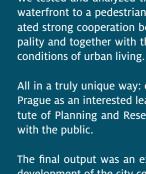
velo-city2013.com/?page_id=427% 100 people

Ro budget necessary, you just need good ideas and a printer

Cycle Quest for our office in 2010, 2012 and during the Euroienna in 2013 Dne creative director is enough!







gear or lycra.

BIKE AT WORK!

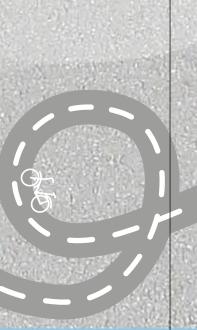
V Turku, Finland

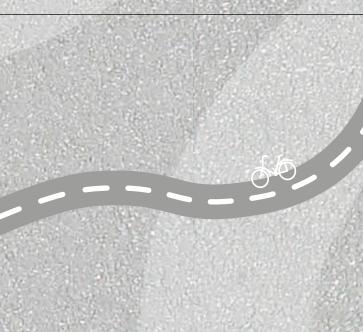


111 20 workplaces, altogether 3900 employees € 49.200 €

(IIII) 6 summer months of 2012

3 part-time employees







(iii) Around 200 people



1 week, during European Mobility Week

SHORTER WORKING DAY Cities for us

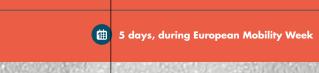
Any city interested in organizing this activity during European Mobility Week 2015

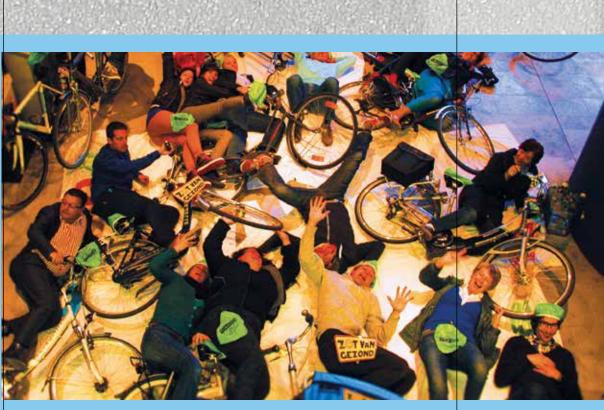
the debate on changes in the development of public spaces, and to promote prac-tices that may transform cities into more human, equitable and liveable spaces. The goal of "Cycling for a shorter working day" is to improve the daily commu to work, as commuter traffic represents a significant percentage of the entire

urban mobility. The idea is that employees who bike to work be allowed to finish their working day 20 minutes earlier. here are many advantages for workers: They enjoy more free time to spend with amily, friends or hobbies; they save money and time and enhance their health as well. The scheme is also beneficial for companies and employers. They will see an ly active on a daily basis. There are several advantages for society as well: fewer problems relating to congestion, lack of parking spaces, noise and air pollution. Diana Martínez proposes to put this idea to the test during the European Mobilit

Week using pilot projects to measure the impact on productivity, creativity and www.citiesforus.com

€ 5.000 €







(iii) 20 cities participated with 50-500 participants in each city.

Each city spent 1.500 € for the organization of several cycling activities, such as workshops, cycling tours, information sessions, structure

During the year 2013

One civil officer to coordinate the project

WATERFRONT LIVING! (NÁBŘEŽÍ ŽIJE!)

Auto*Mat & Institute of Planning and Development of Prague and the Municipality of Prague

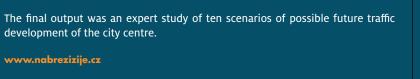
Prague, Czech Republic

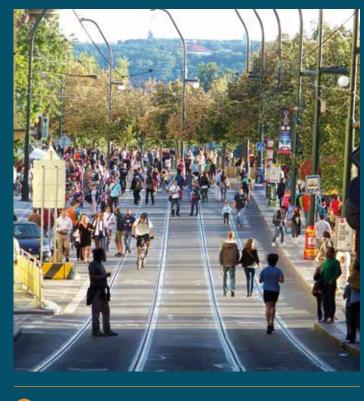
Smetanovo waterfront is a top public space in Prague. The place and its users are however hostages of transiting cars every day. The congestion degrades its value, annoys locals, delays people in trams and discourages people who would otherwise use this as a bike passage through downtown.

For five consecutive Saturdays, we turned the waterfront into a temporary open car-free public forum with cultural events, public debates, urban walks, etc. We collected traffic data, negotiated improvements of local and city-wide traffic re-gimes and processed public feedback.

We tested and analyzed the possibilities of a permanent transformation of the waterfront to a pedestrian or car-light zone with more trams and bikes. We created strong cooperation between local enterprises, institutions and the municipality and together with the stakeholders we searched for ways to improve the

All in a truly unique way: civic society as an initiator and driver, Municipality of Prague as an interested learner and partner and the newly reformed city's Institute of Planning and Research as an expert, using the events for its own work





(iii) 80.000 – 100.000 people

- € 24.880
- (11) Autumn of 2013
- 4 employees + a team of volunteers on Auto*Mat's side, circa 10-15 from Institute of Planning and Development, 3 from the



Bike Evolution

💡 Sofia, Bulgaria

"Beauty on Bike" was a game aimed to attract cyclists and encourage them to commute by bike wearing their casual clothes. The game showed that cycling is not just for people wearing sports

The rules of the game: the activity lasted 7 days (the entire Euopean Mobility Week period). Each day, at a fixed hour, a volunteer would stand at a strategic place where he could see cyclists passing by and he would engage with participants. Every day a different dress code for cyclists was announced. For the 2013 game in Sofia, the following dress codes were chosen, one for each day: bright, super fashionable, vintage, formal, party, and striped/dot d/checkered. The volunteer would wait for cyclists in the right attire and give them a stamped card. Each cyclist had to collect all 7 stamps (one for each day), with which he or she could take part in a lottery. The awards offered small but numerous cycling gifts. The objective was to reward as many cyclists as possible.

1 person (taking care for promoting the game, but



🙀 3 people



NATIONAL BICYCLE WEEK Federal Road Safety Corps (FRSC) Abuja, Nigeria

tional Bicycle Week was designed to be the hallmark of a ye ded the advocacy program to get cyclists around the cou gaged in cycling. Numerous activities were organized, includ ling rallies, road shows on each day of the week, press connces, advocacy visits to religious organizations (churches an as held to plan a new course for cycling and the National Cyc licy and Strateay 2014-2017 was ratified by stakeholders. The c t had a large impact across the country

frsc.gov.ng/bicycle-transportation-3 www.cyclingnigeria.org.ng



- 8.700 people reached directly and over 20 million reached indirectly through the online and print media
- € 15.253 €
- (III) One week in November 2013
- 84 staff (21 committee members in Abuja and 9 committee members in each of the 7 State capitals) + dozens of other staff who assisted in making the programme a success