



# CIVITAS FORUM 2014

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## CHAMP: Learning from leading cycling cities in Europe

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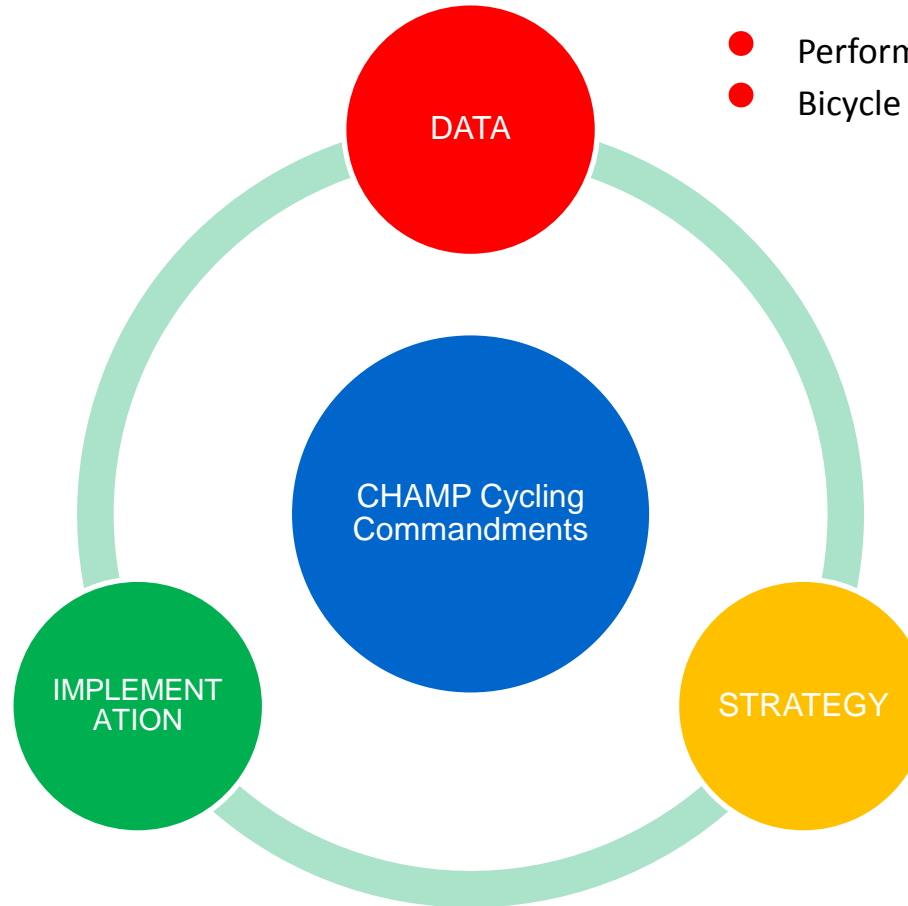


- why champions ?
- how to further increase cycling?

- CHAMP cities:
  - Groningen, Bolzano, Örebro, Burgos, Edinburgh, Ljubljana, Kaunas, Shkodra
- Performance analysis
  - Self analysis, peer review, gap analysis
- Innovative measures
- Exchange programme
- CHAMP catalogue



# CHAMP Strategic Conclusions



- Performance Analysis Tool
- Bicycle accounts, BYPAD

- Quick wins
- Arguments to convince stakeholders
- Exchange programs
- How to develop & maintain an effective strategy over time
- Next steps & aspirations

- 14 Case studies
- Optimising the network
- Cooperation & partnerships
- Communication/promotion
- Coexistence
- Cycle promotion at events
- Bicycle parking
- CHAMP legacy

# CHAMP Cycling Commandments

## DATA

- **B**e analytical, know your numbers. Collect quality data and understand your baseline.
- **E**ngage with others. Get their help to see the problems in your city and learn from their experiences.
- **C**onsider the problem before finding a solution. Don't fall in love with a measure before you know it addresses the problem.

## STRATEGY

- **O**ptimise cycling's position on the political agenda.
- **M**ake someone a leader. Find a voice for cycling through somebody prepared to push things forward.
- **E**xtend the scope of your cycling work. Forge links with other policy fields and transport modes.
- **A**ministrations should be challenged! Break down barriers that prevent you from progressing.

## IMPLEMENTATION

- **C**reate an impact. Don't be afraid to think and act outside the box.
- **H**ighlight & optimise existing infrastructure. Be opportunistic: make the most of public spaces, events, people and networks.
- **A**ssure you are well prepared to carry out measures. Plan well. Test-monitor-evaluate-improve-repeat.
- **M**arketing techniques such as sampling, branding and segmentation should be used. Keep messages neutral, targeted and positive.
- **P**lay the media. Sell them good stories, maintain a good images for cycling and celebrate your achievements.



### 14 CHAMP case studies:

- Bicycle accounts
- Optimising the network
- Cooperation & partnerships
- Communication/promotion
- Coexistence
- Cycle promotion at events
- Bicycle parking



Thank you!

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