



jestem z
GDAŃSKA

Cycling May

successful scenario
for education and promotion
of active travel among
primary schoolchildren



Powerowy
Maj



gdansk.pl



What is campaign ?

All month of May long game

for kindergarden and primary schoolchildren and their schoolmasters

Education, fun & rivalry at school, class and individual level

And.....

the most popular cycling campaign for kids in Poland

Succes factors

A photograph of children riding scooters and a bicycle on a paved path. The image is slightly blurred to convey a sense of motion. A girl in the foreground is riding a purple scooter and smiling. Behind her, another child is on a blue scooter, and further back, a child is on a bicycle. The background shows a green fence and trees.

Simplicity & attractiveness

Great results & popularity

Adaptability & transferability

Great potential

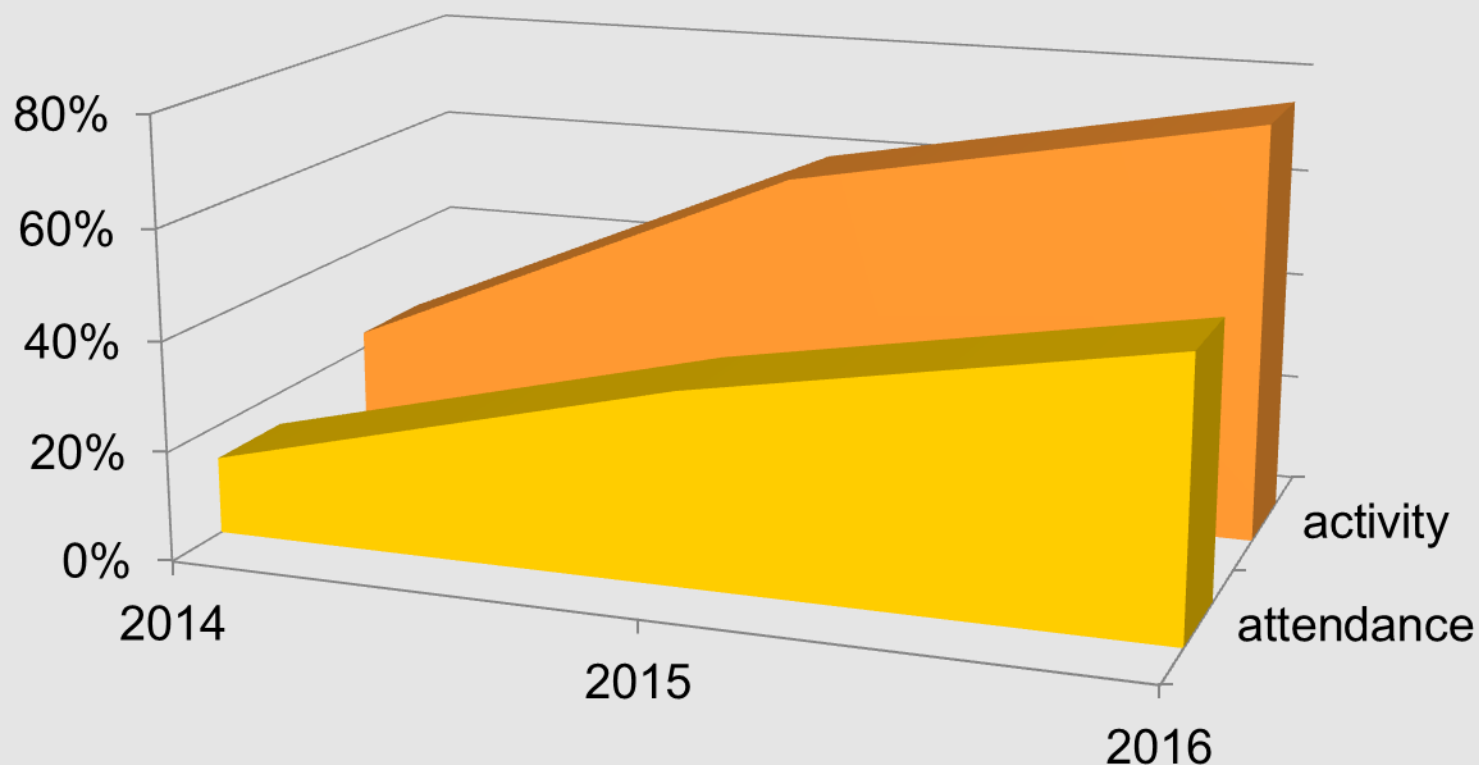




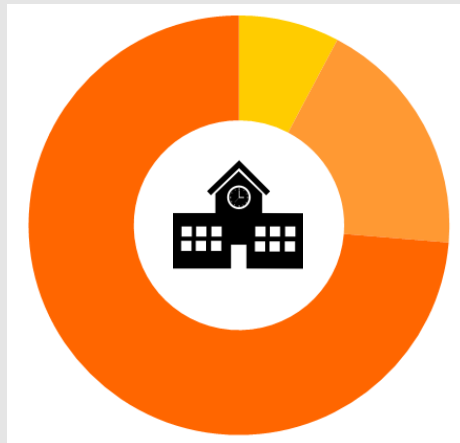




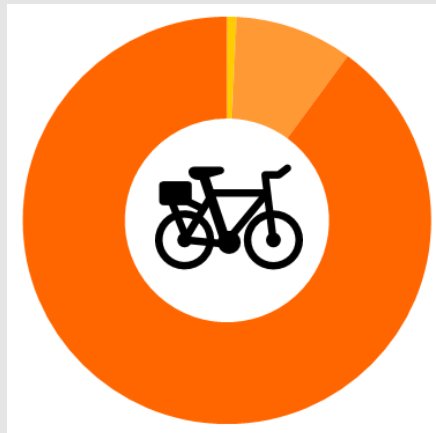
Results in Gdansk



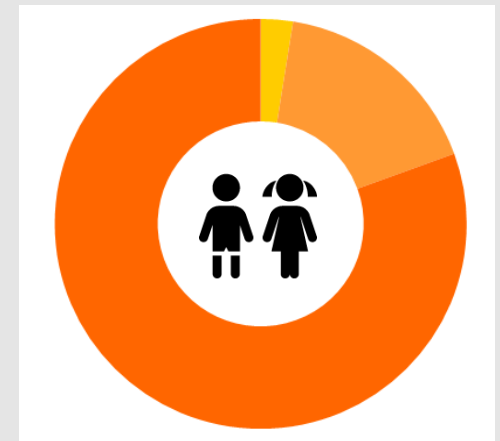
Campaign's popularity



2014	25
2015	60
2016	238



2014	10,9 k
2015	137,9 k
2016	1,3 M



2014	1,7 k
2015	11,4 k
2016	59,3 k





even on the posters







happy kids on bikes





It means that there is
a BIG potential behind
Cycling May campaign

Change of adults' attitude

Better information

Kids' pressure

Possibility to try

Support from the schools



Activity & health

More active time outside

Good start of the day

Better concentration

Better school attendance



Stakeholders engagement

Extra activities at schools

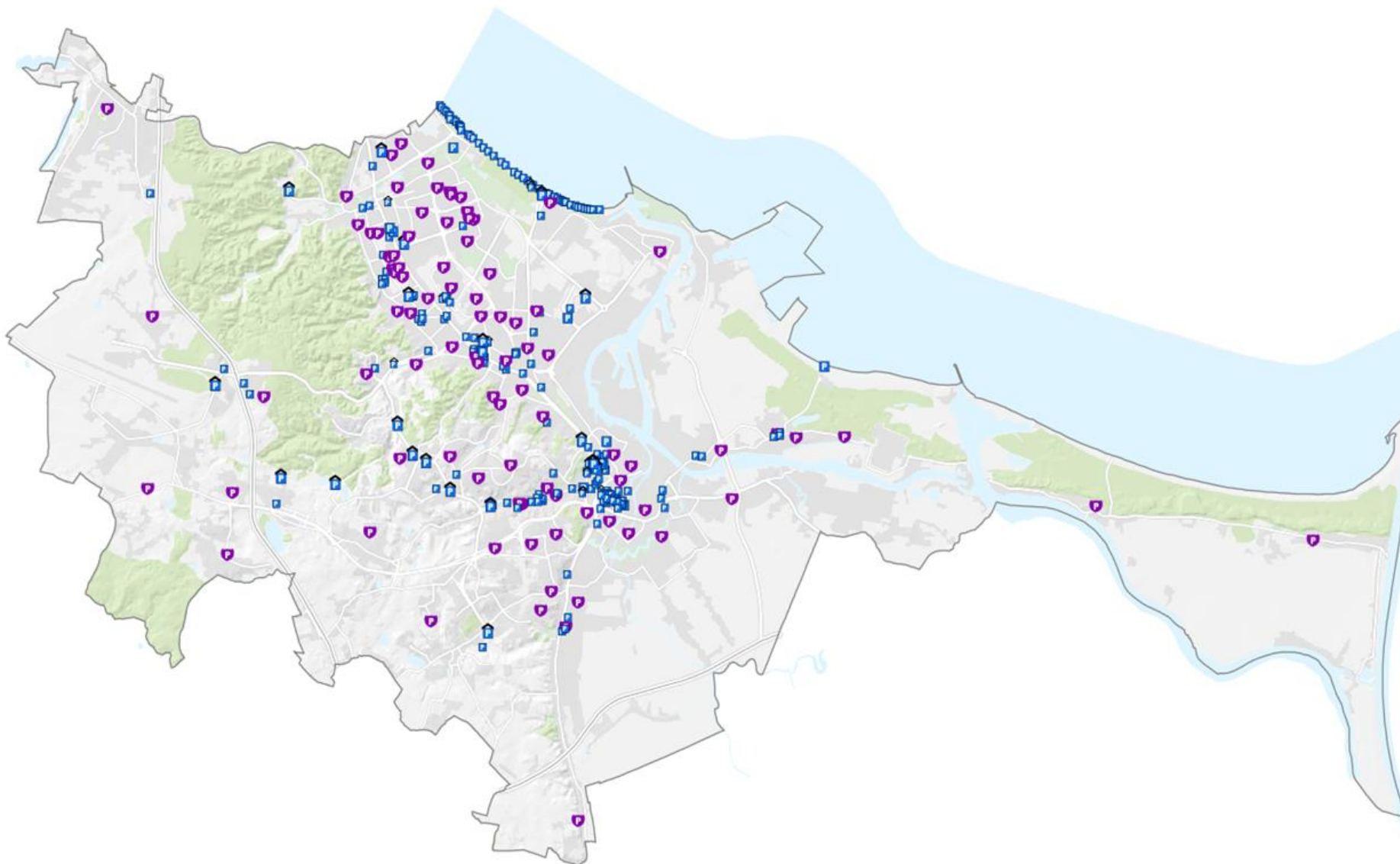
New parking policies

Politicians' involvement

Sponsored prizes









All you need is:

Enthousiastic team

Budget : 0,2-4 Euro/person

4 moths of hard work

Involve stakeholders

Contact us





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Know how

Scenario

Materials

Methodology

Lessons learnt

Thank you for your attention 😊

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