



A case of success: European cycling challenge SRM Reti e Mobilità

A funny way to get more people on their bikes

The European Cycling Challenge - ECC2014 is a urban cyclist team competition, which will take place from 1 to 31 of May.

It is a challenge among European cities: the City that “rides” the longest total distance wins!

The challenge is open to all people living in participating cities, or travelling to/from those cities for work, study or other reasons.

All journeys made by bicycle instead of other means of transportation (such as car, motorcycle or any engine powered vehicles) are accepted. As an example: journeys to and from workplace, school, to shopping, to go to the cinema, etc... are valid journeys. Sport activities are not accepted.

Some figures

- **2012** - 7 Cities, 1.200 participants (270 in Bologna), 90.000 km traced (20.000 in Bologna), 20 ton CO2 saved
- **2013** - 12 Cities, 3.100 participants (450 in Bologna), 312.000 km traced (55.000 in Bologna), 90 ton CO2 saved
- **2014** - 32 Cities



www.ecc2014.eu