Cycling Embassy of Denmark

VEKSØ MOBILITY

# BECOME A CYCLING CHAMP!

*Cycling planning and promotion*

**Malaga, February 2015**

**Marianne Weinreich – Head of VEKSØ Mobility**

Cycling Embassy of Denmark

VEKSØ NRGi MOBILITY

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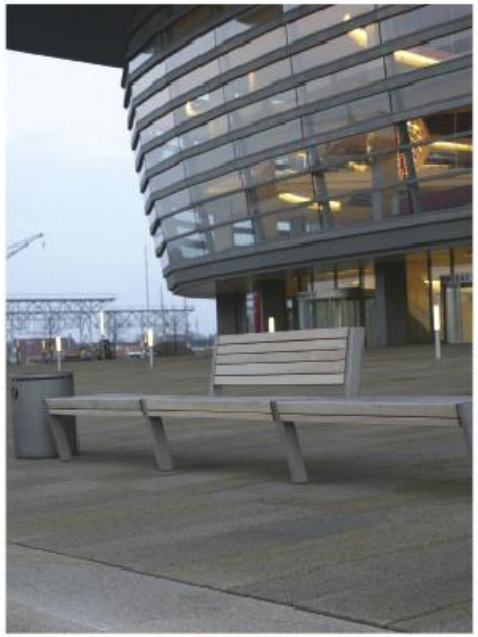

Cycling Embassy of Denmark

VEKSØ MOBILITY

# Cycling Embassy of Denmark

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## Featured Articles

### CED promoting new mobility culture in northern Italy

Permanent Link to CED promoting new mobility culture in northern Italy

Marianne Weinreich, Vice Cycling Embassy of Denmark and Head of Mobility at the Danish consulting firm VEKSØ, is sharing Danish bicycle knowhow at a mobility conference in Trento, Italy, on Friday February 20.

CONTINUE READING

## Recent Articles

.dk/2015/02/17/ced-promoting-new-mobility-culture-in-northern-italy/

## Follow The Cycling Embassy Of Denmark

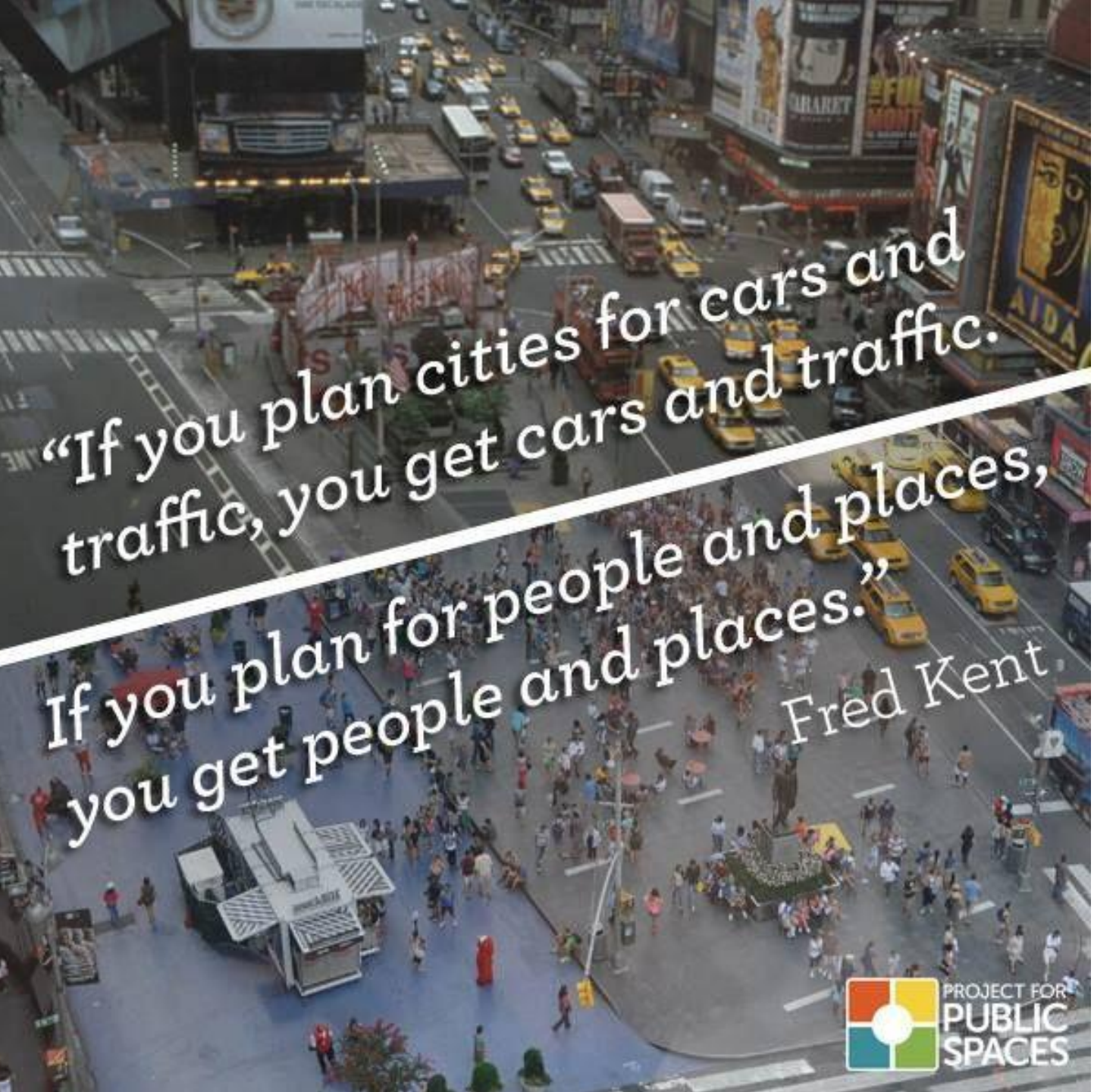
## Twitter Feed from the Embassy

- RT @grescoe: "Bike riders caught in rainstorms to get longer green lights." #Copenhagen's smart signals. http://t.co/uOTPUjWJLm http://t.c… about 19 hours ago from TweetDeck ReplyRetweetFavorite
- @SorenHave A new @GreenLaneProj @michammel @LEGO_Group 04:03:40 PM February 13, 2015 from Twitter for iPhone in reply to SorenHave ReplyRetweetFavorite
- RT @DubesDenmark: We had fun promoting biking in Jakarta! Thank you all participants in #VikingBikingIndonesia!@DubesNorwegia @Toto_B2W htt… 08:52:21 AM February 13, 2015 from Twitter for iPhone ReplyRetweetFavorite

Cookie

ONLY

# POLICY
# PLANNING
# PEOPLE




enriching urban life

LETT
LETT ADVOKATFIRMA

punkt1

PARKER'S PIECE
The Grafton
Tourist Information Centre
Historic Centre & Shopping
Railway Station
Cyclists Today
1202
13 28
Cyclists this year
1 000 000
900 000
800 000
700 000
600 000
500 000
400 000
300 000
200 000
100 000
0
Supporting cycling in Cambridge
Marshall
Cambridge News
AV14 UGF

199

nova
I ♥ CPH

Nedtælling
til
signalskift
15

SUPER

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MERIDA

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batavus

AN 38 981
4x27
AMAGER-BRO TAXI
CO2 neutral

POLICY

PLANNING

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COFIDIS
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C4

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KOSMETOLOG

EXU

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6263
RC 88 877

Deloitte

e has given older people in Copenhagen the opportunity to get out in the fresh air, to be on a
neet other people. Photograph: Oli Broom

Mary på cykeltur
PRINSESSEN
HOLDER
FRIDAG

KØB
DIN CYKEL
HOS

54
Raleigh
RALEIGH
CLASSIC

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Pendlercykel
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CHAMP

# Cycling Heroes Advancing sustainable Mobility Practice

Tractebel Engineering

Edinburgh Napier University

Traject

Polis

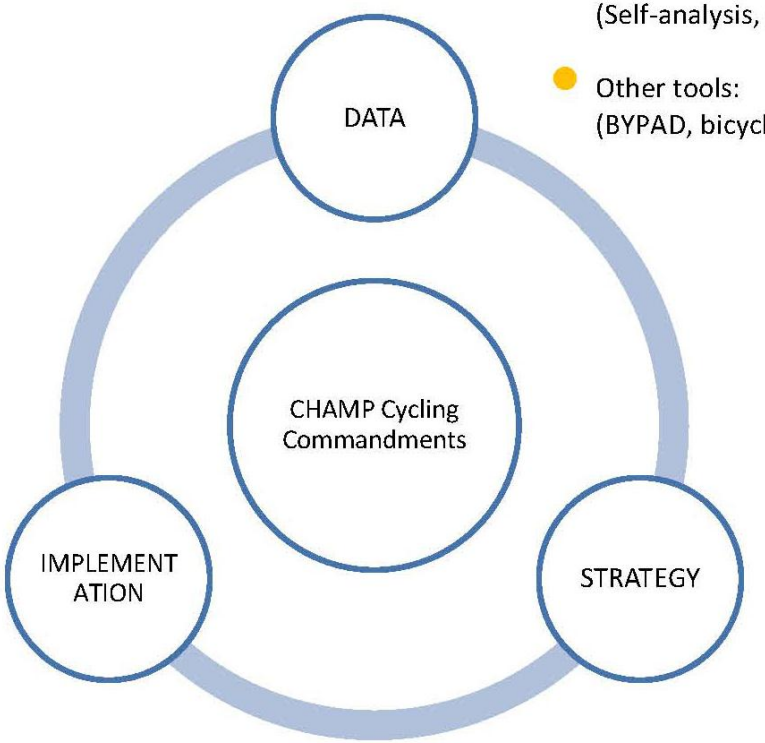
VEKSØ Mobility

Ökoinstitut Südtirol/ Alto Adige

Urban Planning Insitute of the Republic of Slovenia

# Cycling Heroes Advancing sustainable Mobility Practice

- 14 Case studies
- Optimising the network
- Cycle parking
- Cooperation & partnerships
- Communication/promotion
- Coexistence
- Cycle promotion at events & festivals
- CHAMP legacy inspiration – per city




- CHAMP Performance Analysis Tool: (Self-analysis, peer review, gap analysis)
- Other tools: (BYPAD, bicycle account)

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

CHAMP

# Cycling Heroes Advancing sustainable Mobility Practice

## The 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 the 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**dministrations 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.

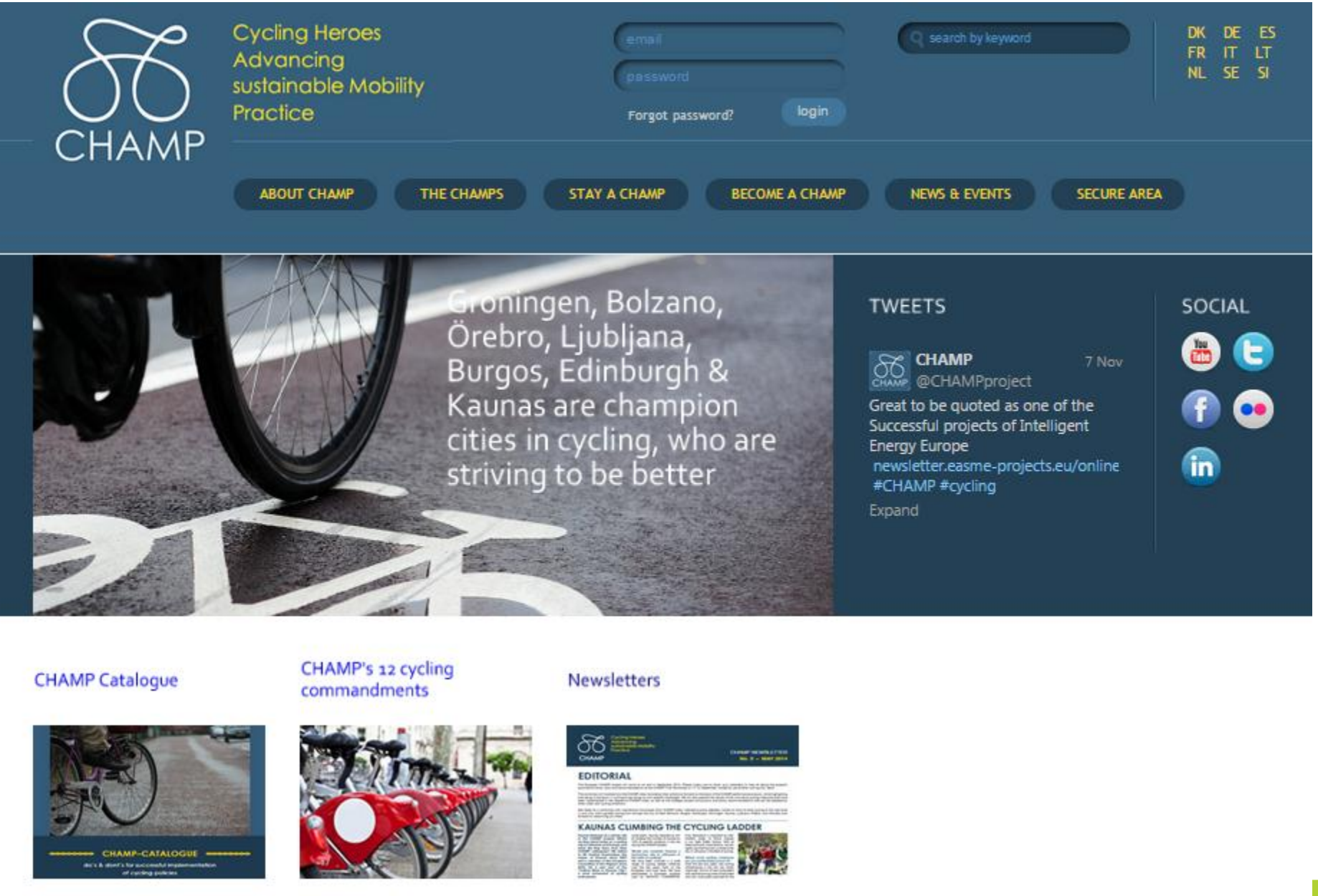
**H**ighlight & optimise existing infrastructure. Be opportunistic: make the most of public spaces, events, people and networks.

**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 image for cycling and celebrate your achievements.

# www.champ-cycling.eu



Cycling Heroes
Advancing
sustainable Mobility
Practice

CHAMP

# CHAMP–CATALOGUE

do's & dont's for successful implementation
of cycling policies

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www.champ-cycling.eu

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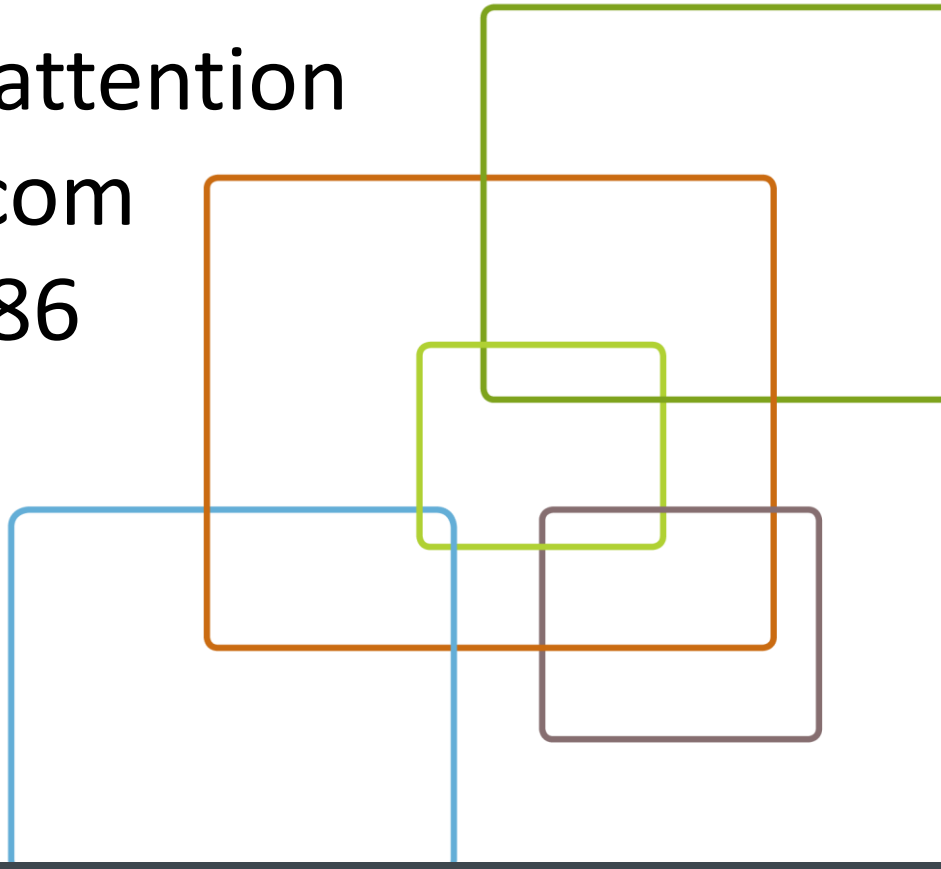
**Getting people to ride bikes is not a goal in it self – it's a means to a greater end…a liveable city!**

Thank you for your attention

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