

Shop by Bike campaign sub-contract

Main concept

People commit to doing most of their shopping by bicycle instead of with a car for at least one month. At the end, they report on their experience. The focus is on people who usually drive a car. The purpose is for us to learn about their experience when they do most of their shopping, especially shopping for food, by bike.

The “Shop by Bike” campaign consists of a test use programme of 1-2 months where citizens try to do their shopping without a car and mainly by bike, using bicycle baskets, bike bags and/or bicycle trailers. Across the EU, over 3000 persons will take part in these actions. It is expected that a share of the test users will change their mobility behaviour permanently because often a new thing just needs to be tried and tested to become aware of the advantages. The goal of the campaign is that after this programme around 33% of the participants will change their behaviour and continue to use the bicycle, instead of the car, for around 50% of their shopping trips.

An example of a successful programme comes from Graz, Austria, where the project leader developed a “Bike & Buy” scheme. They cooperated with the city government & a supermarket chain. The local government co-funded different gifts of cycle equipment to welcome participants to the project. The gifts were cycle baskets or kick-stands or a gift certificate to purchase another cycle accessory. At the end of the month-long campaign, the participants who completed the survey received a gift certificate to the supermarket that co-sponsored the campaign.

Details

Target group: a campaign consists of a minimum of 100 persons who typically go to the supermarket by car, or use any other motor vehicle for these trips.

Duration: the period of time for the campaign is approximately one month. In practice it must last for a minimum of 21 days and maximum 2 months. The goal is to cover a long enough period of time where several shopping trips occur. And to avoid unusual circumstances such as “no need to shop” or illness, bad weather etc which means participants do not do any shopping or do not use a bicycle for the purpose.

Measurement: At the end of the campaign each participant must report on his or her experience. The information we seek is found in a sample “cycle shoppers survey.” This information can be collected by personal interview, including face to face, telephone, internet, email, or a printed survey document.

Reporting & documentation: One report on each campaign is required, including collation and summary of the items reported by participants. A brief analysis, evaluation and conclusion should include explanations and observations that help the reader to understand the factors related to the results you obtain and the conclusions you form.

Logos: Promotional material for the campaign should include the logos for the CycleLogistics project and the EU funding source “Intelligent Energy”. The EU have informed us of a strict policy “No logo = no

payment.” We must follow that policy. These logos should appear on materials sent to or seen by the public, including printed, electronic or digital documents such as promotional flyers or brochures, survey / data collection, posters, advertisements in newspaper or magazines, website, etc.

Payment: The total payment amount includes VAT if you are required to pay it. The payment schedule is as follows: 50% of the total is paid that the beginning, after completion of the formalities, including signing the contract; The final payment is conditional on receipt and acceptance of documentation & reporting showing completion of the work as agreed. To receive payment from ECF, we must receive a request for payment (also called a bill or facture). Without this we cannot process payments.

Deadlines

For bidding:

For the completion of campaigns:

The campaigns and survey/data collection from participants and reporting to ECF must be completed before 2 April 2014. Request for payment must be received before 20 April 2014. It is most desirable to complete the Bike to Shop campaigns in 2013, and you are strongly encouraged to do so.

Varia: Other names for the campaign include Shop by Bike, Cycle to Shop, or Bike & Buy. You can use any name that is suitable for the purpose, and using English is not required.