

Ring Ring EACH CYCLE RIDE IS A GIFT

HEALTHY PEOPLE • RICH PUBLIC SPACE • HEALTHY AIR

A WIN-WIN-WIN FOR EVERYBODY



RING-RING VALUES CYCLE KILOMETRES



BICYCLISTS ARE THE PLANET'S GOLD!
WWW.RING-RING.NU |     RingRingFkm

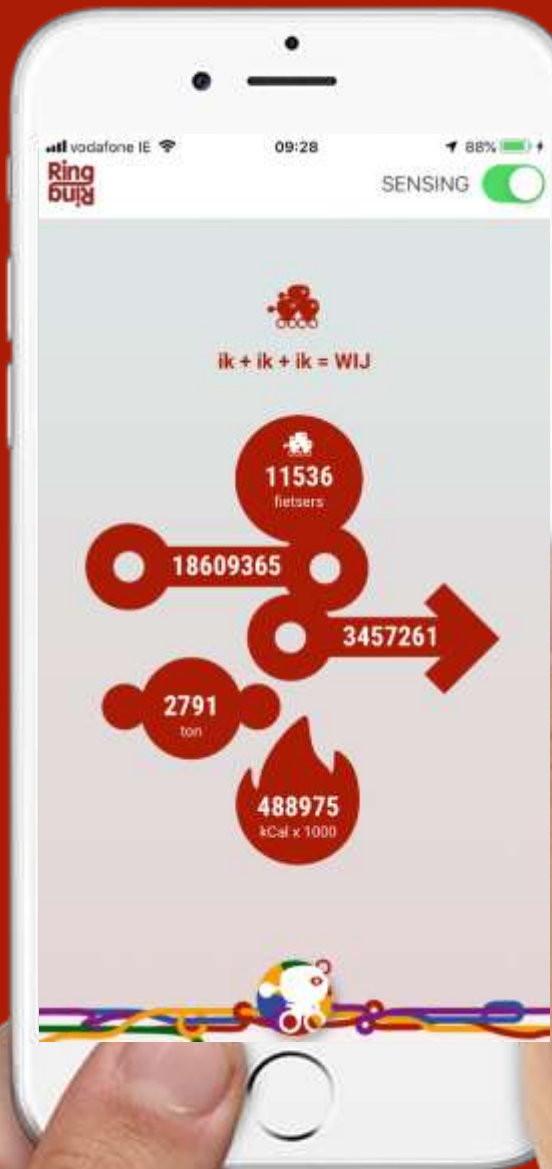
Janine Hogendoorn



Values
Healthy
Mobility



State of the Art platform & technique connects & values cycle miles



PROUD MEMBER BICYCLE NETWORK



**WE INSPIRE & HELP
OTHERS ABOUT
CYCLING RELATED MATTERS**

**HARDWARE
SOFTWARE
ORWARE**

WINNER BEST INTERNATIONAL SOLUTION – MOSCOW IASP



THEMES



**CONNECT
ACCELERATE
STRENGTHEN**

WIN-WIN-WIN

**Ring-Ring®
VALUES HEALTHY
MOBILITY**

**CONNECT
ACCELERATE
STRENGTHEN**

WIN-WIN-WIN

STAKEHOLDERS



**Ring-Ring®
VALUES HEALTHY
MOBILITY**

CITY AREAS CONVERT CYCLE MILES INTO A LOCAL INITIATIVE FUND



EMPLOYERS REWARD HEALTHY COMMUTING ORGANISE CHALLENGES



SHOPS GIVE A DISCOUNT for EACH 100 Cycle Miles – TURNOVER LOCAL ECONOMY



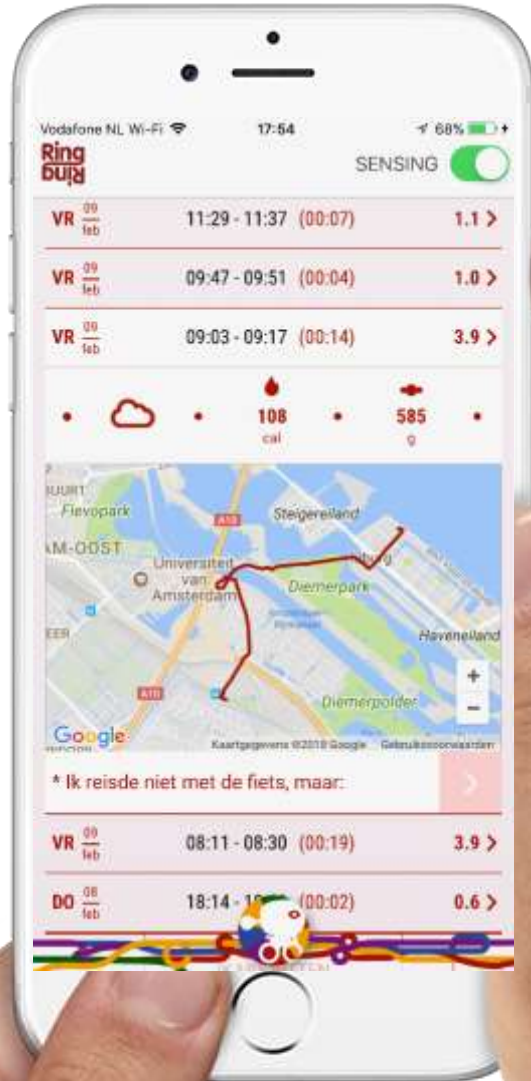
PREVENTION BONUS FOR HEALTHY CHOICES

DO THEY WANT US TO LIVE HEALTHY?



#WETHEPEOPLE

I + I + I = W E



THEMES

**CONNECT
ACCELERATE
STRENGTHEN**

WIN-WIN-WIN



**PARTICIPATE AT
THE SAME TIME**

**Ring-Ring®
VALUES HEALTHY
MOBILITY**

STAKEHOLDERS

LIVEABLE & LOVEABLE CITIES EVERYWHERE

Health

Cycling has three major health benefits

Climate

Cycling is our climates best friend

Public Space

Cycling is friendly to our space

Join the
conversation



Mobility

Cycling gives freedom of choice to mobility

Economy

Cycling empowers local economy and culture

Ring
Ring

SMART CITIES & SMART CITIZENS



**Share data
Infrastructure
Nudging**

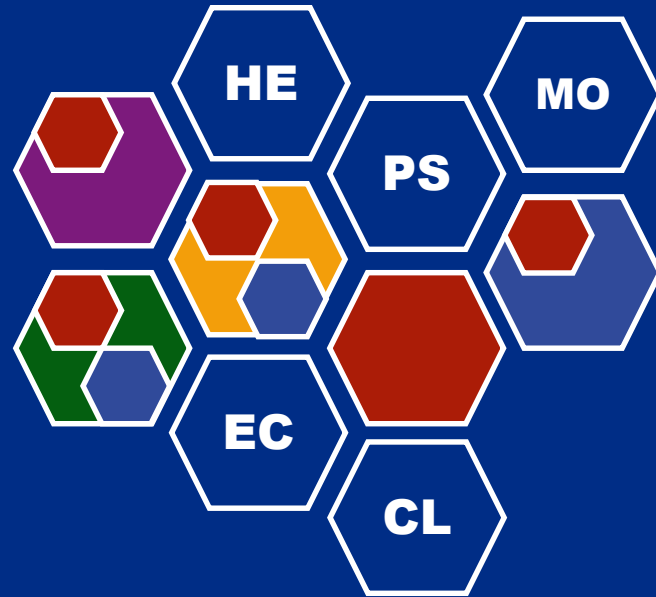
SAFER & BETTER INFRASTRUCTURE FOR ALL MODES OF TRANSPORT

Share data
Infrastructure
Nudging



REAL INNOVATION

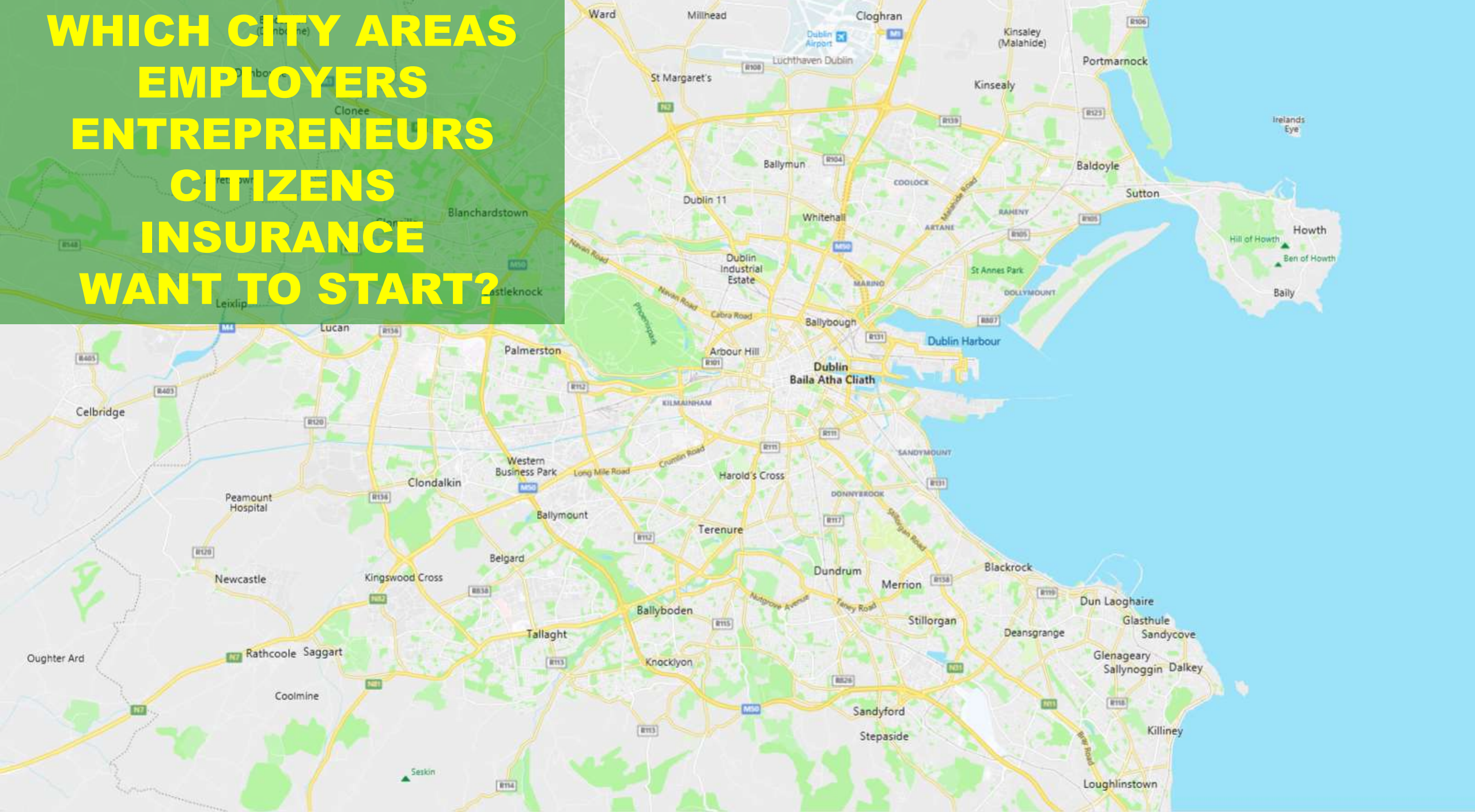
= ACTING TOGETHER



VALUE

WHAT IS IMPORTANT

**WHICH CITY AREAS
EMPLOYERS
ENTREPRENEURS
CITIZENS
INSURANCE
WANT TO START?**





**DUTCH
CYCLING
EMBASSY**



**WE ARE
HAPPY TO
HELP**



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EVERY STARTING POINT IS A GOOD BEGINNING

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