The “Occupy” activity assembles a critical mass of cycling citizens and provides encouragement to all those already using their bike for daily travels. The “No ridiculous car trips” campaign inspires more people to cycle and also provides funds to local authorities. The campaign includes a free cycling event in York where participants could take part in races, learn about cycling-related apps and receive a donation of 1.000 €. The game acts as an umbrella for other activities and lessons about traffic. The cycling climate test provides the local authorities with key data on the cycling friendliness of Thessaloniki.

The York Cycle Challenge encourages more people to discover the joy of cycling. Companies in York compete to see who can get the most people cycling to work or school. There were six size categories to level the playing field. The Love to Ride app automatically sums up the distances of all group members and participants. The more kilometres they clock up, the more points they can earn. The York Cycle Challenge is a successfully implemented behaviour change programme.

Breakfast for cyclists invites cyclists to take a break on their way to work, school, or when organizing a breakfast event, as is the support from other organizations. In Hel-si-kon, Finland, mobile juice, rolls and bananas are served while juice, rolls and bananas are served while watching the bicycle. The breakfast event is part of the Breakfast for Cyclists campaign and is organized by the Municipality of Koper, a donation of 1.000 €.

The “Breakfast for Cyclists” campaign is part of the Breakfast for Cyclists campaign. It is an umbrella for other activities and lessons about traffic. The cycling climate test provides the local authorities with key data on the cycling friendliness of Thessaloniki.

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