

# MAP OF IDEAS

START

## CITIES FOR PEOPLE

OPTAR - The Organization for Promoting Alternative Transportation in Romania

Bucharest, Romania



Twice a year, OPTAR organises rides for cyclists in Bucharest. These take place around Earth Day and during European Mobility Week, following the Critical Mass movement in Budapest. The 18 km ride's motto is "We want the city for people!" It is a strong demand for the authorities to invest in the promotion of alternative transportation, particularly in cycling which is the most efficient in an urban environment. OPTAR and the participants in the ride demand sidewalks that are accessible for the disabled, dedicated lanes for public transport, and ask that the authorities respect the quality criteria established by experts when making cycling infrastructure plans. In Bucharest, cars often park on the sidewalks, on pedestrian crossings, in car lanes, green spaces and even on intersections. Therefore, people find it hard to move around in the city, whether they are parents with young children, older or disabled people, or even people with luggage. Therefore, the Bucharest "We want a city for people!" rides were created. Meanwhile, Bucharest has created its own Sustainable Urban Mobility Plan. The organisers hope that this plan will help to develop a city for people.

[www.facebook.com/events/264616760337416/](http://www.facebook.com/events/264616760337416/)

2,500 people

0 €

Twice-yearly edition

15 people

## OCCUPY SLANI DOL

BBK Krpelj, Mountain biking club Krpelj

Samobor, Croatia

The "Occupy" activity assembles a critical mass of cycling citizens and cycles together to local places serving traditional food to symbolically 'occupy' them. The success of the Occupy activity lies in the fact that most people were discovering these local places for the first time – even though they were only ever a few kilometres from where they live! Participants were excited that unique places are so close to their home, even less than an hour's cycle away and that the traditional food was so affordable! Most of the cyclists ended up coming back there for lunch and recommending the place to others. Why this initiative? To raise awareness about cycling and its health, ecological and economic benefits... but also to help the local economy by promoting small restaurants who offer traditional food but aren't experts in advertising. At the last event in 2013, there were more than 60 participants, despite taking an uphill route. In the autumn of 2014, the activity was repeated with even more participants. Samobor may be a small town, but this popular activity received good media coverage that reached far and wide. A victory for cycling and for the local economy!

[www.facebook.com/events/264616760337416/](http://www.facebook.com/events/264616760337416/)  
[www.bbkk-krpelj.com/occupy-slani-dol-4-razredna-brdsko-bioklije-da-u-subotu-20-09/](http://www.bbkk-krpelj.com/occupy-slani-dol-4-razredna-brdsko-bioklije-da-u-subotu-20-09/)



60-100 cyclists

200 €

One-day event in August 2013 (subsequently repeated 2-3x)

6 members of the club + local police support to secure the group of cyclists

## THE YORK CYCLE CHALLENGE

Love to Ride

York, England

A fun, friendly workplace Cycle Challenge to encourage more people to discover the joy of riding a bike. Companies in York competed to see who could get the most employees to ride a bike during a three week challenge period. The companies and departments that had the highest percentage of their staff cycling won prizes. There were six size categories to level the playing field. The Love to Ride website was used for people to register themselves and their teams, log their rides, see their teams score, etc.

The results: 82 organisations, 1,516 participants (364 non-cyclists), 102,488 miles and 11,995 trips cycled.

Behaviour change results: an evaluation of the 2014 Challenge is currently underway. However, in 2013, three months after the Challenge, 64% of non-cyclists at baseline reported to cycle at least once a month or more often; 42% now cycling one a week or more; and 6% of the participants who reported travelling to work by car at baseline had switched to cycling to work as their main mode of transport. The York Cycle Challenge is a very successful behaviour change programme and is highly replicable in other cities.

[www.lovetoride.york.gov.uk](http://www.lovetoride.york.gov.uk)

5



## NO RIDICULOUS CAR TRIPS

City of Malmö

Malmö, Sweden

"No ridiculous car trips" is a campaign that inspires more people to cycle and also provides encouragement to all those already using their bike for daily travels. The organisers want them to know that they are an essential part of a sustainable city and make them feel much appreciated!

Examples of how the city of Malmö went about it: Events, for example a tribute to cyclists with a giant orchestra, coffee, applause, balloons and lots of love. Ads in local newspapers. Social media competitions with the chance to win a bike. In one competition people uploaded pictures of their bike and gave their reasons for cycling. We put tags on bikes to encourage people to join and on cars we put other tags saying: "Sorry, you are not nominated in our competition but if you take your bike tomorrow there is still a chance..." In the autumn of 2014, we asked for ideas to make Malmö an even better city for cycling.

The citizens of Malmö cycle a lot. But they also do a lot of short car trips. Trips that could easily be done by bike. One way to get more people to cycle is by organizing the annual "No ridiculous car trips" campaign every year since 2007.

[www.facebook.com/ingetapigullbussor](http://www.facebook.com/ingetapigullbussor)

Every campaign period has reached approximately 40-50% of the Malmö citizens

130,000 € annually

Yearly since 2007. The campaign was carried out once during the European Mobility Week, in 2008, in 2014 the campaign took place in June and November and the city of Malmö works on mobility management all year round.

Two employees from the City of Malmö for coordination + extra staff during campaign periods

## CYCLING AND PUBLIC TRANSPORT MAP ICELAND 2014

Hjólafærni á Íslandi

Reykjavik, Iceland

The Icelandic bike association created and published a map for Iceland that shows what kind of road surface and how much traffic you can expect on any one route. It also gives information on camping locations and on what you can find in rural areas. The creators also combined a complete public transport schedule (bus, ferry and domestic flights) and presented it in one picture, so travellers could figure out how to get around without using private cars. 30,000 copies were printed and distributed for free in Iceland and it became one of the most popular "free delivery" maps in Iceland. It was especially popular among professionals working in the tourism industry in Iceland.

[www.cyclingiceland.is/fjallahjolaklubburinn.is/english/32-english/english/979-cycling-iceland-map-2014](http://www.cyclingiceland.is/fjallahjolaklubburinn.is/english/32-english/english/979-cycling-iceland-map-2014)

All together 29,750 maps were distributed – estimated reach of 60,000 people

16,500 €

From June 2014

All together around 15 people, 4 authors behind the map + critics + designers



## TRAFFIC SNAKE GAME

Traffic Snake Game Network

Currently across 18 countries

Austria, Belgium, Bulgaria, Czech Republic, France, Germany, Greece, Hungary, Italy, Lithuania, Malta, Portugal, Romania, Slovakia, Slovenia, Spain, the Netherlands and United Kingdom

The Traffic Snake Game is an annual campaign to promote cycling to school for children (aged 4-12), their parents and teachers. It was created by Mobil 21 and started out as a small campaign with a handful of schools in Flanders, Belgium where it now reaches over 200,000 children yearly. Evidence has shown that the campaign increases the use of sustainable transport modes. The game acts as an umbrella for other activities and lessons about traffic and sustainable mobility. Over the years the number of countries interested in playing the game has increased. So far, the campaign has saved over 1,000,000 car kilometres.

The game is in six steps: 1) Two weeks before the game, each school establishes its modal split baseline. 2) For a period of two campaign weeks, children receive a dot for every day they use a sustainable travel mode. 3) Children place the dots on a class sticker. 4) Classes then attach their sticker to the Traffic Snake banner. 5) When the children reach the banner's end, they can receive a reward (e.g. an apple, extra playtime, a cycling tour, new bicycle shed). 6) Three weeks after the game ends, the modal shift is analysed.

[www.trafficsnakegame.eu](http://www.trafficsnakegame.eu)

200,000+ participants per year in Flanders; 20,000+ participants per year in the rest of Europe where it is now being started.

Depends on the country. Each country has a National Fuel Point with an average budget of 15,000 € per year for campaign and communication materials, including and mainly staff costs. The European Commission has favoured the Network for partial funding from 2014 to 2017.

One month – Annual, typically September (with a link to the European Mobility Week) or May (depending per country).

At least 1 person per country to disseminate information and steer the implementation. Average time to start up is 300 hours per country, depending on the number of cities and schools involved.



## ACT OF CHARITY 1 KM = 1 CENT

Cycling Association Raketa

and the Municipality of Koper

Koper, Slovenia

Act of Charity is a charity initiative that encourages cyclists (and non-cyclists) to cycle as many kilometres as possible for charity. The system involves participants downloading a free app on their smartphones, joining a group and recording their cycling activities. The more kilometres they clock up, the more funds will be collected. Participant's friends and acquaintances were encouraged to participate in the initiative, thus multiplying donations to charities. The free app automatically sums up the distances of all group members and with each kilometre cycled, the sponsor transforms it into 1 cent for charity. For the 2014 edition, the aim was to achieve at least 100,000 kilometres and a donation of 1,000 €.

The initiative lasted one month and ended with a Coastal Cycling Marathon; the kilometres achieved during the event were added to the total. The funds raised were handed over to the charity "Sankel" – Central Party Association of Slovenia at a ceremony during the event. The purpose of this activity is to promote cycling as a healthy form of mobility and recreation and the participants are extra motivated by the charity contribution.

[www.obalnimaraton.si](http://www.obalnimaraton.si)



600 people

1,500 €

1 month culminating on European Mobility Week 2014

2 Communications Officers

BRUSSELS CYCLE CHIC



## CYCLE CHIC STREET PORTRAITS

Bond Peter Leefmilieu

Brussels, Belgium

A professional photographer went out onto the streets on four occasions and set up a pop-up photo studio to take pictures of passing cyclists. Young and old, men and women, born in Brussels or only visiting... He took more than 300 pictures, which were published on the Belgium Cycle Chic Facebook. A dynamic call for voting followed: "Brussels is not beautiful, write the French newspaper Libération. Obviously they had no eye for all the colourful cyclists in our capital. Their loss. We saw you and we photographed you. We LOVED you! Brussels is beautiful because all of the people who ride their bicycle in Brussels are beautiful. Because YOU are beautiful and you make this city beautiful! So find your portrait, tag it, share and ask people to like it! The pictures with the most likes will be part of our outdoor exhibition". 10 portraits were chosen by the public in a very successful social media campaign, 10 more portraits were added by the jury. Cycle Chic and Brussels Region then put up an open air exhibition with 20 of the best pictures in a central place in the city, where pedestrians, cyclists and car drivers could admire the stylish and diverse cyclists. Press was present at the opening of the exhibition. All photographs are copyright Johan Martens / Belgium Cycle Chic.

[www.cyclechic.be](http://www.cyclechic.be)  
[www.facebook.com/BelgiumCycleChic](http://www.facebook.com/BelgiumCycleChic)

300 cyclists photographed, 32,000 people reached by Facebook (154,000 pictures viewed), very good press coverage

20,000 € (including staff costs)

May – September 2013, culminating on European Mobility Week 2013

15% Full-Time-Equivalents during 5 months

## BICYCLE CLIMATE TEST

Ecological Movement of Thessaloniki & Office for Sustainability of the Aristotle University of Thessaloniki (AUTH)

Thessaloniki, Greece

The choice of a means of transport is very much based on the way its image is perceived and on the subjective reality of the situation. Therefore, an important requirement for further increases in cycling is a positive cycling climate in cities and municipalities. The cycling climate test provides the local authorities with key information and supports their efforts. The test results draw a picture of the overall cycling friendliness of Thessaloniki and provide valuable input for the work of cycling advocacies.

The questionnaire asks cyclists to test their satisfaction with the given traffic system for cyclists. The answers reflect the viewpoint of the interviewee and reports his/her own perception. The following criteria are assessed: general attitude towards cycling, perception of promotion and the image of cycling, infrastructure, safety and problems, cycling in comparison to other mobility modes, information and motivation (cycle maps, service units).

To fill in one questionnaire took only about 5 minutes. The personal interviews were conducted during European Mobility Week and Greenwave Festival in Thessaloniki.

Bicycle Climate Test is free available in English, German, Italian, Danish, Hungarian, Slovakian, Lithuanian, Bulgarian and Dutch on the website of the European project TRENDSY (TRAVEL TRENDSY) (download) and in Greek on the website of the Office for Sustainability of the Aristotle University of Thessaloniki: [eco.auth.gr/wordpress/?page\\_id=3864](http://eco.auth.gr/wordpress/?page_id=3864)

150 people

0 €

2 weeks, permanently online

2 researchers, 4 interviewers



## BREAKFAST FOR CYCLISTS

Helsingin Polkupyöräilijät - Helsinki Cyclists

Helsinki, Finland

Breakfast for cyclists invites cyclists to take a break on their way to work, school, or other destination. During a two-hour event, cyclists get free breakfast (coffee, tea, juice, rolls and bananas) and simple maintenance for bikes (lubricating chains, air for tires, adjusting brakes etc.). Having breakfast together with other cyclists makes this event a social one: people see friends or start talking with people they hadn't met before. In Helsinki, these breakfast events have gained lots of positive feedback and media attention.

The events are a positive way to remind citizens of the benefits of cycling. The aim of the event is to encourage people to choose cycling instead of passive modes of transport in everyday life. People who cycle to work or school can concentrate better and are more effective. By serving free breakfast organizers give cyclists an even better kick-start for the day.

Organized on a busy cycle path leading to the city centre, the event has the potential to attract hundreds, even thousands, of cyclists. Therefore a good location is crucial when organizing a breakfast event, as is the support from other organizations. In Helsinki, the events have been organized in co-operation with other local organizations and with funding from the city of Helsinki.

Each event has its own event page on Facebook.

300-400 participants per event

1,000 € per event

One campaign consists of one 2-hour event. There was 1 event in 2012, 3 events in 2013 and 2 events in 2014.

One responsible person to organize 10 to 20 volunteers.



More ideas on the other side

## LEGEND

Number of people the campaign reached directly

Total budget (in Euro)

Duration of the campaign

Number of staff who worked on the campaign



## MAP OF IDEAS

For your cycling campaigns



EUROPEAN CYCLISTS' FEDERATION

### MAPPING CYCLE ROUTES

Ecological Movement of Thessaloniki & Office for Sustainability of the Aristotle University of Thessaloniki (AUTH)

Thessaloniki, Greece

This action aims to raise awareness, engage the public in disseminating information on bicycle traffic conditions and activate the cycling community to participate in decision-making in our city. The main objective is to map the bike routes which are preferred for daily commuting by residents or visitors to the city. Secondary objective is to record the characteristics of each route (length of journey, degree of difficulty and risk). The whole process focuses on stimulating citizen participation in order to take final decisions for the maintenance and development of infrastructures in favor of cyclists.

At the same time, AUTH enabled citizens without a bike by giving them free access to use the bike sharing system. A list of available smart phone applications were provided to assist the collaborative mapping and a web interface to represent the proposed bike routes that were recorded by the participants. During this activity the degree of difficulty (easy - medium - hard) and risk (small - medium - large) of the routes was evaluated by taking into consideration the following factors: slope, potential obstacles and traffic conditions.

[eco.auth.gr/wordpress/?page\\_id=3839](http://eco.auth.gr/wordpress/?page_id=3839)



60 people

0 €

1 day, permanent On-Line

2 bike assistants, 2 researchers, 1 coordinator

### RING YOUR BELL & FIND YOUR MOVE

Larnaka Municipality

Larnaka, Cyprus

#### RING, RING, RING... OUR BICYCLE BELL, THE MOST BEAUTIFUL SOUND OF OUR CITY!

"No ridiculous car trips" is a campaign that inspires more people to cycle and also one of the largest events during European Mobility Week 2013 was the "Bicycle and Eco Car Expo". Larnaka Municipality offered every participant a bicycle bell and a sticker carrying the message "Ring, ring, ring... Our bicycle bell, the most beautiful sound of our city!".

The inspired members of the band Tat-Nabar, gave a unique musical performance! The band arrived by bicycle ringing their bell and encouraging the cyclists to do the same! All the cyclists toured around the city spreading magic with the sound of their bells.

It was the first time ever in Cyprus for so many cyclists to be gathered together for a tour around the city, passing on the message that when you create safe conditions, more people will cycle and that the bicycle can become our favourite means of transport for daily travel.

[www.facebook.com/larnakamw](http://www.facebook.com/larnakamw)

2,000 people

800 €

One-day event during European Mobility Week 2013

4 Volunteers from Larnaka Cycling Community



500 people

1,000 €

One month, culminating on European Mobility Week 2013

6 Volunteers



### BIKE AT WORK!

Valonia - Service Centre for Sustainable Development and Energy of Southwest Finland & The City of Turku

Turku, Finland

On Facebook, a small campaign can get a lot of attention. The "Työpyöräille" campaign borrowed "Art bikes", bicycles pimped by local artists and took them to workplaces. The bicycles were lent to employees for work-related trips, for example to go to meetings or make trips during lunch time. In return, the employees who used the borrowed bikes reported their experiences and feelings on the campaign's Facebook page. The workplace that made the best post was promised one of the art bikes as a prize after the campaign.

The campaign managed to gather a lot of attention and resulted in a truly interactive Facebook page. The page attracted 750 fans during that summer, and the activity reached many other Facebook users (40,000 to 58,000 people most weeks). Pop-up events like bike maintenance and other special events for the campaign's fans further stimulated the campaign. The project also included guidance and consultation for workplaces about Mobility Management and wiser ways of travelling. Additionally, the project conducted a workplace travel survey to all 20 participating workplaces.

[www.facebook.com/tyopyoraile](http://www.facebook.com/tyopyoraile)

20 workplaces, altogether 3900 employees

49,200 €

6 summer months of 2012

3 part-time employees



### CYCLE QUEST

Rosinak & Partner (Consultancy)

Vienna, Austria

Cycle Quest was part bicycle treasure hunt and part urban exploration. It let participants embark on an adventure that made them perceive their city from a completely different angle. A booklet with tricky questions and riddles guided the hunters through the city. They had to follow surprising directions and complete challenging tasks. Along the way they discovered history, cultural sights and what's more, hidden (cycling) secrets. The Cycle Quest was not bound to a certain time of day; users could start whenever they wanted.

The Cycle Quest, a treasure hunt on bicycle, could be completed alone or in teams. It functioned as a teambuilding exercise and was a suitable activity for innovative businesses or offices to move their employees away from their computers and out and about in the city. It could also be done by a group of friends or a family on a free afternoon. Cycle Quests also followed different themes in a city, depending on the target group. It created a shared experience and was a fun way to convince even the occasional or reluctant cyclists of the joys an urban cycling experience entails.

[velo-city2013.com/?page\\_id=427%](http://velo-city2013.com/?page_id=427%7)

100 people

No budget necessary, you just need good ideas and a printer

Cycle Quest for our office in 2010, 2012 and During the European Cyclists' Federation annual cycling conference Velo-city in Vienna in 2013

One creative director is enough!



### WATERFRONT LIVING! (NABŘEŽÍ ŽIJE!)

Auto\*Mat & Institute of Planning and Development of Prague and the Municipality of Prague

Prague, Czech Republic

Smetanovo waterfront is a top public space in Prague. The place and its users are however hostages of transiting cars every day. The congestion degrades its value, annoys locals, delays people in trams and discourages people who would otherwise use this as a bike passage through downtown.

For five consecutive Saturdays, we turned the waterfront into a temporary open car-free public forum with cultural events, public debates, urban walks, etc. We collected traffic data, negotiated improvements of local and city-wide traffic regimes and processed public feedback.

We tested and analyzed the possibilities of a permanent transformation of the waterfront to a pedestrian or car-light zone with more trams and bikes. We created strong cooperation between local enterprises, institutions and the municipality and together with the stakeholders we searched for ways to improve the conditions of urban living.

All in a truly unique way: civic society as an initiator and driver, Municipality of Prague as an interested learner and partner and the newly reformed city's Institute of Planning and Research as an expert, using the events for its own work with the public.

The final output was an expert study of ten scenarios of possible future traffic development of the city centre.

[www.nabrezije.cz](http://www.nabrezije.cz)



80,000 - 100,000 people

24,880 €

Autumn of 2013

4 employees + a team of volunteers on Auto\*Mat's side, circa 10-15 from Institute of Planning and Development, 3 from the Municipality

### BEAUTY ON BIKE

Bike Evolution

Sofia, Bulgaria

"Beauty on Bike" was a game aimed to attract cyclists and encourage them to commute by bike wearing their casual clothes. The game showed that cycling is not just for people wearing sports gear or lycra.

The rules of the game: the activity lasted 7 days (the entire European Mobility Week period). Each day, at a fixed hour, a volunteer would stand at a strategic place where he could see cyclists passing by and he would engage with participants. Every day a different dress code for cyclists was announced. For the 2013 game in Sofia, the following dress codes were chosen, one for each day: bright, super fashionable, vintage, formal, party, and striped/dotted/checkered. The volunteer would wait for cyclists in the right attire and give them a stamped card. Each cyclist had to collect all 7 stamps (one for each day), with which he or she could take part in a lottery. The awards offered small but numerous cycling gifts. The objective was to reward as many cyclists as possible.

[velobg.org/beauty-on-bike](http://velobg.org/beauty-on-bike) (in Bulgarian)

Around 200 people

50 € and several volunteers. This was planned as a zero budget initiative

1 week, during European Mobility Week

1 person (taking care for promoting the game, but the game was created by the whole team)



### SHORTER WORKING DAY

Cities for us

Any city interested in organizing this activity during European Mobility Week 2015

Cities for us is a personal project by Diana Martínez that wishes to contribute to the debate on changes in the development of public spaces, and to promote practices that may transform cities into more human, equitable and livable spaces.

The goal of "Cycling for a shorter working day" is to improve the daily commute to work, as commuter traffic represents a significant percentage of the entire urban mobility. The idea is that employees who bike to work be allowed to finish their working day 20 minutes earlier.

There are many advantages for workers: They enjoy more free time to spend with family, friends or hobbies; they save money and time and enhance their health as well. The scheme is also beneficial for companies and employers. They will see an increase in productivity, creativity and health when their employees are physically active on a daily basis. There are several advantages for society as well: fewer problems relating to congestion, lack of parking spaces, noise and air pollution.

Diana Martínez proposes to put this idea to the test during the European Mobility Week using pilot projects to measure the impact on productivity, creativity and health between people who cycle to work and people who drive or take public transport.

[www.citiesforus.com](http://www.citiesforus.com)

50 people

5,000 €

5 days, during European Mobility Week

3 people



### SHIRLEY'S WHEELS

Herefordshire Council

Herefordshire, UK

The Shirley's Wheels initiative is part of a campaign aimed at the normalization of bicycle use & is complemented by our linked, Bicycle Ambassador scheme. Shirley's Wheels provides guided rides designed to encourage & support women to return to everyday bicycle use. This intervention has more in common with the Cycle Chic movement than with women's cycling groups and aims to reinforce the message that using a bicycle is not a dangerous or extraordinary activity and to create bicycle ambassadors.

The rides are led by women, for women and aim to provide participating women with riding competence and confidence. Tours are short and accommodate all levels of competence, in order to help women make a gentle return to their saddles. The target audience are women between 45 and 60. All rides are themed e.g. the ride in European Mobility Week 2014 celebrated the bicycle as a tool of women's emancipation. Socializing after rides over coffee, through the Shirley's Wheels Facebook group, and on twitter is encouraged to help build a supportive network of women cyclists. When government funding for this scheme expires the group wants to continue its rides and is currently seeking funding to help more women and children on to their bicycles every day.

Facebook page (Public): [www.facebook.com/41/ShirleysWheels](http://www.facebook.com/41/ShirleysWheels) Twitter account: @ShoosHereford

Weekly attendance on rides varies across the delivery phases. We have had rides where just one new rider who needs a lot of help joins or a returning Shirley arrives and is happy to become a Bicycle Ambassador rider (raising profile and public engagement). Our maximum attendance has been 15 women. Total number of rides undertaking a minimum of 1 ride is 50 - missed our target by 10!

Budget £1,500, provides 30 rides and gifts

One month, culminating on European Mobility Week

Two ride leaders / social media managers



### CYCLE WITH US! (FIETS JE MEE?)

Logo Oost-Brabant

Twenty cities in the east region of Flemish-Brabant, Flanders, Belgium

Our project "Cycle with us" aims to stimulate physical activity by persuading people to cycle daily, not just to work ("Bike to work"), but also for recreational activities.

With the help of several bike expert organizations, we produced a catalogue for cities and towns. The catalogue consists of more than 40 bike-activities that can be organized in the city. It also contains an overview of services and tools for promoting cycling.

To give the inhabitants an additional push to jump on their bike, each city distributed green saddle covers with the following message: "Great that you're cycling! 30 minutes of exercise a day is good for your health." On "Car Free Day" we organized a competition for employees to come to work by bike with a competition and winning prize of a cool bike.

[www.fietsje mee.be](http://www.fietsje mee.be)



20 cities participated with 50-500 participants in each city.

Each city spent 1,500 € for the organization of several cycling activities, such as workshops, cycling tours, information sessions, structural adaptations...

During the year 2013

One civil officer to coordinate the project



### NATIONAL BICYCLE WEEK

Federal Road Safety Corps (FRSC)

Abuja, Nigeria

National Bicycle Week was designed to be the hallmark of a year of cycling campaigns in the country. The Federal Road Safety Corps funded the advocacy program to get cyclists across the country engaged in cycling. Numerous activities were organized, including cycling rallies, road shows on each day of the week, press conferences, advocacy visits to religious organizations (churches and mosques) and high-level visits to top government representatives such as the National Assembly and several ministries. A workshop was held to plan a new course for cycling and the National Cycling Policy and Strategy 2014-2017 was ratified by stakeholders. The campaign was carried out in Abuja and 7 other cities across Nigeria and it had a large impact across the country.

[frsc.gov.ng/bicycle-transportation-3](http://frsc.gov.ng/bicycle-transportation-3)

[www.cyclingnigeria.org.ng](http://www.cyclingnigeria.org.ng)



8,700 people reached directly and over 20 million reached indirectly through the online and print media

15,253 €

One week in November 2013

84 staff (21 committee members in Abuja and 9 committee members in each of the 7 State capitals) + dozens of other staff who assisted in making the programme a success