

A close-up, low-angle shot of a person riding a light green bicycle. The person's legs and feet in white sneakers are visible, pedaling. The bicycle has white tires and a black chain. The background is a blurred outdoor setting with a light-colored wall and pavement.

THE SECRET BEHIND DENMARK'S CYCLING SUCCESS

Promoting cycling and changing behaviour

VELO CITY GLOBAL – TAIPEI – 27.02.16

27.PM6 KLAUS BONDAM, CEO, DANISH CYCLISTS FEDERATION

KLAUS BONDAM



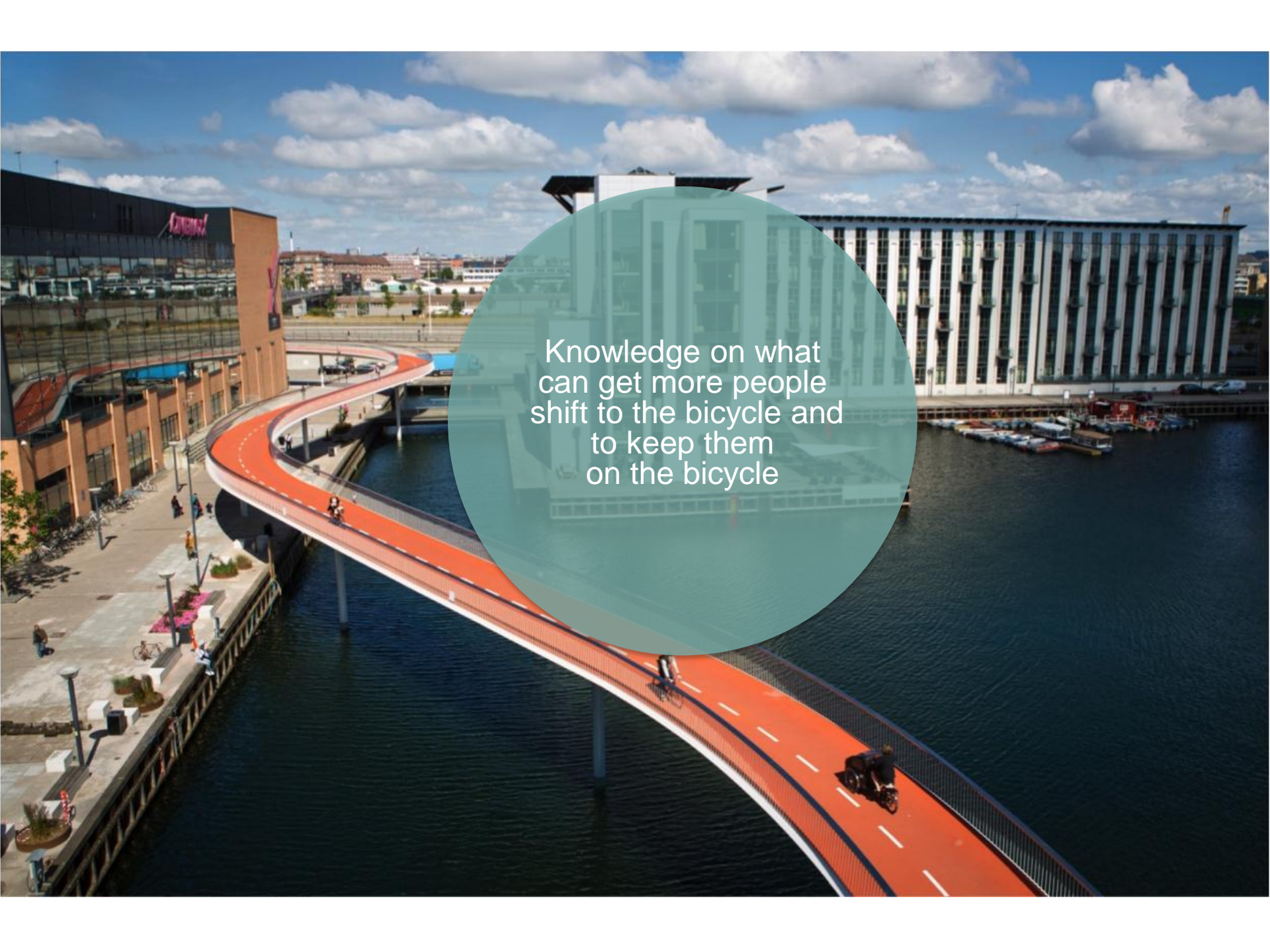
- Born in Denmark 1963
- Actor and theatre manager
- Copenhagen City Council 2002 - 2010
- Mayor technical and environmental affairs 2006 - 2009
- Mayor for employment and integration affairs 2010
- Director, Danish Cultural Institute, Brussels 2011 - 2014
- CEO, Danish Cyclists Federation 2014 -

THE DANISH CYCLISTS FEDERATION - FOUNDED 1905

MEMBERS
BICYCLES
SHOP
WEBSHOP

CAMPAIGNS
PROJECTS
SECRETARIAT

LOBBYING
COMMUNICATION

An aerial photograph of a modern, curved, orange-paved bicycle bridge spanning a canal. The bridge features a red-paved surface with white dashed lines and a dark metal railing. Several cyclists and a person on a motorcycle are visible on the bridge. The surrounding urban environment includes a large, modern building with a glass facade and a prominent pink sign on the left, and a large, white, multi-story building with a grid-like facade on the right. The sky is blue with scattered white clouds.

Knowledge on what
can get more people
shift to the bicycle and
to keep them
on the bicycle

Approach



Interview with new cyclists in their homes or at their work



”Drive and talk” to and from work on bicycles with new cyclists

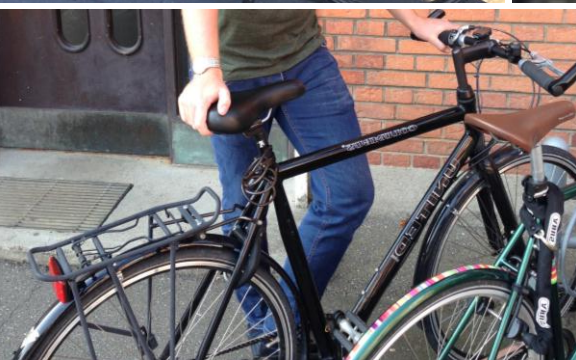


Survey with participants in Bike2Work 2014

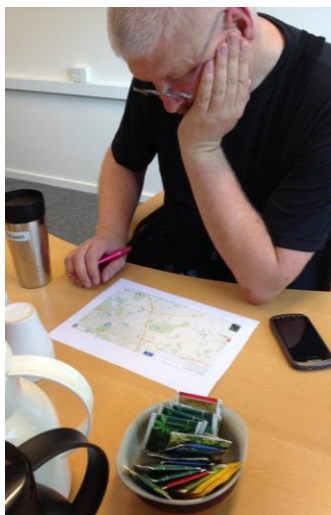
Interviews with people all over Denmark



A lot of different bikes



And people



A night cityscape featuring a canal with a boat and several buildings, including a prominent tall one in the background. A large white circle is overlaid on the center, containing the text "FINDINGS?".

FINDINGS?



"I'm a person that cycles and walks, but I don't feel like a cyclists nor a pedestrian"

- Respondent from Survey

What is a cyclist?

Everyday is full of different transport situations, and choice of mean of transportation and transport habits are not black and white. A lot of our respondents have been using their bike a lot the previous years, but this doesn't mean that they characterize themselves as real cyclists. They still use their car.

People don't see themselves as cyclists



"I'm not a new cyclist - I've cycled as a child – but I'm a novice bike commuter."

- Respondent from survey

Most people see themselves as experienced cyclists – actually 63%. Even among the novices, this is the most frequent used description.

99%

was under 10 years old when they taught how to cycle.

The novices says:

44% I'm an experienced cyclist

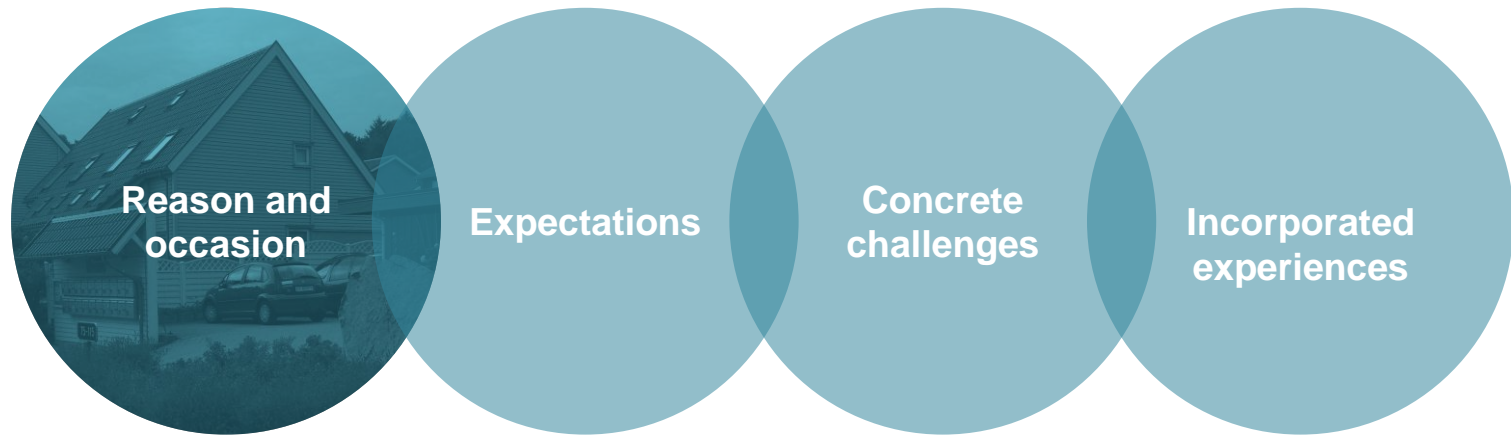
26% I cycle seldom

23% I cycle on weekdays

6% I'm a new cyclists

1% I'm an inexperienced cyclist

The bicycle is chosen, when bigger shifts in life happens

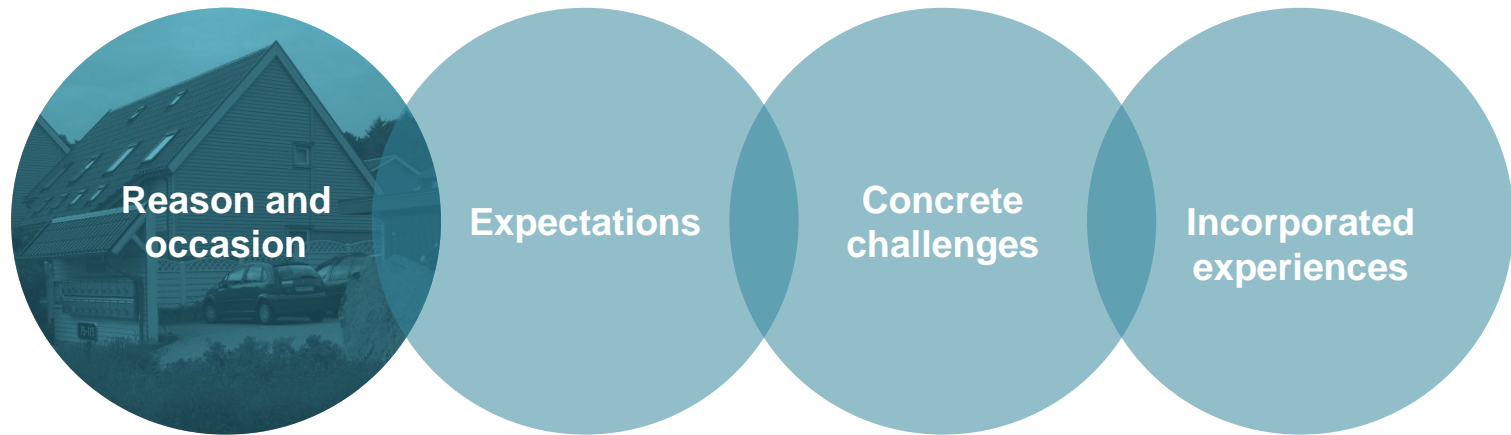


"Two years ago, I had a car, and I used it often. When I moved to Copenhagen, I didn't have the car anymore; I had to see the bicycle as a mode of transportation." – Tina 25 years

The introductory decision to change mean of transportation is divided in a reason and an occasion. The reason is typical a big change in life; new work, relocation e.g. The opportunity to have new transportation habits occurs, but some needs an occasion – like a campaign – to start riding their bike.



The bicycle is chosen, when bigger shifts in life happens



There is a significant correlation between having experienced the following within the last 4 years and having cycled more:



I've got a new job



I've had a life changing diagnose



I moved



I've got a new bike



I have one car less

No significant correlation:



I have one more car

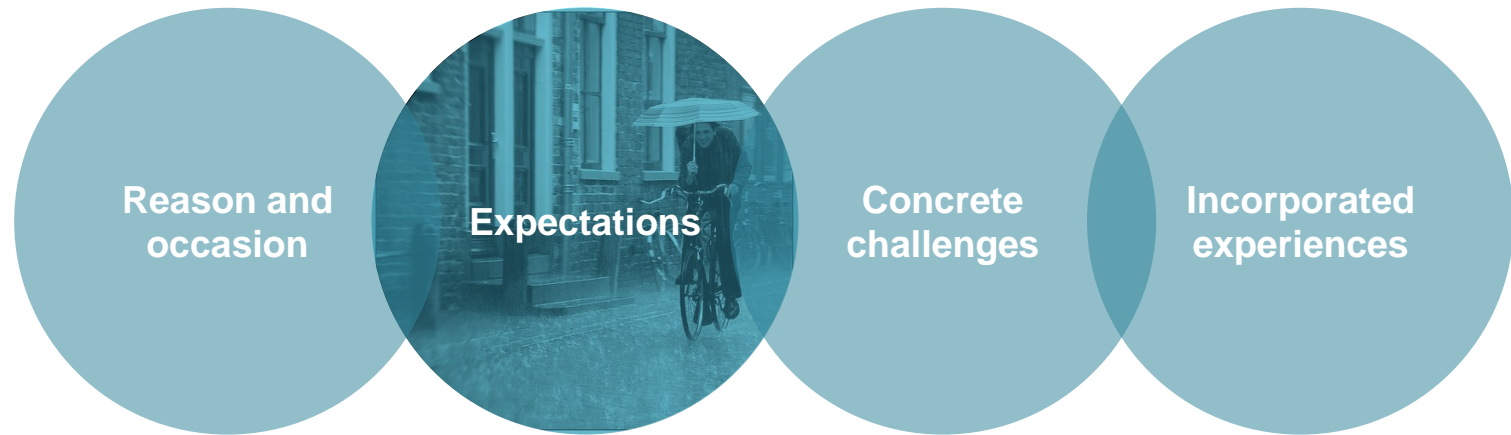


I've got kids



My children has moved out

You need to cope with the negative image of the bicycle

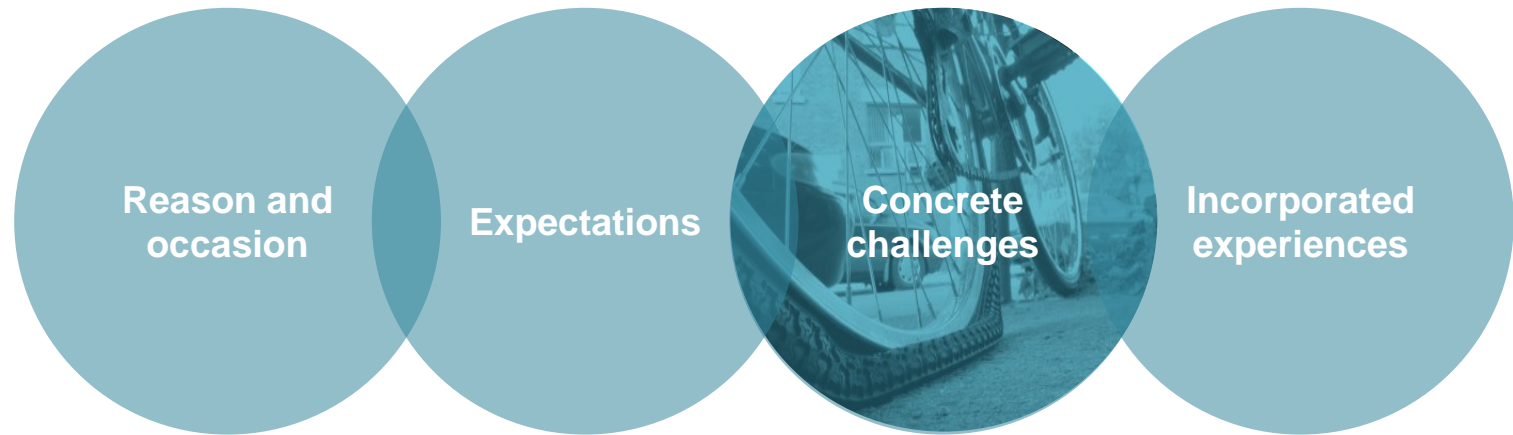


"The fact that I should have a helmet on after just doing my hair, and what if it was raining and the mascara runs, and I was going to this birthday? But I wouldn't think about that today." - Jeanette 49 years

The time around the shift is often characterized with negative images about everything that can and will go wrong. These images are often about own physical ability. Bad single events and horror stories is sadly forefront in peoples mind in the beginning.



You need to tackle concrete challenges on the way

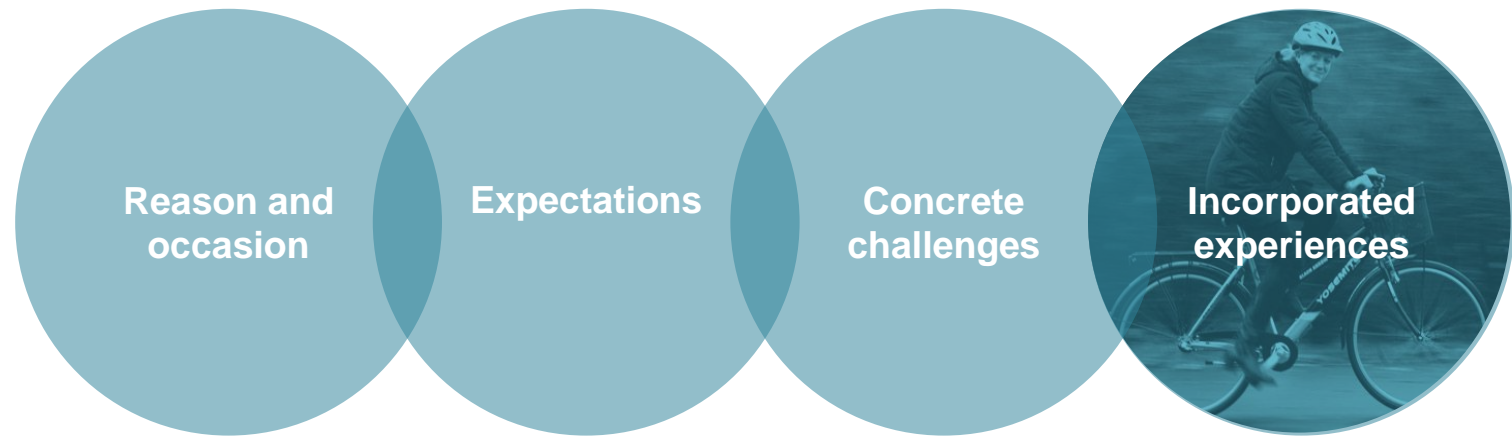


"I once punctured on my way back from work. After that, I always have a puncture kit in my bag" – Steen 49 years

Concrete challenges is forefront when our new cyclists is on the road. The challenges are centered around uncontrollable affairs; rain, punctures, and frosty roads. With the challenges, the cyclists learns how to handle it. You learn how to cope with the challenges of the bicycle.



Experience become new habits and gives appetite for more



"I take my bike if there's a birthday in the area. We didn't do that earlier. I'm like, could we take the bike to my brother 10 km away?" - Jeanette 49 years

Gradually your own experiences gives confidence and desire for more. A lot of the introductory expectations is denied and solutions to the concrete challenges are found.





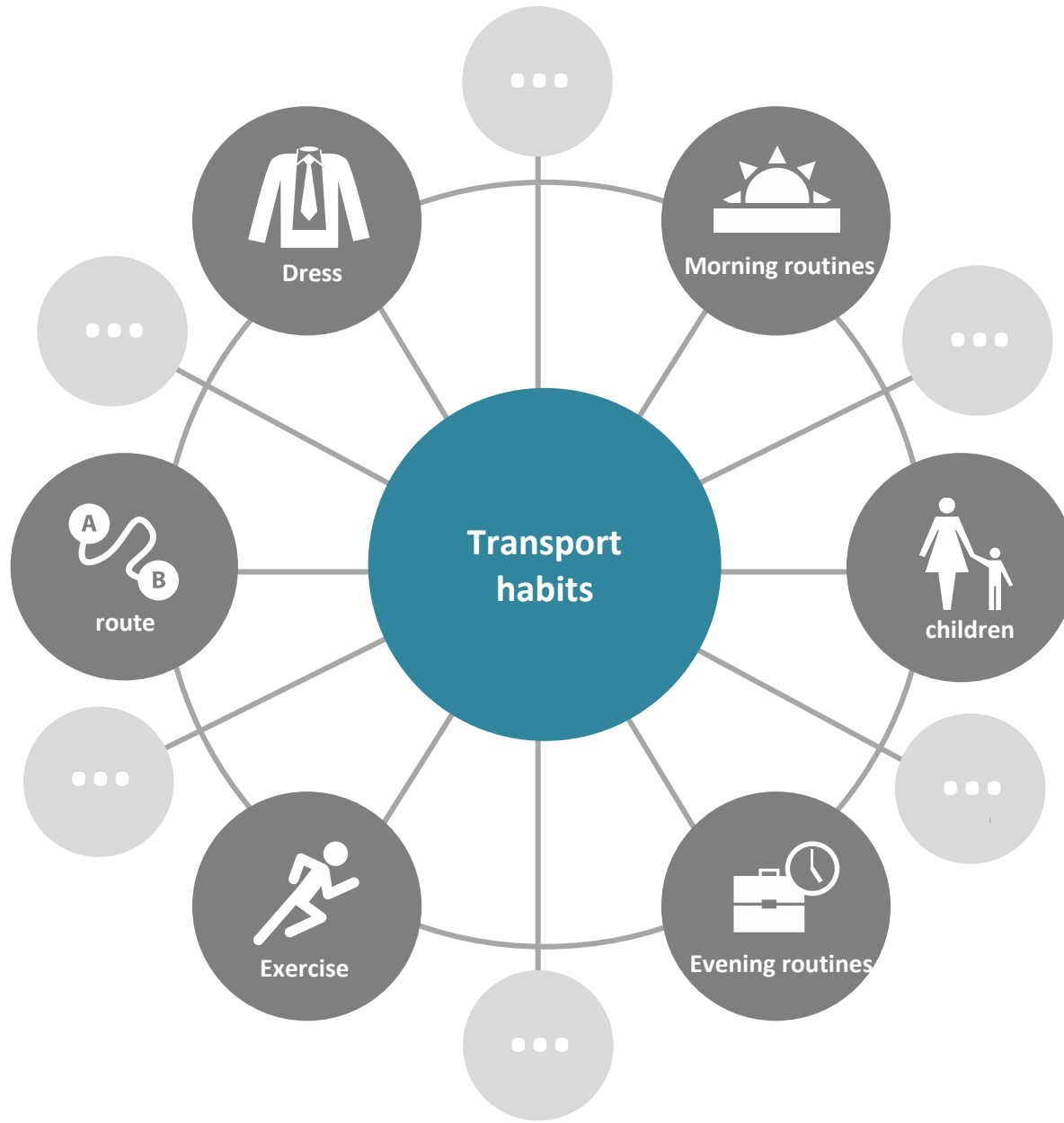
"I don't bike to work, because I'm sending my daughter to school. Therefore, I'm bringing my bike in the train to work and ride home"

- Jeanette 49 years

Everyday solitaire

It isn't easy to change transport habits. Everyday practice is a fixed structure, and transport is only one by many. Changing mean of transportation effects therefor the rest of the everyday practice. A new transport habit demands change in everything from morning routines to the purpose of transport time.

Changing a habit effects the rest of the everyday practice



Stages of life; scarce resources



Money



Time



Physical ability



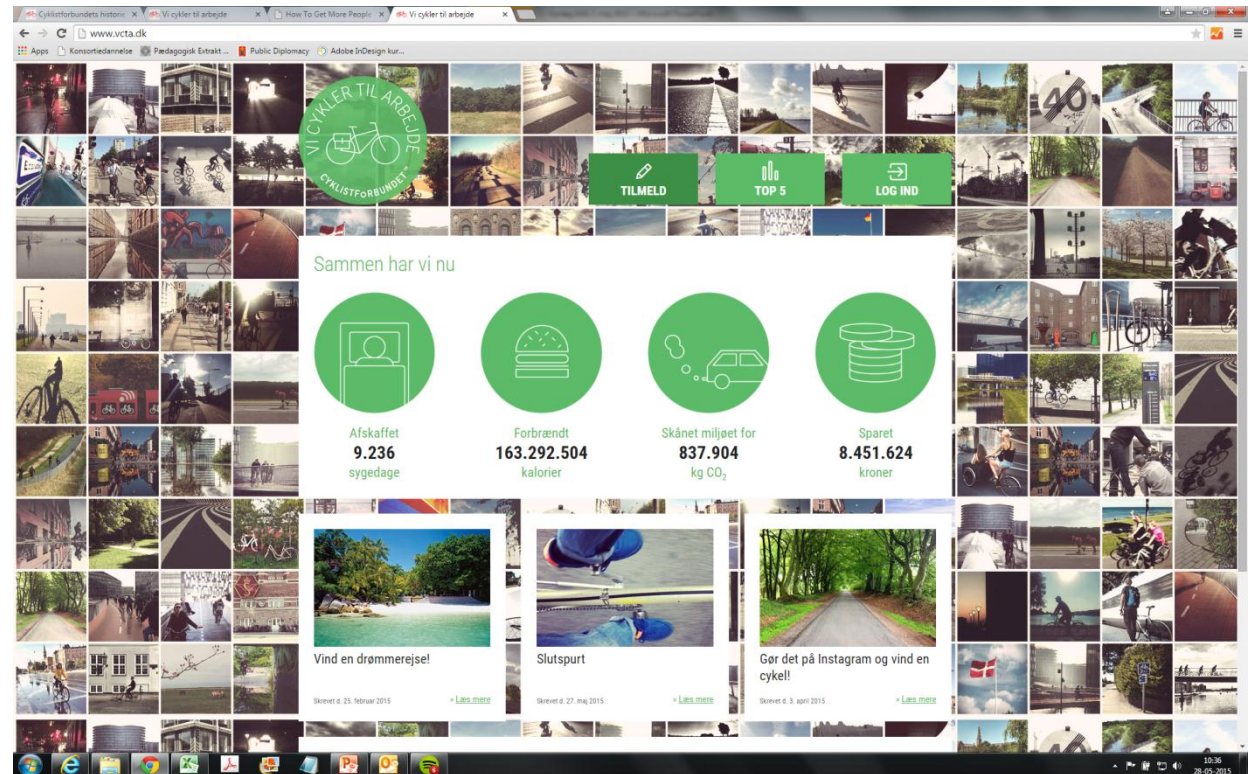
Youth

Family life

Seniority

Bike to Work

- Since 1997
- 70.000 participants this year
- Battle of the workplaces
- Team spirit: motivated by colleagues
- 2-3% new cyclists
- 16% start the cycle season



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PEDAL POWER - YES PLEASE

DANISH CYCLISTS' FEDERATION