

A close-up photograph of a bicycle's drivetrain, showing a rusty chain and a large gear. The background is a blurred teal color. A semi-transparent dark blue overlay covers the middle of the image, containing white text.

SHARING SOCIETY

Cycling advocacy as a key to finding solutions to major challenges when it comes to improve numbers of cyclists.

VELO CITY GLOBAL – TAIPEI – 28.02.16
PLENARY 2 - CYCLING SMART – A WAY OF LIFE

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 -

CYCLING IN DENMARK



T.R.H. THE CROWNPRINCE COUPLE FREDERIK AND MARY



COLLECTIVE IMPACT



"People have been collaborating for generations, but we think this Collective Impact overlay which brings structure and discipline is a key difference"

- Melody Barnes, former councilor for Barack Obama.

COLLECTIVE IMPACT



- A common agenda
- Shared measurement
- Mutually reinforcing activities
- Continuous communication
- Backbone support

3 EXAMPLES FROM DENMARK

The image is a collage of three photographs illustrating cycling in Denmark. The top-left photo shows a man in a dark t-shirt and shorts riding a cargo bike with a child seated in the front. The top-right photo shows a woman in a grey dress and a tan helmet riding a blue bicycle with a large wicker basket. The bottom-center photo shows a young child wearing a colorful helmet riding a small blue bicycle. The background of the collage is a blurred outdoor setting with greenery and a building.

A NEW NATIONAL STRATEGY FOR CYCLING

DECREASING RIGHT-TURN ACCIDENTS

CHILDRENS CYCLING TO SCHOOL

THE NATIONAL BICYCLE STRATEGY 'DENMARK - ON YOUR BIKE!'





WORKING PAPERS

- 1: Cycling in Denmark – where are we?
- 2: Cycle tourism and recreational cycling
- 3: Effects of cycling and socioeconomics
- 4: The bicycle and public transport
- 5: Safety and security on the bicycle
- 6: What works where?
 - different approaches to promote cycling

EVERYDAY CYCLING



"Door-to-door strategy":
Connection between cycling and public transport

- Better and more secure bicycle parking at stations and transport hubs
- Improved opportunities for bicycle commuting
- Increased focus on bicycles by employers

"More pedal - thank you": Cycling for both short and long trips

- Super Cycle Highways, also in medium-sized cities
- Cycling Cities across the country
- Right-turns on red at selected locations

Increased mobility, a cleaner environment and better climate with the bicycle as the means of transport

ACTIVE HOLIDAYS AND RECREATION



"Cycling as a hobby":
Recreational cycling routes for active leisure

- Better signage and directions on bicycle paths
- More recreational cycling routes

"Experiences on two wheels": Greater investment in bicycle tourism

- Development of bicycle tourism in an expert group
- The Bicycle Tourism Solution of the Year award

Healthier lifestyles and new experiences with recreational cycling

NEW AND SAFE CYCLISTS



"Children in the saddle":
Safer cycling routes to schools and leisure activities

- More bicycle paths at schools and leisure activities
- School Cycling Cities with coherent road safety solutions

"Pay attention to each other": Good cycling culture provides better cycling experiences

- Targeted initiatives to safeguard cyclists
- Good tools for teaching a better cycling culture

Safe to school and other activities promoting good traffic culture

‘For every kilometer that is cycled instead of using the car in the city, the health effect for society in the form of prolonged lifetime and improved health condition can be measured to almost DKK 7,00 (= US\$ 0,90)’.

The Danish Ministry for Transport, July 2014



”RIGHT TURN TEAM”





FOCUS AREAS

- Education, information and control of truck drivers
- Establishment of bike boxes
- Sharing knowledge and experiences between municipalities

FOCUS AREAS

Education, information and control of truck drivers

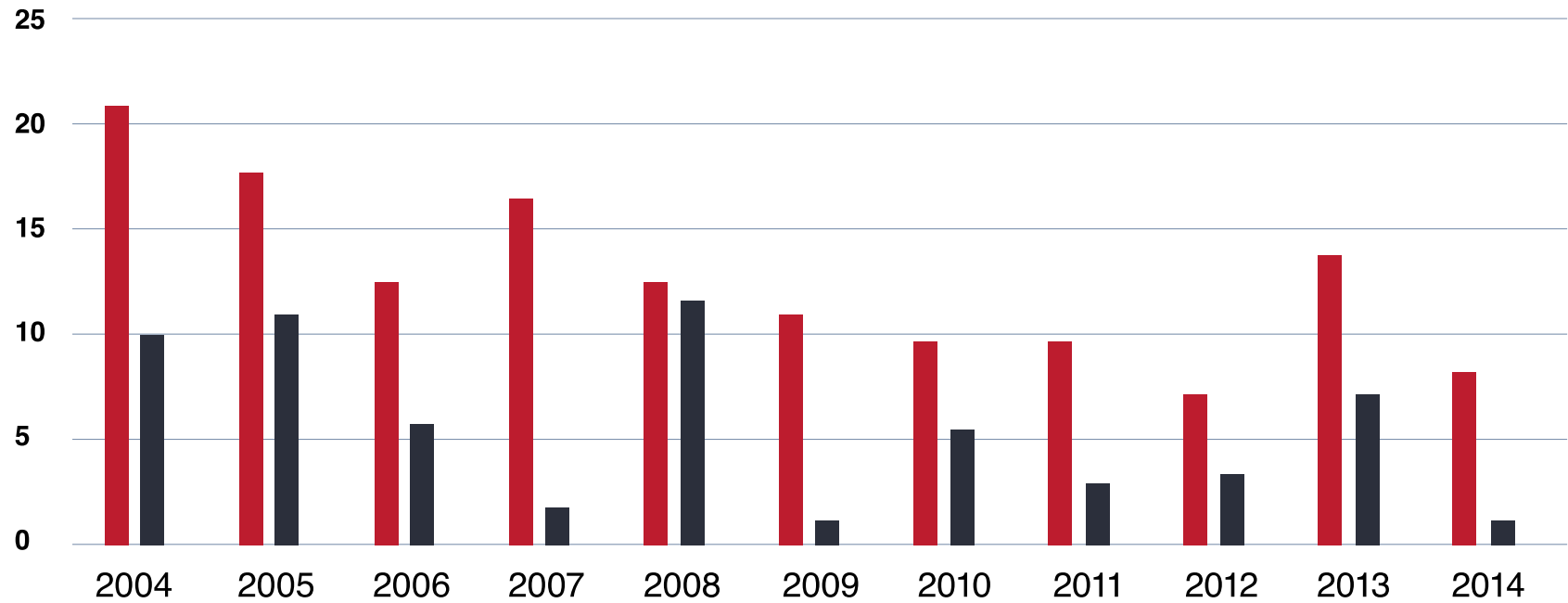


Sharing knowledge and experiences between municipalities



Establishment of 'bike boxes'

ACCIDENTS





ACTIVE TRANSPORTATION OF SCHOOL PUPILS

CHILDREN CYCLING

A photograph of two children riding bicycles. The child in the foreground is a young girl with blonde hair, wearing a white helmet with colorful polka dots and a pink backpack. She is looking towards the camera with a slight smile. The child in the background is a young boy wearing a dark helmet and a blue jacket, looking forward. The background is blurred, suggesting an outdoor setting.

1990's:
70%

1993-
2000:
-20%

THE LAST
FEW YEARS:
stabilised at
50%

A group of children are riding bicycles on a paved path outdoors. In the foreground, a child in a light blue shirt and white pants is riding a black bicycle. To their right, another child in an orange shirt and blue pants is riding a red bicycle. In the background, several other children are riding bicycles, some wearing helmets. The scene is set against a backdrop of green trees and a light-colored building with a dark arched doorway. A large, semi-transparent teal circle is overlaid on the center of the image, containing the text "45 MINUTES A DAY" in white, bold, sans-serif font.

45
MINUTES
A DAY

A child wearing a white polka-dot jacket and a dark hat is riding a tricycle on a paved path. The path is made of large, light-colored concrete slabs with dark expansion joints. The child is moving away from the camera, and their shadow is cast long and dark on the pavement. The scene is brightly lit, suggesting a sunny day. In the background, a metal railing is visible on the left side of the path.

EXPLORE
AND
EXPERIENCE

FOLLOW THE CYCLING EMBASSY OF DENMARK



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Cycling Embassy
of Denmark

The Cycling Embassy of Denmark is a comprehensive network of private companies, local authorities and non-governmental organizations working together to promote cycling and communicate cycling solutions and know-how.



/company/cycling-embassy-of-denmark



NEWSLETTER

www.cycling-embassy.org/subscribe

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