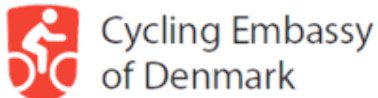




European best practice – a cycling love affair

MEMBER OF



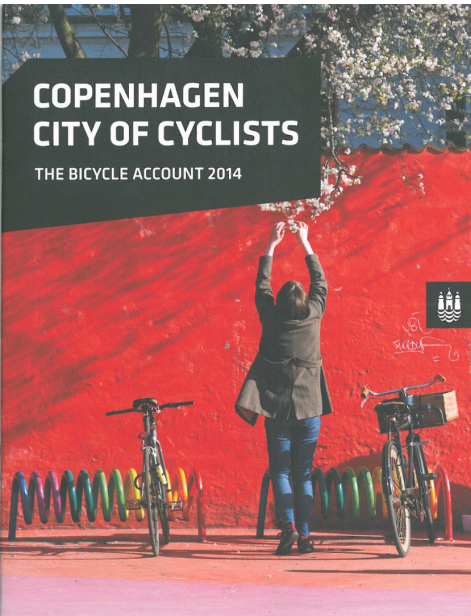
@nielshoe

HOE³⁶⁰
CONSULTING

Treating cyclists
with love –
takes more than a
lane

Danes in all ages use their
Bicycle for every purpose

If you don't count - you don't know

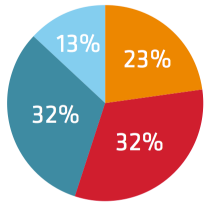
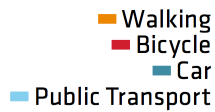


- **Numbers of cyclists** - modal share for Copenhagen's is 63%
- **Satisfaction and happiness** - 94% are satisfied with Copenhagen as a cycling city
- **Health gain** - live longer **30%** reduction of mortality for adults who cycle daily to and from work
- **Perception of safety** - 6 % feels unsafe
- **Socio-economic benefits** – Yes cycling means business
1km cycled = 0,23 US\$ gain / by car = 0,81 US\$ loss

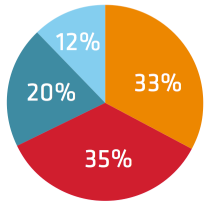
**Bicycle accounts
since 1996
every other year**

**自1996年起每两年
发布一次**

Cycling benefits the city, its citizens and local shops



Revenue by mode of transport (%)



Shopping trips by mode of transport (%)

Copenhagen

Shopping by bike happens in cities of all sizes

Shopping by bike and foot account for more than 50 % of the revenue in major city centres (<100.000 inhabitants) and about 25% of small and medium-sized cities (2-300.000 inhabitants)



Pampering - Small things that matters





Positive Campaigns



Thank you

谢谢

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