‘Ons Brabant Fietst’

for the freedom and future of cycling in Brabant
What’s the problem?
Accessibility of BrabantStad
How to deal with it?
Integral approach by chain mobility
The way we do it in Brabant? by cooperation & innovation
Network of cycle highways

physical measures
Innovation
to go on safely
marketing & behavior
human related measures
Cycling is fun
Ons Brabant Fietst – corporate label

Main Goals

Project team

Commuter
Activities

Sports Cyclist
Activities

Leisure Cyclist
Activities

Knowledge

Innovation

Network of cycling partners: cooperation & sharing
Main goals & target groups

Goals
1. more people, more often on their bike;
2. positive image, Brabant the smart cycling province;

Target groups
Commuter focus on employers’ approach
Commuter employers’ approach cycle highway
Commuter
B-Riders & B-Companies

Noord-Brabant
Fiets
5.000 B-RIDERS
HEBBEN DE AUTO LATEN STAAN EN DE FIETS GEPAKT NAAR HET WERK
Sports cyclist ambassadors & business
Leisure cyclist ambassadors & publicity

De meest populaire fietsroutes van dit moment.
From one way traffic to interactive community
Bike guerillas
Bike events

Tilburg Fietst Festival
25 Sept

Tour de Brabant
Hope to see you in Brabant soon!

Gert-Jan Jacobs
gert-jan@onsbrabantfietst.nl