Today it is my turn: A programme for cycling promotion among women

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Common goals

- Promotion of urban cyclism, with a focus in boosting women’s

- Promotion of women cycling in Gipuzkoa (urban, sport, cyclotourism, …)

- Promotion of use of Gipuzkoan Greenways by female cyclists
Non-sophisticated structure

- 4 half-day bike trips + mechanics courses on route
- 4 bikeability courses

- Target: regular and occasional female cyclists mixed
- Specific dates: days for me & my bike
- Value: implicit elements
Implicit elements: the real nuggets

FOR TODAY...

... AND FOR TOMORROW

1. Making the experience pleasurable

2. Making participants perceive themselves as competent cyclists

3. Creating a sense of community
Making the experience pleasurable

- No pressure
- Leisure time
- No time/distance objectives
Making the experience pleasurable

- Social network extension
Making the experience pleasurable

- Food provided:
  social code
Making women perceive themselves as competent cyclists

- Bikeability
  - Formal learning
  - Security elements
Making women perceive themselves as competent cyclists

- Mechanics
  - Knowing the basics
  - “That thing”: no jargon
Making women perceive themselves as competent cyclists

- Knowing new places
Creating a sense of community
STRENGTHS
Collaborative initiative

- Resources diversification
- Wider audience reached
- Continuity
Efficiency
Transferability
Taking turns in mentoring
Feeling recognised
Thank you for your attention!

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