Martti Tulenheimo

Dublin, June 27. Velo-city 2019

USING SOCIAL MEDIA IN PROMOTING YEAR-ROUND CYCLING
MOTIVATING PEOPLE TO CYCLE IN NOVEMBER??

C’MON, YOU JUST CAN’T...
SURE CAN DO.
Cyclists entering Helsinki each morning: Nearly doubled in ~10 years.

A Year-Round Means of Transportation.
SO, WHAT’S IT ALL ABOUT?

Keep on cycling!

CYCLING WINTER

#PYÖRÄILYTYTALVI
Jatketaan polkemista!
LIGHTING UP NOVEMBER

#Pyöräilytalvi – a yearly cycling promotion campaign in Finland. Each November since 2015.
Changing the narrative.
Showing it's fun.
Inspiring people.
Giving role models.
WHAT MAKES THE MEDIA INTERESTED?

EVENTS
WHAT MAKES PEOPLE INTERESTED?

A PRIZE
### Results

**What influences policy makers?**

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REACH: ONE MILLION PEOPLE

BY FAR THE BIGGEST WINTER CYCLING CAMPAIGN IN FINLAND
Lights...

Action...

Camera!
5,000+ PHOTOS

instagram.com/explore/tags/pyöräilytalvi

vimeo.com/145575820
TV: 488,000 spectators

Radio: 230,000 listeners

Social media: 292,000 people
GIVEAWAY LIGHTS
HUGS
& HIGH FIVES
Changing the narrative.
Showing it's fun.
Inspiring people.
Giving role models.
NEXT LEVEL

HOW TO CHANGE POLICIES?
THANK YOU!

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