



Good Practices from our Cities

BOLOGNA GDYNIA ŁÓDŹ TELŠIAI DISTRICT
LILLE MÉTROPOLE KAUNAS PADOVA
WARSAW WROCŁAW

BOLOGNA



The City of Bologna created and promoted the European Cycling Challenge in 2011. During these years we have tested many different ways to communicate the initiative among our citizens. Some of them have been very effective, some other less effective, but all of them contributed to let people know about the ECC and join our team.

Tip n° 1: Social Networks

Social Networks are one of the cheapest way to communicate with people. During both ECC2013 and ECC2014 we used Facebook and Twitter a lot.

On Facebook we have a page (<https://www.facebook.com/bolognabici>) where we posted messages both before the beginning of the Challenge – giving information about the initiative – and during the Challenge – giving information about rules, prizes, special events related to bicycle and answering questions of our cyclists. Thanks to friends of friends we have been able to reach more than 2.700 friends last May.

On Twitter we have an account (<https://twitter.com/Bolognainbici>) through which we gave almost the same information of Facebook.

Some local NGOs of cyclists helped us in promoting the Challenge through their social network during all the month of May.

Tip n° 2: Local Press

At the beginning of the Challenge we made a press conference with our Deputy Mayor. The news was published on the main local newspapers.

Tip n° 3: Flags

We produced 300 flags for bicycle, that we distributed to participants for free during the Promotional Gazebo event. It was fun, during the challenge, meet and greet another cyclists with the flag. It was also a way to have a kind of symbol which cycled all around the city.

Tip n° 4: Instagram Contest

We organized an Instagram Contest. The subject of photos was the bicycle in urban contest, and the hashtag were #ecc2014 and #ecc2014bo. At the end of May we chose the two best photos and the

winners were awarded with a free dinner and a free aperitif in one of the most trendy pub in the city center (the dinner and the aperitif were kindly offered by the pub owner). This contest was funny and very little time-consuming, but it was not a big success.

Tip n° 5: Promotional Gazebo



Decathlon, Wayel (an e-bike local producer) and Armaroli (the biggest bicycle shop in Bologna after Decathlon) have offered a bike each for the final awarding.

We decided to thank them during a three day event in the main square.

Each day we had on our disposal three gazebos: in the first one we promoted the Challenge, in the second one some local NGOs helped cyclists to fix up small problems in their bicycles, and in the third gazebo our sponsors – one per day – have promoted their products to citizens.

Tip n° 6: The Last Mile



On the last day of May we organized a public event for all our cyclists. We met them at late afternoon in the main square of the city and we cycled altogether, along one of the main cycle-lane to reach a public park and have an ice-cream. This event was promoted through the Facebook page of many local NGOs.

Tip n° 7: Bike Breakfast



In collaboration with the NGO Salvaiciclisti, we organized three “bike breakfast”. During three morning, from 7 to 9 am, and thanks to a bike-trailer the NGO created for us, we distributed coffee and biscuits to cyclists, along the three most used cycle lane of the city. Coffee and biscuits have been offered by our sponsors.

This would a good and fun opportunity to promote the Challenge among cyclists and to push our team members to pass the word to their friends.



Tip n° 1: Cooperation with local cycling environment



First meeting on European Cycling Challenge in Gdynia – March 2014.

Photo: Rafał Studziński

Gdynia's preparation for European Cycling Challenge 2014 was started in early March. We organized a meeting with members of local NGOs, Gdynia's Promotion Unit and institutions linked with bicycles, during which we elaborated a strategy of promoting ECC in our city. All invited guests offered their assistance in dissemination of the Challenge. Participants of the meeting were a little anxious about using Endomondo application: Do people know how to use it? Will they know when the additional comments are needed under their activities? What about cycling outside the city? We did our best to explain all inaccuracies.

Tip n°2: Dissemination during external events

In the end of March we had a stand during annual Cycling Festival organized in Gdansk during which we presented the rules and application. Our staff helped people to register and showed them how to use Endomondo by smartphones and computers. Thanks to this the first members of Gdynia's team in ECC signed up. The Cycling Festival was also the first occasion to distribute our ECC leaflets and posters which were prepared for the Challenge. Based on this experience we decided that a point with assistance in registration should be in one of the popular places for citizens of Gdynia. Such a point was set up in Gdynia's Infobox in the city center to help interested people subscribe to our team.



Gdynia's team on Cycling Festival, Gdansk.

Photo: City of Gdynia

One of local cycling NGOs – Stowarzyszenie Rowerowa Gdynia disseminated ECC2014 and encouraged people to join to Gdynia’s team during VII Pomeranian Civic Congress.

Every Monday, in the City Hall of Gdynia, a press conference is organized. We took part in it several times (before, during and after ECC) to inform and encourage people to join ECC2014. Based on conferences, we reached many extra channels of dissemination – TV, radio, press, social network pages.

The idea and rules of European Cycling Challenge 2014 was presented during one of Gdynia’s Cycling Board sessions.

Tip n°3: Promotional materials



Gdynia’s leaflet for ECC2014.

In cooperation with Promotion Unit of City Hall of Gdynia we prepared, printed and distributed hundreds of leaflets and posters. They were available at universities, in schools, city’s units and private companies.

Moreover we got a promotional roll-up which was used during events. A week before 1st May we published 1 page advertisement of ECC2014 in our local City Hall Gazette “Ratusz”.

Tip n°4: Social media

Before and during ECC2014 we were very active on our Facebook fanpage “Mobilna Gdynia”. You could find our achievements, statistics, photos and comments of participants about the Challenge.

Endomondo was also a platform, where members of Gdynia’s team communicated. They talked about their routes, equipment, cycling infrastructure, what they like, etc. They created a kind of community there.

Tip n°5: Final event

Final event on Saturday, 31st May was prepared by City of Gdynia and NGO “Rowerowa Gdynia” in cooperation with other institutions, sponsor companies..

We cycled through Gdynia’s streets (about 8 km) with assistance of Police, City Guards and medical staff. Everybody could participate , the tempo wasn’t high. We had children in bike-trailers or on their own bicycles, middle-aged and elderly people, even a dog was a participant! In total there were about 250 cyclists.

At the final stage of our event we organized a family



Final event of ECC2014, Gdynia.

Photo: City of Gdynia

picnic, we offered Irish dance lessons, attraction for children (interactive and educational games, trampolines). We had chosen a place with green area, where people could sit on the grass, blankets and deckchairs. In this case the great, warm and sunny weather was a key factor.



Final event of ECC2014, Gdynia.
Photo: City of Gdynia

We prepared prizes for the top 5 of Gdynia's team – cycling and project (CIVITAS DYN@MO) gadgets funded by City of Gdynia.

Our sponsors prepared many gadgets: a voucher for dinner in a restaurant, tickets for the trampolines park, promotional, useful gadgets of companies and Gdynia's institutions. The gadgets were given out by a lottery among the participants of this last event. It was a lot of fun! Everybody was waiting for the next drawn number, like in lotto lottery! The smiles of winners were priceless.

If you are interested about our final event of ECC2014, please find:

- A photo gallery

<https://www.facebook.com/media/set/?set=a.556678457783172.1073741854.318291361621884&type=3>

- A film-report

<https://www.youtube.com/watch?v=kOUYbzH0CMU>

Others

European Cycling Challenge 2014 won acclaim of a pizza restaurant's owner in Gdynia, who added our leaflets to all orders!

We had support from participants of city's competition "Bike to Work" which was organized at the same time (from April to July) as ECC2014.



Gdynia's leaflet for ECC2014 added to every pizza.

Photo: City of Gdynia

PLEASE NOTE: from ECC2015 Endomondo App will not be used anymore, but the new App (available soon on the stores) will be the official App of the Challenge.



Tip n° 1: find the best way to communicate to your cyclist!

Kaunas City Municipality co-operates with the public enterprise "Dviratai", which unifies a great part of Kaunas cyclists' community.

It's a tradition to organize Kaunas Cyclists' Parade together (two times a year: April and September). During Kaunas Cyclists' Parade in April 2013 all participants were invited to join European Cycling Challenge. The success of Kaunas Official Team was that there were active cyclists who joined the volunteer group and helped to distribute leaflets for cyclists on the main bicycle paths in Kaunas center.

Tip n° 2: the role of the city team coordinator

It is very important, that city's team coordinator would be a bicycle lover and enthusiastic about ECC. It requires some extra efforts to keep participants inspired with ECC all May long! At the end of the Challenge local public event to reward Kaunas cyclists was organized in Town Hall Square.



Lille Métropole conurbation is France's 4th-largest urban conglomeration and brings 85 municipalities together (1, 1 million inhabitants). The objective for cycling, adopted by the Urban Mobility Plan in 2011, is to multiply the cycling practice by 5 (from 2% to 10% in 2020). We decided to take part into the ECC 2013 in order to promote cycling in a fun way. Targets were people who already cycle as well as beginners. The first target should insure us a good result, which is motivating and also showing everyone that cycling is possible in our city. But first of all, we hoped that such an operation, innovative and fun, would please occasional cyclists: the one who cycle one or two Sundays a year, but do not yet think using it on a daily basis!

Tip n° 1: find motivated sponsors and offer lots!

We wanted to offer lots to thank our participants and motivate people to register, even if they wouldn't cycle much. This has been made possible thanks to the sponsorship of an urban mobility shop (Altermove, part of Mobivia group). Lots were attractive: an electric bicycle, 2 other bicycles and other accessories were given. 3 categories could participate to the drawing lots: more than 10 km, more than 30 km, and more than 80 km in a month. This year we want to valorize more people who cycled a lot, maybe with a special gift for the firsts (more symbolic in order to avoid cheating, like a medal), and through higher levels (+50, +100, +200 km). Indeed it has been quite disappointing for people who had cycled a lot.

Tip n°2: find the most effective communication's canals to reach your targets!

We wanted to have access to massive and cheap communication canals. Again, this has been possible thanks to the participation of a partner, our delegate for public transport (Transpole). The public transport company accepted to put our communication on all busses, metro, tramway and self-service bicycle stations for free. 5 newsletters have been sent to their client's database: before, during and after the Challenge. Altermove put also large posters (8m²) and disseminated information about the initiative to their business partners, press and bloggers contacts. We also got in touch with a network of firms which are willing to get involved in sustainable development and mobility (réseau Alliances). Finally, the members of the local cyclist association (ADAV) took an active part to the

Challenge. For the next edition we want to get in touch with Universities and high schools, but also social centers.

Tips n°3: mobilize colleagues!

Lille Metropole was working on a Corporate Mobility Plan as we began ECC adventure. Therefore we decided to mobilize colleagues as much as possible, talking about it on our internal platform and offering some goodies. Our partners did it too, for example Altermove offered a special gift for their team member who would register the most km. They asked their team member to add the company name "Atermove" in their pseudonym. This is very useful because it allow us to get an insider point of view: what are the difficulties of participants of the challenge? What they find good, or not? For the next edition we would like to mobilize more companies, which would be able to mobilize their agents.

Others:

- Press conference with elected delegates
- Original creation for Lille Metropole's communication, declined into posters, stickers, etc.
- Posters, flyers and stickers sent to municipalities, associations, some shops, museums, swimming pools...
- Using social medias, mainly Facebook
- The project was on the home page of our official wesite and Facebook profile.

To be improved:

- Be clearer when explaining how to join (it is quite difficult for some people).
- Make manual registration of kilometers easier (better instruction of use for people who do every day the same route and have to register manually, we will maybe do a short tutorial)
- Capitalize more on results



In 2014 we promoted ECC mostly in two ways - first we collaborated with our local NGO and activists focused on cycling issues and second we attracted local media in frequent "warming up" public.

Tip n° 1: Cooperation with NGOs

As for cooperation with NGO'ses, we (the city council) provided them with all the visual stuff needed to promote the event among the cyclists, I mean all kind of leaflets, fliers, posters etc. Cycling activists are very good at spreading such materials in places we couldn't reach so fast (cycling shops and workshops, coffeshops). They also spread the news during few cycling events.

Tip n° 2: Collaboration of the press

We as the City attracted press to share the news in a rather frequent way. As local media are favorable towards cycling issues they would often ~remind~ via their websites, facebook fansites that the event is about to begin soon/or about to end soon so the city needs more kilometres to win.

In fact there wasn't much effort needed to make the event well known/heard before it started. We didn't have any 'extra' stalls on the streets. I also guess the heatmap was quite a big incentive for many people to get, so the news spreaded itself on different websites.

PADOVA



The proposed communication strategy is based on low-cost activities, thanks to the collaboration of bicycle-related stakeholders and some motivated volunteers. All material will be produced in-house: photocopies, promotion through social networks, participation to events with a stand and internal staff from the Municipality and volunteers.

An important consideration is how to communicate to convince people: the real challenge is to get involved, and it is more exciting if you are part of a team and you can contribute to let this team win the competition. Each one with his/her own possibilities.

Since people in this period are facing many other challenges, it is important to communicate in a positive and funny way, to stimulate positive emotions and love for cycling.

This is a selection of the activities made in 2013, improved and modified with the help provided by the stakeholders.

Tip n° 1: launch the ECC2014

The Challenge will be launched officially by the Vice-Mayor just before the “Yes we bike” event (6th April).

Tip n° 2: social networks

Create a Facebook Page “Padova Sfida in Bicicletta” and a Twitter profil “sfidabicipadova” dedicated to the ECC (in italian sfida = challenge and bici = bicycle). Manage the social area on the Endomondo webpage (as example see 2013 edition pages www.endomondo.com/challenges/9061077 www.endomondo.com/teams/9160014) to make cyclists feels close to the Team Staff and each other’s.

Tip n° 3: institutional promotion

The Challenge will be promote on the official and institutional website: Municipality of Padova (www.padovanet.it), Mobility Center, video on YouTube.

Some press releases have been planned: 1 before the May, 4 during May, 1 at the end of the Challenge, and 1 for the local award event.

Tip n° 4: promotional material

For the 2014 edition we have foreseen to produce internally the following material: standard flyers, A3 sheets, posters, slide to present the Challenge (before) and the results (after).

This material will be distributed along cycle-lanes, Municipality and Province of Padova offices, libraries, University, neighbouring Municipalities, bike-associations, bike-shops, Critical Mass, train station, bike parks, bike-sharing parks, schools.

It will be produced a short video and a manual to explain how to join the Challenge.

Tip n° 5: events



The ECC will be promoted during the “Yes we bike” event, that will take place on 6th April (pictures refer to 2013 edition).

Some happy hours will be organized during May.

Every Thursday ECC will be promoted during the “Run for Padova” events.

Tip n° 6: involve associations

Emails and promotional web-material will be sent to this associations and stakeholders: Mobility Managers of companies with more than 300 employees, Traders Associations, Students Associations, Environment related Associations, neighbouring Municipalities, Municipality and Province of Padova.

A specific meeting with the Mobility Managers will be organized to explain ECC in detail.

Tip n° 7: variable Message System

In the city of Padova some VMS are available. A short message will be shown to invite car-drivers to leave they car at home and use their bicycle.

TELŠIAI DISTRICT



Tip n° 1: Working group



There was created a working group of specialists in various fields. Project Coordinator was appointed Telsiai District Public Health Bureau. Telsiai district Mayor actively joined to the Project working group with his resources and solutions. After the

working group consulted on how to maximize participation in this project we have started to actively announce the initiative among young people on the Internet, social websites, on the radio, events, passed out invitations, posters, the initiative actively promoted local businesses and orienteering club cyclists.

Tip n°2: Symbolic label for participants



Every participant who joined the project was awarded with a symbolic label "RIDE FOR TELSIAI" and this label on their bikes was a notification to other cyclists that they are already involved in this challenge.

Tip n°3: Bike events

In each working day evening of May we organized mass bike rides, tours to interesting places of the Telsiai District and the surrounding area. Inhabitants had an opportunity to join mass picnic rides with lots of other cyclists and get a lot of good emotions, talk about interesting things among specialists in various fields, politicians and local celebrities. We asked a professional photographer to take pictures of participants constantly during the bike rides in the morning when we go to work or in



the afternoon when we go for dinner so it became a matter of fashion to see themselves in those photos among local newspapers and Facebook.

In the beginning of each bike ride, participants were introduced to the safe

traffic, with the duties and responsibilities of cyclists. Also when there were an opportunity a word about duties and responsibilities of cyclists pronounced and police officers who had accompanied the mass bike ride almost every time that the travels in streets were safe.

Tip n°4: Collaboration with the Police



Every day before the massive rides were given the opportunity to register your bike in the police bicycle registry, was given a sticker "REGISTERED IN POLICE", a unique number was engraved on the bicycle frame and there was made a record about the bike owner in the Police

Records book. Before each day ride participants could weigh on the special scales and know: body fat percentage, muscle mass, BMI, the amount of fluid in the body, metabolic age, the amount of calories needed per day and inner fat level. Public health bureau specialists were recording obtained results and there was given a comment to participant about the overall perception of body composition and there was given recommendations to every participant how to improve your health.

Tip n°5: Discount for participants

City residents to join the initiative were attracting and special discounts that were granted ONLY to the challenge participants: Discounts for bike accessories, helmets, gloves, bags; Discounts for refreshing juice cocktails and juices in various city cafe shops.

Tip n°6: Collaboration with schools, institutions, business

Challenge was launched on 1 May - Mayor together with large groups of cyclists gave the start to this initiative and makes it available to city residents gathered in the international Labor Day celebration. We putted together for this common goal: schools, public institutions, municipal institutions, business and city residents. There were also some nominations and prizes for participating in the challenge and riding a bike to work, school, to meet friends and etc. We announced nominations for: Best cycling institution; Best cycling community; Best cycling citizen. And of course prizes: bicycle racks and special bicycle watches, Top 20 cyclists most cycled kilometers through the month of May were given commemorative gifts and gratitude to the Mayor.

Tip n°7: Final event



European Cycling Challenge final event, awards and a thank you concert was “Best cyclist election 2014” on May 30. The main event goal - to promote the bicycle as a green vehicle use, to draw public attention to the importance of bicycle safety and develop safe cycling skills. Competition forces and ability to control the bike, as well as theoretical and practical knowledge about traffic safety and traffic rules tested 75 participants who were divided into four age groups. After

summing up the results of the competition, a Brass Band made a performance to the townspeople and participants. An artistic program drew attention to road safety rules. After this event awards were awarded the winners of ECC2014 - Best cycling institution; Best cycling community; Best cycling citizen; Top 20 cyclists.

WARSAW



Tip n° 1: Advertising campaign



We printed 5000 leaflets, 3 large roll-ups and showed video spots in the public transport fleet that promoted ECC among the inhabitants of Warsaw.

Leaflets were handed out during external events, in public transport info points etc.

Tip n° 2: Cycling breakfasts and lunches

We organized 2 cycling breakfasts and 4 lunches in major cycling locations. We handed out altogether hundreds of donuts and apples (breakfasts) and sandwiches (lunches) and informed them about ECC. The feedback from cyclists was very positive.



Tip n° 3: Cycling shirts as prizes for team members



After the challenge, we ordered and printed 100 special shirts for cyclists with the logo of Warsaw end ECC. The shirts were handed out with in the first round to the top 100 team members who cycled the most during ECC, and then after two weeks to any team member. The action had a very positive feedback.

Tip n° 4: After the Challenge

Already after ECC in June we had 2 actions: handing out bicycle lights to cyclists who didn't have any. The action was held together with the municipal police.





Here are the few activities done in Wrocław to promote ECC:

Tip n° 1: Social network

Facebook:

- a fanpage launched already in April - general promotion of city cycling in Wrocław (as part of the cycling campaign in the city) - cheering/posting pictures (e.g. showing that cycling in rain is possible/fun etc.)
- an event on Facebook to remind about the sign-ups (individual and teams)/using the app
- posting pictures of company teams

Tip n° 2: Cooperation with Stakeholders

Cooperation with *companies* - we contacted the companies through our private channels but also through the city and other (e.g. Wrocław Agglomeration Development Agency has sent out an e-mail on our behalf to inform the companies who cooperate with them)

Cooperation with *schools* - through the municipality

Tip n° 3: Advertising campaign

Posters - we have distributed around 1000 posters to the companies (they had to additionally sign up for them) and schools to inform about ECC

Photo campaign - on billboards/in trams/internet - connected to the city campaign - promotion of cycling in general

Wrocław has organized an *internal competition between the companies* and universities for:

- the Best Cycling Company
- the Best Cycling higher school

- the Best Cycling student
- the Best Cycling employee

with prizes (e.g. good bike locks, bicycle baskets, other gadgets connected to cycling in the city and the person that cycled the most km in the city got a bike).

During the *awarding gala* the city officials (amongst the others the city mayor and cycling officer) were handing in the diplomas and main prizes. The rest of the prizes were delivered to the companies.

Tip n° 4: Press release

During the whole month we were informing the local media about the campaign and ECC (interviews in the radio/tv/newspapers).