CITY CYCLING

How one campaign can function as a communication, citizen participation and planning tool
CITY CYCLING
OVERVIEW

CITY CYCLING
Cycling for a better climate

RADAR

MOVEBIS
WHAT IS IT ALL ABOUT?

International campaign for local authorities to promote cycling

Competition between municipalities on the highest level and their teams on the local level
More people cycle more often!
HOW IT WORKS

Campaign period
1 May to 30 Sept. (until 31 Oct. in 2020)

CITY CYCLING in municipality
on 21 consecutive days

Kilometres can be recorded online or tracked using the CITY CYCLING app

Local authority implements the campaign locally
TARGET GROUP
POLITICAL DECISION-MAKERS

Take the “handlebar perspective”
Demonstrate proximity to citizens
Cycle to set an example
Understand cyclists as voters
Political pressure from citizens
TARGET GROUP
POLITICAL DECISION-MAKERS

Positive
“brainwashing”
SERVICES
FOR MUNICIPALITIES

Subpage on city-cycling.org

Materials to prepare and organise the local campaign

PR materials and (print) templates to implement the campaign

Giveaways for local promotion
SERVICES
FOR MUNICIPALITIES

Materials to prepare and organise the local campaign

PR materials and (print) templates to implement the campaign

Giveaways for local promotion

Make participation as easy as possible
WHY A REPORTING PLATFORM?

Use the **swarm intelligence** of the “**real experts**”
WHY A REPORTING PLATFORM?

Active participation of citizens in exchange with local authorities

- Cyclists’ concerns are taken seriously
- Local authorities demonstrate their commitment to cycling transparently

→ Effective, self-explanatory and easy-to-use tool for cyclists and local authorities/administration
More people cycle more often thanks to the improved cycling infrastructure.
THEREFORE
RADar!

Municipal planning instrument for infrastructure measures

Citizen participation instrument
• Submission of reports online or via the app
• Local authorities can contact cyclists directly – and vice versa

Optional use by municipalities participating in CITY CYCLING – at no extra cost!
CITY CYCLING RADar! & MOVEBIS

ALL-IN-ONE: COMMUNICATION, PLANNING AND CITIZEN PARTICIPATION TOOL
THANKS!

Contact

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