



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

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Departamento de Movilidad y
Ordenación del Territorio



ORAIN
MUGIKORTASUNA

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



The programme: structure

HOY ME TOCA A MI

Izan ere, batzuetan, eguna norberarentzat gorde behar dun...
Porque hay veces que hay que reservarse el día para una misma...

Nahi badun, hator gurekin bizikletan ibiltzera!
¡Ven a andar en bici con nosotras!

GAUR, NIRE TXANDA DUN

BIZIKLETA-IKASTAROAK EMAKUMEENTZAT
CURSOS DE HABILIDAD CON LA BICI PARA MUJERES

Dahainik, balia plaza mugatuak.
Gratis, pero plazas limitadas.

UZTAILAK 14 JULIO | Larunbata / sábado

> Donostia
Hiriko bizikletako eta mendiko bizikletako oinarritako ikastaroa / Curso básico de bici urbana y de bici de montaña

> Tolosa
Mendiko bizikletako ikastaro aurreratua / Curso avanzado con bici de montaña

ABUZTUAK 4 AGOSTO | Larunbata / sábado

> Irun
Mendiko bizikletako ikastaro aurreratua / Curso avanzado de bici de montaña

EMAKUMEEN BIZIKLETA-IRTEERA, BIDE BERDEETAN BARRENA
SALIDA DE MUJERES EN BICI POR VÍAS VERDES

Oinarritako mekanikako ikastaroa, bidean, eta bazkaria, biak barne.
Con curso de mecánica básica en ruta y almuerzo incluidos.

UZTAILAK 15 JULIO | Igandea / domingo

> Irun
Bide Berdea / Via Verde: **Bidasoa.**

ABUZTUAK 5 AGOSTO | Igandea / domingo

> Andoain
Bide Berdea / Via Verde: **Plazaola.**

IRAILAK 16 SEPTIEMBRE | Igandea / domingo

> Errenteria
Bide Berdea / Via Verde: **Arditurri.**

IZENA EMATEKO, EDO ARGIBIDE GEHIAGORAKO PARA APUNTARTE O MAS INFORMACIÓN
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ANIMATU! Hator hi bakarrik, edo ekar itzan lagunak!
¡ANÍMATE! ¡Ven sola o con amigas!

Bizikume
Gipuzkoako Foru Alkartasuna
ORIAN MUGIKORTASUNA
Kalapie

- × 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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