



Tips & Tricks on behaviour change
Vincent Meerschaert
Velo-City 2017



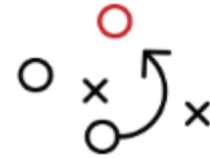
European projects



Company transport
plan



Parking



Mobility planning



Participation & Raising
awareness



Relocation assistance



Cycling



Mobility budget and
taxation



Freight transport and
logistics



Mobility and spatial
planning

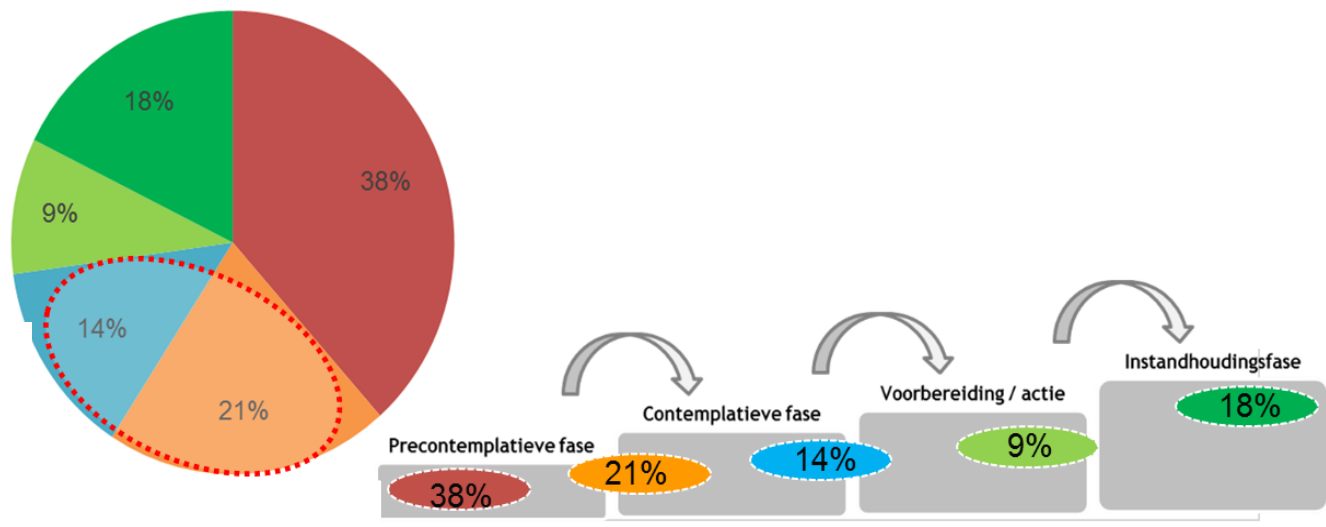
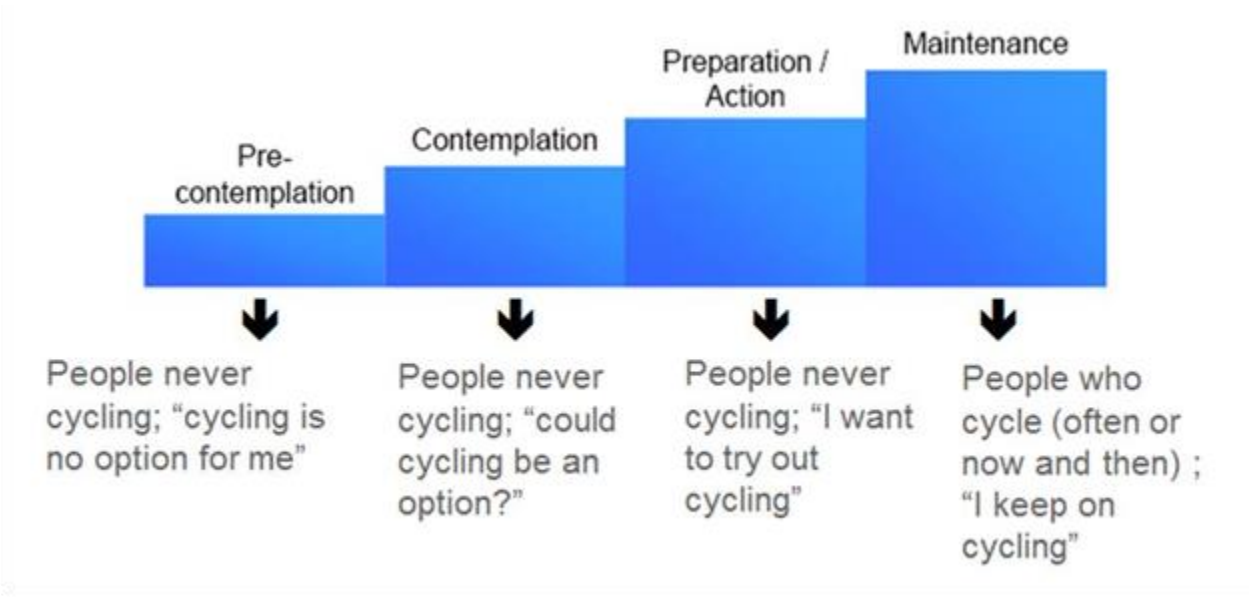


Collective transport



Road safety & less
nuisance during road
works

MaxSem-model





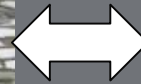
enlighten
enthuse
encourage
exemplify
enable
engage
experience

“Awareness raising is a form of communication aimed at influencing one’s behavior. It is more than only informing people. The aim is to encourage people to voluntarily change their behavior”

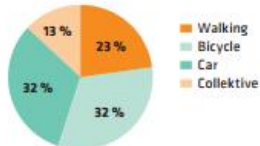
moment marketing



be credible



13 FACTS ABOUT THE CITY OF CYCLISTS



Supermarket and street level shop turnover broken down according to transport mode in %. Customers on bicycle at these businesses account for an annual turnover of DKK 15.4 billion in Copenhagen.



DKK 5 million

Is what the new bicycle bridge The Bicycle Serpent annually saves its many users measured in time saved. The bridge will have paid its way within 7 years.

2,800 years

Is how long it would take statistically to cycle to work before having an accident.

31 times

Around the world. That's how much people cycle every day in Copenhagen.

DKK 1 billion

Have been invested in the cycling city since 2005.

30%

Reduction in the fatality rate for adults who cycle daily to work or education

1 minute

Is the amount of time saved on an average journey 5 km compared to 2

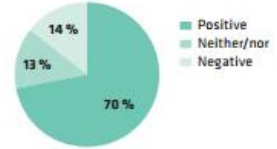


Of all families with two or more children have a cargo bike or a bicycle trailer.

show the results

10,000-20,000 T

CO₂/year is what will be saved additionally if the target of 50% cycled commuter journeys by 2025 is achieved.

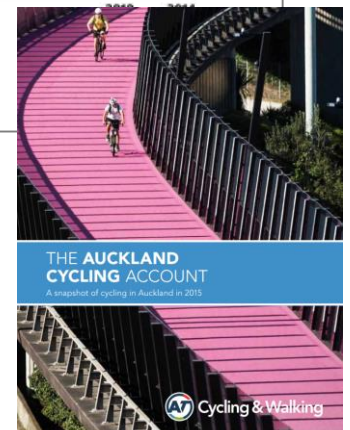
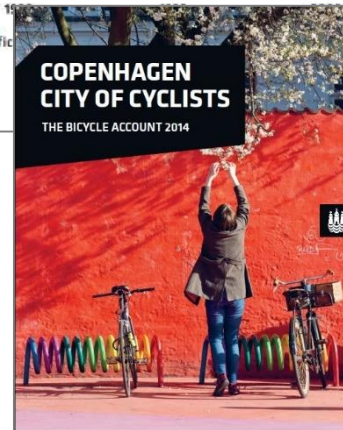
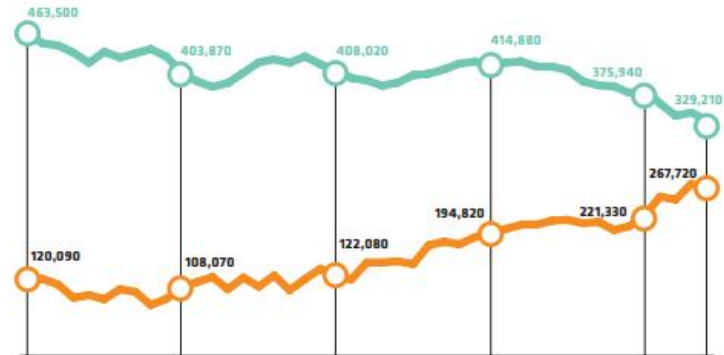


4 out of 5

Copenhagen households have access to a bicycle.

Copenhagens who think cycling affects urban life and atmosphere

TRAFFIC ENTERING IN AND OUT OF THE CITY CENTER (24 HOUR WEEKDAY TRAFFIC 1970 - 2014)



friendly competition

#200FOR200

TAKE THE CHALLENGE:
www.200for200.bike

**1. RIDE
200K**


**2. RAISE
\$200**

**3. CHALLENGE
2 FRIENDS**




☺ works

BIKE vs **CAR**



**RUNS ON FAT
AND SAVES
YOU MONEY**



**RUNS ON MONEY
AND MAKES
YOU FAT**

Put The Fun

BETWEEN YOUR LEGS!

**LET'S HAVE A MOMENT
OF SILENCE FOR ALL
THOSE WHO ARE STUCK IN
TRAFFIC ON THEIR WAY TO
THE GYM TO RIDE
STATIONARY BICYCLES.**



No Ridiculous Car Trips, Malmö

look for the unusual suspects

DIALOOG

VOKA Oost-Vlaanderen
en FIETSERSBOND Gent
in dialoog over het
Mobiliteitsplan

Dat de werkgeversorganisatie Voka Oost-Vlaanderen en de Gentse Fietsersbond elk hun eigen visie hebben op mobiliteit, lijkt te verwachten. Maar nog voor het gesprek start, zegt Geert Moerman van Voka dat hij vorig jaar meer dan 10.000 km met de fiets aflegde, waarvan de helft woon-werkverkeer. Hiermee is de toon meteen gezet.

Geert Moerman van Voka en Yves De Bruyckere van de Gentse Fietsersbond hebben wel meer gemeen met elkaar. Ze vinden allebei dat er minder doorgaand verkeer door de binnenstad moet rijden en dat het Circulatieplan constant moet worden geëvalueerd en waar nodig bijgesteld. En ook over de verdere uitbouw van het openbaar vervoer is er geen discussie. Tot zover de raakpunten.



Geert Moerman, Voka Oost-Vlaanderen

Yves De Bruyckere, Fietsersbond Gent

“We roepen ook bedrijven op om zich duurzamer te verplaatsen.”

“Het is en blijft een gematigd en autovriendelijk plan, toch?”

what about these guys ?



what's in it for me ?



**Don't carry
Christmas
with you
all year.
Cycle for fitness.**

Did you know at peak times it can be quicker to cycle in Worcester than to drive? You'll find the proof of the pudding in the pedalling.

SOURCE: SOCIAL DATA 2009



Worcester
Choose how you move

www.worcestershire.gov.uk/choose

TRAVEL LINK



worcestershire
council

provide personalised travel advise



PTP-Cycle

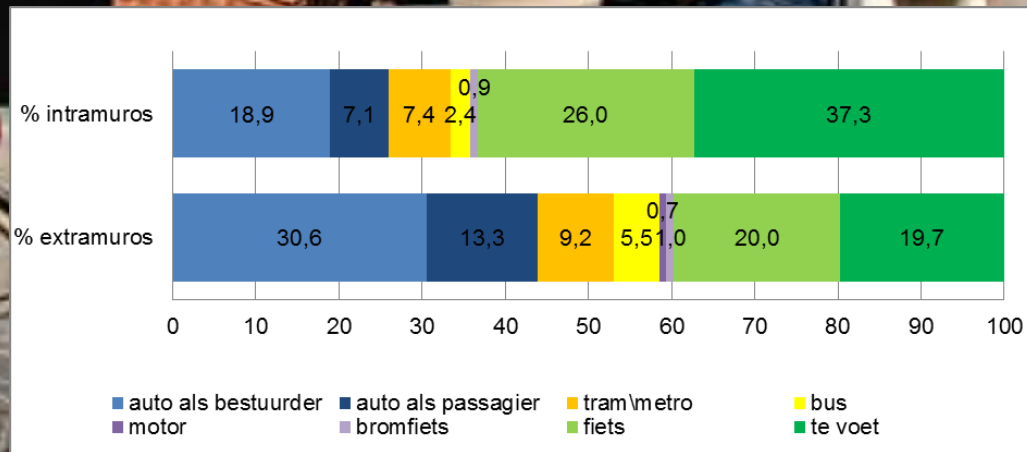
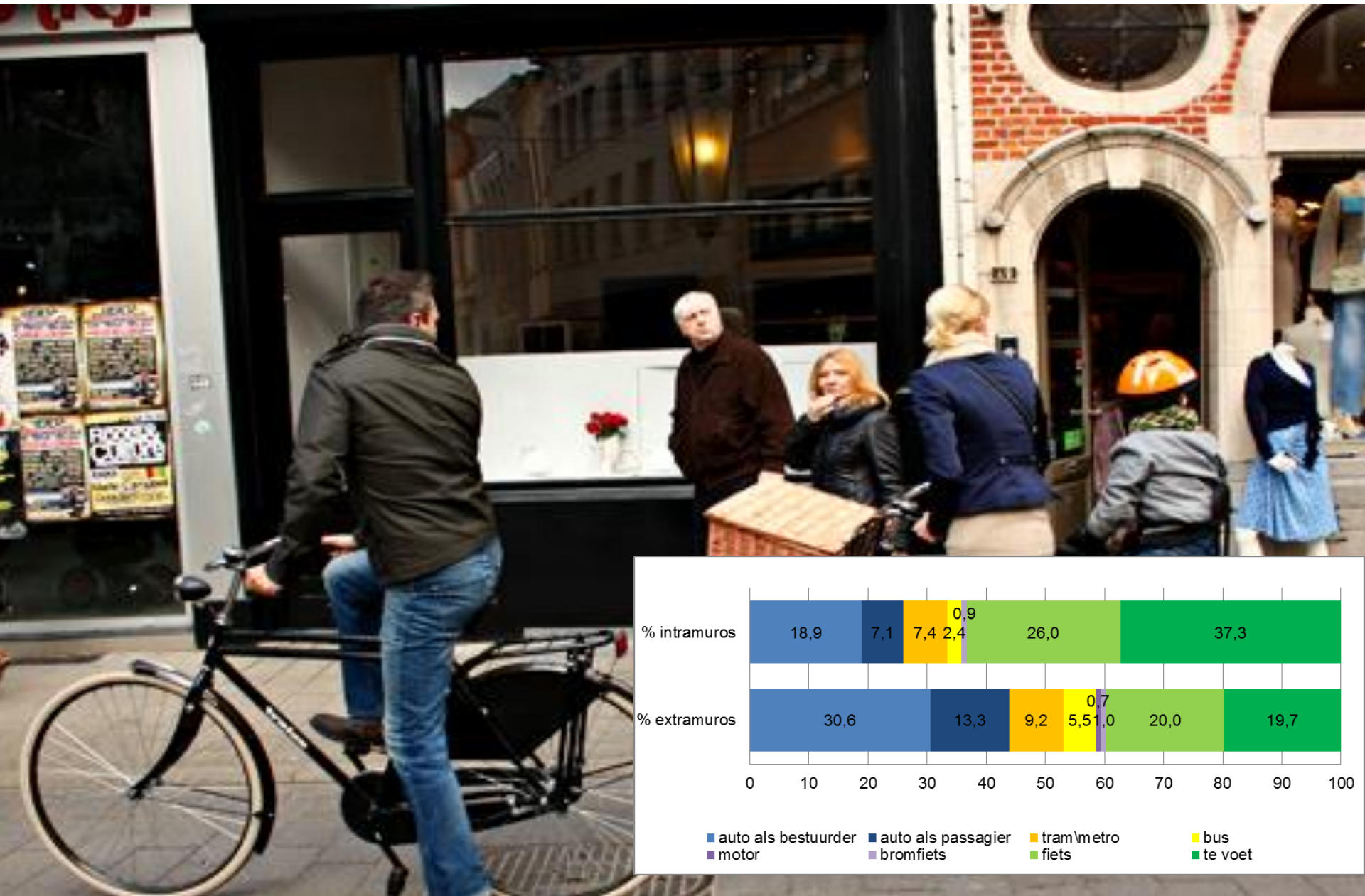
PERSONALISED TRAVEL
PLANNING FOR CYCLING

<http://ptpcycle-europe.eu>

change the default



show the default



let car commercials be an inspiration



even car addicts love cyclists



www.pinkbike.com/video/355781/

Thanks for your attention and keep on cycling!



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