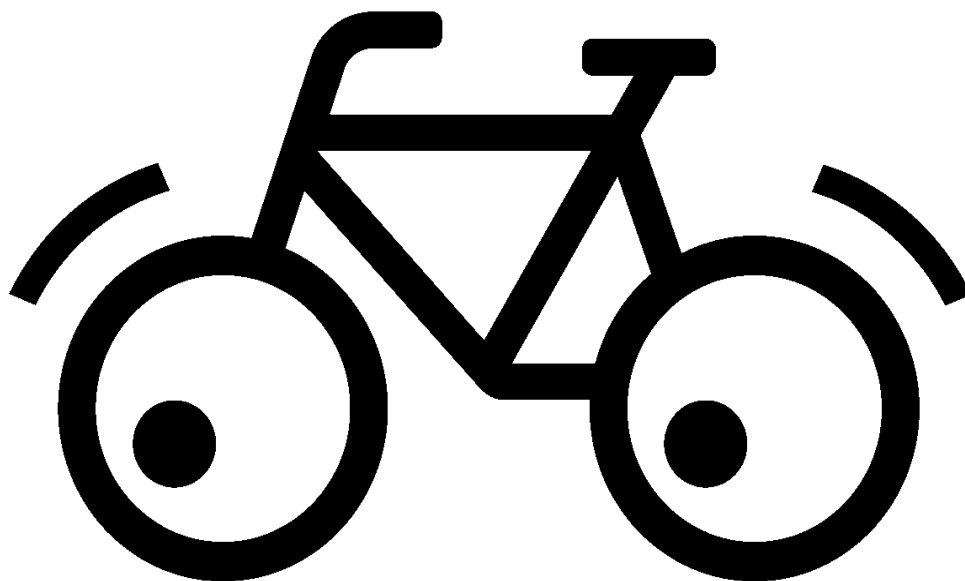


BEST PRACTICE EXAMPLES OF SAFE CYCLING IN EUROPE



SLOVENIAN
TRAFFIC SAFETY
AGENCY

Ljubljana, April 2014

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INTRODUCTION

This paper presents an overview of some of the best practices and interesting measures of improving the safety of cyclists and generally improving conditions for cycling. Examples are mainly from cycling more developed countries, such as Denmark, Netherlands, United Kingdom and others, but can also spread to other European countries, which are still developing in the field of cycling infrastructure and improved conditions for cyclists. An overview of best practices can raise awareness among the ROSEE project partners and the wider interested public about activities and measures in the field of provision of safe cycling and possibly give the idea for the further development and promotion of safe cycling in cycling less developed countries. The document includes examples of good practice from the aspect of reducing negative outcomes of road crashes and the aspect of avoiding road crashes in the first place. The examples in the document cover the areas of engineering and planning measures, education and training, encouragement and promotion and other examples of best practice.

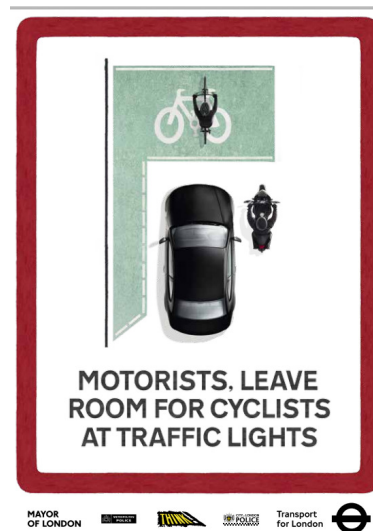


Source: Slovenian Traffic Safety Agency

1. ENGINEERING AND PLANNING MEASURES

1.1 Bike box or advanced stop line

Bike boxes (or advanced stop lines) may be established at signalized intersections by painting the cycle symbol in front of the motorist stop line in turning lanes. Bike boxes help drivers and cyclists by providing an area for cyclists to wait in front of traffic when the lights are red. Cyclists in this area are more easily visible to other drivers and they have space to move off when the lights turn green. At intersections, cars must stop at a first line further back, while cyclists may proceed to a stop line closer to the intersection. Cyclists are encouraged to occupy the space in front of the waiting cars (at the bike box) until the light turns green. Bike boxes are usually attached to bike lanes. In fact, at intersections, cyclists on right are in the most dangerous place to be. When the light is red, cyclists approaching the intersection may stop directly to the right of vehicles stopped in the rightmost car lane. This is a blind spot for large trucks, and even drivers of small cars might not see them if they don't happen to glance in that direction. If a motor vehicle unexpectedly turns right when the light turns green, a disastrous collision may result. A bike box brings cyclists forward, into the driver's line of sight, and gives cyclists an opportunity to get safely across an intersection ahead of drivers.



Source: <http://www.tfl.gov.uk/assets/downloads/roadusers/driver-cyclist-tips.pdf>



Source: Collection of cycling concepts 2012



Source: <http://www.eaglewheel.us/european.htm>

<http://www.rosee-project.eu>

1.2 Sharrow

Sharrow is shared lane marking and comes from the expression „share the road“. Sharrow is an innovative approach and represents shared space for cyclists together with motorized traffic. It is indicated by a traffic sign and road marking, which is placed in the center of a lane. This marking indicates that a cyclist may use the full lane and are not pushed to the side. Sharrow firstly appeared in United States of America. A symbol for sharrow was invented in 1993 in city of Denver within Denver Bicycle Master Plan. In 2004, there was an experiment in San Francisco called shared lane markings. After that, in the period between 2008 and 2010 a considerable number of such projects across USA, Canada and Australia were conducted. In 2011, sharrow also came to Europe – in Netherlands and in Czech Republic and now also in Slovenia. Sharrow indicated by traffic sign and road marking alerts the drivers to watch out for cyclists. Additionally, cyclists can avoid the zone of open car doors. This new and innovative approach for cyclists is appropriate for narrow streets with lack of space for cycle track. Cyclists have enough space for riding a bike without cars driving right beside them. Secondly, cyclists also can avoid holes, dirt and poor pavement at the side of a road. Drivers and passengers in cars also can't knock down cyclists by opening doors of a car. And most important, drivers can't overlook cyclists in the middle of a lane and cyclists can't be ignored by drivers. In practice, sharrow means that drivers have to slow down and allow cyclists to ride in front of them.



Source: Slovenian Traffic Safety Agency

1.3 Fahrradstrassen – eng. cycle streets (Germany)

Fahrradstrassen or cycle streets are roads only for cyclists where cars can be allowed by an extra sign. Cyclists may cycle together and may not be overtaken. A cycle street is a road designed that cyclists dominate visually and motorized traffic is tolerated as a guest. A cycle street looks like street-wide cycle track on which motorized traffic is allowed. According to regulations, a cycle street is a mixed traffic road. It can be considered on main cycling routes on local roads. Within built-up areas, cycle streets should only be considered for main cycling routes (more than 2000 cyclists/day) and with low traffic speeds (less than 30 km/h). Outside the built-up area, they can be considered with speeds up to 60 km/h, but at very low traffic intensities.



Source: <http://www.fahrradland-bw.de/>
Source: <http://www.adfc-bw.de/>

1.4 Shared bus and cycle lanes

Bus/cycle lanes can strengthen the network with additional shortcuts, but only at low speeds, on short sections and with careful design to ensure safety. Bus/cycle lanes are easy and inexpensive to implement. They are also a highly visible way of giving cyclists privileges over other traffic.



BICYCLE-BUS LANE: Located in Paris. The sign on the curb specifies hours when deliveries are allowed as long as the trucks pull halfway onto the sidewalk.

Source: <http://www.dbarchitect.com/>



Cyclists and buses, but not cars, share the area around this bus terminal. It works since the speed limit is low. Aalborg.

Collection of cycle concepts 2012

Source:

1.5 Cycling highways

Cycle highways give cyclists a safe, smooth ride and eliminate as many stops as possible in connecting city center with the suburban towns. In addition to the stripes painted on the asphalt that indicate the route, cyclists can also enjoy amenities such as air pumps, safer intersections and traffic lights timed to average cycling speed, reducing the number of stops. The initiatives are intended as a way

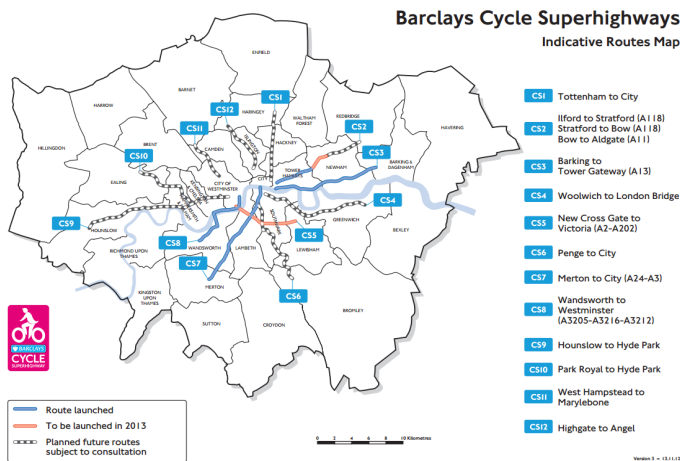


to encourage more commuters to travel by bicycle, even if their commutes are longer than 10 km. For example, in Copenhagen the network is still in construction and it will increase the number of cycle lanes in Greater Copenhagen by 15 percent and is predicted to reduce public expenditure by EUR 40.3 million annually thanks to improved health.

Source: <http://denmark.dk/en/green-living/bicycle-culture/cycle-super-highway/>

<http://www.rose-project.eu>

Cycling highways are also known in UK as Barclays Cycle Superhighways. Barclays Cycle Superhighways are cycle routes running from outer London into and across central London. They give you safer, faster and more direct journeys into the city and could be your best and quickest way to get to work. Four have launched, with a further eight to be introduced by 2016.



1.6A bike roundabout (Netherlands)

An unusual bike roundabout has been recently put to use in Zwolle. Cyclists can use it all the way, car drivers only partial. Cyclists can use the entire roundabout, while motorized traffic can only proceed straight ahead or to the right because a median strip (shown in green) prevents making a left turn.

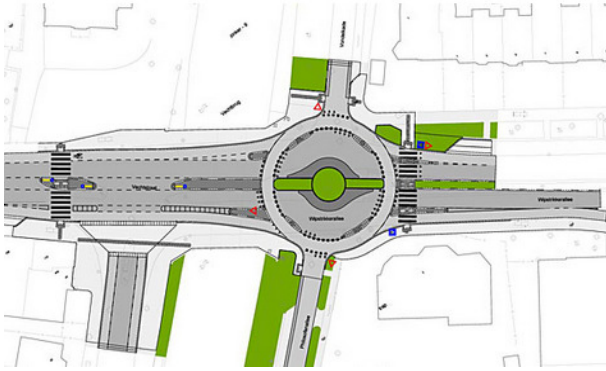
Before:



After:



Source: <https://bicycledutch.wordpress.com>



Source: <http://www.fietsberaad.nl/>

1.7 Accommodating for cyclists during roadwork (Denmark)

Maintaining the quality of the infrastructure in cities is a necessity and, as everyone has experienced, roadwork cause traffic congestion and delays. In Copenhagen, there are rules that apply to bicycle network during situations with roadwork or construction. Detours have to be properly signed and the signs have to clearly indicate how cyclists should react. Detours which are not properly marked can make cyclists react unpredictable or even break traffic rules.



Source: www.copenhagize.com

1.8 Spherical road hump without any vertical hazards for cyclists

In Denmark it was found that cyclists were crashing with sign posts, bollards etc. which were put up as part of traffic calming scheme. Spherical road hump is a good example how to ensure that the deployment of speed reduction devices, signage and other traffic calming measures does not create new hazards to cyclists in traffic calmed zones.



Source: Cycling, Health and Safety, OECD 2013

1.9 Cyclist counter

A cyclist counter records how many cyclists pass the counter each day. In addition to giving the authorities important trend data on the number of cyclists, installing equipment such as cyclist counters sends a signal to cyclists that it makes a difference whether they cycle or drive a car. To the cyclists the information about how many other cyclists have previously passed a certain spot that day shows that they are not alone and that they are part of a community.

The counter registers the cyclists with a sensor line – a loop in the asphalt on the bike lane, just a few meters in front of the counter. With a SIM-card in the counter the information is automatically sent to the website. The counter only registers cyclists on one side of the street, you can double the numbers up to estimate how many cyclists use both directions. Cyclist counter has to be installed on a cycling path with heavy cyclist traffic, where a lot of cyclists pass each day.



Source: www.delo.si

This kind of infrastructure improvement is devoted to promotion of cycling and increasing bicycle use and is immediately enjoyed by the cyclist. The cyclist counter represents the integration of

infrastructure and public data in a way that is transparent, interactive and even fun for citizens and it shows them that they count. It has the effect of making one feel counted as a valued member of society while sending a clear signal to the larger community that cycling is a priority.



Source: <http://www.treehugger.com/>



Source: www.cyclist.ie

1.10 Intelligent sensors

Copenhagen is about to start testing a new system of diode lights aimed at reducing the danger of bike-vehicle collisions at four particularly dangerous intersections. Blinking diodes are placed in the asphalt on the final stretch towards the intersection and, when a cyclist passes a sensor, the lights start to blink and warn drivers to the fact that a cyclist is present. By implementing such systems on intersections, safety of cyclists can be improved, particularly in terms of preventing road accidents caused by blind spots.



Source: www.copenhagenize.com

1.11 Traffic lights for cyclists (Denmark)

<http://www.rosee-project.eu>

At intersections in Copenhagen there are traffic lights specifically designed for bicycles. These traffic lights are usually on the right side of the typical traffic light. The light timing is staggered so that cyclists can get a head start before the cars when heading across an intersection.



Source: <http://cycleguide.dk/>

1.12 Sustainable LED lightning system for bicycle path

The LED lane lights, as they're called, are located on the last stretch of bike lanes leading up to a busy intersection. They operate through sensors under the asphalt. When cyclists are registered, the lights start flashing and alerting turning vehicles to the presence of cyclists.



Cycle path lighting

CO2 neutral
1/10 of installation costs
1/3 of running costs

Photo: Pablo Celis

Source: <http://www.gevekoits.dk/>



Source: www.copenhagenize.com

Normally, lighting with traditional technologies costs more than 40 euro per meter, but it is possible to solve the problem with LED-Mark based on solar-cell technology at 1/10 of the cost of threaded technologies. Each LED-Mark consists of an LED (light emitting diode), solar cells and rechargeable batteries. Over the day, the batteries are recharged, and after dark the unit turns itself on via simple built-in controls. When cycle paths are not lighted, the cyclists are very tense, whereas the light makes them feel safe. Due to the varying quality of cycle lights this type of lighting is considerably better than reflective road marking.

1.13 Lane lights and green wave (Denmark)

The aim of green wave is the timing of signals to allow cyclists to maintain travel speed and stop less often. Lane lights were invented to help cyclists keep up a steady rhythm in relation to traffic signals (for example 15-16 km/h), and in some situations advise them to reduce speed so as not to have to come to a full stop on red. Lane lights show the optimal speed for steady cycling, even when this is under cyclists' average speed.



Source: <http://www.swarco.com/danmark-en/Products-Services/Modern-cities/Bike/GREEN-WAVE>

1.14 Traffic Eye Zürich

Traffic Eye Zürich is the traffic light system which favors cyclists with a head start when it detects their presence. To prevent conflicts between trams, busses and other traffic on intersections, bicycles get green before public transport in order to increase the safety and comfort of the cyclist. Extra green is only given when cyclists are detected to ensure optimal use of the intersection.



Source: <http://www.mobycon.com/>

1.15 Daytime running lights on bicycles

New types of bicycle lights – permanently fixed to the bike, powered by magnetic induction from magnets fixed to the spokes have made daytime running lights on bicycles a realistic option. The safety effect of daytime running lights on bicycles was tested in a Danish study. The main result was that use of daytime running lights was associated with a reduction of the number of crashes by more than 30%. The number of related crashes (crashes in daylight and with a counterpart) decreased by 50% approximately.



Source: Cycling, Health and Safety, OECD 2013

2. EDUCATION AND TRAINING

2.1 Safer lorries, safer cycling (London, UK)

The initiative slogan is: “No more lethal lorries”. It includes lorry driver cycle-awareness training, encouraging local authorities to use only best contractors and sub-contractors in terms of road safety and buying the safest lorry fleet.

2.2 Promotion of cycling for elderly / young people

- Agewell on wheels project (London, UK)

The scheme is aimed at the people over 50 years old, helping and encouraging them to get back on their bikes.

- Bicycle training for older people (Graz, Austria)

The key goals of this training are to show older people the joy of cycling, increase their knowledge of road safety issues and bicycle technology, and help them to undertake smaller workouts to stay fit and mobile. It includes 4 modules: physical workout, road safety, bicycle technique and practical part of training.

- Guided cycle trips (Odense, Denmark)

The City of Odense wanted to encourage older people to continue cycling by arranging guided cycle trips to different places in Odense. The cycle captains were defined as people who were at least 55 years old. Furthermore, all trips were planned together with the captains. The trips were announced in the local newspaper, magazines and web pages targeted at older people. Further, posters and brochures were distributed to organizations representing older people, sport clubs etc. In the planning phase the cycle captains among other things participated on a first aid course, learned about cycling in larger groups including safety and participated in an information meeting about cycle planning.

- Older people cycling training scheme (Munich, Germany)

The major goal of the training courses is to make older people enjoy every day cycling once again. They should be trained for critical situations in traffic and overcome inhibitions towards alternative bikes. Within this scheme several training courses were developed for older people.

- Cycle to school partnerships (UK)

The aims of these schemes are to improve the safety of cycle routes to schools, increase the number of pupils who cycle to school and other educational establishments, and create a cycling culture among pupils from a young age. Partnerships involve four or more schools

within the same geographic area. A strong partnership will include appropriate supporting measures to promote, encourage and provide people with the skills, knowledge and confidence to cycle. Most of the funding is allocated to cycle infrastructure improvements linking schools to each other, local facilities and their catchment areas.

- **Cycling competition “What do you know about traffic” (Slovenia)**

Slovenian Traffic Safety Agency organizes a national competition “What do you know about traffic”, which is a continuation of schools and regional competitions across Slovenia. Children (cyclists and drivers of mopeds) test their theoretical knowledge of traffic rules, driving skills on polygon and practical driving in real traffic situations. The aim of this sort of competition is to encourage children to compete in knowledge and safe behaviour in traffic. The competition also means additional incentive to learn traffic rules and developing safe driving skills in broad number of involved children.

3. ENCOURAGEMENT AND PROMOTION

3.1 Love London, go Dutch campaign (London, UK)

The aim of the campaign was to make the streets of London more liveable for everyone by making them safe and inviting for cycling. The campaign took place in the weeks before the mayoral election in 2012, where the five leading candidates promised to implement three Go Dutch commitments, starting the move towards installing continental-standard cycling infrastructure in the capital. 40,000 people signed the petition: "We want the mayoral candidates to pledge to make London more liveable for everyone by making our streets as safe and inviting for cycling as they are in Holland". The activities of the campaign were:

- 30,000 readers having formally registered their support for the campaign;
- 1,700 letters sent to MPs;
- Public declarations of support by prominent athletes and politicians including British Prime Minister, London Mayor as well as other candidates in for the 2012 mayoral election;
- The holding of a February Parliamentary debate concerning the campaign drew 77 MPs from all major parties;
- A letter sent to all local councils in Britain by Transport Minister and Road Safety Minister.

Love London, Go Dutch



Source: <http://lcc.org.uk/pages/go-dutch>

Within the campaign key principles were advocated: **1. Safety first:** Londoners young or old, occasional cyclists or experienced ones, will be safe, and will feel safe cycling on main roads. **2. Best practice:** Londoners will benefit from the best available know-how in street design, public education and rules of the road, whether using best-practice from the Continent or home-grown. **3. Adaptability:** Londoners will benefit from every infrastructure and non-physical solution to make our main roads 'Go Dutch', tailoring solutions to circumstances. **4. Easy passage:** Londoner's will enjoy clear and hassle-free passage throughout our city by bike. **5. Calm junctions:** Londoners will be able to negotiate all junctions safely and conveniently whether cycling or walking. **6. Harmony with pedestrians:** Londoners will be able to choose to cycle or walk to their destinations without impeding each other. **7. Harmony with public transport:** Londoners will be able to safely cycle or use public transport alongside each other, and switch easily between the two. **8. Quality of life:** Londoners from all walks of life will be able to enjoy cycling on main roads, which will be improved to make them more pleasant and attractive places for everyone. **9. Commitment:** Londoners will have

cycling facilities that are properly managed and maintained. **10. Engagement:** Londoners will be consulted about the way their local main roads should 'Go Dutch'.

3.2 SlowUp campaign (Switzerland)

SlowUps are motorized-traffic-free experience days and promote the pleasure of exercise with cycling and skating. For these events, 30 km of roads in an attractive landscape are closed to motorized traffic for a day. A varied fringe programme along the route ensures a festive mood for young and old, groups and families etc. The SlowUp idea has resulted in a series of national events, one of the largest in terms of the number of active participants. Some 500,000 people take part every year.




3.3 London cycling guides

London cycling guides are free maps to help cyclists, of which several million have been given out in the last decade. You can get a map showing recommended cycle routes for every part of London.

Each guide includes...

- Signed cycle routes
- Quieter and less busy routes
- Greenways through parks and along canals
- Stations with cycle parking
- Barclays Cycle Superhighways

A small image of a London cycling guide map, showing a route through the city with various landmarks and green spaces.

Source: <https://www.tfl.gov.uk/roadusers/cycling/11682.aspx>

3.4 Cycle Copenhagen application (Denmark)

Cycle route planners can simplify cycling, making it more accessible to daily cyclists and tourists. Cycle route planners are also known as journey planners or trip planners. They are developed for several different platforms, not merely the internet, but also smart phones. For example it shows the shortest and safest route and includes many fixed destinations.



Source: <http://www.cyclecopenhagen.dk/cc/master.php>

3.5 Biking boroughs (UK)

<http://www.rose-project.eu>

Biking Boroughs were introduced to promote role models for other communities, developing a range of projects to help people take to their bikes. In the first phase, TfL (Transport for London) provided funding for 13 London boroughs to help them develop Biking Borough action plans. The second phase of the programme saw more boroughs learning from these pilots and developing their own action plans to create a radical change in the approach to cycling. Some of the implemented activities: workplace/school travel planning; cycle events in the borough; awareness campaigns; high quality, targeted cycle training programme in the borough; network of quiet routes; provision of cycling facilities at key locations; traffic restraint and speed reduction measures; improved evaluation and monitoring; working with local press/media etc.

3.6 Cities fit for cycling: The Times campaign (UK)



Source: www.thetimes.co.uk/tto/public/cyclesafety/

The campaign was launched in February 2012 with an eight-point manifesto for safer cycling, including better cycle training and the appointment of cycling commissioners in every city. Since then, the campaign has inspired a Parliament debate, attended by over 80 MPs, and brought about a Commons committee inquiry into cycle safety. Several city councils have adopted the manifesto in full and newspapers in Italy and Austria have backed the campaign. In total, over 35,000 people have pledged support to “Cities fit for cycling”, contributed over 7,000 stories and identified the 10,000 most dangerous roads to travel by bicycle. The campaign involves targeted coverage of cycling-safety stories on the paper’s newspapers and website, a published manifesto of eight specific cycling-safety measures to be embraced by public authorities, a web facility assisting readers in putting pressure on their MPs, and a drive to get publicly-pledged support from readers.

3.7 Yakkay helmets (Denmark)

Yakkay helmets slogan is “brainwear for smart people”. These bicycle helmets unite safety and appearance. The design awarded concept makes cyclists look personal and stylish. Helmets are tested according to international standards and are the world's awarded helmets. With Yakkay helmets cyclists can have one helmet with several covers to change the style.



Source: <http://denmark.dk/en/green-living/bicycle-culture/danish-design-and-innovation-for-cyclist/>

Source: <http://www.yakkay.com/>

Pick your helmet most



Pick your cover



3.8 Pizza box (Sweden)

The aim is promotion of bicycle sharing scheme and encouraging students to try it, consequently improving the image of the bicycle as a mode of transport. The purpose of campaign is to present messages in an unexpected way to the target group (focusing on students) in a format that was new, unexpected and cool. The messages were printed on pizza boxes which were distributed free of charge to the pizzerias. When someone who sounded / looked like a student ordered pizza, they were given the pizza in the specially designed pizza box. 10 000 pizza boxes were delivered to seven pizzerias close to student housing and the university. Information on the bike hire scheme along with a competition with the possibility to win a free membership card were printed on the boxes. Information about the competition was also spread via the city webpage, student homepage, bicycle app, Facebook and 40 posters at different university sites.



Pizza box campaign

Source: <http://www.cyclingcarma.com/>

3.9 Bike heroes (UK)

By Bike Heroes campaign local well known people (for example: celebrities and business owners) were encouraged to do their trips with bicycles, share their experience and give advice or tips. These local well known people got bikes (renting for free) and in return they had to post tips on Facebook in order to create a dialogue with the rest of community.

3.10 Cake and coffee cruise (UK)

50 bloggers and journalists took part in Cake and coffee cruise: a cycle tour of the borough's cafes. Some of the cafes offered tasters to participants. The tour was very popular and cycling was advertised by many blogs and in newspaper, therefore the campaign was exposed to new audience.

3.11 Ghost bicycles

A bicycle is painted all white and locked to a street sign near the crash site, accompanied by a small plaque. They serve as reminders of the tragedy that took place on an otherwise anonymous street corner, and as quiet statements in support of cyclists' right to safe travel. Ghost bikes are known in more than 20 countries around the world.



Source: <http://ghostbikes.org/>



3.12 Changes in life (Netherlands)

All new inhabitants of Eindhoven receive a “welcome bag”. One of the items is a city map with the major cycling facilities (f.e. parking facilities). The same city map for target group city center visitors is being used for commuters/large employers. The main goal of the project is influencing mobility behavior and inform about cycling facilities.

3.13 Schemes for promotion of cycling to work/school

- Cycle -to-work (Ireland)

The Cycle-to-work scheme is a tax incentive scheme which aims to encourage employees to cycle to and from work. Under the scheme employers can pay for bicycles and bicycle equipment for their employees and the employee pays back through a salary sacrifice arrangement of up to 12 months. The employee is not liable for tax payment. You must use the bicycle and safety equipment mainly for qualifying journeys. This means the whole or part (for example between home and train station) of a journey between your home and your normal place of work. Employers do not have to monitor this but you employees are asked to sign a statement saying that the bicycle is for their own use and will be mainly used for qualifying journeys.

- Cyclescheme (UK)

Cyclescheme helps thousands of people every month save money as they cycle to work. Cyclescheme enables your employees to get a bike tax-free, saving on average about half the cost.



- Bike2Work (UK)

Almost 10.000 companies in UK joined the scheme until now. This scheme allows employees to buy a bike tax-free and use it to come to work. The employers encourage their staff to lead a healthier life and consequently be more productive at work.



- Cycling to work (Germany)

Berlin Sanitation Company is a company responsible for the cleanness of the city. The sanitation company in Berlin started a cycling to work campaign on their own. In Berlin there is an incentive system for those who travel a minimum of 30 days to work by bike during a 6 month period in the summer. These journeys can be made 100% by bike or by commuting by bike combined with public transport. The incentive includes a personal health bonus pass, and entrance into a lottery at the end of the season. For those who commute by bike for 60 days or more, there is the opportunity to win a very high level bike. The action is supported by the company based cycling sport group, offering tours on the weekend. A bicycle safety check is also given for free. Due to rising response to the project the number of cycle racks was increased and the minimum number of days cycling per season to receive the incentive was risen to 40 (most participants exceed the 60 days minimum for the higher prize).



- Competition "V troje" (Slovenia)

This action encourages people to form groups of three ('V troje') and carry out all of their daily activities over the month of May by bicycle rather than by car. A cycling trio can join the action - the three co-workers, classmates, friends, family members who will be participating as a team and will travel to work, school, etc. by bicycles in May and will count the kilometers travelled by bike.



4. OTHER EXAMPLES OF BEST PRACTICE

4.1 Sustrans charity

Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. Sustrans works with communities, policy-makers and partner organizations so that people can choose healthier, cleaner and cheaper journeys and enjoy better, safer spaces to live in. They help people think about and change the travel choices they make. Working in schools: more than 120 expert officers are working intensively in over 1,400 schools across the UK and they are supporting several hundred more schools. The officers have an enormous impact in the first year of working with a school, typically achieving: double the number of children cycling to school every day; over a quarter of children regularly cycling to school; and fewer cars on the school run. One of the most successful Sustrans' projects is BIKE IT. It works directly with schools, getting thousands of children on their bikes and cycling to school every day. It does this by helping schools to make the case for cycling in their school travel plans; supporting cycling champions in schools and demonstrating that cycling is a popular choice amongst children and their parents. The tasks of BIKE IT officers are:

- explaining the advantages of cycling and contributing to classroom work;
- holding sessions with local authority, parents and others on safety and responsibility;
- giving advice to school's stakeholders for organization of events, better bicycle parking facilities and safe routes;
- establishing an incentive (bonus) system for increased bicycle use;
- caring for public awareness in the local community, e.g. with open days related to cycling;
- wide spread modules for action, e.g. "virtual bike race", "beauty and the bike"
- training bike abilities at school (by staff accredited with on-road cycle training).



- Working with private companies: giving support to organizations by looking at both business travel and the commute).
- Working in communities: engaging with individuals and groups; provide information on alternatives to the car and offer the resources, opportunities and motivation to try out these alternatives.
- Working in colleges and universities: on a range of initiatives to increase walking and cycling amongst staff and students. In some areas, this work extends to teaching hospitals, further education colleges and local communities.

4.2 Replacing motorized freight transport with bikes – Cyclelogistic project

The project aims to reduce energy used in urban freight transport by replacing unnecessary motorized vehicles with cargo bikes for intra-urban delivery and goods transport in Europe. What are they doing?

- Communicating topic and potential to the transport sector in order to shift more goods transport from cars to cargo bikes.
- Motivating municipalities to create a favorable regulatory framework and policies for cycle logistics.
- Encouraging private individuals to use cargo bikes, trailers and baskets to transport shopping and leisure time equipment, while at the same time ensuring that retailers provide customers with incentives and necessary infrastructure.
- Testing and reporting on various cargo bike transport products (cargo bikes, trailers, electric motors and bags & baskets), and promoting these products.



Source: www.copenhagenize.com

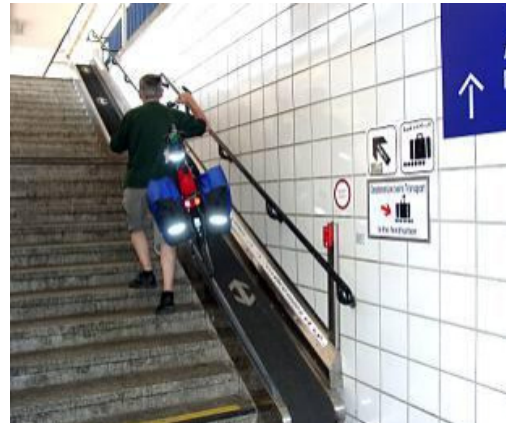
Source: <http://edition.cnn.com/>

4.3 Bike carriage on long-distance trains (Denmark):

- Bicycle carriage of 'complete' bicycles is possible on all train categories and train services
- Information (website; on the platforms of railway stations; on the rolling stock)
- Accessibility to platforms
- Prices of bicycle tickets
- Ticket reservation schemes and sales channels
- Bicycle parking at railway stations
- Bike-sharing systems operated by railway companies



Source: <http://www.ecf.com/>



Source: <http://www.copenhagenize.com>

4.4 Other small scale measures for cyclists

Bicycle pump (Sweden)



Source: <http://www.bicy.it/>

Free bike repairs (Denmark)



Source: www.celsias.com

A hand-hold for cyclists (Germany)



Source: <http://www.bicy.it/>

Cyclist footrest (Denmark)



Source: www.copenhagenize.com

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