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## PROGRAMME

- Non motorised modes in general
- Examples of specific campaigns
- General considerations on campaigns
- Group discussions
- Presentation of results from groups
- Questions and answers
- Closing of session

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## Non motorised modes

Could be:



here:

Walking and cycling, i.e. human powered transportation

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## Benefits of walking and cycling

- save energy
- improve environment (no pollution, no noise)
- save urban space
- save costs
- promote health
- increase travel quality
- reduce time losses, maybe even increase speed.

Note benefits for **society** versus **personal** benefits.

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## A remark on benefits and disbenefits

It depends...

(on the place in question,

below this on image,

on habits,

on traditions,

on history,

on facilities,

...)

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## Who can walk or bike?

### Walking versus cycling

- everybody without special physical disabilities can walk and do it to some degree every day
- many will technically be able to ride a bicycle, but even if they also have access to a bicycle they don't necessarily do it often and especially don't do it in city traffic.

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## Walking and cycling qualities



Walking is

- easy to start with, but
- relatively slow.



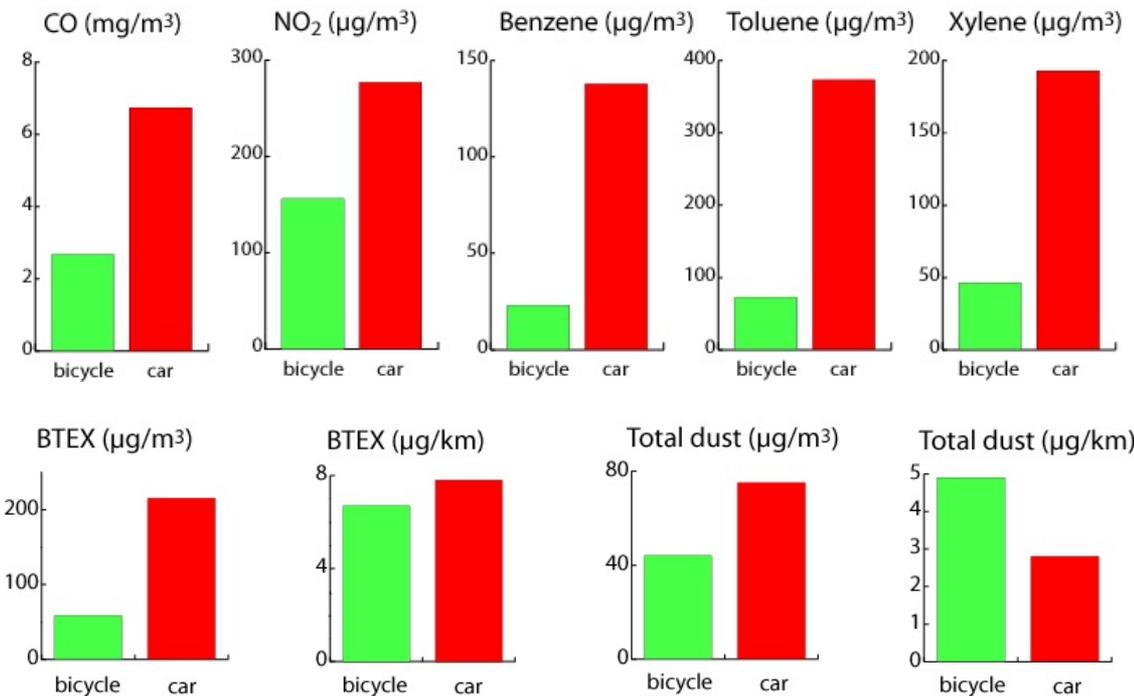
Cycling is

- somewhere and for somebody difficult to start with, but
- a relatively fast urban means (often faster than car driving and public transport).

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# The problem of pollution

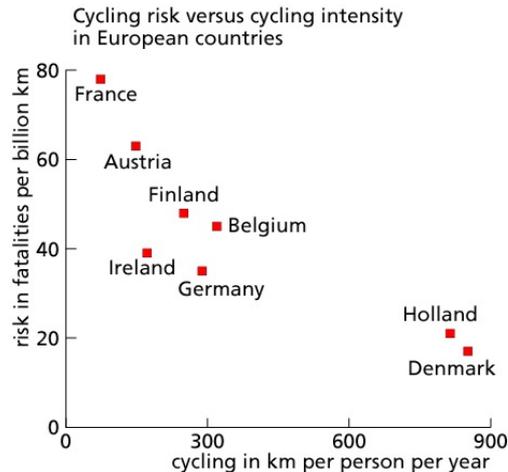
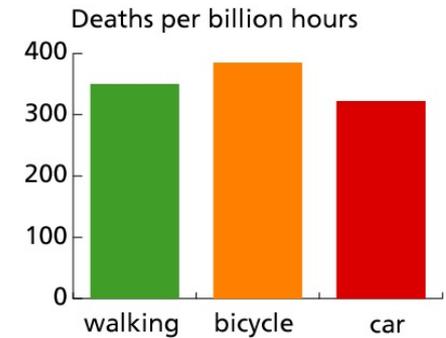
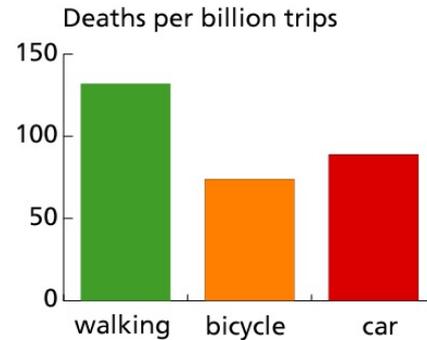
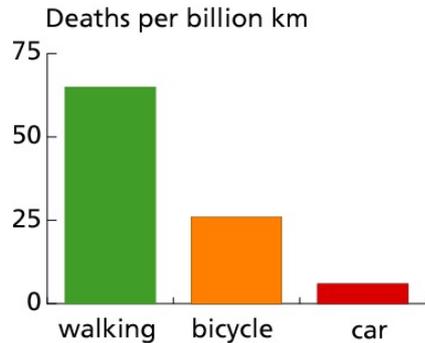
Exposure to pollutants by bicycle and in a car



... not a rational argument against cycling in urban areas

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# The problem of safety



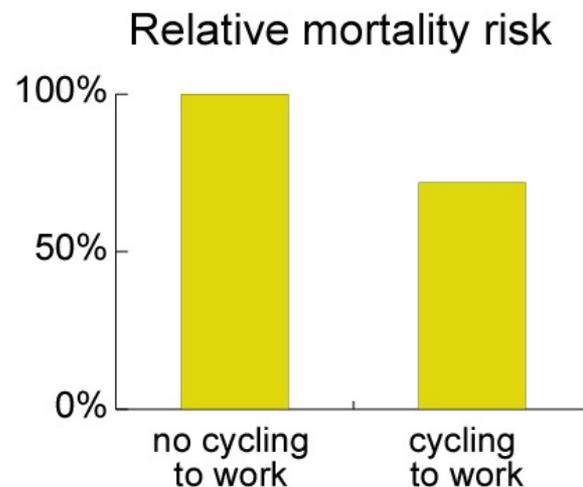
People who start cycling tend to perceive urban cycling as less dangerous as what they did before.

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## The gain of health

Numerous studies: Physical inactivity is the main cause of several diseases as well as obesity.

WHO: Physically active modes of transport like walking or cycling should be promoted.



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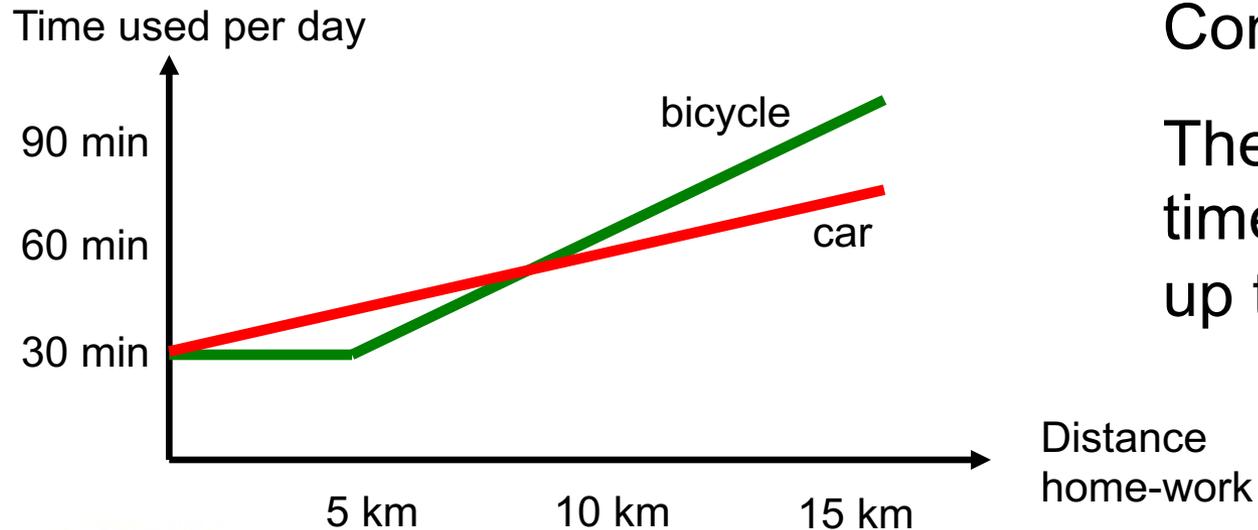
## How to save time on health

Transport home-work

Car: 50 km/h no exercise

Bicycle: 20 km/h exercise

Target: 30 minutes exercise per day

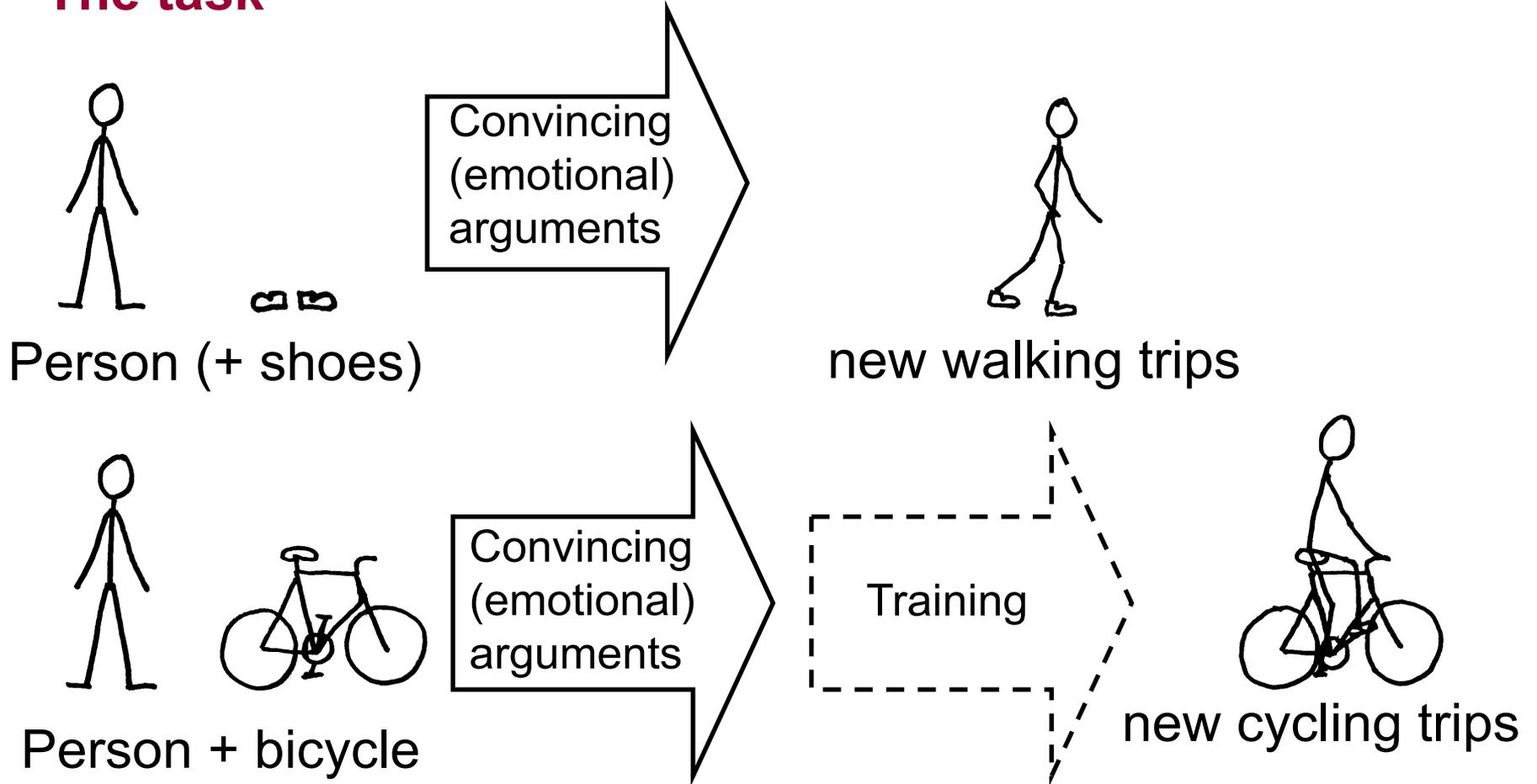


Conclusion:

The bicycle saves time for distances up to 8 km.

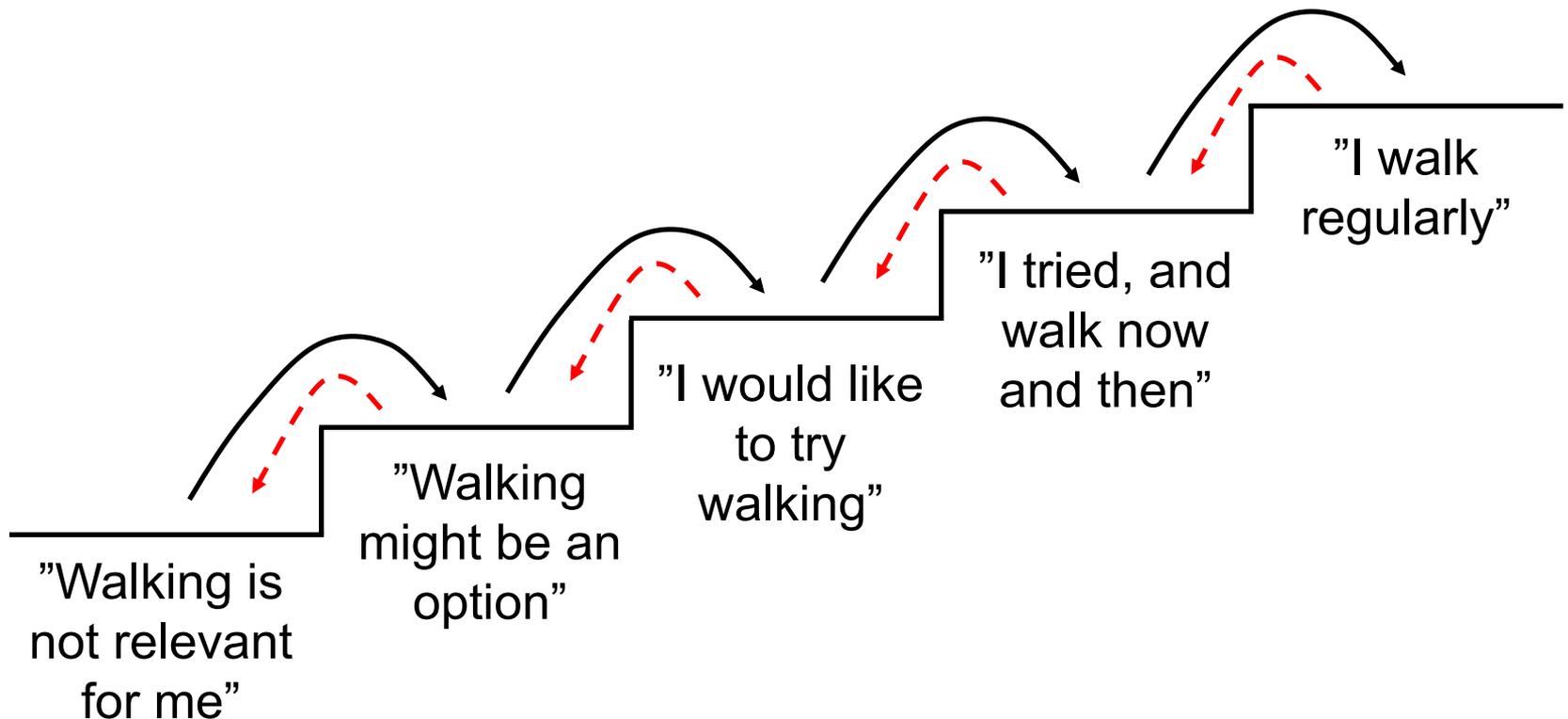
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# The task



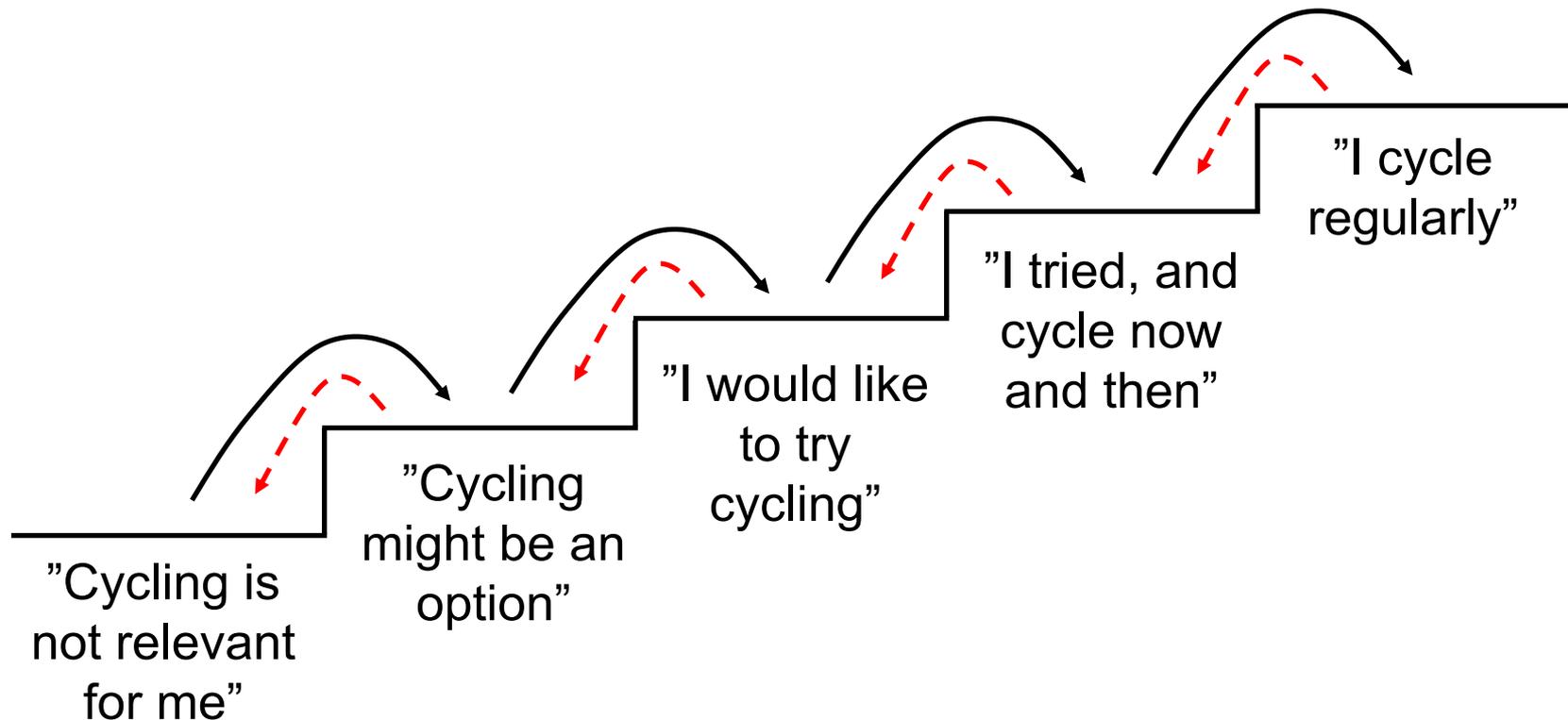
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## Stages of change -model (walking)



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## Stages of change -model (cycling)



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## Examples of campaigns

- Bicycle to work
- Bicycle to school
- Bicycle to shops
- Cycle training
- Walk to school
- Walk your neighbourhood
- Walking school buses
- Touristic walking or cycling

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# Bicycle to work (DK)

VI CYKLER TIL ARBEJDE – hele maj måned



## KØR MED I MAJ

Nu skal jakkesættet, kittlen eller kedeldragten luftes sammen med bukseklemmeme fra 1.- 31. maj. Vi kører maj måned til Cyklens Måned og opfordrer arbejdspladser over hele landet til at hoppe i sadlen og cykle med ud i verden.

### Vil du være med i Danmarks største motionskampagne?

Find en håndfuld kolleger med hver sin cykel og lyst til at bruge den mere i hverdagen. Send tilmeldingen og start opvarmningen – så bliver det måske jer, der slår et smut forbi Kina, Cuba, Kenya, Fiji eller Færøerne... I år er hovedpræmien i Vi cykler til arbejde en rejse til en valgfri destination. Et helt hold flittige cyklister vinder hver et åbent gavekort til en værdi af 11.000 kr. Hvor drømmer dit hold mon om at komme hen? Læs mere om kampagnen og alle præmierne inde i folderen.

*Vi cykler til arbejde arrangeres af Dansk Cyklist Forbund og Dansk Firmaidrætsforbund i samarbejde med Sandoz og Hexal.*

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Intelligent Energy  Europe

[www.transportlearning.net](http://www.transportlearning.net)

## Campaign set-up

- 3-4 weeks duration spring/early summer
- Teams of 4-16 persons are taking part
- Costs 4 € per participant
- Diary-posters about cycling / not cycling to work
- Newsletters sent out throughout the campaign
- Results sent in by team coordinators at the end
- Final lottery with great prizes
- At least 50% "cycle days" required
- Diplomas sent to all teams meeting the criteria

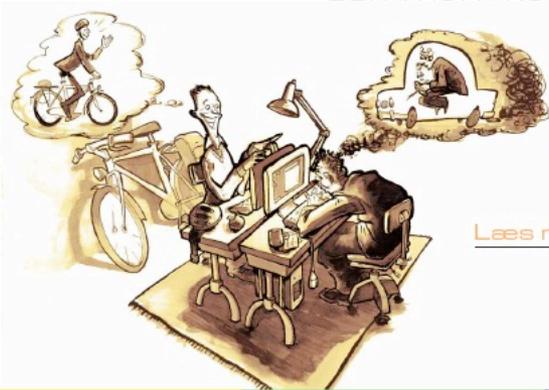
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## VI CYKLER TIL ARBEJDE

– hele maj 2006

### DRØMMER DU?

Vågn op. Ta' cyklen til arbejde.  
Vind drømmerejsen  
sammen med kollegerne.



Læs mere på [vcta.dk](http://vcta.dk)

ARRANGØRER



Dansk  
Firmaidrætsforbund

I SAMARBEJDE MED



**SANDOZ**  
A healthy decision



MEDIESPONSOR



Medicines for People  
Danskmarks informationsservice  
Ibts De vil vide mere

Vi cykler til arbejde · Sekretariatet · Rømergade 5 · 1362 København K · Tlf. 33 32 31 21 · [vcta@dof.dk](mailto:vcta@dof.dk)

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## Campaign results

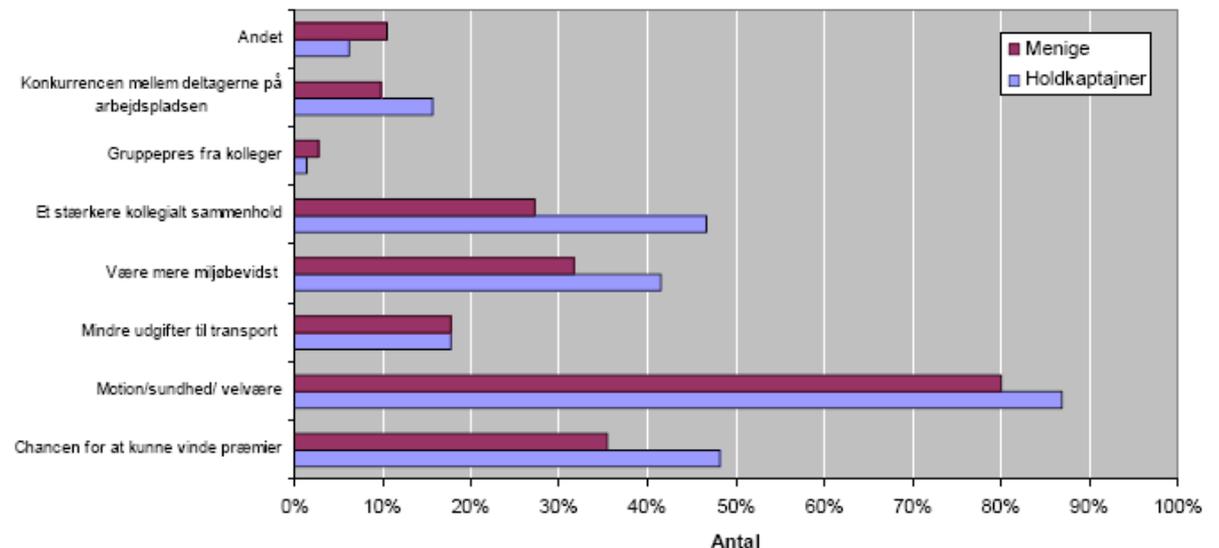
- 90-100,000 individuals take part (3.6 % of the Danish labour force)
- 57% already cycle every day before the campaign
- 14% cycle more often between home and work
- 18% cycle more to other purposes

## Motivating factors (after importance)

- Exercise, personal wellbeing and health
- Prizes
- Environmental awareness
- Collegiality

Begrundelser for at deltage i kampagnen

13207 besvarelser



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## Bicycle to work (DK)

### *Campaign history*

- 1996 Holstebro
- 1997 Holstebro, Copenhagen
- 1998 All over Denmark  
(inspiration from Norway)

### *Organising organisations*

- Danish Association for Company Sport
- Danish Cyclist Federation

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## Walk to School (England)



### *Campaign objectives*

- Childrens' health, learning capabilities and independence
- Reducing morning traffic-chaos at schools

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## Walk to School (England)

### Target groups

- Teachers
- Pupils
- Parents

### Timing 2006

- Two national Walk to School focus weeks (22-26 May, 2-6 October)



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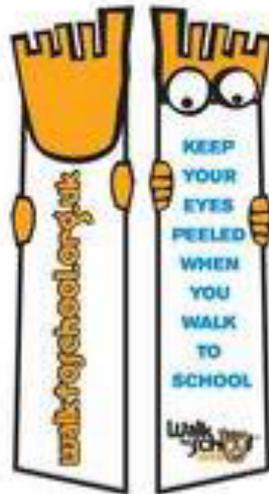
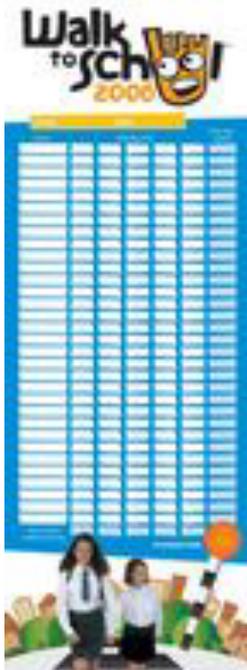
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# Walk to School (England)

*More materials*

(note the wall chart used to recording progress for a class during a week)



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## Walk to School (England)

### *Results 2005*

- 66% of all English local authorities promote Walk to School
- 6,378 schools take part
- 1,719,558 pupils take part
- 30% modal shift at schools during the campaign



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## Campaign similarities

- Specific period of time
- Health used as a key argument
- "public" record of behavior during the campaign period

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## Other examples

Bicycle to School (Denmark)

Walking School Buses

Bike to the shop campaign (Flanders, Belgium)

Touristic cycling and walking

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## Bicycle to school (DK)

900 schools and 100,000 pupils take part in 2006



**ABC**  
: alle børn cykler :

Om ABC   Tips og test   **Cykelbreve**   Hvem er med?   For voksne   Registrering

Forside   Børn fortæller   Send et postkort

### Alle Børn Cykler i 2006

Årets børnekampagne løber af stabeln i perioden 4. - 15. september 2006.

I to uger dyster skoleklasser fra hele landet om at cykle til skole så mange dage som muligt, og i år er der ekstra point på højkant til de elever, som husker at bruge hjelm!

[Vi støtter ABC](#)

Arrangør:



Dansk Cyklist Forbund

Samarbejdspartner:

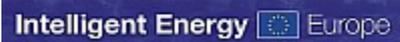
**TrygFonden**  
Læs hvorfor TrygFonden er samarbejdspartner på ABC

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# Walking School Buses



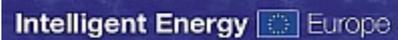
supported by:



# Bike to the shop campaign (Flanders, Belgium)



supported by:



# Touristic cycling and walking (?)



supported by:

## Campaign basics

- What sort of behaviour should be changed?
- Who is the target group?
- Which channels can be used to reach it?
- What sort of arguments and rewards can motivate it?
- What is the overall structure of the campaign?
- When should the campaign take place?
- Who will organise the campaign activities?
- Who will sign the messages?
- How shall the campaign be evaluated?

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## Campaign basics

### *Target group(s)*

- “Worst” behaviour
- Average behaviour
- Next-best behaviour
- Best behaviour

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## Campaign basics

*How to reach the target group*

- Face-to-face communication
- Ambassadors
- Advertisements
- Written material (print, email, direct mail)
- Press

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## Campaign basics

### *Arguments*

- Health
- Awards
- Fun
- Environment



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## Campaign basics

### *Campaign set-up*

- Make a clear plan
- Communicate with users (paper, phone, fax, web)
- Consider local versus centralised campaign

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## Campaign basics

### *Time*

- Select a good time of the year (weather, temperature, season, ...) for the type of behaviour in question
- Check collision with other campaigns or events

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## Campaign basics

### Organisation

- Several organisations are advantageous, especially
  - if they can add resources, but also
  - if they can add credibility
- Involve professionals
- Invite sponsors
- Consider who to be the sender of the messages

Vi støtter ABC

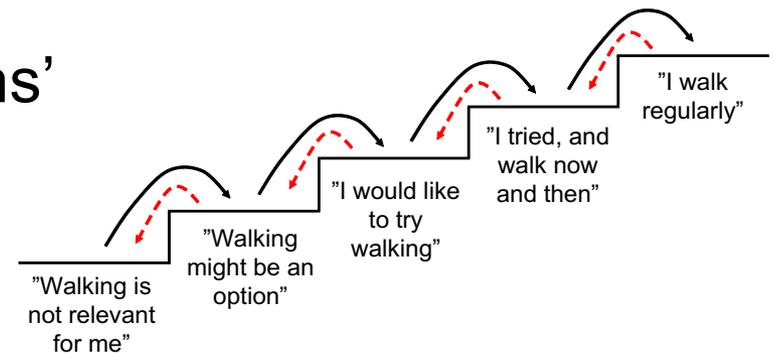
Arrangerer:  Dansk Cyklist Forbund	Samarbejdspartner: <b>TrygFonden</b> Læs hvorfor TrygFonden er samarbejdspartner på ABC
Mediesponsor: <b>POLITIKEN</b> den levende avis	Sponsorer: <b>DANISCO</b> First you add knowledge... Læs hvorfor Danisco støtter ABC
	<b>MOSQUITO</b>  Læs hvorfor Mosquito er præmiesponsor på ABC

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## Campaign basics

### *Evaluation*

- What is the overall objective?
- What is the immediate objective?
- How many received the campaigns' messages?
- How many reacted upon the messages?
- What was the immediate and durable behavioural change?



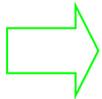
(some data are immediately available, some require questionnaires)

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## Campaign basics

*Test it!*

small  
scale



medium  
scale



big  
scale

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