AMBITIONS

• The world's first carbon neutral capital by 2025.
• Traffic accidents decreased 50% by 2020.
• A green and value-adding mobility.
• Cycle share to reach 50%
COPENHAGEN CLIMATE PLAN

• 20% CO₂-reduction 2005 - 2015
• Copenhagen CO₂-neutral by 2025
RISK OF A DIFFERENT OUTCOME

- The city is growing 2% every year.
- Economy is recovering.
- Car ownership is increasing.

= Increased congestion and more wasted hours coming up!
The Spirit of Copenhagen
WORLD BEST CITY FOR CYCLING

THREE GOALS FOR 2015

1. **50% bicycle share** of all trips to work and school in Copenhagen (2010: 35 %)

2. Relative to 2005, the number of **seriously injured cyclists** will fall by 50%. (2005: 118 seriously injured cyclists)

3. At least **80% of Copenhagen cyclists** feel **safe** in traffic (2010: 67%)
CO₂ REDUCTION

CLIMATE IMPACT OF CYCLING

90,000 T
CO₂ per year saved by cycling in Copenhagen at present rate

20–40,000 T
CO₂ per year to be saved if the goal of 50% share of cycling to work and education in 2025 is reached.

549,000 T
CO₂ per year emitted by transport in Copenhagen
**SOCIO-ECONOMICS**

**DKK 1.34**
Gain to society per extra km traveled by bicycle in Copenhagen

**DKK 1.83**
Gain to society per km transferred from car to bicycle in Copenhagen rush hour traffic

**HEALTH BENEFITS OF CYCLING**

**30%**
Reduction of mortality for adults who cycle to and from work every day

**1.7 BILLION**
Value of annual health benefits from cycling in Copenhagen (DKK)
BICYCLES SHARE THE ROADS
Even though cycling levels are much higher than 16 years ago, other forms of transport like car, bus, train and metro are also popular. In order to achieve the goal of a modal share of 50% cycling to work or education, an intensified effort is necessary to encourage users of other means of transport to start cycling.

Primary mode of transport for trips to work or education in the City of Copenhagen, 1996-2012
Deaths among cyclists per 1 million residents

- Amsterdam:
  - Average 2007-2012: 6.6
  - Average 2009-2012: 6.13
- Copenhagen:
  - Average 2007-2012: 5.8
  - Average 2009-2012: 3.3
Bicycle Account 2012

• Randomly selected phone interview with 1000 residents
• Data from DTU transport survey of transport behavior
## Copenhagen’s Bicycle Strategy 2011-2025

<table>
<thead>
<tr>
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<th>'96</th>
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<th>'20</th>
<th>'25</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percentage that cycle to work or education (%)</strong></td>
<td>30</td>
<td>30</td>
<td>34</td>
<td>32</td>
<td>36</td>
<td>36</td>
<td>37</td>
<td>35</td>
<td>36</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td><strong>Percentage of cyclists that feel safe (%)</strong></td>
<td>60</td>
<td>58</td>
<td>57</td>
<td>56</td>
<td>58</td>
<td>53</td>
<td>51</td>
<td>67</td>
<td>76</td>
<td>80</td>
<td>85</td>
<td>90</td>
</tr>
<tr>
<td><strong>Seriously injured cyclists (number per year)</strong></td>
<td>252</td>
<td>173</td>
<td>146</td>
<td>152</td>
<td>125</td>
<td>97</td>
<td>121</td>
<td>92</td>
<td>102</td>
<td>56</td>
<td>45</td>
<td>34</td>
</tr>
<tr>
<td><strong>Share of the PLUS net that has three lanes (%)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td>40</td>
<td>60</td>
<td>80</td>
</tr>
<tr>
<td><strong>Reduction in cyclists’ travel time (%)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>5</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td><strong>Satisfaction with the condition of cycle tracks (%)</strong></td>
<td>48</td>
<td>51</td>
<td>40</td>
<td>45</td>
<td>50</td>
<td>48</td>
<td>54</td>
<td>50</td>
<td>61</td>
<td>70</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td><strong>Satisfaction with bicycle culture’s benefit to city life (%)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>67</td>
<td>73</td>
<td>70</td>
</tr>
</tbody>
</table>

*) These goals appear in the City of Copenhagen’s ‘Eco-metropolis - Our Vision for Copenhagen 2015’ **) New methodology starting in 2012

- Accomplishment of goal requires dramatically increased municipal commitment.
- Goal will be achieved with increased municipal commitment.
- Goal will be achieved in time with unchanged level of municipal commitment.
<table>
<thead>
<tr>
<th><strong>OTHER KEY FIGURES</strong></th>
<th>'96</th>
<th>'98</th>
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<th>'06</th>
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<th>'10</th>
<th>'12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cycled kilometers</strong> (mil. km per weekday)</td>
<td>0.93</td>
<td>0.92</td>
<td>1.05</td>
<td>1.11</td>
<td>1.13</td>
<td>1.15</td>
<td>1.17</td>
<td>1.21</td>
<td>1.27</td>
</tr>
<tr>
<td><strong>Cycled km between serious casualties</strong> (mil. km)</td>
<td>1.2</td>
<td>1.8</td>
<td>2.4</td>
<td>2.4</td>
<td>3.0</td>
<td>4.0</td>
<td>3.2</td>
<td>4.4</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Cycling speed</strong> (km/h)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15.3</td>
<td>16.0</td>
<td>16.2</td>
<td>15.8</td>
<td>15.5</td>
</tr>
<tr>
<td><strong>Cycle tracks</strong> (km)</td>
<td>294</td>
<td>302</td>
<td>307</td>
<td>323</td>
<td>329</td>
<td>332</td>
<td>338</td>
<td>346</td>
<td>359</td>
</tr>
<tr>
<td><strong>Cycle lanes</strong> (km)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td><strong>Green cycle routes</strong> (km)</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td>32</td>
<td>37</td>
<td>39</td>
<td>41</td>
<td>42</td>
<td>43</td>
</tr>
<tr>
<td><strong>Cycle super highways</strong> (km)*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cycle parking spaces on roads and pavements</strong> (1000s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

* Total for the Capital Region
SAFETY STEADILY INCREASING

Over the last four years, the cycling Copenhageners’ sense of safety increased from 51% in 2008 to 76% in 2012. Looking at 2012, there is also 19% who say they feel partially safe, and 5% feel decidedly unsafe.
SAFETY IN NUMBERS
In 2012, there were 10 more cyclists who were seriously injured in traffic accidents than in 2010. On the other hand 60,000 more kilometers were cycled per day, meaning 4.1 million kilometers were cycled between each serious accident, three times longer than in 1995. The improved safety is partly due to more people cycling and creating a generally safer traffic environment, partly to a determined effort to make infrastructure safer, including intersection reconstruction, wider cycle tracks and bus boarding islands, as well as campaigns to improve behavior and awareness in traffic.

100
Times around the earth or 4.1 million kilometers cycled between each serious bicycle accident in Copenhagen

Kilometers cycled (mil. per weekday)
Seriously injured cyclists (number per year)
Serious casualties per cycled kilometer

Change in risk of cycling accidents in Copenhagen, 1995 = index 100
CYCLING CUSTOMERS ARE CENTRAL FOR REVENUE

Looking at shops and supermarkets (but not malls) in Copenhagen, cycling customers spend less than customers in cars. However, cycling customers shop more often and therefore spend more in total than motorists. In sum, customers on bicycle and on foot account for half of the total revenue and two-thirds of all shopping trips in Copenhagen.
BICYCLE PARKING BENEFITS MORE

On a car parking space there is room for parking up to eight bicycles. Comparing the revenue of a single motorist to that of eight cyclists on an average shopping trip, bicycle parking potentially generates 4.5 times more revenue than one car parking space.

<table>
<thead>
<tr>
<th>670 DKK</th>
<th>1 car parking space</th>
</tr>
</thead>
<tbody>
<tr>
<td>3040 DKK</td>
<td>8 bicycle racks</td>
</tr>
</tbody>
</table>

Revenue generated from the area equivalent of one car parking space, divided by the average turnover per shopping trip for motorists and cyclists (DKK)
Copenhagen motorists' attitude to municipalities actively restricting car traffic (%)
THE BICYCLE IS EASY AND FAST

56% It’s faster
37% It’s more convenient
26% It’s healthy
29% It’s cheap
12% Well-being/good way to start the day
9% New job/relocation
5% Environmental/climate concerns

Copenhageners’ reasons for cycling to and from work/education (%)

CYCLING ALL YEAR

75%
Share of Copenhageners who cycle throughout the year.
Prioritizing and innovation:

- Urban life
- Comfort
- Travel time
- Safety

GOOD, BETTER, BEST
THE CITY OF COPENHAGEN'S BICYCLE STRATEGY 2011-2025
DENSITY

TRIPS TO WORK/STUDY
Mode of transport by distance

- Walk
- Bicycle
- Car
- Bus and Train

Distance categories:
- 0-2 km
- 2-4.9 km
- 5-9.9 km
- 10-14.9 km
- >15 km
TRAVEL TIME

Cycle Super Highways

Fewer missing links

Contraflow cycling on one-way streets
The first cycle super highway - the Albertslund route - opened April 14th 2012
PLUSnet


SAMTALE CYKLING

I PLUSnettet kan københavnere i øjeblikket med Skills only eller undgå at blive forstyrret af nogle, der ikke kender de gælende forhold. Der er fem gasser i hvert område på 80% af ruten (4 gasser i alt) hvor stærke er delt

VIER I GANG

Kritet værde PLUSnettet, eksempler på større forbedringer, der er besluttet, og to skrige forbedringer der frem mod 2025 har højst prioritet. De tre grænseovertrædelses- og kategori for løbende bliver justeret på baggrund af test- og forbedringer.

DET ER BESLUTTET - EKSEMPLER

BROER:
1. Bro over Lyngbyvej og den kommende Nordhavnavn
2. Lindaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa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NEW PUBLIC BIKE SHARE CONCEPT  (gobike.dk)
ACCIDENT REDUCTION

BLACK SPOTS
AND SECTIONS
Investments 2006-13
9 Cycling packages has been approved

• A compilation of 10-20 concrete cycling initiatives within a fixed economic frame
• The first one in budget 2006 – 35 mio DKK
• The second in 2007 was a double – 75 mio DKK
• A cycling package became inevitable in the annual budget – until now totally 550 mio DKK (73 mio Euro)
• Cycling package No 10 is being prepared as we speak
• On top of this – the large projects....
COMFORT

Good bicycle parking

New city- and commuter bike system

Good and comfortable cycle tracks - all year round
GIVE US A HINT
BICYCLE BUTLER PROJECT
GREEN WAVE 2.0
SENSE OF SECURITY

Green and blue bicycle connections

Room for diversity

More cycle tracks

Small steps - huge effect
PROMOTING CYCLING

Infrastructure = communication
PROMOTING CYCLING
SAFE ROAD TO SCHOOL PROGRAM
Cycling: the city changer

"Cities around the world are looking to cycling as a way to cut congestion, reduce pollution and encourage exercise among their citizens, but how do you turn a network of crowded streets into a streamlined, safe and welcoming environment for cyclists?"

---

New book on promotion of active travel in urban areas now available

I到最后 Kristensen | September 1, 2013

The book “Aspects of active travel – How to encourage people to walk or cycle in urban areas” is now available. Marianne Weinreich of VEKSØ, member and Vice Chair of the Cycling Embassy of Denmark, has contributed to the book with an article about Danish best practice.
THE RECIPE

• Personal **political dedication** is crucial

• Personal dedicated **leadership** in the administration is crucial

• Build a **showcase** - testing and experimenting are the vitamins for real changes

• Take specially care of **intersections** and crossings

• Choose signature projects that **communicates** the idea of a human scaled city

• Aesthetics matters ! If it doesn´t **feels right** - it won´t work...

• Provide credible **documentation** and ongoing monitoring

• Make investments for the **next** cyclist
I BIOGRAFERNELTE 23. JULI!
THANK YOU!