



mobile
2020

Mobile2020 Conference “Cycling in Central and Eastern European Cities

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Mobile2020 Conference “Cycling in Central and Eastern European Cities” 15-16 October 2013, in Ljubljana

Summary

The conference “Cycling in Central and Eastern European Cities” was held on 15-16 October 2013, in Ljubljana (SI). This event has brought together of 118 participants from 22 countries to exchange experience and reflect on utility cycling development. The two-day conference included presentations and discussion rounds, a project market session and a cycling excursion in groups in Ljubljana. The presentations of the conference are made available online: <http://www.mobile2020.eu/get-connected/lju-conference/presentations.html>. This report includes a compilation of short summaries from the presentations and main discussion points during the various sessions of this conference.





Introduction

The goal of the conference “Cycling in Central and Eastern European Cities” was to bring transport and cycling professionals, decision makers, urban planners and cycling aficionados together to discuss the situation of cycling in the countries of Central and Eastern Europe.

Our focus of the discussion was on utility cycling: using the bicycle as a mean of daily transportation to get to work, school, shops, or visit friends and thus the bicycle is considered as an alternative to individual motorized means of transportation. Our stand point at the conference was that the utility cycling in Central and Eastern Europe is developing and becoming increasingly popular in the last years. We have selected important aspects to share our knowledge, understanding and experience for accelerating the use of bicycles in cities. This conference was also used to highlight the role of networks in putting cycling onto the political agenda. The agenda included 22 presentations in various settings, discussions and work in 4 thematic groups. A special session was designed to introduce 10 cycling projects in various CEE countries. This project market featured small presentations and discussion rounds in a speed-dating manner. On top of that there was a practical testing of cycling in Ljubljana - by bike, by pedelec, by foot. The best Slovenian pro-cycling municipality was awarded in the multi-national setting of this conference. The observations about the cycling development path in CEE countries and recommendations for future development were further elaborated and analysed by the panel discussion.



The conference gave the opportunity for exchange between the cycling projects in implementation. The thematic working groups were set and implemented in cooperation of mobile2020 and CHAMP projects. The network session on exchange of experience and increased cooperation cities in Croatia and Slovenia took place within the CIVINET frame.

The conference was organized in the frame of the project “More biking in small and medium sized towns of Central and Eastern Europe by 2020” (mobile2020), co-funded by the Intelligent Energy Europe Programme of the European Union. More information about the project can be found at www.mobile2020.eu

Keynote: Cycling in Central and Eastern Europe - chances and challenges

By Karl Reiter, FMG, AMOR in Graz (AT)

Cycling is a big chance to create WIIN-WIN-WIN situations in cities: there is a WIN for people who benefit by raising their fitness by everyday cycling and a saving in public health costs, there is a WIN for car drivers because every car less means less traffic jams, less problems to find a parking space, there is a WIN for public transport users as more cyclists mean less overcrowded busses and tramways in peak hour times, there is a WIN for the users of public space and residents because of more public space to use, less noise, less pollution and fewer accidents.

But how to escape from existing LOOSE-LOOSE-LOOSE situations caused by the motorisation philosophy in many cities? How to avoid to fall into the trap of motorisation and to see increase of motorisation as something normal or even as a sign of wellbeing?

Some considerations how to take the WIN-WIN-WIN path:

- Make privileges of car traffic visible (space use, noise allowance etc.) and use arguments for a city with less privileges for one mode
- Give non car users a voice (children, elderly....)
- Show the enormous potential of cycling also within the transportation of goods
- Compare investments in car infrastructure with investments in cycle infrastructure
- Provide the people with the vision of liveable public space (pictures, stories)
- Make cycling sexy
- Start a cycling culture very early in life time (Move smart from the start)
- Ritualise Cycling



Session: Benefits of cycling

This session comprised three presentations and a subsequent discussion.

CYCLING AND HEALTH by Janet Klara Djomba, *Faculty of Medicine of the University of Ljubljana (SI)*

Cycling is not only an environment friendly mode of transport but also a mode of health enhancing physical activity. Either as active transport or as recreational activity, regular cycling offers substantial benefits for health. Physical inactivity is a leading risk factor for chronic diseases. One of the biggest challenges of health promotion is how to include physical activity into people's daily activities. Active transport e.g. walking or cycling offers an example, how to include physical activity into physically active lifestyle, especially in urban areas, where distances from

home to work/ study place or other activities are normally shorter than in suburban/rural areas. Active transport increases levels of PA and is more likely to be adopted and sustained than exercise programs.



Depending on purpose, speed and individual fitness cycling can be low, moderate or vigorous intense. For sustaining health and prevent chronic diseases, according to the WHO guidelines for physical activity, adults should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week, or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week. An equivalent combination of moderate- and vigorous-intensity activity is also possible. Activity should be performed in bouts of at least 10 minutes duration. Considering the distance of frequently travelled destinations, frequency of travels and the speed of cycling, the guidelines could be met with use of active transportation only.

- Q: What health risks are posed to cyclists by air pollution in comparison with car drivers/passengers?
- A: Inside a car the air is not less polluted than outside of it. The research shows that there is no risk to health when cycling if this is not permanently carried out in a much polluted air, but one should still try to take side streets to avoid congestion, noise, etc. In a car, you cannot escape the air pollution. On a bike you can.

CYCLING AND LOCAL ECONOMY by Josip Rotar and Nina Rožkar, *Maribor Cyclists Network (SI)*

Local communities need open spaces for cooperation and new opportunities for sustainable development, spaces where people can actively participate in the development of the city and society. Especially young people need an encouraging environment to develop new social enterprises and initiatives, which can contribute to their economic independence and bring social change. These needs demand a change in form of new economical practices. The presentation “Growing potentials from local economy” is a story about the Centre of alternative and autonomous production (CAAP) from Maribor, which is a community and social centre, where the local community develops new, different, innovative ways of answering to the economic, social, ecological, cultural and other needs of community. The CAAP was founded by several different NGOs and social cooperatives, which share common goal of making social change through versatility of community engaged programs, such as sustainable food supply, Roma and other minorities integration, digital education, bicycle programs, co-working, housing cooperatives etc. After one year of existence the outcomes are encouraging and exceed primary expectations. The level of professionalism in engaged organizations has increased and at the same time many new people were involved through various projects. The unexpected outcome is also that new grassroots’ initiatives emerged, which started to advocate changes in city management.

CYCLING AND URBAN QUALITIES by Willem Bosch, *City of Zwolle (NL)*

What can other cities and regions learn from the mobility policy in The Netherlands and especially in Zwolle to get more inhabitants using their bikes? The “Golden circle” was used to explain why, how and what did they do to



become a cycling friendly city and what can other cities or regions learn from their experience. Why to give a priority to cycling? What kind of plans do you need to get more people using a bike?

It was shown, how and what has been done in the last 30 years in Zwolle but also what still needs to be done, because successful cycling policy takes a long term and continuity. A part of the presentation has showed the different kinds of cycling infrastructure: cycling lanes, crossings, parking, etc. and also reported about public participation and other ways of cooperation with inhabitants and active businessmen.

- Q: Are “bike roads” in The Netherlands legally coded. Do you also have some numbers to label the bike roads of your network?
- A: No, bike roads are just good practice that has not a legal ground, yet it is respected in practice anyway. Bike roads are only signed by colour (usually red colour asphalt) and coded by a number.
- Q: Is it normal for the cyclists to cycle side by side in The Netherlands? Are cars on bike roads allowed to pass cyclists?
- A: Yes, it is allowed on cycling roads and cars cannot pass; whereas the single cyclists can be passed by a car, yet very slowly and with an extreme caution

DISCUSSION

On the economic benefits of investing into bicycling, including the whereabouts of the tools used to quantify the benefits:

- The website of WHO provides a tool to quantify the benefits of cycling. The ECF also offers a tool to calculate what happens when you cycle 1 km vs. the drive of 1 km.
- Cycling tourism is also proven to have significant economic benefits as research shows that cyclists are spending more; they are spending on more spots/stops at their journey compared to the car drivers since the cyclists stop more often and eat and drink more often on their way.
- Ritualization of the car use is something that takes place every day and makes our efforts to match cycling culture with car culture harder.

On physical activity and health benefits:

- People consider every activity they conduct as part of the total recommended physical activity. But, we need to promote walking and cycling to do even more. The primary purpose should be promotion of physical activity as such, regardless if it is considered utility, leisure or recreational cycling.
- It is important to incorporate the physical activity into the daily routine.
- Injuries should be part of the discussion on public health benefits. Pressure on joints from unfit use of bicycles is also a problem. We should promote also very light cycling - commuting to work without sweating which is a good source of physical activities as well.
- More and more people also do not have time and a physical strength to cycle after their work to get the daily dose of physical activity. It is a clear “selling point” of utility cycling that people do their exercise

while cycling to work or back home; and this at least partly can be done on a pace that requests higher physical activity.

Session: Facilitating cycling

This session comprised three presentations.

PEDELECS - A CHANCE OR THREAT FOR CYCLING by Ton Dagers, *IBC (NL)*



The number of electric assisted bicycles in Europe is growing fast. The automotive industry is playing an important role in this market of cycling industry. In the presentation the advantages and disadvantages of pedelecs were discussed with themes as: traffic safety, possible new target groups, electric bikes and elderly people and environmental and security issues considering these relatively new types of bikes.

- Pedelec is the last innovation in cycling after the mountain bike. But the use of pedelecs is often shadowed by risks what electrification of our bicycle fleet may cause. When looking the reasoning behind these figures one can see that these risks are not always accurate. In order to analyse the potential risks facts and figures are needed.
- Other transport sectors such as car industry and railway transport have already discovered the opportunities that electric bikes can offer. For example car industry has allocated more production lines for producing e-bikes. Also train operators have now come to an understanding that people want to get from point A to B and train alone cannot provide that. It means that if they want more people on trains they have to do something extra and shared bike systems (including shared pedelecs) are a good solution here.

“LEVEL CROSSING” - INTEGRATION OF CYCLING AND PUBLIC TRANSPORT by Peter Dalos, *COWI-TRENECON (HU)*

Approaches integrating cycling and public transport in Central Eastern Europe were put into a wider context of



implemented concepts from all around Europe. The fundamental problem statement is based on the paradoxes of transport planning/lack of integrated planning in the region and the inevitable consequences with regard to the emerging traffic demand and the mind-set of planners in the recent past. ITP tools and innovative solutions/ methods were introduced of a broad outlook. Recommendations and proposals were presented along with practices in the following subjects: Bike & Ride solutions, cycling accessibility of public transport stations, bicycle transport on public transport vehicles, integrated

infrastructure planning/design, tariff design, integration of bike sharing services into the public transport system and integrated communication of cycling/public transport.

- Service has to be adapted to the demand. Good example here is the restriction of taking bikes to the train which is a common practice in many cycling cities and countries. Thus in countries where there are not yet as many cyclists it good be a good way for attracting more people to integrate cycling with the public transport. Only at the point when the level over demand is reached restrictions shall be made. But in order to reach to the higher level one shall first attract people to use more bicycles.

MAKING CYCLING EASY IN CITIES - URBAN FURNITURE by Marianne Weinreich, Veksø (DK)



Cities all over the world have realized that transportation cycling is a fantastic means to create more liveable cities, healthier citizens, decrease congestion and the environmental impacts from CO2 emissions, noise and particle pollution. In Denmark there is a 100 year old cycling culture and it is one of the leading cycling countries in the world. But we cannot rest on our laurels and have to constantly keep working with cycling promotion to keep modal split of cycling from decreasing. Examples were presented of how different Danish cities like Copenhagen, Odense and Aarhus promoted cycling and created cycle friendly cities through urban furniture.

- Urban furniture can be used to nudge people into cycling. One of the basic needs is bicycle parking which means that cities who want to have more cyclists need to facilitate bicycle parking taking into account where cyclist want to park and not where city officials would like to see them parking. The main idea behind urban furniture such as bicycle parking is to provide service to the cyclists in a way they feel appreciated by the city. There are a lot of cool features for the car drivers in the cities but if city really wants to have more cyclists who feel good then good quality products should be offered for them as well.
- When talking about the cost of bicycle infrastructure it is quite often considered rather expensive. But expensive is a relative term. When talking about measures for cars then these are really expensive but are quite often not seen as such. But when it comes to bicycles then instantly measures are considered expensive.
- Bicycle counters are another good option to show cyclists that they are appreciated and they count. One counter costs approximately 20-50 000 EUR. Gathered data will be stored into a server which can be accessed for example by planners and municipality officials to pull out the data for their work. In some countries and cities vandalism is seen a potential threat for the counters. Still experiences of Denmark and Ljubljana are rather positive and main damage to counters is caused mainly by graffiti which can be removed.

Session: Case studies

This session comprised three presentations and a subsequent discussion.

CYCLING - WAY TO SUSTAINABLE MOBILITY IN KOPRIVNICA by Helena Hečimovič, *City of Koprivnica (HR)*



In that last decade, the modal share of cycling in Koprivnica has considerably increased. Several factors have contributed to this result: flat landscape, shape and density of the city had made cycling the most popular transport means in the last century. Strong support of local government through intense promotion and construction of cycling tracks, as well as provision of systematic training of young cyclists have resulted in the modal share of 17% of cyclists in 2012. The wide network of over 80 km of safe footpaths and cycling tracks constructed next to the roads has especially benefitted children, who predominantly travel to school by bicycle and on foot. The

Sustainable Urban Mobility Plan (SUMP) currently developed in the scope of project CIVITAS Dyn@mo aims at improving the network and further increasing the share of sustainable means of transport.

‘SHKODRA, CYCLING CITY’ - A BRAND CAMPAIGN FOR SUSTAINABLE URBAN TRAVEL IN ALBANIA & REGION by Entela Shkreli, *City of Shkodra (AL)*



Albanian cities and towns have had a wide culture concerning the soft mobility, as over the totalitarian period private car ownership didn't exist, so the urban dwellers used to travel on foot, by bicycle, and public transport. After the '90s, the car not only as a transport vehicle, but even as a symbol of freedom is losing its urban importance. Despite this, the transport policy remains car oriented.

Shkodra as a particular case with a special modal split 29% cycling share, 44% walking and 3% public transport is renowned for its cycling tradition in Albania, and in Southeast and Central Europe. In two decades' time the level of cyclists has been preserved resisting the growing traffic levels. There is gender equity in cycling; it is wide spread and popular over all ages making Shkodra city a live laboratory for 'shared space' with mutual respect between road users. If Shkodra can preserve and promote more this mode of transport, can it serve as a 'brand' for all Albanian cities and towns which have lost their cycling culture? Why has Shkodra strongly resisted the trend? An approved cycling strategy for medium/long-term, a national thematic campaign 'Shkodra, cycling city', and a comprehensive participatory planning process can contribute to 'brand' the city, and making it a good reference for sustainable urban travel in Albania and the Region.

CASE STUDY - GDAŃSK by Magdalena Szymanska and Krzysztof Perycz-Szczepanski, City of Gdańsk (PL)



The presentation had a main focus on the promotion of multimodal transport. Gdańsk is a large and hilly city with diverse weather conditions. Therefore cycling promotion is a challenge. Even though we aim at a short distance city, there are housing estates expanding to the outskirts and its residents travel to the city centre increases. The city also attracts many commuters from outside the municipality borders. Multimodality needs to address everyday transport needs of both commuters and residents who travel to distant destinations. The case study of the abc.multimodal project within the South Baltic Programme showed the efforts to promote multimodality. The conference's participants were provided with general overview of the cycling policy in Gdańsk, information on cycling promotion, as well as examples of both soft and hard measures facilitating cycling and multimodal transport. The presentation also showed how important it is to develop a relationship with media in order to promote sustainable mobility, including cycling and encouraging respect amongst road users.

DISCUSSION:

Based on the discussion here are the messages from the session:

- Very important is involving and persuading the municipality as they decide changing of the regulations. Municipalities should be proactive - as was presented in our case studies group.
- No politician can refuse the needs of children or elderly/disabled, which means that these are good stakeholder groups to concentrate on and they can help advertise and advocate the topic.
- Small cities should always go for high level awards - this shows to inhabitants and also to municipality workers that something has been really done which is good motivation for next steps.
- Useful are study trips to cities/countries with well-developed cycling culture and possibilities - i.e., Copenhagen (Denmark), the Netherlands. This is a very good way to show to different stakeholders (police, road administration, engineers, politicians etc.) that different solutions really work, that it is legal and that people really like cycling.
- Young and hobby cyclist may behave in a dangerous way and this is one thing that should be taught in schools already - respecting different road users.
- Cycling roads/paths should not have too many barriers (danger of falling, etc.). Safe solutions for cyclists are important (as an example from Japan where cycling roads are on a different level).



Cycling in Ljubljana

Here we present reflection from several presentations related to promotion of cycling in Slovenia, and in its capital city - Ljubljana.

ECO FUND OF THE REPUBLIC OF SLOVENIA by Gregor Rome, Slovenian Environmental Public Fund (SI)

Presentation has covered the role of Eco Fund, Slovenian Environmental Public Fund, as a public actor in the process of achieving the goal of energy efficiency and lower emissions. The presentation had a focus on financial instrument, especially on grants which Eco Fund can allocate to households and legal entities for supporting different environmental investments. Some examples of investments supported by the Eco Fund were presented, stimulating important environmental, economic and social goals.

CYCLING SHARING SYSTEM IN LJUBLJANA by Matjaž Čepon, Europlakat Company Ljubljana (SI)

In the beginning of 2011, the City of Ljubljana and Europlakat signed a 15 year contract for self-service bicycle system with 300 bicycles and 31 stations in exchange for billboards and city-light panels (outdoor advertisement). This public-private partnership between the City of Ljubljana and company Europlakat has the following common goals: expand the system of public transportation with additional means of transport; further improve the quality of life (less car exhaust); stimulate use of bicycles in Ljubljana (good cycling tradition); and get added value for public space dedicated to outdoor advertising.

The Cyclocity system by JCDecaux, in Ljubljana branded as Bicikelj, allows the hire of bicycle from one location and its return to another. The first hour of hire is free but customer needs to register via internet and subscribe to Bicikelj, otherwise the use of Bicikelj is not possible. The self-service bicycle system is not only user friendly but also has other benefits such as promotion of sustainable mobility.

Before opening the company Europlakat made very strong advertisement campaign with purpose to introduce the system to the citizen of Ljubljana. After a year of operating, Bicikelj proved to be very popular among citizens of Ljubljana and commuters. The number of subscribers is still growing; most of them decide to apply for annual subscription. The statistics of rents indicate that Ljubljana system is well utilized. In first year of operating there were more rents in Ljubljana than in Vienna where they have self-service bicycle system with three times as many bicycles. People use Bicikelj all around the year, even during the cold winter days. The project Bicikelj is an excellent case of successful private-public partnership on the local level.

LJUBLJANA AS A CYCLING CITY: brief history and basic facts

Ljubljana is a political, administrative, business and cultural capital of Slovenia. Due to its geographical position, cultural heritage, vivid artistic, cultural and sports life and nicely renovated charming historical centre, Ljubljana is rapidly gaining popularity among most visited cities in Europe. Ljubljana is also a city with a large potential for cycling due to its flat terrain, compact structure, basic transport infrastructure and tradition. First cycling clubs were established more than 120 years ago. Also from 1950s until 1991 in Ljubljana ROG Bicycle Factory successfully operated and supplied all former Yugoslavian states with bicycles.



As most other European cities Ljubljana also witnessed a decline and marginalisation of cycling since 1970s. However despite less support and weaker conditions cycling never withdrew as a quite considerable mode of transport in the city and never went below the 5% share in modal split. On the turn of the millennium Ljubljana Cyclist Network was established, that carried out several cycling protest parades and identified an increasing number of “black spots” for cycling in a city.

Next to NGO advocacy activities also accession to EU provided support for a positive change. Participation in CIVITAS Mobilis (2004 - 2008) project resulted in an increased number of bicycle racks in the centre of the city - a simple yet successful measure that is still carried out es. An even more important step was made by CIVITAS Elan project (2008-2012). As the project leader the city managed to upgrade its measures of limiting and sanctioning illegal parking and prevent free parking in the city by positive measures for increasing the share of cycling in modal split. City Coordinator for Cycling was employed, a multi-stakeholder cycling platform was established and the Comprehensive Cycling Strategy was discussed and drafted.

Cycling became an integral part of strategic spatial and transport planning in the city and as a consequence several one way streets were opened to cyclists, car free and reduced speed zones extended, cycling infrastructure improved and new solutions like direct guidance of cyclist through intersections, advanced stop lanes and advanced traffic light regimes for cyclist started to be implemented. Most recently the main avenue in the centre of the city (Slovenska Street) was in its core part closed for car traffic and finally fully opened to cyclist.

Since early 2011 in Ljubljana one of the most successful city bike schemes is in place. Based on public-private partnership the company Europlakat is operating the JC Decaux Cyclo-scheme with 300 bicycles and 31 bike terminals. City bike BIKIKELJ is now considered a popular transportation means and also a symbol of bike friendly mobility in a city.

From summer of 2012 the city bus operator LPP is enabling transport of smaller sized folding bikes on city buses in the out of peak transport hours. Smaller folding bikes can be free of charge taken on all trains operated by Slovene railways, too. However there are many possibilities to improve bike-public transport co-modality, especially because there are too few bike racks and no bike garages at inter-modal interchanges.

To a lesser extent the city is investing in promotion of cycling, yet this is compensated by activities of cycling advocacy organisations and by cycling promotion activities of on-going EU projects like CHAMP, Bike track Bike and mobile2020. Cycling parades, festivals and fairs are quite common, yet not very visited and echoed by the media.

Taking into consideration the data on city’s cycling infrastructure one might say it is pretty well developed. Nevertheless the conditions for cycling are far from perfect since the majority of cycling connections are still not enabling a direct, uninterrupted, safe, comfortable and joyful bike ride from outskirts to the city centre. Therefore substantial efforts will be needed to reach the high quality requests. Yet the city is on a good way to meet its Transport Strategy target of 1/3 of cycling and walking in the modal split until 2020. We believe that encouraged by recent success, convincing and transferable best practices from other EU cities, new concepts and tools for promotion and increased global attractiveness of cycling the city should set far more ambitious future targets for cycling.



Session: Cycling culture top down - cycling strategies in CEEC

This session comprised three presentations.

NATIONAL STRATEGY IN CZECH REPUBLIC by Jaroslav Martinek, Transport Research Centre (CZ) and Martin Habuda, Cycling coordinator in the city of Zlín (CZ)

On May 22nd, 2013, the Czech government has approved the new strategic document, the “Czech National Cycling Development Strategy for 2013-2020”. One of the aims of the Cycling Strategy is to increase urban cycling modal share as well as the efficiency when building cycling infrastructure. It also aims to improve coordination of the government, cities and municipal authorities at both the state and regional levels. The updated Cycling Strategy replaces the current government document of 2004. The development of the transport system has long been unbalanced in the Czech Republic, where the car transport was given preference at the expense of other transport modes. Thus, the situation of cyclists is very difficult in many Czech municipalities. The intense car traffic pushes the cyclists out of the roads while not having an alternative and secure infrastructure. But in fact, cycling is a stabilizing element in the transport system, with a number of benefits. However, these functions cannot be fulfilled under the current circumstances when cycling is being eliminated, which has negative impacts on every other component of the transport system. Therefore, the new Czech National Cycling Development Strategy 2013 - 2020 (Cycling Strategy) aims to improve the situation of cyclists. It is based primarily on the experience of various municipalities and focused to deal with major barriers which their representatives often face. The Cycling Strategy wants to help cyclists and remove those barriers that, often unnecessarily, complicate their lives. It tries to find rules on how to invest efficiently, proposes to change the legal standards, provides the know-how exchange or gives tips for innovative cycling trips. It focuses primarily on those who are responsible for safe and friendly environment for the municipality inhabitants - our towns, cities and villages.

- Goals of the strategy:
 - Financial Security for long distance trails
 - Safety
 - Implementation of a Bicycle Academy
 - Implementation of the product ‘Czech mobile’
- Learning:
 - It is very difficult to change a law or a regulation if stakeholders do not understand each other
 - It is a long and stony way for the cycling associations to convince politicians to make changes or support cycling interest groups
- Discussion after the presentation:
 - The cycling strategy was accepted as an official paper by the government. The challenge now is the implementation of the measures and strategies.
 - The Czech ‘Cities for Cyclists Association’ works as a quality control in cycling issues.



- The strategy is organized in (1) National, (2) Regional and (3) Local levels. Cycling measures (according to their corresponding level) are directly linked to Responsibilities and Ministries.

NATIONAL STRATEGY IN SLOVAKIA by Peter Klučka, Slovak Ministry of transport, construction and regional development (SK)

The National Development Strategy for cycling and cycle tourism in the Slovak Republic respond to the public demand for cycling as an equal mode of transport and its integration with other modes of transport. It shall furthermore the strengthen cycle tourism as an important segment of tourism with great potential especially in rural areas, its development, increasing competitiveness and employment. The Strategy was prepared in cooperation with NGOs, research institutions, self-governing regions, cities and municipalities in the Slovak Republic and it has the ambition to contribute to the sustainable development of mobility and increase the overall quality of life.

- Goals of the strategy:
 - 10% increase of cycle share by 2020
 - Implementation of a permanent financial mechanism
 - Establish utility cycling as a means of transport
 - Nomination of a national cycling officer, and 8 regional cycling officers, and local officers
- Discussion after the presentation:
 - Cycling was long considered only as a leisure activity
 - Strategic Framework prepared by NGOs, regional government, Transport Research Center (2 years preparation)
 - Slovakia developed guidelines for cooperation between local, regional and national level, and set up the multi-stakeholder interdepartmental Commission on cycling transport
 - 2 Persons employed at national level; on local level established a web-site, use of media to promote cycling
 - Slovakia plans to spend 3 EUR/capita in cycling measure/ strategies
 - Critical mass event in Bratislava is organized every month

STRATEGIES ON LOCAL LEVEL: A CASE STUDY FROM LJUTOMER by Luka Mladenovič, UIRS (SI)

The Sustainable Urban Mobility Plan (SUMP) for the municipality with a focus on the town of Ljutomer was developed in 2011-2012, was adopted in June 2012 and began to be implemented in October 2012. The main expected result is a higher quality of life in Ljutomer. The vision of the SUMP is to identify key development opportunities in transition to sustainable mobility. Inhabitants will be able to live a quality life also without cars. In the town centre and other settlements, people will feel safe due to the improved traffic culture in the municipality. There will be fewer accidents, streets and squares will again become places for meeting, playing and socialising.



Development of cycling is one of the five main pillars of the document. Therefore, the plan sets ambitious goals regarding cycling: increase of the share of primary-school pupils that cycle to school and of secondary-school, increase of the share of employees that cycle to work, doubling the length of cycling paths in Ljutomer and its surroundings and establishment of integral cycling network, providing conditions for safe bicycle parking in Ljutomer and reduction of accidents with injured cyclists for 50% until 2020. Some activities related to the development and launching of the SUMP have already taken place, such as a Day of active travel, and for primary school kids bike checks, a traffic snake game, bike riding skills competitions, and a “Pimp-my-bike event” for secondary school kids, as well as keeping a travel diary. More activities have been organized also for other age groups.

- Goal of the strategy:
 - Formulation of OPTIMISTIC but REALISTIC goals
- Challenges:
 - Public transport vanished from some villages nearly totally. People are dependent from the private car.
 - No tradition of strategic planning in Slovenia (despite the availability of EU funding) - trying to do it at municipal level
- Measures:
 - Development of a map that shows trajectories (time spans shown by concentric circles) from the city center by foot and by bike
 - Organized bike checks together with the police with including fixing problems at the bike-workshops as part of the “Active mobility day in Ljutomer”
 - Implementation of hard measures: improvement of the accessibility of a primary school to avoid potential conflicts between pupils/ cars and cars/cars
- Discussion after the presentation:
 - Clarification of the different roles of sidewalks, bicycle paths and roads on different hierarchical level.
 - The challenge is the decision how to invest into the right infrastructure (safety, sustainability, etc.)
 - All cycling activities are coordinated by five persons in the city authorities dealing also with other issues.

Session: Cycling culture bottom up - critical mass, cycling networks and subculture in CEEC

This session comprised three presentations.



CRITICAL MASS AS A DRIVING FORCE? THE HUNGARIAN CASE by Greg Spencer, Regional Environmental Center for Central and Eastern Europe (HU)

Nine years ago, the only bikers in Budapest were a close-knit cabal of dreadlocked couriers. Less than a decade later, cycling in the Hungarian capital is mainstream, with central bike routes jammed up every weekday rush hour. And it's no longer just messengers. Fixie-riding hipsters share space with high-heeled fashionistas, middle-aged desk jockeys, and easy-riding pensioners. What happened? In short, it is a Critical Mass. An outgrowth of the art and music underground, the twice-annual demonstration started with a bang in 2004 and became the world's largest Critical Mass in just four years. A study showed that by spring 2013, some 15 percent of Budapest residents used a bike for transport on a regular basis -- a figure that's growing. Ironically, the bike craze in Budapest has garnered only tepid support from City Hall. It underscores that progressive change doesn't have to wait for a green light from the high and mighty. With a positive approach and determination, regular citizens can get things started themselves.

- Q: What are the main barriers that stop the municipality of Budapest to make something out of the huge potential of cycling?
- A: Maybe the mayor of Budapest didn't identify with the critical mass movement. The main focus of the politicians in Budapest is still on car-friendly planning.
- Q: Why do the organizers of the critical mass events do not organize further activities to promote cycling?
- A: The organizers do not earn their living with cycling promotion. They do it voluntarily and cannot take care for more activities.
- Q: How do you feel about that the subculture of critical mass became a huge movement?
- A: In Budapest the critical mass movement started as a subculture. But with 80.000 participants it is no longer a subculture.

THE ROLE OF NEW SOCIAL MEDIA IN CRITICAL MASS EVENTS by Iris Jeričević, Cyclist Trade Union of Zagreb (HR)

The experience in critical mass movement in Zagreb and the role of new social media in this kind of action was highlighted. When the first critical mass event was organized, about 1,500 cyclists came to support the idea. At the second critical mass event there were 2,000 supporters. Since then, the number of the supporters did not decrease. Less than a million people live in Zagreb and its surroundings, so these numbers are quite high numbers. It was surprising to see how many people participated, because the local newspapers did not write about the event. The only form of advertisement was a few banners on web pages and had some short interviews on radio shows. The most important thing was the activity on Facebook, twitter and other social media. Within a week, these new social media managed to inform thousands of people about the event and ideas and helped a lot to organize people who wanted to participate.

- Q: What kind of organization is the cycling union?
- A: The cyclist union is a NGO depending completely on the voluntary work of their members.
- Q: What are the responses of the local politicians on the protest activities and events of the cyclist union?



- A: Politicians know about the activities but they do nearly nothing to better (improve, upgrade) the cycling conditions.
- Q: What are the plans for the future?
- A: It is important to further professionalize the activities of the cycling union.

CYCLING AS A TREND by Viesturs Silenieks, Latvian Cyclists Union (LV)

Cycling can be defined as equality, liberty and fraternity. Earlier in Latvia cyclists on the streets were called either crazy or suicidal. 90% of them were male and cycling was more related to sports, as well as a way of transportation for poor people. Nowadays, the situation has changed completely - cycling has taken the fashion niche. As once the cyclists were linked to poverty, at the moment those who can afford retro bikes are stylish and moneyed. Cycling is not associated with sport anymore, but rather with a way of life. Although there are still organized cycling races, today there are also non-commercial cycling tours with aim to unite people. Cycling is also associated with culture. Culture may be various - behavioural, communication, art, literature, music, driving culture - it all also includes biking culture. As already mentioned, the bike has become a fashion product and it has raised a series of bicycle accessories, bicycle design. Cycling as a fashion accessory and the fastest way of transportation on the roads has also attracted women. Just like other casual cyclists, they have started to ride a bike at different times of the year, with different bikes. But unlike the men sports outfit choice, women often choose the right style of clothes and also are driving more carefully. If once bohemian lifestyle was stylish, living “green” is the more important motivation these days. Cycling not only helps its user to keep in shape and to quickly get from “A” to “B”, but it also provides a positive impression of everyone as an individual and of Latvia as a country.

- Q: What did Riga do to raise awareness of journalists for cycling topics?
- A: Journalists need good stories to “sell”. It is important to have interesting events or activities so they are interested to report. Currently, Riga is marketing itself as a city of culture because it will be the cultural capital of Europe in 2014. Cycling culture is a part of this campaign.
- Q: Why was there a shift from mountain bikes to city bikes in Riga?
- A: The shift to city bikes comes from influences from other European cities. In the last couple of years chic and hip bikes became very popular in Riga. Especially many women use nicely designed bikes.

Discussion: Commuting cycling: cycling to work, intermodality

This session is implemented as mobile2020 and CHAPM joint event



Background: Cycling to work is one of the main motives for regular cycling and their needs should be taken into account when developing a cycling strategy and when implementing measures. A network of well-designed cycle paths, proper services and a cycling-friendly climate can increase the share of everyday cyclists. On the other hand, a significant share of this group of cyclists is flexible in terms of modal choice. Bad weather, insufficient options to combine bike with other modes of transport (intermodality) and other circumstances can prevent potential cyclists to go by bike. In this working group the aspects related to cycling to work, its obstacles and possible solutions were discussed.

- What can we do to facilitate cycling to work? Which good examples and practices do we know? Why do these good examples work?

One good approach to go from home to office is to usefully combine different modes of transport. As public transport is very expensive in many countries, bike seems to be more likely to be used for this kind of trips. By doing this, the habits of car or public transport users can be changed.

The existence of infrastructure influences in a great way the mode of transportation, and where there are bike paths, lanes, one can be sure that people will use it for commuting.

- What do politicians and the administration need to do? What can NGOs do? What can companies do for their cycling employees?

In order to put things in motion, we have to address the top decision factors. By policies or programs, the local municipalities can help improve the service of the train company, for example, by building part of the parking space for the bikes the commuters use. This means establishing a partnership/ collaboration between the public authority and the public transport operator. A positive example of a company that runs a bike sharing scheme can become an example for a municipality; then the companies could be interested in joining the “municipality’s scheme” and invest.

Politicians can be a very good example, only if they are convinced that cycling is good, and not doing it just for the image. The reason for change is a regular usage of the bike (honesty), regular usage that can be started from the “fashion trend” point of view. In this, young politicians could be convinced more easily.

Last, but not least, municipalities have to switch priorities. The legislation allows in many countries investing in cycling; the papers are there, but someone has to do something.

NGOs could give advice to the municipalities on how the planning of the route should be done; they can encourage people, negotiate with companies to offer support. The cooperation between NGOs and municipalities and companies is important. NGOs could help the companies set-up a mobility centre for example; as for the municipalities, they could help in developing a welcoming pack for new residents containing info on cycling routes, maps etc.

- Can cycling to work campaigns help?

In some countries there are on-going bike to work campaigns that work, both for the employer, but also for the employee. For example some of the employers reward their staff for cycling for a certain amount of days; they provide small facilities in terms of lockers, shower-rooms. These are minor changes for the company, but can raise productivity or employees’ self-esteem.



In order to make the bike more attractive for the employees, there could be some reduction in costs of the bike; a tax incentive could be introduced for the companies that offer bikes to their staff (as it is done for company cars, could be done for pedelecs for example).

These campaigns depend also on the infrastructure, safety in traffic, the possibility to combine cycling with other modes of transport. We first have to solve these kinds of problems (what are the main obstacles that prevent people to cycle to work) and then start thinking on campaigns. Then they should address people that are not cycling and focus also on companies, not just on their staff.

- How can intermodality be improved - given that the share of public transport is still high in CEE?

A good start would be to have two bikes: one at home and one at work, in case if the train/ metro are not convenient for bike transfer. In this case, you could leave it at the train station and continue the trip by train. In the present, many train stations (train companies) have their own bike renting scheme, so that it is easily for the commuters to travel long distances. This also has a benefit not only just for the commuters itself, but also for the train company, by attracting more customers. But also this might have a disadvantage, if the number of bikes present at the train station is limited. Intermodality in these catchment areas can be also improved if there is secure and safe stowage provided. Most people are willing to pay a monthly fee just to know that their bikes are safe.

Discussion: Cycling culture and urban cycling subcultures

This session is implemented as mobile2020 and CHAMP joint event

Background: In many cities, a cycling culture has established in the last years. This cycling culture and its subcultures are increasingly shaping the appearance of the city, by critical mass movements, cycle-chic events, movie nights and political activities (grass-root NGOs). While cycling was considered as an indication of being poor, the image has changed completely.

- What is cycling culture? Can or should cycling subculture transform into a broader cycling culture?

Cycling culture is a very broad term, which reflects not only cycling and behaviour of cyclists, but external conditions, traditions within the cities, infrastructure as well as marketing. Sometimes we see that infrastructure is present, but nobody is cycling. It is important to highlight the need of positive promotion of cycling as part of efficient urban mobility policies.

Taking the example of Budapest - local authorities do not support cycling culture (it is not necessary to have the support from the beginning.)

How to enlarge the cycling community? Riding a bike is a message by itself, which is seen by other inhabitants and it might provoke people to think of such an option as a convenient one, especially if involving kids- it is safe for kids, it is safe for anybody.

Cycling is not a VIP activity. Sometimes it might be seen that cyclists are a closed group, which in order to enter; you should have a certain lifestyle, or mind-set. But the opposite is truth and cycling shall be presented as open for anyone! Local authority shall support everybody, all types of social classes (unemployed, vulnerable groups, social workers, journalists, doctors, priests, politicians - not only green ones -people in different ages). It is very



important to have good ambassadors of cycling, who multiply the message of cycling in a positive way through different channels. It shall be the task of those involved in cycling, of famous people, who cycle, to show that any age, social class, that every individual might be a cyclist. Diversity shall be equally distributed across the society.

- What are favourable conditions for a positive cycling climate?

Firstly, it is support of local government in many aspects, e.g., administrative, political, being an ambassador, and it is important how these people present their examples. Good as cycling friendly planners and communication people at municipalities favour the cycling development. Among other factors are housing, public transport system, integration of different modes of transportation, and usage of cargo bikes. Further, there is data research and presentation of facts. Economy plays a role, and economic situation due to crisis was favouring to more bike users to reflect the situation and to save the money. Suitable weather conditions and climate are also counted to favour the cycling.

- Which groups and stakeholders play an effective role at the moment?

There are different groups of stakeholders involved, and among them are police, public workers, young people, and students. Difficult target groups to involve so far are shop owners, and transport associations although the public transport, and cycling- commuting is a win-win situation. Bus drivers, taxi drivers- they might use bicycles on their way to work. An issue was raised within the discussion on possible obligation to pass cycling tests within driving schools, when getting driving licences for cars.

An important stakeholder group are politicians, usually thought about the conservative-green, although, widening the spectrum is better for cycling. A green politician might be expected to ride a bike, but when a conservative one is doing so, it also supports the message that cycling as not only for greens.

Stakeholder groups are also poor people and unemployed as any social class: they might even become more integrated by cycling and save money. These people may be involved in bike-repair workshops, or to be employed within NGOs handling with bike-repair.

Teachers are the stakeholder group that may influence the cycling development as much depends on how you educate and what you say about the cycling. If, for example, the message conveyed is that cycling is dangerous than education is not helping to promote cycling, but might even have an opposite effect. Further, health workers and doctors may present good examples of health care, and convey message showing contribution of cycling to healthier life-style.

Can a priest and church have influence? Rather conservative target group of people going to church can be encouraged by the priest to apply a faith-based travel planning. Stakeholders may get an encouragement also from media. It can be good to hear the weather forecast in morning: „Today we expect sunny weather, we wish you a great bike- trip to work and school! “

- Which actors should play a bit more prominent role and what they should do?

Closer cooperation of health department and municipalities is wished. There shall be some steps made in order to embrace the importance of good shape and health of citizens, through cycling, too. Another group of actors can be tax authorities to change the current situation, e.g., in Hungary when if you go by car to work you get 9 forints per km, but if you drive a bike, you do not get any refunding. The role of media shall be increased to promote cycling as



something very natural, not only as a sport activity, but to make it visible through actions of cycling movements, to talk about cycling as a mode of transport.

- Is the development of cycling culture the ultimate goal and what happens when you have reached your goal?

A cycling culture is much broader, it shall support human health, transport flow, social sharing of space and time within the communities, bring people together and support integration of any person. BUT cycling by itself is not an ultimate goal. Everybody CAN cycle, but NOT everybody MUST cycle.

Culture always changes and thus the goal might be a **liveable** city. In order to become a liveable city, high-level strategies of sustainable living must be updated according to the needs and reflect the present situation. It shall be kept in mind that *Cycling is for everybody!*

Discussion: Cycling education and cycling to school

This session is implemented as mobile2020 and CHAMP joint event

Background: Cycling education is important from little ages on. We know that transport patterns and decisions for or against certain means of transport are strongly influenced in the childhood already. The growing increase in cycling shares will make it more important to have cycling education installed. Furthermore, in order to support cycling to schools, the aspect of -subjective and objective- safety needs special attention. Only when cycling is considered a safe way to school, parents will send their children by bike. This working group has discussed both aspects of cycling in younger ages - cycling education and requirements for safe cycling to school.

- What can we do to facilitate cycling to schools? Which good examples and practices do we know? Why do these good examples work?

Children are considered as vulnerable traffic participants, because up to the age of 10 years they are not ready to make safer decisions and choices of their own about traffic. One of the aspects that is important in increasing the number of children who cycling to school is to provide safe infrastructure. And at the same time it is important to educate young people how to behave on road and use cycling infrastructure. From the other hand schools should provide for cyclists friendly services and support cycling to schools. In a lot of countries cycling to schools is forbidden, because of unsafe cycling routes to schools and schools don't have safe parking places. In some cities which are good examples how to promote cycling in school the initiative came from parents and group of enthusiastic people, like it is in Belgium cities; Graz city took decision to close streets along schools for car drivers, some schools practice that special persons accompany children to school by walking or cycling. In Eastern European countries a good start point can be cycling with parents on weekends; parents can easily demonstrate to their kids how to avoid mistakes and how to comply with safety rules. They can be a good example and motivate young people to become utility cyclists in a future.

- Safety is a key aspect in cycling to school. How can objective and subjective safety be increased?

The accident rate is low among younger children, who are generally not allowed into traffic unsupervised, but increases as children grow older and begin to cycle more on their own. A lot of parents are not allowing kids to cycle to school, for them very important to be sure that the routes are safe and child are familiar with traffic rules.



Some parents accompany their children to schools, they feel safer if they see their child and at the same time explain the traffic rules. Very important is infrastructure, the safety on school areas and also schools should be equipped with safe parking places for bikes.

- What do politicians and the administration need to do? What can NGOs do? What can schools do?

Each day during the school term, a lot of pupils and their parents travel from home to school in the morning and make the return trip in the afternoon. The school journey affects public transport patterns, causes localised overpopulation around schools and contributes to the sharp road traffic peak. A lot of cities have aimed to decrease car numbers on streets, reduce traffic and air pollution. That's why it is important to involve decision makers in cycling promotion, improvement of cycling routes and taking amendments in traffic rules. The NGOs can play a role in the dialog between schools, parents and politicians as mediators, keep efficient communication between different stakeholder groups, at the same time contribute in cycling educational process in schools and transfer best practice in planning infrastructure and services from Western European countries. Schools should support kids in decision to cycle to schools and provide safe parking places, explain how to use cycling facilities.

- Is cycling and traffic education needed for all ages (cycling in different life phases)?

In traffic one of the most important aspects is people and children safety therefore it is common practice in schools to invite experts from Road police or Traffic departments for introducing pupils with traffic rules for pedestrians and cyclists. This knowledge helps to increase safety of journeys to school and return to home and reduce accidents. In some countries pupils have a chance to pass exam and get cycling licence. The education should start at school, at young age but also adults should be educated periodically because traffic rules sometimes change. One of the options is to prepare online questionnaires where people can examine their knowledge in cycling rules and get explanation to incorrect answers.

Discussion: Cycling-inclusive planning

This session is implemented as mobile2020 and CHAMP joint event

Background: Cycling inclusive planning means to facilitate cycling by early and consequent inclusion of cycling in urban and transport planning. Cycling inclusive planning should not only consider the needs of cycling people, but of all transport users, re-distributing public space to different user groups and purposes. This will eventually lead to a more liveable city with better urban qualities. However, cycling-inclusive planning is often prevented by old-fashioned ideas of car-oriented planning patterns, by paying little attention to actual user needs and changing mobility behaviour. In this group the elements that (should) make up cycling-inclusive planning and what needs to be done to change to new ways of transport and urban planning were discussed.

- Planners of different planning traditions follow different ideals of what are good urban qualities. Are there key qualities that are universal and how does cycling fit into this?

We can draw on a wealth of experience from different European countries. The clearest and most universal conclusion is that neither more rules nor less rules necessarily improve the planning process, but inappropriate regulations are an obstacle for sensible integrative planning processes.



A Slovenian regularity, for example, that focuses on car infrastructure by demanding 15 car parking spaces for 10 apartments even goes against the interests of investment companies, since there is no market to sell them. On the contrary, the inclusion of bike-parking harmonizes the interests of the economy and citizens.

Examples from the Netherlands include fast implementation of bicycle-friendly transformations in the 1970s without any consultations of citizens. Although a majority of citizens was satisfied by the results, mistrust against top down decision-making is still present.

While infrastructural transformation in Ljubljana focuses on the centre, there are only little efforts on the outskirts of the city. Since no surveys on the needs of citizens have been undertaken, the achieved infrastructural transformations are incomplete in regards to cycling as a means of transport.

Participation and Stakeholder involvement are important building blocks for an integrative approach to infrastructural planning processes, appropriate regulations, and ultimately to good urban qualities.

- How can we get to a more integrative planning process, taking into account user needs? How can we activate people?

An integrated planning process should avoid the separation between car-infrastructure and bike-infrastructure in favour of an integrated road-infrastructure. Even the distinction between the cyclists and motorists is misleading, since individuals tend to use different means of transport in different situations. An absolute separation between them relates more to the confrontation between stakeholder groups and municipalities than to the needs of the general public. An integrative planning process has to take into account the full range of individual as well as social needs.

Vertical hierarchies are barriers for integrative approaches but hard to overcome. Critical masses might be a factor for making a change and activating even more people.

- Which tools and practice can we use to improve the planning process? Which tools have proven to be successful and under which conditions?

European financial Instruments are an important factor for the planning process. With an impact on the application criteria for European development grants NGO's can improve the planning process directly. A good example comes from Hungary, where it is an application requirement that cycling NGOs have to be consulted.

Decision makers tend to listen to strong advocacy groups, watchdog organizations and lobbyists. It is important that they lobby for the good means - therefore projects such as Mobile2020 need to inform/involve them as well.

Public participation is a crucial part of the process - "the more heads the more results"- but dedicated time is needed because public consultations is always time consuming.

Spotlight lectures: Cycling in our cities of tomorrow

This session comprised three presentations and a panel discussion.

CYCLING AS AN ELEMENT OF MOBILITY OF TOMORROW by Jutta Defner, Institute for Social Ecological Research (DE)



Which role can or should cycling play in the towns and cities of the future? To find answers to such a question implies to ask another one: In which towns and cities do we want to live tomorrow? Starting from this point, it is clear that liveable cities are not something nice to have but inevitable for a sound socio-economic development and the welfare of a city. Current challenges caused by traffic, such as land use, emissions, costs, safety and others were briefly highlighted. There are also some general social transformations which affect transport and mobility, like ageing population, life- and mobility styles and the IC-technologies. To foster these challenges and changes an affordable and effective and therefore multi-optional transport system is needed.

In this framework it was shown which role cycling plays in the process of developing such a sustainable mobility culture. For example cycling has potential to be an element of urban settlement strategies as it supports dense, mixed and lively urban functions like shops and parks. Public transport and cycling can supplement each other depending of population, settlement structure and of economic considerations. But cycling can also contribute positively to other fields of action in municipalities, like public health strategies or programs for the local economy. With a selection of best practices and some visionary ideas cycling as an element of tomorrows mobility is underlined.

- Transport system is of public good, it shall be accessible to all user groups. New information/ communication systems drive systemic changes on travel behaviour. Integration of view on cycling culture and shaping is a long term process.

CYCLING AND FUTURE URBAN DEVELOPMENT: BIKE CITY - CITY BIKE by Blaž Lokar, Transport Strategy of the City of Ljubljana (SI)

Putting car on top of the agenda for the last 20 years has worsened conditions for cycling. Ljubljana with its 270.000 inhabitants owns the largest shopping mall in Europe, which is a proof of how strong car dependency has become. What to do to make cycling a viable mobility option again? How to overcome the resistance from the politicians, traffic engineers and municipality departments?

Ljubljana has successfully managed to make cycling part of city's DNA by implementing following actions. Ljubljana joined Civitas Elan initiative, which organized workshops to put cycling back on the agenda of politicians, professionals and public. Non-profit organizations were welcomed to make their contribution - this action we consider a smart way to mobilize all stakeholders. A comprehensive Traffic Design Manual was developed, which among other things outlined best practices in designing bicycles lanes, intersections, etc. - this action we consider a smart move to partner with the traffic engineers before defining an overall mobility plan. Developing and promoting best practices from Ljubljana: new safe bicycle crossings were built, bike boxes with Leading Bicycle Intervals, Advanced Stop Lines etc.- this action we consider a smart bottom-up approach, where people can see and experience the changes. A new Mobility plan of Ljubljana, where cycling plays a central role, was passed by the city council. The goal is to increase cycling for 40% by 2015. Automatic counters will be installed on 3 main cycle routes in Ljubljana to track the progress and monitor accountability of policy makers with hard facts - this action we consider a step to create a new mobility paradigm, driving its implementation by results and independent of political preferences in the city council. New mobility values that are reflected in strong political commitment to city cycling are promoted in numerous events, exhibitions and round tables - this action we consider a smart way to gain public support for cycling improvements. Implementing bicycle improvements in a systematic and gradual way: bike share system, pedestrianization and new bicycle bridges, closing gaps in the network etc. Action plans have



been developed based on priorities like efficiency, safety, better accessibility for key users and network connectivity - this action we consider a systematic improvement of bicycle infrastructure and culture to increase the bicycle modal share.

- Change of forms of movement is observed: more interest on what happens between point A and point B in the travel distance, slow urbanization processes.

CYCLING IN A DIGITAL AGE - CYCLING MEDIA INTEGRATION, GAMIFYING CYCLING by Troels Andersen, Danish Cycling Ambassador (DK)

Digital technology has opened up the possibilities for implementing new ways of handling cycle promotion. All cyclists are expected to have access to the internet, and especially the fast growing share of smartphones with the use of GPS and various apps gives the option of designing campaigning elements on these platforms. Social media give direct access to the end users and opens up the possibilities of creating viral marketing. GPS devices are being used for cycling campaigns where individuals or groups of users in a certain period accumulate the highest amount of kilometres possible. Users are independent of when and where it suits them the best to be cycling. In that way competitions like that could even be worldwide. Also people who do not participate directly in a cycle campaign can positively affect others to cycle more by voting or supporting them via social media. Bike Score is a new, yearlong cycle campaign which uses RFID technology and GPS apps to monitor the level of cycling among the participants. The concept is well tested and demonstrated in Denmark and it is now being spread across Europe thanks to a European funded project. Project results and user surveys shows a methodology which keeps cyclist constantly on track. The European Cycling Challenge and On the Move are other tracking concepts which give tools to make mass communication and dialogue with a high number of participants in an efficient manner.

PANEL DISCUSSION: CYCLING IN CEE - WHAT COMES NEXT?

- Observations from the cycling development path in CEE countries:
 - Awareness to the cycling is part-defined: public is more progressive than the politicians, however, infrastructure is yet responding to the demand.
 - In countries, bigger cities have tried to do something to improve cycling; however, e.g., in Germany smaller and medium sized cities were more active.
 - The perspective is a different one: e.g., Denmark has been motivated by the safety aspect to demonstrate system of high safety, infrastructure design for all groups, while in many current newcomer cities the increase of cycling itself is the objective (quick wins), however, safety is important if there is a wish to increase the number of small children cycling.
 - You need to fight: it is important to develop traffic manual, design principles, standards, however, implementation is an issue. It takes a long time to reach consensus between traffic engineers and politicians. Politicians obviously need time to understand the principles.

- It is difficult to obtain a consensus in society and it takes time, e.g., for Zurich (CH) it took 10 years, it is a process and there is a need to put energy in this. Fighting is necessary. Once CEE countries reach high number of cyclists, maybe then it will lead to a consensus with politicians.
- Recommendations for further development:
 - Focus on quality as a guiding principle. Demonstration of top quality will be convincing.
 - Use pilot projects to show the change and to give people a chance to experience the change. Study trips are recommended to learn from each other.
 - Participation in the process is vital, not only from the actors involved in bottom up or top down approach, wide range of stakeholders shall talk together and reach common understanding. Communication across sectors is important.

Conclusions

Presentations and discussion at the conference has confirmed that the utility cycling in Central and Eastern Europe is developing. To foster this process there is a high need for a commitment of municipalities (public authorities) as one of the key factors for improving cycling infrastructure and planning. On this way, a learning from others and peer-to-peer exchange is important to discuss details, lessons learned, mistakes to avoid, etc. In addition, smart solutions for anything regarding cycling can help to give a push as it makes cycling visible. Our reality is that cities were designed for cars in 50ies-60ies; but we can redesign them for bikes now!

However, there are several obstacles and challenges on a way to further develop the cycling. A lot of myths or obstacles derive from miscommunication. People rather base their decisions on own perception, and not on facts and figures, the debate is often emotional and not factual. Important is to accept that gains cannot be calculated in immediate terms, but rather on macro-economic level: the society and state as a whole benefit from the cycling development and not the single municipality at the moment of investment.



Development of cycling can follow top down and bottom up strategies. Accepting cycling as important means of transport by authorities and politicians is a challenge. Our experience suggest, that there is no “best time” during a legislation period to approach politicians as you have to do it all the time to get successful in cycling promotion. One of the preconditions for successful strategies is to establish a financial security. However, the challenge is the



effective use of tax money for the RIGHT measures. Bottom up approach to promote cycling has proven to be successful in several countries: in Hungary the critical mass demos were so successful that it created political pressure leading to better cycling conditions; in Croatia the Facebook as (very cost) efficient tool has been demonstrated to mobilize people to participate and here a good political pressure was reached by these actions; in Latvia the cycling culture was approached from creativity and design perspective demonstrating a possibility to interlink cycling and cultural activities.

We can state that cycling is more than a sub-culture, all types of social classes and ages can cycle: kids, adults, working, unemployed, vulnerable groups, social workers, journalists, doctors, priests and politicians (even the conservative ones!). Therefore the group actually is very heterogenic and equally distributed within the society. However, defining of an “ultimate goal” to be reached with cycling is not viable as culture itself is always changing. Therefore there is no the ultimate goal in cycling itself, it is rather “a liveable city” and “sustainable living” which might be reachable by updating strategies regularly.

We can notice that holistic approach to urban transport planning is necessary to avoid confrontation between “we and them” as cyclists and others. Here it would be more important to put an accent on “road infrastructure” and then on a “cyclist infrastructure”, because cyclists can be seen not only as a cyclists group but they rather are participants in the transport system. We do not necessarily need MORE regulation, but we need a BETTER regulation instead, so that it fits the needs of all stakeholders.

Developing of a commuting cycling may be beneficial for utility cycling. Here, the most important channel is to motivate companies/ employers to make their employees using bikes: motivation for employees can, e.g., be some monetary incentive. Companies shall cooperate with public transport operators to get good conditions for their employees (combined tickets, etc.). User needs must be carefully investigated and tools and solutions adapted to these needs. Safe storage for bikes is important, e.g., at public transport stations, and needs to be provided mostly by public transport locations/ municipality. NGOs should directly go into contact and cooperation with companies and support them by making alliance in informing the employees (e.g., support centres).

Cycling education can play a vital role in further development of utility cycling. One of the key aspects - safety is a combination of infrastructure, as well as parking and personal safety, and it cannot be separated, but must be tackled as a complex issue. Safe cycling to school should be promoted; tools for stimulation include e.g., organized group cycling to school by picking up one kid after the other and thus no individual accompanying by a nanny, closing the street near the school for car transport. Education is needed for all ages and it shall be implemented frequently, as how to behave on the road, new rules or developments, etc. It is seen as a continuous process and must be targeted to different age groups to reach the kids as final target group.

Annex I: Evaluation of the conference by participants

Summary from 43 responses from participants

Please, indicate how often you deal with different aspects of everyday transport cycling development or promotion in your job:

	Daily	Often	Occasionally	Not relevant for my job
Deciding on cycling policy	10%	20%	35%	35%
Strategic planning	7%	29%	37%	27%
Cycling infrastructure	15%	24%	32%	29%
Cycling services	10%	25%	33%	33%
Communication and promotion	30%	30%	21%	19%

ABOUT THE EVENT

Please, state your satisfaction with the following aspects of the conference:

	very satisfied	satisfied	Not satisfied	No answer
Organisation of event	58%	42%	0	0
Comprehensibility of the information	47%	53%	0	0
Applicability of the given information and examples	35%	65%	0	0
Way in which presentations were communicated	47%	49%	0	4%
Work in groups:				
Thematic lectures	53%	47%	0	0
Cycling/ walking tour	74%	12%	2%	12%
"Project market"	35%	51%	4%	10%
Thematic working groups	51%	35%	4%	10%
Balance between presentations and interactive sessions	42%	44%	9%	6%
Accommodation & conference venue	49%	40%	2%	9%



FOLLOW-UP

Please, state how the information gained at the conference helps your community to increase the share of every-day cycling?	Very helpful	Helpful	Somewhat helpful	Not helpful
• It provided entirely new ideas to implement	23%	61%	16%	0
• It showed us in more detail how to better implement ideas that we already had	30%	56%	14%	0
• It provided arguments to convince key decision makers and politicians in our community	21%	53%	21%	5%
• It gave better insight in cycling culture	39%	47%	12%	2%
• It provided convincing and useful measures to increase cycling levels in our community	26%	49%	23%	2%
Something else (specify)				
• Networking				
• Holistic approach and enthusiasm				
• Learning from other cultures and how to manage the implementation				
• Insight about state of the art in region whose cycling culture hasn't had much exposure				