

Guideline for involving inhabitants and civil society







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An increase in bicycle use over the last few decades is an undeniable reality. In addition to its use in sport –either professional or as a hobby– another use for the bike as a means of transportation has also come about. And, gradually, the bicycle has also become a sustainable tourism alternative through cycle tourism.

According to professor María Moral-Moral, of the University of Cádiz, *“cycle tourism represents an alternative, sustainable type of tourism in which the enjoyment of the landscape and the desire to have a unique experience while being in contact with nature and the environment become one of the primary reasons why tourists opt for this travel experience – a travel experience that allows one to combine sport and leisure.”*

The Adventure Travel Trade Association (ATTA) considers that cycle tourism can include different activities with some of the following characteristics:

- The bicycle is the main means of transport to explore places during travel. It is not used only for getting to places of accommodation.
- Cycle tourism can include overnight stays or be based only on day trips.
- Bike outings of an amateur sport nature which involve travel by bike and complementary tourism activities. Some examples include the Tour of Flanders for Cycle Tourists, the “Quebrantahuesos” (“Bone Crusher”), and the Cycle Tourism Route of Northern Extremadura.

Europe is the first world destination in terms of cycle tourism, and the figures to that end are no lie. It is estimated that the direct impact of cycle tourism on the European economy is 44 billion euros, according to a study by the European Parliament undertaken in the year 2012. For every €1 invested in infrastructure for cyclists, €19 are returned on that investment.

Thus, within this context, the European Cyclists’ Federation (ECF) has undertaken the EuroVelo Project, whose purpose is to *“develop cycle tourism as a tourism product.”*

EuroVelo 1 is one of the project’s 15 routes, passing through 6 countries: Norway, the United Kingdom, Ireland, France, Spain, and Portugal. Atop this regional framework, the project AtlanticOnBike was put into place, with 18 partners and whose aim is to *“generate positive financial results thanks to a transnational cycle tourism strategy based on the natural and cultural resources of EuroVelo 1”*. In order to achieve economic and social sustainability and make this cycle tourism route really beneficial to the communities in the regions through which it runs (both from a financial point of view and in terms of mobility and leisure), it is necessary to involve the local population and gain their participation.





The purpose of this guide is for it to be a practical, effective tool for the areas involved in EuroVelo 1; for it to be useful for them in terms of getting their respective local populations involved.

To accomplish this, the guide will offer a range of options for each region to adapt –to a greater or lesser extent– according to their resources and their particular nuances. Success will not depend so much on the adoption, in their entirety, of the proposals made in the guide but instead on the appropriate application of the proposals which best suit each region or area.

The guide is divided into five major sections that are described below:

- **Cycle tourist code of good conduct.** If we think of cycle tourism as an example of sustainable tourism and a green path towards growth within a blue economy, the first thing to ensure is the proper coexistence between the inhabitants of the towns along the EuroVelo 1 route and cyclists. Therefore, a code of good conduct has been proposed so that biking visitors respect both the cultural identity of local communities and certain rules of behaviour and use for the bicycle itself.
- **Methodology for regional participation.** The working methodology proposed is aimed at achieving knowledge, involvement, and participation from the local population, as well as from the different players (both public and private) who carry out activities in the region.
- **50 proposals for good practices.** We propose an array of actions that have been undertaken in various places and serve as an example of how to work in order to achieve the involvement of the local community in tourism projects. The examples selected are, preferably, from the field of cycle tourism so that partners can more easily see how they are applicable to the areas that have EuroVelo 1 routes.
- **The local community as a EuroVelo 1 ambassador.** The ultimate aim of this process is to get the local population involved in the different facets and the workings of the EuroVelo 1 route. That means making those who live along the route the first and foremost ambassadors thereto and proponents thereof. In this section, we will describe what this means and what benefits there are for participants.
- **EuroVelo Day campaign.** In order to set ... as EuroVelo Day, a day that is to be common for all the regions through which any of the EuroVelo routes pass, a campaign proposal is attached which can be adapted to each one of the areas and regions. It consists of three elements: a sign, a display, and a brochure.



CYCLE TOURIST CODE OF GOOD CONDUCT



The code of good conduct is divided into two sections: the rules of conduct in and of themselves, which refer to the behaviours and attitudes that cyclists should have, and the traffic rules that cyclists must observe while biking.



RULES OF CONDUCT

1. The people, animals, and plants found along the way in the route or in the towns being passed through must be respected.
2. The traditions, beliefs, and cultural and social practices of the local communities being passed through are to be respected.
3. Travelling is always a source of personal enrichment; therefore, it's good to integrate and participate in the cultural and social activities of the towns being passed through, enjoying their folklore, traditions, cuisine, etc.
4. To the maximum extent possible, travellers should try to consume local products –fresh from the source– to thus favour the development of the local economy and, in turn, to favour the route's maintenance and viability, as well as its municipalities and facilities.
5. Any attitude or behaviour that may be shocking, hurtful, or intimidating to the local population must be avoided.
6. No action will be undertaken if it brings about the alteration, deterioration, degradation, or modification of the artistic, cultural, ethnographic, economic, or natural heritage of the territory. This includes things such as doing graffiti, breaking things, etc.
7. Travellers must avoid polluting water courses, springs, fountains, water basins, wells, etc.
8. Trash and waste must be picked up and put in bins.
9. Cycle tourists must respect the laws and regulations in force in each region or country that they are passing through – both in terms of vehicle circulation rules and in terms of behaviour.
10. All estates and properties found along the route and in the municipalities being passed through are to be respected, whether they are public or private.
11. It is the cycle tourist's responsibility to have gathered any information necessary prior to departure so as to successfully complete the tour: weather conditions, characteristics of the route, possible risks or difficulties, customs, rules, laws, etc.
12. When performing collective cycle tourism activities, the true conditions of the path and of the municipalities being passed through must be taken into account in order not to create unnecessary inconvenience for the inhabitants.
13. Cycle tourists must help to maintain the facilities and equipment made available to cyclists both along the route and in the towns, responsibly using them and avoiding their damage.
14. No fires or barbecues are to be made, except in places that have been expressly prepared for such uses. Likewise, fires must always be made in the times of year in which they are allowed.
15. If travelling with animals (like dogs), they must always be on a leash. Travellers must take into account the acceptance (or not) of pets in the establishments where they are going to eat and sleep.





RULES OF THE ROAD

16. Always respect the general rules for traffic circulation in the region or country where travelling. The following actions while travelling by bike are considered offences:
 - Running a red light.
 - Wearing earphones or headphones while riding.
 - Riding the bicycle while under the influence of alcohol.
 - Speaking on the telephone while riding the bicycle.
 - Not using lights or reflective clothing to make the cycle more visible.
 - Not using a helmet when one is mandatory.
 - Riding (and not walking) the bicycle on the pavement.
 - Crossing crosswalks while riding the bicycle (it should be walked over crosswalks) – except when the crosswalk has a special lane for bikes.
17. For safety, and to set an example for the little ones, it is recommendable to always wear a helmet whether one is mandatory or not.
18. Respect the other users of the routes being travelled: we aren't alone in the world.
19. Respect, and ensure that others respect, the signs posted along the route and in towns.
20. Do not ride at an excessive speed.
21. If they exist, cycle tourist lanes should be used.
22. Always ride on the correct side of the road or path in accordance with the traffic circulation regulations for the country.
23. It is mandatory to make your intentions known before overtaking – preferably by using the bicycle's bell.
24. Always respect the right of way laws in force.
25. Keep a safe distance when overtaking and passing by other cycle tourists, pedestrians, and/or motor vehicles.
26. In the event of travelling in a group, do not take up the entire width of the lane. It is advisable to ride in a line to allow other users to pass by and overtake.
27. Do not impede circulation on the route's paths or in the streets of the municipalities being passed through. If it is necessary to stop, look for an open area where stops can be made without disrupting others.
28. Do not make any sudden movements or unexpected turns. Always signal appropriately before turning or changing course.
29. Take extra precaution when passing through tunnels and over viaducts. Always ride on the right and use a light in all tunnels.





As its title suggests, this chapter proposes a methodology for working to achieve regional involvement and participation in the project.

METHODOLOGICAL APPROACH

One of the keys, if not the main key, for a project like EuroVelo 1 to achieve its goals is to get the local population (the residents) and civil society (associations, entities, groups, and relevant individuals) involved. It's not merely a question of them knowing about the project, which is good in and of itself, but they must also have a positive attitude towards the project and get involved therein in a practical way.

To help accomplish this, **we have the perfect tool: the bicycle**. People of all ages love riding a bike. Children love it because the bike is one of those gifts that most have always wanted to have. As adults, the bicycle invites us to take a ride, to do some sport, to have a healthier life, and to move around more conveniently in cities. Also, simply put, it helps us to recover the feeling of freedom of our childhood.

We feel that the methodological approach to achieve the participation of the local community in the regions through which EuroVelo 1 passes must be based, above all, on a **dissemination process** that aims for the population to have **sufficient knowledge** about EuroVelo 1 and for the development of a **participatory strategy that ultimately brings about the population's involvement**. Below, this is represented in diagram form:

COMMUNICATION ⇒ KNOWLEDGE ⇒ PARTICIPATION ⇒ INVOLVEMENT

To be able to accomplish all this, we must have the following criteria in mind:

- **The methodology must be adapted to the specific reality of each region.** Each area has specific circumstances in relationship with the project (degree of development, level of infrastructures associated with the EuroVelo 1 route, local culture revolving around cycle tourism, etc.).
- **Adapt the methodology to the idiosyncrasies of the local population.** The local culture associated with the project can vary greatly from some areas where the project is more developed to others where it is still at an early stage. Likewise, within the culture revolving around the project, that culture can be articulated through different patterns or lines of action: in some places, this culture may appear more in terms of citizen movements, in other places it may be sports associations that are most active, in some cases educational dissemination is what acts as a catalyst, and there will even be places where the business world takes the initiative.

DISSEMINATION

As has been mentioned previously, to achieve local community involvement, we must start with a dissemination plan.

Target audiences

- **Local community.** By this, we refer to the whole of the population that inhabits the regions in which the project acts.
- **Users.** This would be the part of the local community that already makes use –more or less regularly– of the bike for different purposes and reasons.
- **Businessmen and entrepreneurs.** These are those who can bring about economic activity in relationship with the project, undertaking different service provision activities related to the EuroVelo 1 route and the presence of the cycle tourists that said route attracts (the rental, repair, and sale of bikes and accessories for riders; accommodation establishments, restaurants, transportation companies, guides, local travel agencies, etc.).
- **Associations and entities.** This is the whole of the collectives in a municipality that make up part of its lifeblood, participating and helping with its promotion, organising activities in many areas – including cultural activities, heritage-related activities, activities with the environment, folklore, gastronomy, sport, etc.
- **Clubs, associations, and collectives related with the bicycle** which, through the course of their common activities, interact (or could interact) with other groups in order to bring together all the elements that give meaning to the project and to cycle tourism as a means for developing a region through tourism.
- **Institutions and administrations** which, through their policy makers and technicians, must act as main motivators and facilitators for the participatory process – in addition to being the drivers, at least initially, of the project as a whole.



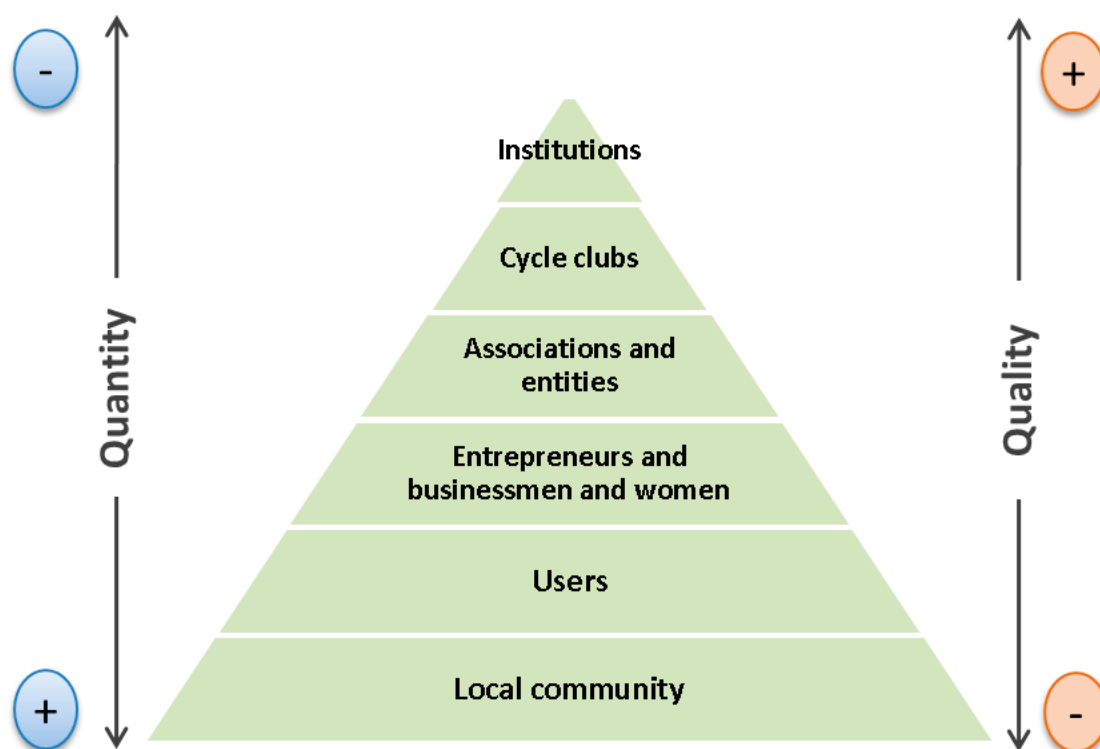
Strategic approach

Having defined the target audiences, the strategic approach we take to reach those target audiences is based upon two factors: **quantity and quality**.

The quantity refers to the number of people that make up each one of the target audiences described. Thus, the local community as a whole is the largest audience – the one with the biggest quantity of people. On the other side of the scale, the institutions and governmental administrations, represented by their policy makers and technicians, is the smallest group in numbers – the one with the smallest quantity of people.

The second parameter has to do with the quality of dissemination, understood from the point of view of proximity and interaction. The fewer people there are (the lesser quantity there is), the closer dissemination can be and, as a result, the better the quality.

This strategic concept can be summed up by the image below, a triangle whose base houses the collective with the greatest number of people, but which requires dissemination of a lesser quality; dissemination that is more general. Meanwhile, at the top of the triangle is the smallest collective – the one that needs more specific, personalised dissemination of a higher quality.



KNOWLEDGE

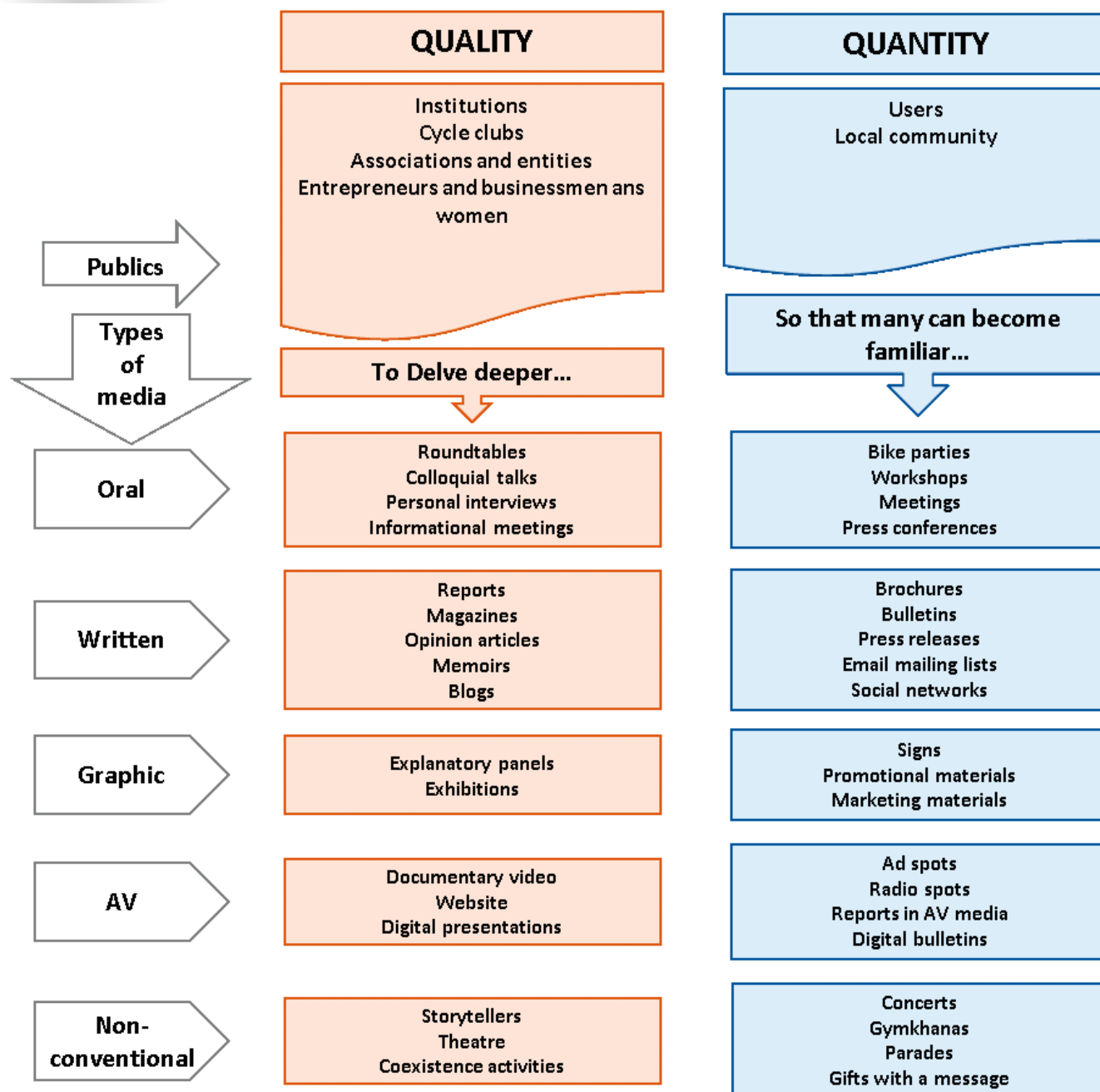
Depending on the degree of approximation to cycle tourism that the different individuals and collectives described have, three audience segments can be defined which each require their own strategy to strengthen their knowledge.

- **Those involved.** These are individuals who already are aware of the importance of cycle tourism and of the importance of the bicycle as a sustainable form of transport and who already participate in initiatives promoting the aforementioned. For them, it would be good to develop a **reward strategy** so as to strengthen their attitude through incentives.
- **Those who are undecided.** These are individuals who just need a little nudge, who may understand the goals and the need to participate, but who have an obstacle or impediment to do so. With them, a **persuasion strategy must be used**, especially by citing practical aspects to help them to get over their reluctance.



- **Those who are indifferent.** This is the part of the population that is resistant and may even react strongly against the project. According to some, this is a collective whose habits are difficult to influence; therefore, it wouldn't be worth wasting time and resources on them. Nevertheless, we believe that this is a part of the population that can come round gradually; therefore, for them, an **encouragement strategy** must be put into place to bring them closer to the world of cycle tourism and to sustainable mobility through knowledge and information.

PARTICIPATION



To bring about the aforementioned, below we will outline a series of participatory strategies divided by the type of format used and the goals set forth for each case:

INVOLVEMENT

The last point of the process that we are describing –involvement– can materialise through good practices and through the EuroVelo 1 ambassadors programme, both of which are described below.



Each example of a good practice includes the following information:

Name: **Activity name.**

Activity type: This can be of an association-related nature, to disseminate, to train, to provide incentives, law-related, mobility-related, participatory, award-related, promotional, or for awareness raising.

Promoter: Name of the entity promoting the activity. Promoters can be classified into three **categories** – association, business, or institution.

Intended recipient: The target audience that the activity or action is mainly aimed at. Intended recipients are classified as: the local population, users, local businesses, associations and organisations, and governmental institutions and administrations.

Objective: A sentence that summarises the main purpose of each good practice.

Activity description.

Cost. Three levels have been established to provide orientation – inexpensive, medium-level expense, high expense. In specific cases, if exact data is available, the exact cost of the good practice is listed.

Informational website: A link to a webpage where more information is provided, or which makes reference to the good practice described.



1.

Activity name: **30 DAYS BIKING.**

Activity type: **Promotional.**

Promoter: **Citizens' movement - Minneapolis (Minnesota – U.S.A.).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To increase the everyday use of the bicycle as a means of local transport.**

Activity description:

This is a citizens' initiative that arose in 2010 in the aforementioned American city and which has already spread to 54 cities around the world. The idea is for the daily use of the bicycle to be promoted every April for 30 days by the inhabitants of the cities that have joined the initiative. The only requirement is to ride a bike all the days of April –it doesn't matter if you ride a lot or a little– and then share your experience online.

The spirit that presides over this experience is that of *"come on out and try it"*, so that citizens become convinced that the bicycle is the smartest alternative to getting around in the city.

Amongst the movement's goals are the following:

- To promote the daily use of the bicycle as a means of transport to help with health and personal wellbeing, as well as to improve quality of life.
- To promote the bicycle as a primary means of personal transport that is both sustainable and non-polluting.
- To promote and educate the public about the benefits that the use of the bicycle has in terms of people's health.
- To make our cities more "human" while taking care of the planet.

Cost: Inexpensive.

Informational website: <https://30daysofbiking.com/>

2.

Activity name: **BICIS PARA ESCOLARES (BIKES FOR SCHOOL STUDENTS).**

Activity type: **Mobility.**

Promoter: **City Council of Cádiz (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To promote the use of the bicycle amongst families with few financial resources.**

Activity description:

The City of Cádiz has agreed to purchase 100 bicycles to be given to the schools of the city so that children who are six and seven years old will be able to learn to use them during school hours. The bicycles are going to be given to the Local Federation of Parent/Teacher Associations (Flampa), and said entity will, in turn, distribute them to the different schools around the capital of Cádiz.

This measure is included within the Municipal Plan for Health, and the goal is for the little ones to get their start in physical activity through the use of the bicycle. As not all residents of the city have the financial capacity for a child who is six or seven years old to

have a bike, bicycle acquisition and assignment by the City Council aims for little boys and girls –regardless of their economic status– to be able to enjoy having a bike and learning to use it. The bicycle is considered to be a tool that can be used in physical education classes and that can be included within the subject's educational curriculum.

Cost: € 14,990 + VAT

Informational website:

https://www.lavozdigital.es/cadiz/lvdi-ayuntamiento-entrega-100-bicicletas-entre-centros-escolares-cadiz-201904241707_noticia.html



3.

Activity name: **¡MIRA, SIN COCHE! (Look mum, no car!)**

Activity type: **Awareness raising.**

Promoter: **“30 Days Biking” Cultural Association (Gijón – Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To promote the bicycle as a load-bearing vehicle in cities.**

Activity description:

This is a programme designed for awareness raising, information provision, and the promotion of the use of load-bearing cargo bikes in the city. It is aimed at young people and intends to satisfy the load transportation needs of individuals, groups, and youth collectives as they go about their sociocultural activities, doing so in a sustainable, clean, inexpensive, and autonomous way. The basic tool of this good practice is a social cargo bike rental service that includes social innovation activities to bring about a change in youth mobility.

The project's axes of intervention are as follows:

- To promote personal cycle logistics and the technical solutions provided thereby.



- To bring about the testing of cargo bikes and their daily use as a comprehensive solution for sustainable load transport in an urban environment.
- To generate sustainable mobility habits amongst young people in terms of their movements involving loads within the city.

The system works with public/private equipment aimed at young people to increase its visibility. Each rental point has at least two cargo bikes available: one front-loading cargo bike and a tricycle for bulkier loads.

Cost: Inexpensive.

Informational website: <http://30diasenbici.com/proyectos/mira-mama-sin-choche/>



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4.

Activity name: **ECOMOBILITY RESEARCH STAY**

Activity type: **Mobility.**

Promoter: **HESPUL Association (Lyon – France).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To recruit a trainee for an EcoMobility research project.**

Activity description:

HESPUL is an association that has over 25 years' experience in the field of solar photovoltaic energy and is specialised in the development of renewable energies and energy efficiency. It has been working on EcoMobility projects involving the bicycle in the Lyon area since 2015.

One of these projects involves a recruitment process for a trainee position for a period of 6 months in 2019. The aim is to help to change the mobility scheme of those who live in the community of Saône Beaujolais through research and contact with regional players to promote substituting the car with the bike. Likewise, this initiative includes the identification of success stories that help to break away from the myth of the

need to have a car in suburban and rural areas, and it also includes the organisation of activities with local inhabitants and regional players to help encourage bicycle mobility, with a view towards Sustainable Mobility Week.

Cost: + € 525 / month.

Informational website: <http://www.hespul.org/>

5.

Activity name: **FAMILIARISATION TRIPS FOR THE LOCAL POPULATION.**

Activity type: **Promotional.**

Promoter: **Government of the State of Jalisco (Mexico).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To help the local population become familiar with cycle routes nearby.**

Activity description:

On April 3, the Secretariat of Culture (SC) of Jalisco, through the Directorate General for Cultural Heritage, launched the pilot project entitled “Vía Recreativa va a Vías Verdes” (Recreation takes to the Green Pathways); a bicycle route familiarisation initiative which aims to bring the inhabitants of the Guadalajara Metropolitan Area closer to the green pathway infrastructure in the Valles region. These green pathways are an alternative for family recreation that allow for the cultural and environmental resources of the area to be valued.

“Vías Verdes México” (“Mexican Green Pathways”),

in the Valles region, at the north of the Guadalajara Metropolitan Area, is a programme dedicated to renovating old train pathways that are no longer used today, many of which are from the beginning of the 20th century. The project turns these areas where the tracks used to be into cycle, pedestrian, and equestrian paths – all the while aiming to boost the region’s cultural and nature tourism.

The pilot journey was made on April 3, 2016 with a total of 80 people who had registered previously via the website www.facebook.com/viasverdesjalisco. The starting point was in Minerva, and the bike ride was accompanied by guides who joined them from the former La Vega Train Station to the former Ahualulco de Mercado Train Station.

Cost: Inexpensive.

Informational website: <https://sc.jalisco.gob.mx/prensa/noticia/5507>

6.

Activity name: **BIKE DOCUMENTATION CENTRE.**

Activity type: **Dissemination.**

Promoter: **Cristina Enea Foundation (San Sebastián, Gipuzkoa - Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To provide citizens with access to specialised documentation on the bicycle and its world.**

Activity description:

Zikloteka is located in San Sebastián (Gipuzkoa) and it is a pioneering centre that has a physical and virtual space where interested professionals, institutions, and individuals are provided with a specialised collection of documents on different aspects related with the bicycle and cycling knowledge.

Documentation is stored and organised in Zikloteka that includes technical/administrative contents and contents of a scientific, dissemination, and informative nature. The document collections can be viewed

in paper form and in digital form, depending on the case.

Over the last 25 years, Gipuzkoa has seen the generation of a large volume of papers, studies, and materials related with cycling on a day-to-day basis. Said documentation, scattered until now, represents a remarkable set of accumulated knowledge related with the bicycle and cycling mobility, in addition to giving an account of the effort made in the region to standardise the use of the bicycle as a means of transport.

Given the interest in identifying, collecting, and disseminating these documents, the Regional Government of Gipuzkoa and Cristina Enea Foundation signed, in 2015, a protocol to establish Zikloteka – a documentation centre specialising in cycle mobility.

Cost: High expense.

Informational website: <http://www.cristinaenea.eus/zikloteka/es/hasiera>



7.

Activity name: **“BARBASTRO BY BIKE” PLATFORM.**

Activity type: **Association-related.**

Promoter: **Barbastro (Huesca – Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To promote the use of the bicycle as a means of transport by creating green routes and adapting bike lanes.**

Activity description:

Citizens’ platform created by individuals and different collectives, such as the Barbastro Cycle Club, Aragón Mountaineering Federation, and the Entrepreneur Association of the Barbastro Industrial Park. The stated purposes of this citizen’s platform –which is independent and has no political or financial purpose– are as follows:

- To disseminate and promote the use of the bicycle in Barbastro.
- To raise awareness about the use of the bicycle as a means of transport.

- To promote, in the competent bodies, actions that encourage the use of the bicycle (bike lanes, marked paths, etc.).
- To cooperate with associations and entities on issues related with the bicycle.
- To drive the creation of the “Barbastro-Selgua” green pathway.
- To promote the bicycle’s use as a means of leisure.
- To participate in programmes and incentives related with the environment (Agenda 21 Local).
- To contribute to improving urban mobility in Barbastro by means of the bicycle.
- To organise activities related with the bicycle.

Cost: Medium-level expense.

Informational website: www.barbastroenbici.blogspot.com



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8.

Activity name: **TODAY IT’S MY TURN.**

Activity type: **Awareness raising.**

Promoter: **Regional Government of Gipuzkoa, Kalapie Association, Bizikume Association (San Sebastián, Guipuzkoa - Spain).**

Category: **GOVERNMENTAL INSTITUTION / ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To increase the use of the bicycle amongst women in their daily lives.**

Activity description:

The Regional Government of Gipuzkoa, along with the “Kalapie” and “Mujeres en Bici-Bizikume” Associations, have undertaken the initiative known as “*Today it’s My Turn*”, which aims to boost the use of bicycles amongst women in the regional area of Gipuzkoa. The main goal is to eradicate the huge imbalance that exists between men and women in the sector, as some data shows that just 16% of those who use bicycles in the region are women, while 84% are men.

To reach its goal and surpass 16%, this good practice includes talks, workshops, and bike rides. Activities

are held regularly in San Sebastián and Tolosa, and they include bike skill courses for both city and mountain biking.

This campaign is held annually during several weekends in July, August, and September so as to make female cyclists more visible and empower them while encouraging a greater use of the bicycle in their daily lives.

The campaign aims to raise awareness of the importance of using the bicycle in one’s daily life as a sustainable and health means of transport, as well as doing so within a context of equality while making female cyclists more visible.

Cost: Medium-level expense.

Informational website: <http://kalapie.org/>

9.

Activity name: **DOCUMENTARY ENTITLED, “EN EL AIRE” (“IN THE AIR”)**

Activity type: **Awareness raising.**

Promoter: **Life + Respira Project (Pamplona, Navarre - Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To showcase the results from research on air quality in Pamplona.**

Activity description:

Within the framework of the European LIFE + RESPIRA Project, a documentary film has been made entitled “En el aire” (“In the Air”). In the film, a team of scientists tries to improve the quality of the city’s air by measuring the pollutants with a degree of accuracy never before achieved to date. They are helped by 200 volunteers who have special sensors designed for the project on their bikes. Over two years, more than 47,000 kilometres are travelled throughout the Spanish city of Pamplona, providing 150 million pieces of data. The problems that emerge test the ability and ingenuity of the researchers.

The aim of the documentary –which has already been shown at festivals such as the 2018 Ronda-Mexi-

co-Madrid International Scientific Film Biennial and the 2018 Oñati European Mobility Week (Gipuzkoa, Spain)– is to showcase the results from the research undertaken within the context of the LIFE + RESPIRA Project. One of the key points has been the recruitment of the 200 bike-volunteers: people who are over 18 years of age and who have been trained to undertake their tasks within the project by means of educational talks and technical support.

Cost: High expense.

Informational website: <http://www.liferespira.eu/es/>



10.

Activity name: **Bike Buffet**

Activity type: **Promotional.**

Promoter: **Westport Smarter Travel (County Mayo, Ireland).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: To promote the use of the bicycle as a recreational element associated with cuisine.

Activity description:

This good practice consists of undertaking culinary tours throughout the town of Westport atop a bike as the means of transport. It normally includes the tasting of a menu made up of several appetisers, a main course, and a dessert. Each one of those dishes is served in a different establishment in the town, and the cycle-diners go to the different restaurants on their bicycles. Once one of the dishes has been tasted, all the participants pedal to their next destination to continue the lunch or dinner.

This initiative falls within the framework of the Smarter Travel project being undertaken in Ireland, and Westport was one of the municipalities selected for

the project. Thanks to that fact, the city will receive funds for four years to implement a wide range of measures and actions designed to encourage people to use more sustainable means of transport and to participate in transport planning.

Cost: Inexpensive.

Informational website: <http://www.westportsmartertravel.ie/bike-buffet-2017.html>



11.

Activity name: **"PENSANDO EN BICI" ("BIKE THINKING") EXHIBITION.**

Activity type: **Dissemination.**

Promoter: **"Burgos con Bici" Association. (Burgos - Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To showcase the results of the different art competitions organised around the bicycle theme.**

Activity description:

For years, the "Burgos en Bici" Association has been organising different contests for school children and adults whose main theme has been the bicycle – drawing contests, photography contests, and short story contests.

In order to showcase a selection of the best creative pieces, the Association organised, in the Spring of 2018, the exhibition entitled "Pensando en bici" ("Bike Thinking"). The work put on display reflected an artistic, zealous, and unique view of the city of dreams in which the organisers would like to live – a more harmonious city, one in which it is easier and

less aggressive to move around, a city that is conducive to gatherings of people in public spaces. The exhibition also included some sculptures and modified antique bikes.

In addition, during the exhibition, workshops were organised on the basic mechanics of the bike and on safe circulation by bike in the city.

Cost: Medium-level expense.

Informational website: <https://spacesyntax.com/project/skycycle/>



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12.

Activity name: **PARTICIPATORY PROCESS FOR DESIGNING THE BICYCLE NETWORK.**

Activity type: **Participation.**

Promoter: **Recicleta Ribera Collective (Tudela, Navarre - Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To prioritise the actions included in the participatory municipal budgets in relationship with bicycle mobility.**

Activity description:

The town council of the town of Tudela, in Navarre, within the context of its Participatory Budgeting for 2018, earmarked € 60,000 for bicycle mobility.

To decide the way that money would best be used, the Recicleta Ribera Association developed a participatory process over several days. Over those days, contributions were collected from all types of people: members, users, individual citizens, and even professionals from architecture studios. The aim of this process was to prioritise the most important actions to be undertaken by urgency and opportunity.

A framework plan came out of that work whose key points are safety and coexistence between users of all types of vehicles –both cyclists and drivers– as well as coexistence with pedestrians. An additional result of that work was a logical design to functionally connect the different points of the town of Tudela and some of the outlying areas, from industrial parks to service areas.

Cost: € 60,000.

Informational website: <http://www.recicletaribera.com/>

13.

Activity name: **SOY BICI (“I am a biker”).**

Activity type: **Training.**

Promoter: **Víctor Sastre Foundation (El Barraco, Avila – Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To make bikes a part of the life of children and young people.**

Activity description:

This initiative came to be as a result of the drive of the Víctor Sastre Foundation, headquartered in the small town of Avila known as El Barraco – birthplace of the ill-fated international cyclist José María Jiménez, nicknamed “El Chava.” “Soy Bici” (“I am a biker”) is an educational programme that was started with the idea of getting children and young people to move around by bike safely and respectfully, thus helping us to have a cleaner, more humane environment and raising awareness of the health benefits that come about from bike use so that the bicycle becomes part of young people’s lives.

The programme is based upon the idea of living

through bicycle use, creating a symbiosis with the bike, and noting the health benefits that this form of transport has. “Soy Bici” came to be with that philosophy: to work with children to make the bike something natural in their lives. And that’s why it teaches them to maintain and take care of their bikes: to grease the chain, to adjust the brakes, to check tyre pressure. We cannot forget that the bike is a machine, and the more we know about it, the better our use of it will be. Likewise, the value of respect towards others and towards the environment is also taught, as the bicycle is an ideal way to teach values.

Cost: Medium-level expense.

Informational website: <http://fundacionvictorsastre.com/soy-bici/programa-soy-bici/>

14.

Activity name: **BICYCLE SOCIAL WORKSHOP.**

Activity type: **Training.**

Promoter: **Pedalada a Pedalada Association (Alcalá de Henares, Madrid - Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Local population.**

Objective: **To teach how to maintain the bike itself and promote sustainable mobility.**

Activity description:

A self-managed social workshop that applies the *DIY* philosophy by teaching participants how to maintain their bicycle and even how to keep it together and repair it with scrapped parts.

The workshop came to be approximately 10 years ago and gained strength when it joined the Pedalada a Pedalada Association.

The workshop is located in a municipal public area that is provided by the Town Council of Alcalá de Henares. The space is shared with other institutions and local groups, thus benefiting inter-relationships and mutual

knowledge. It is open to the public on Wednesdays and Saturdays in the morning from 10:00 to 1:00, and on Sundays in the afternoon from 6:00 to 9:00.

Apart from its permanent location, the workshop also hits the streets to get up close and personal with the citizens. During these outdoor activities, bicycles are repaired, children’s bikes are donated, lotteries are held, and the *Don’t let your Bike Get Stolen* campaign is undertaken.

Cost: Inexpensive.

Informational website: <http://tallersocialdealcala.blogspot.com/>



15.

Activity name: **C-FORCE. CO-CREATION OF A BIKING CAMPAIGN.**

Activity type: **Participation.**

Promoter: **Ghent University (Belgium).**

Category: **INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To inform and raise awareness amongst students through their involvement in a promotional campaign about bike use.**

Activity description:

The C-Force campaign, which got its start in 2016, was an initiative by students and for students to encourage them to move about by bike and to promote sustainable mobility to and from the university campus.

The campaign had two parts. One, a type of incentive scheme in which three students created an application to measure the distances travelled by bike. A competition was created between university teams, with winners obtaining different prizes such as train tickets, cinema tickets, and new bikes.

The second part consisted in the conception, design, and undertaking of a publicity and promotional campaign about bicycle use. To accomplish that, there were two interactive workshops with students and a meeting with local players (the university, local government, NGOs, bicycle distributors, student organisations, etc.). Additionally, those studying marketing interviewed 150 students. The process brought about the involvement of more than 1,000 students throughout co-creation.

Cost: € 10,000 – 25,000.

Informational website: <https://stad.gent/mobiliteit-splan>



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16.

Activity name: **CANTABRIAN FORESTS ON TWO WHEELS.**

Activity type: **Dissemination.**

Promoter: **Edufores Foundation and the Government of Cantabria (Spain).**

Category: **INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To increase interest in forests amongst students, and to encourage active tourism.**

Activity description:

An educational guide published by the Edufores Foundation (Forest Education) in cooperation with the government of the Spanish region of Cantabria. It also got support from the Spanish Railway Association, which provided information, photographs, and maps of the green pathways in the community of Cantabria.

The purpose of this publication is to increase student interest in the forests around them and promote active tourism through physical education and healthy habits. It is comprised of 40 colour pages with maps

of all proposed routes, many photographs and illustrations, as well as botanical descriptions of the most relevant forest species along each route.

With 5,000 copies printed, this publication was distributed amongst Cantabrian secondary students, teachers' centres, and some environmental interpretation centres.

This publication seeks to encourage school students to take the proposed routes.

Cost: Medium-level expense.

Informational website:

<https://bit.ly/2VWfTwk>

17.

Activity name: **PHOTOGRAPHY CONTEST ENTITLED, "PEDALEANDO POR TU SALUD" ("PEDALLING FOR YOUR HEALTH")**.

Activity type: **Dissemination**.

Promoters: **Department of Health of the Regional Government of Andalusia and the City Council of Seville (Spain)**.

Category: **GOVERNMENTAL INSTITUTION**.

Intended recipient: **Local population**.

Objective: **To raise awareness amongst healthcare professionals of the benefits of using the bicycle for health**.

Activity description:

Photography contest organised by the Virgen Macarena Hospital of Seville that was open to hospital workers and their family members.

The purpose of the contest was to convey the health benefits of continued bicycle use to health professionals, in addition to underscoring the rehabilitative and therapeutic aspects of exercise as a source of health.

It was also about disseminating bicycle use in Seville and its surrounding area, with the bike being seen as a means of transport and leisure that is respectful to the environment, does not pollute, is healthy, and is modern.

Each participant could present a maximum of 3 pieces of any style they wanted and in any format or on any medium, in black and white or in colour.

The prizes were a folding bike for the winner, a bike for the runner up, and a VIP card from Seville's bike rental service for third place. Likewise, for all three winners their works were reproduced on the municipal informational panels of the city of Seville.

Cost: Medium-level expense.

Informational website: <https://bit.ly/2VqAWYE>

18.

Activity name: **"HUESCA LA MAGIA DE LA BICICLETA" SCHOOL LEAGUE**.

Activity type: **Sport**.

Promoter: **Regional Government of Huesca (Spain)**.

Category: **GOVERNMENTAL INSTITUTION**.

Intended recipient: **Local population**.

Objective: **To get school students started with biking as a sport in a safe environment**.

Activity description:

The bicycle is one of the many symbols of childhood... after all, who doesn't have a bike at home? Likewise, it is one of the first physical challenges: after learning to walk comes learning to ride a bike. Nevertheless, unlike other sports, the majority of children who normally use the bicycle are not able to go biking as if it were a sport because they do not have safe spaces or age-appropriate activities.

The "Huesca La Magia de la Bici" Provincial School League is a project that seeks to find a solution for this situation and allow the little ones to enjoy a day of

sport in a competitive environment while sharing with other federated sport categories and beginning to take up cycling as a sport rather than just as a means of transport. The tests are carried out in different municipalities of the province, thus contributing to the entire region's familiarisation with this discipline. Additionally, positive values are acquired through the bicycle -- values that will accompany participants throughout their growth and into their adult life.

The Huesca la Magia de la Bici School League is an innovative way to go about basic cycling as no provincial tests had been created before now that were tailored exclusively to the needs of children outside of the federated sport framework.

Cost: High expense.

Informational website: <http://www.dphuesca.es/plandelabici>



Activity name: **EUROPEAN STARS PROJECT**

Activity type: **Training.**

Promoter: **City Councils in conjunction with the Directorate General of Traffic (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To encourage and reward schools that promote sustainable, safe travel by foot or by bicycle amongst their students.**

Activity description:

The European STARS Project (Sustainable Travel Accreditation and Recognition for Schools), which has been in place since 2016, has the participation of 139 schools in 10 Spanish autonomous communities – both capitals and large cities (Madrid, Valladolid, Zaragoza, and Málaga) and smaller municipalities such as Miguelurra, Rincón de la Victoria, Bailén, Corella, and Tudela.

The aims of the project are:

- To increase the number of children and teens who actively travel to primary or secondary school; that is to say, to increase the number of those who go to school by bike or walking.
- To promote children's autonomy in the city.
- To promote young people's engagement with public spaces.
- To promote healthy lifestyles and care for the environment.

The project is aimed, preferably, at students from 6 to 19 years old, but it also targets the entire educational community: parents, teachers, those in charge of leading the schools, and non-teaching members of staff. Each school must present a proposed set of activities to help them achieve the aforementioned aims.

Cost: Medium-level expense.

Informational website: <http://www.starsespaña.com/>



Activity name: **DISCOVERING THE COLOURS OF THE EARTH.**

Activity type: **Dissemination.**

Promoter: **Regional Government of Alicante (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To encourage school students to become familiar with a green pathway by travelling it by bicycle.**

Activity description:

The Regional Government of Alicante, as the body responsible for the management of the Agost- Maigmo Green Pathway, annually programmes trips for school children to become familiar with the pathway. This activity is supported by educational materials to help them interpret the pathway.

The annual number of school children to participate is approximately 3,000. To undertake this activity, the Regional Government of Alicante directly subcontracts the activity management service, which includes: 2

environmental guides, 30 bicycles, 30 helmets, a support car, and a driver for each programme instance.

Cost: High expense.

Informational website: <https://bit.ly/2LFQTG2>



21.

Activity name: **BICICLOT.**

Activity type: **Training.**

Promoter: **Treball Associat Biciclot SCCL Cooperative (Barcelona - Spain).**

Category: **COMPANY.**

Intended recipient: **Local population.**

Objective: **To promote the use of the bicycle in education, tourism, and leisure.**

Activity description:

This is a work cooperative that was created in 1994 and currently deals with the promotion of bike use in education, tourism, and leisure.

To do that, they offer a wide range of activities that include:

- Bike mechanic courses, courses to learn to ride a bike, and courses on safe traffic circulation, as well as a self-repair space.
- Work with children by teaching and raising awareness about safe traffic circulation

through school activities and educational campaigns.

- Social/labour integration of young people and adults through occupational training and work internships.
- Collection of used bicycles to be repaired and put back into circulation through the second-hand market and by making social donations.
- Courses targeting adults: mechanics courses for bicycle maintenance, reuse, and recycling, which include participatory spaces such as the self-repair space; courses to learn to ride a bike and learn about traffic circulation; as well as guided routes and rides to discover Barcelona in a new way.
- Tourist tours by bike, organised for the visit to be enjoyed in a way that is agile, fun, safe, and respectful with the environment.

Cost: High expense.

Informational website: <https://www.biciclot.coop/es/nosotros/quienes-somos/>

22.

Activity name: **COURSE ON MTB BIKING.**

Activity type: **Training.**

Promoter: **Mackay Christian College (Mackay - Australia).**

Category: **INSTITUTION.**

Intended recipient: **Local population.**

Objective: **To learn about MTB biking as a sport, as well as associated health and educational values.**

Activity description:

Mackay Christian College is located in Mackay, a city of the second largest state in Australia, Queensland. There, this college, in cooperation with a local mountain biking school (the Central Queensland Interschool), has created this new, healthy course.

The course consists of two years of learning and is to be included in the school curriculum to promote this sport amongst youth, in addition to inviting them to participate in different local events and races. This course aims to positively influence the lifestyle of young people, help

them with discipline, camaraderie, teamwork, concentration, and their desire to excel. This is not the first initiative of this kind in the college: previously, students were responsible for designing a trailer to help transport various objects during the school's festival.

The mountain bike skills park that the college has can be used by the students and general public (outside of school hours). The park was designed and developed in a cooperative effort between Mackay and the District Mountain Bike Club (M.A.D.) to be a safe and fun introduction into the sport of mountain biking. The students can access the MTB skills park during school hours at designated times. This includes during specific classes and at lunchtime.

Cost: High expense.

Informational website: <http://mccmky.qld.edu.au/beyond-the-classroom/>



23.

Activity name: **AWARD FOR PUBLIC EMPLOYEES WHO USE A BICYCLE.**

Activity type: **Incentive.**

Promoter: **Government of Valencia (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To increase the use of the bicycle amongst public employees.**

Activity description:

Civil servants working for the Generalitat Valenciana (the regional government of the Spanish Autonomous Community of Valencia) who work in the 9 d'Octubre Administrative District are to receive financial or time benefits if they use sustainable means of transport, such as the bicycle. The Mobility Plan of the Administrative District at hand foresees the following incentives for employees who go to work by bike:

- Financial incentives: an annual payment (amount to be determined).
- Time benefits: reduction of 6 minutes from the workday (by starting later or finishing ear-

lier). This is a 30-minute reduction weekly, increasing the courtesy time when clocking in and out.

- Gifts to workers who stand out because of their bicycle use: t-shirts, jerseys, helmets, activity wristbands, etc.

Cost: Inexpensive.

Informational website:

<https://bit.ly/2H8AchX>



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24.

Activity name: **LAW ON THE PROMOTION AND USE OF THE BICYCLE AS A SUSTAINABLE MEANS OF TRANSPORT.**

Activity type: **Law.**

Promoter: **Government of Peru.**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To promote the use of the bicycle as a sustainable means of transport.**

Activity description:

The Republic of Peru has a law whose purpose is to promote the use of the bicycle as a sustainable means of transport. This law has recently been modified to provide incentives for bicycle use in the public and private sector.

Amongst the measures included are some which are directly related with the involvement of local populations –including rural areas– in bike use for mobility. Some of these measures are as follows:

- A free, paid day off for every 45 times that public employees certify that they went to work

by bike. To carry this out, each public-sector institution must formulate and implement the necessary measures to undertake and certify this.

- To provide showers at the workplace for employee use.
- To make available, in at least 3 years' time, 5% of the parking area at the workplace for bicycles.
- Use of the bicycle as a sustainable, efficient means of transport that does not pollute and can provide access to student classrooms in distant rural areas with few resources.
- Inclusion in the academic curriculum of a course on sustainable mobility, city biking, and road safety.

Cost: High expense (depending upon the specific measures adopted for each location).

Informational website:

<https://bit.ly/2H8MUMq>

25.

Activity name: **WOODEN BICYCLES AT THE SCHIPHOL AIRPORT.**

Activity type: **Mobility.**

Promoter: **Schiphol Airport, Amsterdam (Holland).**

Category: **INSTITUTION.**

Intended recipient: **Users.**

Objective: **To increase the number of journeys by bike in the context of the airport.**

Activity description:

All airport employees and employees of auxiliary companies who are working within the airport can enjoy a very unique model of bike. The bike is known as the *Boughbike*, a wooden bike designed by Jan Gunneweg. For the bikes, French oak is used as it is sustainably produced in accordance with the philosophy of the Natura 2000 programme.

The aim of this initiative is to increase the use of the bicycle around the airport and to enhance visitors' image of Amsterdam as a bike-friendly place – 38% of the city's inhabitants use the bicycle daily and there are more than 400 kilometres of bicycle lanes or bike-friendly city zones.

This initiative is complemented with things such as special stoplights for bicycles at junctions, and more construction of bike lanes.

Cost: Medium-level expense.

Informational website: <http://boughbikes.com/>



26.

Activity name: **TO WORK BY BIKE.**

Activity type: **Incentive.**

Promoter: **Liberty Insurance. (Spain).**

Category: **COMPANY.**

Intended recipient: **Users.**

Objective: **To promote healthy, sustainable transport amongst company employees.**

Activity description:

The company Liberty Insurance is undertaking this initiative in Bilbao, Madrid, and Barcelona with the intention of promoting the healthy, sustainable transport of those who are part of the company.

To accomplish this, the aim is to encourage and provide incentives for the more than 1,000 people who work at Liberty (in Bilbao, Madrid, and Barcelona) so that they leave their cars parked and get on a bike. Not only is it possible to move around in a different way, but it's also healthy, sustainable, and even cheap.

The company gives each employee 0.37 euros per kilometre travelled to help to break down the barriers that we often come up against when deciding wheth-

er to use the bike – barriers that are often more mental in nature than real.

As an example, the results obtained in 2016, which was the first year that the programme was put into place, showed 10% of the employees were interested in the programme, 6% participated, more than 60 people used the service, 105 people took part in the talks and awareness-raising activities, and 29,000 kilometres were travelled by bike, cutting down on the emission of 2 tonnes of CO₂. In 12 months, one worker who did 2,500 kilometres earned € 925.

In terms of the initiative's future, the aim is to double the number of people who move about by bike. To accomplish that, an electric and folding bike loan service has been put into place and volunteer ambassadors have been designated amongst the employees to provide their workmates with answers to daily questions that may arise in terms of the barriers to starting to use a bicycle.

Cost: € 11,000 (2016).

Informational website: <https://www.miempresaesaludable.com/actividad-fisica/articulo/liberty-seguos-bicicleta-trabajo->

27.

Activity name: **BIKE PAL PROJECT.**

Activity type: **Awareness raising.**

Promoter: **European Transport Safety Council Mapfre Foundation (Spain).**

Category: **INSTITUTION.**

Intended recipient: **Users.**

Objective: **To provide cyclists with information and resources to improve their safety.**

Activity description:

The Bike Pal project was an initiative by the European Transport Safety Council, an independent, non-profit organisation whose headquarters is in Brussels and which aims to reduce the number of deaths and injuries in transport in Europe. The MAPFRE FOUNDATION'S Road Safety Institute cooperated with the project.

The project, which was undertaken between 2012 and 2015, had as its main aim to provide cyclists with an informational packet, resources, and awareness-raising opportunities to help to significantly improve their safety.

In order to also involve university students, Bike Pal organised a contest on the European level each year. In said contest, university students from around Europe put forward ideas to improve cyclist road safety in their native cities and put their ideas into practice.

The Bike Pal project also included a series of awareness-raising campaigns, conferences, and practical demonstrations about risky situations experienced by cyclists on a daily basis as they move around the city. These risks make many bike users leave their bicycle and take other forms of transport instead.

Cost: High expense.

Informational website: <https://etsc.eu/projects/bike-pal/>



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28.

Activity name: **Bike & Ride.**

Activity type: **Mobility.**

Promoter: **City Council of Malmö (Sweden).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To provide a safe parking area with complementary services.**

Activity description:

Malmö is the third-largest Swedish city and one of the cities with most cyclists in urban areas – approximately 30,000 journeys by bike per day. There, a system has been thought up to park bicycles in a safe, convenient way – one of the drawbacks impeding more widespread use of bicycles in cities.

The city's central train station has the largest bicycle parking lot in the country, with capacity for more than 1,500 bicycles in an underground facility attached to the station. The facility is free to use; however, if more security is desired, there is capacity for 700 users to pay 10 euros per month to rent a safer, locked storage space. The facilities also have public restrooms, a lounge, air pumps, lockers, and showers, as well as a

shop where bike accessories can be purchased and a workshop for bicycle repairs.

The Malmö Bike & Ride programme also offers some parking spaces at street level and their design is modern and colourful.

Cost: High expense.

Informational website: <https://bit.ly/2DVNa0u>

29.

Activity name: **ASSISTANCE PROGRAMMES FOR THE PURCHASE OF ELECTRIC BICYCLES.**

Activity type: **Incentive.**

Promoter: **Several (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To assist with the purchase of electric bicycles.**

Activity description:

Both the Government of Spain, through different editions of the "PIMA Aire" Environmental Promotion Plan, and the Communities of Madrid, the Basque Country, and the Metropolitan Area of Barcelona have a series of assistance schemes in place for purchasing *pedal-assist bikes*, more commonly known as electric bikes.

The assistance is aimed at both individual citizens and public and private entities. The amounts of the grants, depending on who they are given by, range between €200 and €250 per bike. The bikes purchased must meet requirements such as not exceeding 250 Watts, having lithium batteries, and conforming to regula-

tions such as European Directive 2002/24/EC, dated March 18, 2002, and UNE EN 15194 2009 + A1.

Cost: High expense.

30.

Activity name: **BICIESCUELA ("BIKE SCHOOL").**

Activity type: **Training.**

Promoter: **Recicleta Ribera Collective (Tudela, Navarre - Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Users.**

Objective: **To improve the training and skill of cyclists in the city.**

Activity description:

This is a project aimed at improving the skill of cyclists in the city. Thus, a space is available where cyclists can learn about, discover, get to know, and/or refresh things that are very useful for riding a bike around the streets. Therefore, topics are discussed such as adapting the bicycle for city use, safety systems in the city, traffic circulation rules for cyclists, and alternatives for safe mobility by bike through the cities of the La Ribera region of Navarre.

The goal is to reach all ages; therefore, activities are defined as directed towards school-aged children and towards adults:

- Activities for school-aged children: activities designed to promote the introduction of contents related with sustainable mobility and bicycle use into annual syllabi at schools (for example BICIVERNES - Fridays to school by bike), provision of recycled bikes for activities at schools, etc.
- Activities for adults: activities to get adults to let go of their fear of riding a bike around the streets through driving courses and safe bike routes, refresher courses for adult cyclists, basic mechanics courses for bicycle maintenance, talks with examples of other places where the bike is used regularly, etc.

Cost: Inexpensive.

Informational website: http://www.recicletaribera.com/p/blog-page_4.html

31.

Activity name: **CYCLING WITHOUT AGE.**

Activity type: **Mobility.**

Promoter: **Cycling Without Age (42 countries).**

Category: **ASSOCIATION.**

Intended recipient: **Users.**

Objective: **To give older people back the possibility of moving about by bicycle.**

Activity description:

Cycling Without Age is a volunteer movement that came to be in 2012 in Copenhagen (Denmark). The idea that brought about this movement is based on something as simple as giving older people back the skills to ride a bike while taking into account their mobility difficulties. Trishaws were found to be the solution. These are tricycles fused with rickshaws, with a volunteer cyclist driving and taking the older people around as passengers. In addition to mobility, this initiative allows for a cyclist/passenger connection between generations. The volunteers (drivers) sign up to give trishaw rides to the elderly by means of a simple reservation system.

The initiative was so enriching that it began to grow

with the support of the Copenhagen City Council and a large group of volunteers. From there, it spread to the rest of the country and to the world. Today, the initiative is present in 42 countries and has 2,200 trishaws, 29,270 volunteers, and has given rides to a total of 114,000 passengers, travelling an annual distance of 2.8 million kilometres.

Cost: Inexpensive.

Informational website: <https://cyclingwithoutage.org/>



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32.

Activity name: **CICLOSFERA.**

Activity type: **Dissemination.**

Promoter: **Ciclosfera (Madrid – Spain).**

Category: **COMPANY.**

Intended recipient: **Users.**

Objective: **To spread the bike culture amongst the Spanish language community.**

Activity description:

This is the first and only city biking magazine in Spain. It is the leader in terms of a lifestyle with increasingly more followers. Ciclosfera is present at fairs and events, to promote products, to combine efforts, and to disseminate ideas – all within the context of using the bicycle in urban environments.

Behind the initiative, there is a complete community with followers around the world. The magazine has a quarterly printed form and is also available in digital format online, with 400,000 followers. Ciclosfera has been recognised by AMBE (Spanish Association of Brands and Bicycles) as one of the best private initiatives in terms of promoting bicycle mobility around cities.

Cost: High expense.

Informational website: <https://www.ciclosfera.com/la-revista/>



33.

Activity name: **TO THE UNIVERSITY OF CORDOBA BY BIKE.**

Activity type: **Mobility.**

Promoter: **University of Cordoba (Spain).**

Category: **INSTITUTION.**

Intended recipient: **Users.**

Objective: **To provide university students with sustainable mobility by means of bicycle rentals.**

Activity description:

Almost ten years ago, the Environmental Protection Service (SEPA) at the University of Cordoba (UCO) put into place the To the University of Cordoba by Bike programme – a bicycle loan system that is made available to the university community. This 2018-2019 academic year, the university has strengthened its commitment to this initiative by increasing the fleet of bikes to 100. This has made the number of requests double, reaching more than 200 during this academic year. There is, therefore, a great demand for this service and that demand is not only well valued by users on campus but it is also valued off campus -- even at an international level. Proof of this fact is this

programme's recent inclusion in a catalogue of good practices developed by U-MOB, the European Network for Sustainable Mobility at Universities.

Users vary, although they are mainly students (70%) and almost half are normally foreign. The cost for the rental is free, although an € 80 deposit must be paid and the terms of use must be accepted.

All users evaluate the service positively and many are considering continuing to move about by bike after their days of using the loan service have ended. This is one of the major goals of this initiative because, in addition to being a bicycle loaning service, it aims to facilitate and act as a catalyst for a change of habits towards more sustainable, healthier transport by giving users the chance to try an alternative means of transport other than the car; and it seems to be proving effective to enhance and root bicycle use as a habitual means of transport within the university community.

Cost: High expense.

Informational website: <http://www.uco.es/servicios/dgppa/index.php/proteccion-ambiental/transporte-sostenible/201>

34.

Activity name: **VÉLOROUTES & VOIES VERTES (AF3V)**

Activity type: **Association related.**

Promoter: **Association Française pour le développement des Véloroutes et des Voies Vertes (France)**

Category: **ASSOCIATION.**

Intended recipient: **Users.**

Objective: **To get to know, promote, develop, and encourage the use of green pathways and cycle routes.**

Activity description:

AF3V is an association of bike route and green pathway users whose members are all volunteers. The association works with governmental administrations to develop a network of bicycle routes and green pathways, aiming for these pieces of infrastructure to have the best safety conditions for users.

This is an association of users that wishes to provide information to users. To accomplish that, AF3V undertakes a study of the existing pieces of infrastructure in France in order to better and more objectively inform users of the different possibilities on offer.

AF3V aims to mobilise public agents by means of militant action so as to get projects that are included in the national Véloroutes & Voies Vertes plan, regional plans, department-level plans, and local plans off the ground.

Cost: Medium-level expense.

Informational website: <https://www.af3v.org/-L-AF3V-.html>



35.

Activity name: **BICYCLE OFFICE.**

Activity type: **Mobility.**

Promoter: **City Council of Murcia (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To support initiatives and provide services related with the use and promotion of the bicycle.**

Activity description:

The City Bicycle Office is the City Council of Murcia department in charge of anything related with the use and promotion of the bicycle. Amongst its responsibilities are planning, coordination, construction, and maintenance of cycling infrastructure (cycle lanes and bike parking areas) as well as the creation and maintenance of a series of specific public services for cyclists, such as voluntary bike registration, public bike loans, and any other service related with the world of city biking.

The office is also responsible for awareness-raising through informational campaigns, campaigns for the dissemination of values related with sustainable mobility, providing consultation services and advice to

users, entities, groups, and governmental institutions for the promotion of the bicycle, promoting the culture of public transport use through its combination with the bike, creating and encouraging meetings between professionals, associations, and institutions that have an impact on mobility, and supporting events and cultural and creative activities related to mobility and transport.

Cost: High expense.

Informational website: <http://www.oficinabicicleta-murcia.com/>



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36.

Activity name: **BASQUE-NAVARRRE RAILWAY GREENWAY INTERPRETATION CENTRE.**

Activity type: **Dissemination.**

Promoter: **Regional Government of Araba (Basque Country – Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Users.**

Objective: **To provide knowledge about this greenway, its history, and the tourist possibilities that it has to offer.**

Activity description:

The Basque-Navarre Railway Greenway Interpretation Centre is located in the medieval town of Antoñana. It has three train cars that mimic those of the train known as “El Trenico”, which was in operation between 1927 and 1967 and helped to join the localities of Estella, Vitoria-Gasteiz, and Bergara.

The first train car at the Interpretation Centre houses the tourism office for the Montaña Alavesa region and the second one focuses on “El Trenico”, in addition to offering information on hiking and bicycle routes and on the Izki Natural Park. Lastly, the third train car recreates the original train spaces and includes tickets,

images, and uniforms from the period.

There is a bicycle rental service.

Cost:

Informational website: <http://teder.org/vasco-navarro/asociacion-vv-ferrocarril-vasco-navarro/>

37.

Activity name: **GOURMET GREENWAY.**

Activity type: **Participation.**

Promoter: **Mulranny Park Hotel (Mayo- Ireland).**

Category: **COMPANY**

Intended recipient: **Local businesses.**

Objective: **To achieve the involvement of local agri-food producers in a cycle tourist product.**

Activity description:

The Gourmet Greenway is a culinary tour designed by Mulranny Park Hotel in association with several food producers in County Mayo, Republic of Ireland.

This initiative helps to involve local produces in a cycle tourist route while visitors can enjoy handcrafted food in the vicinity of Mulranny, Newport, Westport, and Achill.

The activity makes use of the Newport to Mulranny Great Western Greenway, which runs next to the hotel. The majority of this greenway follows the old railway route, which closed in 1937.

The hotel provides those interested with both food for the journey and the possibility of renting bikes at

the establishment itself.

Cost: Medium-level expense.

Informational website: <https://www.mulrannypark-hotel.ie/great-western-greenway.html>



38.

Activity name: **BIKEFRIENDLY QUALITY SEAL.**

Activity type: **Incentive.**

Promoter: **Bikefriendly (Jaca, Huesca – Spain).**

Category: **COMPANY.**

Intended recipient: **Local businesses.**

Objective: **To guarantee the average quality of the services offered to cycle tourists.**

Activity description:

In 2013, the Bikefriendly Seal came to be, reaching everywhere from small neighbourhood shops who wanted to make shopping easier for their city customers to tourist lodging establishments of many types (hotels, rural houses, hostels, etc.) that wanted to offer something extra to their customers by implementing basic, quality services such as: a workshop area, individual bike storage, a bike washing area, and bike routes nearby. These are some minimal things that allow cycle tourists to enjoy their journey to the max.

Many of the more than 300 lodging establishments that the network currently has distributed over the Iberian Peninsula, Balearic islands, Canary islands and Andorra have discovered the potential of this

new type of customer and have even put their faith into greater specialisation by offering services such as rental GPS systems, adapted diets, product sales, specialised press, etc.

Cafés, bars, restaurants, bike shops, businesses, and universities can also get the Quality Seal. They simply need to make cycle tourists feel welcomed by helping them out when parking their bike, surprising them with bike décor, or offering a sandwich on their menu with a cycle-related name.

Cost: Medium-level expense.

Informational website: <https://bikefriendly.bike/>



39.

Activity name: **GREEN JOB PATHWAYS PROJECT.**

Activity type: **Incentive.**

Promoter: **Spanish Railway Foundation and Biodiversity Foundation (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local businesses.**

Objective: **To improve employment and the sustainability of the activities undertaken in relationship with Spanish green pathways.**

Activity description:

One of the best ways to raise awareness amongst the population on the benefits of an activity in a region is by generating employment. That is the underlying idea of this initiative by the Spanish Railway Foundation, an initiative that was undertaken alongside the Biodiversity Foundation through the Empleaverde ("Green Work") Programme, co-financed by the ESF and with the cooperation of the Regional Governments of Cádiz, Jaén, and Toledo.

The project arose as a way to provide training and adequate tools to workers and self-employed individuals to advance in terms of improving the employment

and environmental performance of SMEs and rural micro-businesses – in addition to favouring the creation of sustainable businesses.

All of this takes place around the green pathways, using them as basic infrastructure for the development of sustainable tourism initiatives (such as cycle tourism), ecological agricultural production, as well as for the promotion of artisanal crafts and traditional trades.

Cost: High expense.

Informational website: www.viasdeempleoverde.com



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40.

Activity name: **+BICI WORK ASSISTANCE FOR PRIVATE COMPANIES.**

Activity type: **Law.**

Promoter: **Regional Government of Cantabria (Spain).**

Category: **GOVERNMENTAL INSTITUTION.**

Intended recipient: **Local businesses.**

Objective: **To encourage the use of the bicycle in private companies.**

Activity description:

The Government of Cantabria offered, in 2016, assistance to finance activities to promote bicycle use in private companies (+BICI WORK). This measure was framed within the Cycling Mobility Plan of Cantabria.

The assistance was targeted to private companies in Cantabria that had at least 10 workers, to develop project that would promote the daily use of the bicycle as a means of transport to get to work in the region of Cantabria.

The eligible expenses to be covered by the assistance programme were:

- Any type of investment expense related with

the design, development, implementation, and/or management of the proposed projects.

- Small pieces of infrastructure related with bicycle use in the work centres – provided said elements were related with the project proposed.
- The human resources necessary to design, develop, implement, and/or manage projects.

As a result, 5 companies received assistance with projects such as the acquisition of bicycles for employee use, the installation of bike-friendly access points, and improvements in the shower and changing room areas.

Cost: € 20,000.

Informational website: <http://pmcc.cantabria.es/>

41.

Activity name: **FIRST URBAN BIKE MEET-UP.**

Activity type: **Dissemination.**

Promoter: **City Council of Bilbao and Cities for the Bike Network (Spain).**

Category: **GOVERNMENTAL INSTITUTION / ASSOCIATION.**

Intended recipient: **Local businesses.**

Objective: **To generate public/private synergies in favour of bicycle use in cities.**

Activity description:

In March of 2019, Bilbao was the location for the First Urban Bike Meet-Up. The main goal of this event was to promote and bring about the generation of synergies between public governmental administrations, start-ups and initiatives, and local companies related with the world of cycle mobility in order to boost everyday bike use in cities.

During the meeting, talks were carried out by national and international experts in cycle mobility, success stories were spoken of, passing from a sustainable society to a healthy society was debated, as well as the use of the bike for the Sustainable Development

Goals. Likewise, tours by bike were conducted.

Cost: Medium-level expense.

Informational website: <http://encuentrosbicicletaurbana.com/>



42.

Activity name: **CICLOGREEN.**

Activity type: **Mobility.**

Promoter: **Ciclogreen (Seville - Spain).**

Category: **COMPANY.**

Intended recipient: **Local businesses.**

Objective: **To provide incentives for sustainable mobility in businesses.**

Activity description:

A web-based and mobile-based application that makes it possible for companies and institutions to provide incentives to their employees (or to citizens) for sustainable mobility, including bicycle use. It works through a system of challenges and rewards that each participant who registers can opt to participate in.

Ciclogreen develops a private website for each business or institution where the employees or citizens can register. Next, users download the application, which monitors, quantifies, and validates the journeys made by each person in a sustainable way. From there, points are accumulated (these points are called "ciclos") which can be redeemed for the incentives set by the company or institution at hand: gifts from

cooperating establishments, hours to work remotely from home, vacation days, etc.

Cost: Medium-level expense.

Informational website: <https://www.ciclogreen.com/>



43.

Activity name: **CYCLING AND NATURE CONSERVATION CONTEST.**

Activity type: **Award.**

Promoter: **“Ciclismo a fondo” Magazine and the Biodiversity Foundation (Spain).**

Category: **BUSINESS/INSTITUTION.**

Intended recipient: **Associations and entities.**

Objective: **To provide an award to the bike tour event with the best environmental practices.**

Activity description:

The “Ciclismo a fondo” magazine, one of the oldest publications on cycling in Spain, is working with the Biodiversity Foundation to use cycling as a tool to raise environmental awareness. To accomplish that, an award has been put into place through the use of the Cycling and nature conservation contest.

This award will be given each year to the bike tour event that best promotes and meets a series of requirements about environmental awareness, use, and enjoyment in terms of the undertaking of each cycle tour event – both in relationship with the event’s organisation and in relationship with how participants undertake each event. To accomplish this, the applicable environmen-

tal routines will be collected from each event. Subsequently, the people in charge of the Biodiversity Foundation, after studying the materials collected, will give the award to whatever organisation has used a methodology that best aligns with the Foundation’s goals.

Amongst the most valued points considered to be eligible for this award are the following: the use of competitor numbers in cloth or paper instead of in PVC, the use of fixed promotional items (signs billboards, pole signs, goal arches, etc.) in materials other than PVC, the selective recycling of waste from the event, both at the organisational level and at the level of cyclists during the event, the use of recyclable or reusable materials in the signage for each event, the dissemination of informational items for each event by means of recycled paper, the use of informational items on cyclist actions if the event runs through protected natural areas, evidence of collaboration with official bodies and/or environmental bodies in the proper undertaking of the events (at the national level, community level, or local level), and/or any other types of actions that can be of interest for the conservation of nature and the dissemination of environmental awareness.

Cost: Inexpensive.

Informational website:

<https://bit.ly/2VahTg9>



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44.

Activity name: **AWARD FOR BICYCLE PROMOTION BY MUNICIPALITIES.**

Activity type: **Award.**

Promoter: **Dutch Cycling Union (Netherlands).**

Category: **ASSOCIATION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To motivate municipalities to improve bike usage conditions.**

Activity description:

In order to promote competition amongst the different Dutch cities and towns so that they strive to be the best promoters of bicycle use, the Dutch Cycling Union makes, every three years, a comparison of those who undertake the most and best initiatives of this type. Considered are both mobility plans and architectural and urban planning projects designed to make cities more bike friendly.

Examples of architectural projects that have received awards from the Dutch Cyclist Union are:

- The Weerdsprong Bridge, in Venlo, which is a

surprise in the night because of its lighting.

- The Nescio Bridge, the longest bridge of the Netherlands, near Amsterdam.
- The Auke Vleerstraat Bridge, in Enschede.
- Underpasses of the town of Zwolle.

All of these projects have in common the fact that they favour the use of the bicycle as a means of mobility.

Cost: High expense.

Informational website: www.fietsersbond.com

45.

Activity name: **BIKEFRIENDLY AWARDS.**

Activity type: **Award.**

Promoter: **Cities for the Bike Network (Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To award initiatives by regional public governments to encourage and facilitate everyday bike use.**

Activity description:

The Bikefriendly awards are aimed at recognising the efforts undertaken by regional governments (city councils, municipal associations, and/or provincial councils) which are members of the Cities for the Bike Network to bring about projects, initiatives, and/or actions designed to encourage and facilitate everyday bike use.

Prizes are awarded in four categories, and there are also two runners-up:

- Award for Leadership and Institutional Commitment: efforts undertaken by the governmental administrations responsible for the design and development of tools and/or resources intended to promote, coordinate, and/or evaluate the different actions necessary to

encourage everyday bike use in their cities and regions.

- Award for Cycling Infrastructure: design and construction of infrastructure and/or services necessary to ensure circulation by bike through the city in a fast, safe, comfortable, coherent, and intuitive way (bike lanes, bike parking, accessibility to buildings, bike maintenance areas, etc.).
- Award for Education and Promotion: development of actions in the areas of education, encouragement, dissemination, and/or information provision to all citizens so as to combat any barriers and prejudices that hinder everyday bike use.
- Bike Economy Award: to boost and stimulate all economic activities directly or indirectly related with the bike sector that have a high incidence on local economic development.
- Innova runner-up: initiatives related with the promotion of bike use in city environments that stand out because they are innovative.
- Sprinter runner-up: recognition of the effort undertaken by the governmental administrations over the last two years to develop and implement measures to promote bike use in their regions.

Cost: Medium-level expense.

Informational website: <https://bikefriendly.bike/premios-bikefriendly/>

46.

Activity name: **BICICRÍTICA.**

Activity type: **Awareness raising.**

Promoter: **Bicicrítica of Madrid (Spain).**

Category: **ASSOCIATION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To advocate for alternative urban mobility without traffic circulation risks.**

Activity description:

Bicicrítica is Madrid's version of the Critical Mass cycling movement. It has no organisational structure as such because it is a group of cyclists who gather on the last Thursday of each month in Cibeles Square, at the post office building, at 8:00 p.m. They are daily bike users and, once again, are riding together in an organised way. It is a celebration in favour of an alternative, friendlier form of transport, as well as a vindication of another way to get around in and experience the city. Bicicrítica has no leaders, just common interests. They have a forum online that helps them to communicate and in which anyone can participate. There are no political groups behind the movement, nor are there other

associations. Having said that, many of this movement's participants are also involved in other movements.

During the monthly cyclist march/event, which is held in many cities of the world, bike use as a means of transport is celebrated and advocated for and awareness is sought to be raised to this end amongst the rest of the citizens. This is a fun/festive way to demand the right to ride safely through cities.

The movement uses slogans such as: "We don't block traffic, we are traffic" and "Use your bike daily, celebrate it once a month".

The use of the term Critical Mass comes from a cycling documentary entitled *The Return of the Scorchers* (1992). In that documentary, the term is applied to the phenomenon of cyclist accumulation at unregulated crossings until a sufficient number of cyclists builds up –a critical mass– so that they can all cross together safely. In San Francisco that very year, critical masses began to be organised. In one year, they reached approximately 500 cyclists and, from there, the phenomenon spread to other cities of the USA and, subsequently, to the rest of the world.

Cost: Inexpensive.

Informational website: <https://madrid.bicicritica.com/es/preguntas-frecuentes>



47.

Activity name: **RESEARCH INTO BICYCLE PROMOTION IN MADRID.**

Activity type: **Research.**

Promoters: **Coca Cola and the City Council of Madrid (Spain).**

Category: **COMPANY/GOVERNMENTAL INSTITUTION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To discover the number of citizens with a bike, and the difficulties of and reasons for bike use.**

Activity description:

The City Council of Madrid and Coca Cola started, in 2014, research aimed at understanding how citizens relate with the bike in the city and what barriers and reasons for use exist. Based on their findings, they sought to define specific actions to carry out so as to promote bike use in the city.

The first step was to compile different studies so as to organise available knowledge through the City Council of Madrid in relationship with bicycle use in the city.

Based on the findings of the compilation of studies,

a co-creation workshop was held, and individuals with different profiles were invited, such as city technicians, individuals from bike-related citizens' initiatives and movements, businessmen, journalists, professionals, and external consultants who are experts in mobility, experts on environmental awareness, as well as staff from Coca Cola and from "Quiero salvar el mundo haciendo marketing".

Next, a quantitative study was undertaken by means of an online survey amongst individuals from 16 to 60 years of age who reside in the city of Madrid. In total, 1,634 surveys were completed.

Cost: Medium-level expense.

Informational website: <https://bit.ly/2VdXVkr>



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48.

Activity name: **PROBICI. CYCLIST MOBILITY GUIDE.**

Activity type: **Research.**

Promoters: **Institute for the Diversification and Saving of Energy (IDAE), Technical University of Madrid, and the Professional Association of Civil Engineers (Spain).**

Category: **INSTITUTION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To reflect about how to implement measures to support cyclist mobility.**

Description:

Published in 2010, this is the end result of the PROBICI research project, which was undertaken from 2008 to 2010. In said study, noteworthy, firstly, is the concurrence of three levels of participants: four university research groups (three Spanish and one Austrian), an international consulting firm, and three local authorities.

The guide aims to undertake documented reflection on the best ways to implement effective support

measures for cycle mobility in a city environment.

It is meant for transport planners and technicians, although it is of interest for any type of public as it aims to provide the tools necessary to face cycle planning in cities. In fact, one of the main goals that this initiative seeks is to provide a view of the bicycle as something that is integrating in nature, as the bicycle is not an autonomous entity or something independent upon which to act.

Cost: Medium-level expense.

Informational website: https://www.idae.es/uploads/documentos/documentos_LibroProBici-Guia-Bici-web1_1_f17cebb2.pdf

49.

Activity name: **RENCONTRES VÉLO & TERRITOIRES**

Activity type: **Dissemination.**

Promoter: **Vélo & Territoires Association (France).**

Category: **ASSOCIATION.**

Intended recipient: **Institutions and governmental administrations.**

Objective: **To make cycling a strategic tool for regional development and balance.**

Description:

Vélo & Territoires is a community network (regions, departments, municipalities) that is organised to build a France by bike in 2030. In the centre of this strategic approach, one can find the search for cycling patterns that favour balance between regions and make cycling an effective tool for mobility amongst citizens.

Each year, one of the association members organises the Rencontres Vélo & Territoires (in September of 2019 it will be in Anjou) – a meeting in which work is done, debates are held, and reflection is undertaken on cycling and regional development. This is a two-day meeting that includes debates, conferences, pres-

entations by experts, and a technical outing by bike that lasts half a day. Between 200 and 300 people participate who belong to the communities that are part of the association, including elected officials and technicians and the main cycling players in France. As an example, it should be noted that the 2018 edition held in Chambéry had the slogan of “The bicycle: a driving force for union. Population, regions, and uses.”

Cost: High expense.

Informational website: <https://www.velo-territoires.org/evenements/categorie/rencontres/>



50.

Activity name: **2014-2020 Andalusian Cycling Plan (PAB).**

Activity type: **Law.**

Promoter: **Regional Government of Andalusia (Spain).**

Category: **INSTITUTION.**

Intended recipient: **All.**

Objective: **To promote bicycle use as a system for sustainable mobility and to raise awareness amongst citizens of the bike's advantages.**

Activity description:

The Andalusian Cycling Plan is a single, pioneering document in Spain that perfectly reflects the commitment of the Regional Government of Andalusia to a mobility model that overcomes the hegemony of the car and calls for a sustainable use of public space.

Some of the Plan's general lines of action include agreements with city councils to improve infrastructure so as to facilitate cycling mobility, the promotion of bicycle use in city centres, the expansion and improvement of bicycle routes on a regional, national, and European level in Andalusia, raising citizens'

awareness on the advantages of the bicycle, and a reliance on cycle tourism to reduce seasonality and extend the benefits of tourist activity throughout the entire region.

Cost: High expense.

Informational website: <http://www.aopandalucia.es/planandaluzdelabicileta/>

OTHER EXAMPLES OF GOOD PRACTICES

This section gives a short summary of other examples of good practices that are not directly related with cycle tourism but can provide inspiration for the EuroVelo 1 regions so that they can undertake actions for the involvement of the local population:

- **Westport Walks Wednesday.** Car-free day for students to go to school walking.

<http://www.westportsmartertravel.ie/schools.html>

- **You make it possible.** Campaign to raise awareness amongst citizens of the importance of tourism, driven by the government of Castile and León.

http://comunicacion.jcyl.es/web/jcyl/Comunicacion/es/Plantilla100Detalle/1281372051501/_/1284242032335/Comunicacion

- **Crazy for Gijón.** Tourist promotion campaign undertaken by the Public Tourism Company of this city in Asturias.

<http://www.gijon.info/page/15137-lo-cos-por-gijon>

- **Via Algarviana Junior.** Project developed by the Algarve Tourism Region and the Portuguese educational authorities for school students to get to know this route.

<http://www.vialgarviana.org/index.php/the-track/>





Who knows more about a region than that region's inhabitants? Who better to speak about a region's customs, traditions, culture, folklore, cuisine, places of special interest, etc. than the people who make up its human fabric, its social structure?

Those are the reasons why **local communities** are ideal to act as **ambassadors** for the **EuroVelo 1 Route**. Therefore, within the context of the AtlanticOnBike Project, it is proposed to get the local communities in the areas through which the EuroVelo 1 route passes involved so that they can play an active part, participating through the **Local Ambassador Programme**. The regional scope of each one of them may vary depending upon the particularities of the different project members.

Programme objectives

- To strengthen cycle tourist visits to the EuroVelo 1 region.
- To make those who inhabit the regions through which the route passes feel as if they are part thereof.
- To help them to be the best interpreters of their region in terms of the cycle tourists who visit.
- To provide them with knowledge so that they can undertake their role.
- To raise awareness amongst the local population on the importance of cycle tourism to economic, social, and cultural development.
- To promote cultural exchange between the inhabitants of a region and cycle tourists.
- To make the history, culture, traditions, folklore, and environmental values known of the different regions that EuroVelo 1 passes through.
- To weave a network of professional and non-professional services that provide cycle tourists with comfort and wellbeing in harmony with the local population, coexisting therewith.

Who can be a local EuroVelo 1 ambassador?

Anyone who wants to be a good host. People who love their villages, their city, their region; people who know their home's best corners and customs; people who want to help those visiting to experience new things and to enjoy tourism that is sustainable and environmentally responsible.

Local ambassadors do not necessarily have to reside in their towns; however, they do have to have a connection thereto. Thus, people who have had to move for different reasons and currently live in places other than their place of origin can become local ambassadors. For example, people originally from rural areas who have moved to larger cities but continue to be united to their birthplaces can also be magnificent EuroVelo 1 ambassadors.

How does one participate?

- By adapting their professional services to the needs that cycle tourists may have.
- By identifying their establishments (shops, lodging, restaurants, etc.) as places that are bike friendly.
- By acting as volunteers to inform cycle tourists about the places of interest in the town and surrounding areas, and by explaining the region's positive points.
- By guiding and advising cycle tourists on any matters they may need.
- By participating in campaigns and dissemination activities related with the EuroVelo 1 route.

What benefits do local ambassadors EV1 get?

- Direct information about the project's development, current affairs along the EuroVelo 1 route, activities undertaken in relationship therewith, etc.





- Priority access to tourism training undertakings.
- Enrolment priority for activities designed to familiarise people with the route.
- A local ambassador badge for the professionals and individuals that sign up.
- A badge for the establishments and businesses that act as local ambassadors along the route and provide services that are bike adapted and bike friendly.
- Incentives in other establishments that are also local ambassadors along the EuroVelo 1 route.

How to become an ambassador EV1

Due to the varying degrees of development for the route in each region, it is proposed that the procedure to become a EuroVelo 1 ambassador be simple. Below, the steps to join are described:

 **Step 1:** Visit the website and click on the icon/link that says **Would you like to be a EuroVelo 1 Ambassador?**

 **Step 2:** The page about ambassadors will open and the information from the previous sections will appear: objectives, who can be a local ambassador, how to participate, the benefits that are obtained, etc.

 **Step 3:** The page will have a tab labelled **SIGN UP**. By clicking on that tab, a form will open that should be filled out by the individual seeking to become a EuroVelo 1 ambassador. On the form, in addition to contact details, any pertinent authorisations for the use of images and to be included in the corresponding databases will also be provided in accordance with current law. Additionally, acknowledgement of familiarity with the Ten EuroVelo 1 Ambassador Guidelines will also be given and signed. To serve as an example, we are attaching a form made with Google Forms.



Contact data



All content has been
saved in Drive



Submit



QUESTIONS

Form to join the EuroVelo 1 Ambassador Programme



Type of Ambassador

- ☐ Individual
- ☐ Association
- ☐ Company

Name *

Email *

Address

Telephone Number

City

Profession / Business Activity

I hereby state that I am familiar with the Ten Guidelines of the EuroVelo 1
Ambassadors Programme *

As an Ambassador of the EuroVelo 1 Route, I hereby commit to:

- Support the development of the EuroVelo 1 route.
- Adopt a friendly attitude towards the cycle tourists who visit us.
- Assist with the stay of cycle tourists in our community.
- Inform and help cycle tourists with anything that they may need during their visit.
- Share our history and life to enrich the experience of those who visit us by bike.
- Promote cultural exchange.
- Improve our training in tourism-related aspects.
- Rely on cycle tourism as an activity that strengthens the sustainable, economic, social, cultural, and environmental development of our region.
- Participate in activities related with EuroVelo 1.
- Contribute to providing information and disseminating the EuroVelo 1 route through the different communications channels in which participation is possible.

☐ I HEREBY SIGN THE TEN GUIDELINES.

I hereby authorise the collection and use of the images in which I appear
participating in activities organised by EuroVelo 1 and its partners so that
they may be published through the different communication channels.

☐ Accept

I hereby authorise news and mailers to be sent to me with relevant
information about activities related with the EuroVelo 1 route.


☐ Accept

By submitting this form, I agree to the storage and management of my
data by this website.

☐ Accept

SUBMIT



 **Step 4:** Once the form has been sent, a membership card/diploma will be generated to prove membership as a EuroVelo 1 ambassador. The interested party can fill this card/diploma out with his/her data and print it to serve as proof of being an ambassador.



Atlantic Coast Route

This diploma recognizes as **“EuroVelo 1 Ambassador”** to



Name Surname

And will participate in giving information about the EuroVelo 1 Route



atlantic-coast-route.com

CREDITS

Edited by:

**Regional Government of Extremadura.
Department of Economy and Infrastructure.
Directorate General of Tourism.**

Interreg Atlantic Area Programme - EAPA_24/2016

Printed by: www.graficasrejas.es/

This guideline has been developed within the context of the Atlantic On Bike project; a project which has been co-financed by the European Regional Development Fund (ERDF) through the INTERREG Atlantic Area Programme under Priority 4: Enhancing biodiversity and the natural and cultural assets.

