

The power of employers in cycling promotion:

joining forces in creating a shift toward cycling

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THE DUTCH



What younger tourists think we do



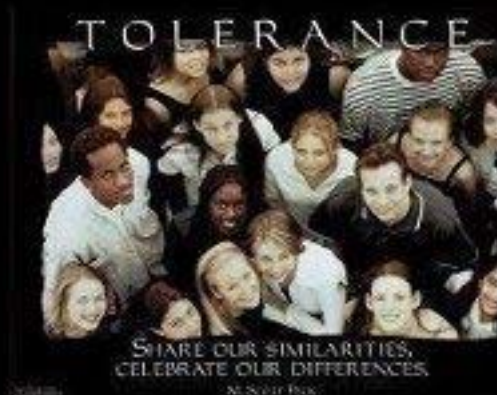
What older tourists think we do



What other Europeans think we do



What soccer fans think we do



What we think we do



What we really do

Content of this presentation

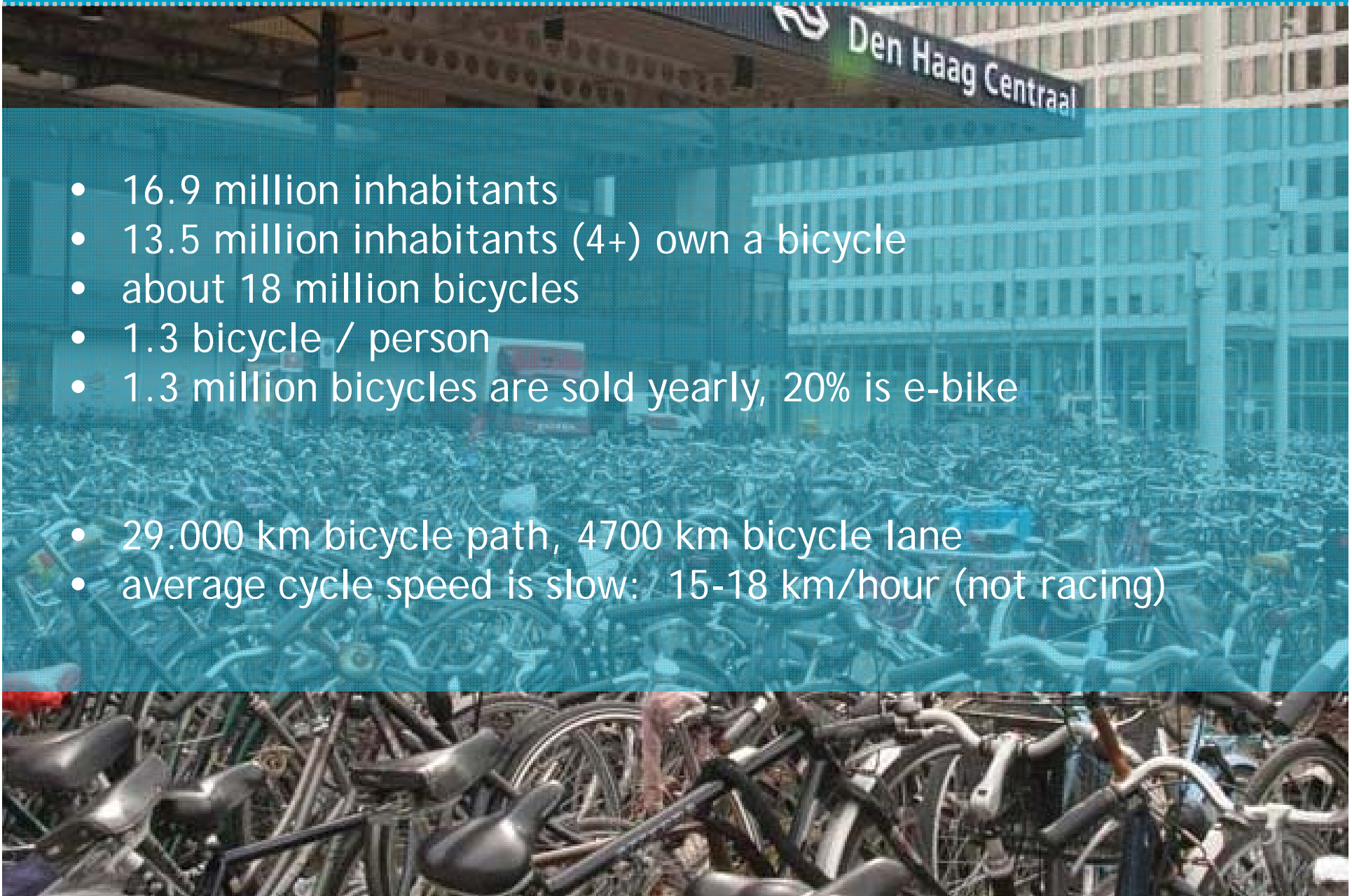


1. A few figures
2. Why join forces
3. How to join forces
4. Example of a successful initiative - U15
5. Kickstarting successful cooperation: The Kickstand Sessions

A few figures



- 16.9 million inhabitants
 - 13.5 million inhabitants (4+) own a bicycle
 - about 18 million bicycles
 - 1.3 bicycle / person
 - 1.3 million bicycles are sold yearly, 20% is e-bike
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- 29.000 km bicycle path, 4700 km bicycle lane
 - average cycle speed is slow: 15-18 km/hour (not racing)



Why join forces?



How to join forces?



A. Inform:

Provide information needed to understand decision-making-process.

B. Consult:

Goal is to obtain public input.

C. Involve:

Invite stakeholders into the process, but no decision-making power.

D. Collaborate:

Working together and striving to find consensus, but no shared decision-making.

E. Empower:

Stakeholders have power to make decisions.

Utrecht in the lead - U15



- 300 companies have joined forces
- U15 board of volunteers
- Subsidized
- Aim to be financially independent by 2017
- Intensive communication with government, but own targets and decision making power



Benefits for cycling promotion



- Organization speaks the **language**
- Products/services **tailor-made**
- Free professional advice
- Communities: sharing BPs
- Focus on **business parks**
- Room for **own initiatives**
- **One voice** to the government
- **Strong focus** on behavioural change



Kickstand: Bicycle Policy Training



If you design for the many, don't just involve the few!

Kickstand in London



- When: 8-9 July 2015
- Where: tbd
- What: Case studies / Design charettes / Site visits / Solution building!
- For whom: everyone!



Kickstand in London



kickstand

BICYCLE PLANNING FOR MODERN CITIES

INFRASTRUCTURE | POLICY | COMMUNICATION

DUTCH & DANISH INSPIRATION FOR LOCAL SOLUTIONS

TWO-DAY WORKSHOP
LONDON
8 - 9 JULY 2015

“I can't remember when so many people have had their eyes lifted to our possibilities.”
Southwark Participant





Thank you very much!

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