

WHEELPAPER

VELO-CITY GLOBAL 2010 · NEW GLOBAL BICYCLE TRENDS



MEGA-CITY COMPETITION ON WHEELS

NEW YORK · SHANGHAI · MEXICO CITY · LONDON

EU COMMISSIONER GOES BY BICYCLE

BICYCLE SHARING

- WHAT'S NEXT?

VELO-CITY GLOBAL 2010

- ALL ABOUT THE CONFERENCE



Experience the city: bring your bike on the S-train

Bring your bike on the S-train free of charge and get easy access to the city, the beach, the forest and much more.

dsb.dk/s-tog





WHEEL OF CONTENTS

11 Big cycle news 14 From New York to Shanghai 18 Co-benefits of Cycling 22 The Cycling Commissioner 34 Velo-city Global 2010 49 Mexico and London

54 Private sector/NGO cooperation 66 Copenhagen and Frederiksberg 80 Enrique Peñalosa and Jan Gehl

GLOBAL PEDAL POWER!



In the future, 2010 may well be remembered as the year when the international bicycle community took a major and decisive step forward in its effort to promote pedal power worldwide. Several initiatives on a global scale have already documented that the popular and political will to expand the use of the bicycle certainly exists. The coming years can be expected to furnish new and inspiring cross-border co-operations. The celebration of the first global edition of the Velo-city conference series in Copenhagen in June has proven to be the perfect kick off for this development. With input from a wide range of experts, officials and NGOs, this world's largest cycle-planning conference will show how cycling development can be enhanced faster, e.g. Public Bike Sharing Systems (PBSS) and Priority in E-Pedelects. Just to mention two of the new initiatives that the conference gave birth to: the new global networks established by the ECF are "Cities for Cyclists (CfC)" and "Scientists for Cycling (S4C)". CfC helps cities and regions with their approach to cycling development and S4C has the aim to assemble scientific forces and the exchange of knowledge to lift the potential and broaden the perspectives of the use of the bicycle... for everyone's benefit.

2010 also marks the 30th anniversary for the Velo-city Conference idea, originally established as a European bicycle planning conference in Bremen, Germany in 1980. This then inspired the founding of ECF, European Cyclists' Federation, three years later. Today, Velo-city is well known for gathering all those involved in policy, promotion and provision for bicycles. The conference is now a recognised meeting point – and for the host city, a welcome opportunity to present and launch extraordinary bicycle initiatives.

Fortunately, advocating for the multiple effects of the use of bicycles is gaining massive support in an increasing number of countries and cities where the bicycle is seen as an efficient, healthy, quick, cheap and environmental form of transportation and, importantly, increasingly a part of public transport (esp. PBSS).

This magazine will hopefully be an inspiring instrument for all its readers worldwide in launching new bicycle initiatives... with different gears, but the same destination.

Manfred Neun, ECF President

Desk:
Tomas Kristiansen (editor and writer)
Mette Koors (writer)
Mia Martinez (writer)
Troels Heien (photographer)
Mai-Britt Kristensen (assisting editor)

Cover and back artwork:
Troels Heien

Design and Production:
Cool Gray Graphic Solutions

Distribution and contact:
The Velo-city Global 2010 secretariat
City of Copenhagen
www.velo-city2010.com

Published in June 2010

Published by:
City of Copenhagen
City of Frederiksberg
The European Cyclists' Federation



CITY OF COPENHAGEN



FREDERIKSBERG

KOMMUNE



Photo: Troels Heien



A global bicycle project

Anthony Siracusa has spent the past twelve months experiencing bicycle culture on four continents. Beginning with Denmark and the Netherlands, Siracusa spent time observing bicycle infrastructure, advocacy efforts, and marketing strategies in developed bicycle cultures. Traveling to Australia, Siracusa worked with Bicycle Victoria, a statewide bicycle advocacy organisation

with 45,000 members, to understand how an effective advocacy organisation aids potential riders in identifying and overcoming barriers to bicycle riding. In China, Siracusa met with advocates fermenting a resurgent Chinese bike culture, and in Guatemala he experienced how volunteers from North America work with farmers in Guatemala to produce pedal-powered water pumps, corn grinders and coffee de-pulpers.

“Experiencing bike cultures in such diverse regions has demonstrated that the bicycle is a key stakeholder in addressing the challenges of post-industrial and developed societies”, says Siracusa, a post-graduate fellow paid by the Thomas J. Watson Foundation to conduct independent research.

New Global Science Network Launched

Manfred Neun, president of the ECF, launched an international network for scientific research related to cycling at the 30th edition of the Velo-city bicycle conference series in Copenhagen, June, 2010.

Developed and organised by the European Cyclists’ Federation (ECF), the network will be managed and headquartered with ECF in Brussels.

The overall objective of the network is to establish a platform for interdisciplinary, intercultural and global exchange of knowledge on cycling, including related issues like city planning and urban lifestyle, health and economic benefits of cycling, energy and climate, technology and infrastructure.

A council will be established to manage agenda issues, and regular annual meetings are planned to be held at future Velo-city conferences.

The Copenhagen conference was the first Velo-city event held on a global level, with participants from all continents. According to Martin Held, member of the programme committee of Velo-city Global, times are calling for international action:

“In this time of climate change and peaking oil prices, the time has come, at the start of the 21st century, to fully play out the potential of cycling. There are many scientists and professionals active for cycling, and with valuable insights and knowledge about cycling. It is time to gather the insights of all of the interested scientists – it’s timely to launch a scientific network to stimulate exchange of expertise, to learn from each other as well as to join forces, to form new interdisciplinary research and to speed up dissemination of examples of good practice”, Martin Held said at the launching.

Manfred Neun invited all interested scientists, from all disciplines – researchers as well as persons working as interfaces between science and dissemination of scientific insights to join the network.



Bicycles running into pedestrians... or pedestrians running into bicycles. Collisions of these two vulnerable road users is a huge concern in Japan. The number of accidents involving bicycles and pedestrians has increased, making this group the largest of all categories of accidents on sidewalks during the ten-year period leading up to 2007.

Only three percent of the bicycle infrastructure is currently completely separated from the often cramped and crowded sidewalks. Actually, all of the approximately 79,000 kilometers are combined sidewalks, where bicyclists and pedestrians are meant to share space “under mutual respect”.

“Thus, the necessity to establish bicycle lane installations separating bicycles and pedestrians has risen”, says professor Tetsuro Hyodo, from the Tokyo University of Marine Science and Technology.

As a consequence, the Japanese Ministry of Land, Infrastructure and Transport, together with the National Police Agency, launched 98 pilot projects with the aim to establish “comfortable space for cycling” in January 2008.

More than 4,000 accidents involving pedestrians and bicyclists, some of which were severe, was the figure in 2007. The target now is a notable reduction of that number by, among other things, building more segregated bicycle lanes.

Bike and Buy

Privately sponsored campaigns may be the means to convince citizens of Vienna to go by bike. So far, between five and six percent of daily trips are made by bike in the Austrian capital, but the potential is much higher, according to traffic consultant Michael Szeiler at Austrian Rosinak & Partner. Recently, he assisted supermarket chain SPAR, in the city of Vienna and in eastern Austria, to install bicycle stands to encourage shoppers to “Bike-and-Buy”, as the campaign was entitled. Now, 85 percent of the 132 shops and supermarkets have installed high quality bicycle stands, which are being used for their purpose, to go shopping by bicycle.

“In my opinion Vienna has a huge potential for cycling. Peak season is summer, when six percent of all daily trips are made by bicycle. Bicycle infrastructure is not perfect, but it is good and is continuously being improved by the city of Vienna. I hope other private companies in Austria will follow the example and also set initiatives for cycling”, says Michael Szeiler.

10 million cyclists in one year

On 15 June 2010, only one year after its inauguration, the bicycle counter on Dronning Louises Bro, a central bridge in inner Copenhagen, had counted to ten million. Taking into account that the entire Danish population is just above five million individuals, the number is considered high. The bridge is also the starting point of a priority green highway, Nørrebrogade, which gives preference to cyclists and allows them to cycle non-stop with 20 km/h. Compared to 2008/2009, the number of cyclists passing the bridge has increased by 20 percent documenting that Nørrebrogade is the most popular bicycle street in Northern Europe.





Cycling – the human scale of speed

There is much more to learn from temporal research to feed the breakthrough of cycling in the years to come, says Martin Held, member of the programme committee of Velo-city Global, in this comment.

Time research demonstrates that time measured by clocks, the so-called objective time of mechanics, may be very different to the subjective time perception. For example, imagine a cycle-path alongside a straight busy street, crowded with the smell of fossil-driven vehicles and buildings suited to the speed of mechanised transport. Compare that with cycling to work, school and shops in a varied setting, a diversified and enjoyable built environment, suitable for human scale and green nature as part of the setting.

The distinction of objective clock-time and subjective perception of time is suitable for city- and transport-planners. This is relevant for the design of bicycle lanes, as well as for the overall approach

of city-planning: Fast cycling routes are as relevant as scenic routes, which may take somewhat longer measured in clock-time, but are preferred in subjective terms of time-perception. The setting of cycling facilities should be diverse, according to human scale speed. The Italian term *ambiente* gives the proper flavor of urbanity.

This result of time-research is an eye-opener for new strategic alliances with capable, strong partners from fields such as the health sector. The sedentary lifestyle, which used to be labeled as “modern”, is reducing physical activity in everyday life far below the level of time needed to be in good health, for far too large a share of the population, especially the youngest. Knowing the results of temporal research allows us to bring home health insurance companies, health professionals and many others in as natural allies of cycling.

Acceleration was the basic tune for the development of the modern transport

system. It was the prerequisite for ever-longer distances conquered in nearly the same time, with higher speed. This in turn limited the potential of cycling as a mode of short and moderate distances in everyday life. Urban sprawl, with shops and malls on the outskirts, contradict a lifestyle centered to lively neighborhoods.

Cycling is the perfect mode to be physically active in everydaylife, alongside with walking and gardening. Human powered mobility is vital: to be mobile with one’s own energy source is part of a healthy lifestyle.

Speeding-up used to be the underlying rational of the fossil fuelled transport system of the 20th century – high velocity was the rule of the game. Human-powered mobility has a human scale of speed. Therefore, ‘Cycling – the human scale of speed’ could have been another motto of the Velo-city Global 2010.



Dear Participant,
 Already thinking of your next journey to Copenhagen?
 The SAS Group looks forward to welcoming you on board again.
www.flysas.com



Scandinavian Airlines

A STAR ALLIANCE MEMBER 

The Fine Balance of Growth and Quality of Life in Megacities



For years, Shanghai and New York have competed to rank highest on investors' list. Now, a human factor should be added to the list, quality of life, including cycling possibilities. The decade up to 2020 will determine who is capable of balancing economic growth and human wellness.

More than ever, China and above all mega-city Shanghai are on everybody's lips in 2010: International political influence at new heights; Latest growth rate up with 12 percent; Shanghai hosting the EXPO. Energetic and dynamic are the words often used to describe how the huge country with a tight discipline, is combating its way out of poverty. Prosperity and economic growth are concentrated in the huge metropolitan areas, and above all Shanghai, with subtle promises of a better life, entices the rural population to settle in and around the city.

Years of extreme growth, however, have also vested millions of Chinese with the capacity to acquire a car, often at the cost of the traditional bicycle. On top of that,

urban planning has eroded bicycle lanes and constructed massive automobile corridors to stimulate more growth. Haixiao Pan is professor at the Department of Urban Planning, Tongji University, Shanghai, and counselor to the Chinese local government on transport policies. He has worked on master plans with the aim to make room for the vulnerable road users and pave the way for cyclists.

"The number of cyclists is decreasing because so many efforts are made for the car, and because bicycle travel is not safe and lacks parking and service facilities. However, many cities gradually realize that we should keep the bicycle as a means of green transportation, but in most cities, the modal split for the bicycle is in decline", he says.



With 20 million citizens, Shanghai has to make tough decisions to let growth and quality of life go hand in hand. As architect Henrik Valeur of urban consultancy UiD points out, the city still has the potential to create innovative city models for the future in co-existence with prosperity.

"Shanghai has the capacity to offer a better life to a lot of Chinese citizens. The challenge is how to do it sustainably. I hope Shanghai will learn from the mistakes committed by Western cities during the 20th century", says Henrik Valeur, who has lived and worked with city planning in Shanghai, Barcelona, Los Angeles, Rotterdam and Copenhagen.

The starting point was somewhat different when Michael Bloomberg

became mayor in New York in 2005. He formalized plans to engineer a greener New York City with PlaNYC, his sustainability agenda. Helping bring that vision to life is Janette Sadik-Khan, the city's Transportation Commissioner.

"Transportation plays a big part in the future success of New York City, from its economic growth to the quality of life for the people living here. That's why we're working hard to rebalance the city's transportation network and take advantage of the city's 6,000 miles of streets", says Janette Sadik-Khan.

"Our streets are our most valuable real estate, and we need

to do everything we can to make sure they're meeting the needs of the people using them. Currently, 34% of trips in New York City are made by walking, 30% by transit and 33% by car, so we're targeting efforts to make it safer, more efficient and more attractive for people to get around town, whether by foot, public transit, biking or driving", she adds.

New York City aims to double bicycle commuting over 2007 levels by 2012 and triple it by 2017. In June 2009 the NYC Department of Transportation completed the City's goal of building 200 bike-lane miles in all five boroughs in just three years, nearly doubling the

"...if you build lanes, people will ride."

Janette Sadik-Khan,
Transportation Commissioner,
New York City.

citywide on-street bike network while reshaping the city's streets to make them safer for everyone who uses them. The same period also saw an expansion and innovation of the overall network, including the installation of 4.9 miles of bike paths physically separated from car traffic lanes, 20 sheltered bike parking structures and 3,100 bike racks.

"I think that most New Yorkers recognize that we need to take a different approach to our streets, which haven't changed much in the past 25 years. Recently we've made significant progress in improving the mobility and safety of our streets. As our bike-lane network expanded, we've seen a meteoric rise in commuter cycling while the number of injuries to bicyclists has plunged. We've seen a 66% increase in commuter cycling in the city in just two years, showing that if you build lanes, people will ride", says Sadik-Khan.



Janette Sadik-Khan's best advice:

My best advice is to be creative. Whether your ideas are big or small, they don't need to be expensive, and there's a lot you can do with a paintbrush, a can of paint and a lot of imagination. We created temporary plazas at Times and Herald Squares using that formula, and it delivered a big impact on how people think about these iconic places, and more importantly, use them.

3Qs to: Architect and urban planner, Bianca Maria Hermansen of the Royal Danish Academy of Fine Arts on – Quality of Life in Megacities ... and, her **3As:**

How do you define quality of life in megacities?

Quality of life in cities is about the possibility of living a life that you consider to be a good life. It is about every day life, and the many, many details that define whether that day was generally considered a good or a bad day. Being stuck in traffic, windy weather, noise and overcrowding, great distances from one place to another, etc., equates with a bad experience for most people.

How can urban planning stimulate active life in crowded megacities?

First and foremost, we have to consider cities as human habitat.

The good human habitat is characterised by being safe, flexible and stimulating. In terms of safety, traffic is an all-important

factor. The safe city is a city made for the human body. Not a city of infrastructure for steel boxes, but a city of infrastructure for people. It is not a question of the car vs. people; it is a question of co-existence.

Which role does the bicycle play in "active life in megacities"?

The bicycle is, without comparison, the most flexible of all transport modes in dense urban areas. The bicycle provides freedom – you can go whenever you like, wherever you like, however you like. No other transport mode in the city offers this. The bicycle offers a maximum of mobility, flexibility and freedom of choice. In this sense, the bicycle is very urban, and thus, essentially very suitable for the urban environment.



photo: New York City Department of Transportation



photo: New York City Department of Transportation



photo: UID

Show **the cyclists** that they **COUNT!**



You can change a lot of things by sending an invitation. At VEKSØ we believe in the potential of cycling - and we believe in the power of inviting people to cycle. There are many ways of giving high priority to cycling. That is why we work with the concept of Urban Cycle Solutions, which provides both advice and products which promote cycling.

VEKSØ's cycling products

Making the urban space cycling friendly is one very important measure if you want to encourage or invite people to cycle. At VEKSØ we manufacture a series of high quality cycling products for the urban space, which make it easier, more fun and attractive to be a cyclist. Our bicycle parking solutions, cyclist-counters, air pumps and water fountains are all developed and designed to add functionality as well as an aesthetic feature to the urban space or to the surrounding architecture.

cyclistcounter.com

At www.cyclistcounter.com both traffic planners and citizens can see bicycle traffic progress in the town. Traffic planners can gather all information from here and citizens can see that **cyclists really do count in the statistics!**



ONE GIFT FROM HEAVEN TO SOLVE SIX CHALLENGES

Imagine that the bicycle had not yet been invented!

That people were transported in CO₂-unfriendly cars, busses and vans, had to walk from A to B – or – stayed in their village community without no chance of visiting friends or relatives because the walking distance was too overwhelming. Contact was often limited to what cyber space could offer. Obesity was high. Skies were only dark.

Then, in the year 2010, an astonishing vehicle was presented at an international trade fair for innovative and creative products: It used no fossil energy apart from a drop or two of lubricating oil to keep its chain smooth. Costs to take you from A to B were zero as your body was the engine, which, by the way, gave daily exercise and improved health condition. Using no fossil energy, air quality of the polluted mega-cities was taken to an acceptable level, traffic congestion was reduced, and cities gave room to new activities and green areas.

People could meet again. Pedal power had been invented!



John Whitelegg

1 Traffic congestion

City centers are collapsing from car traffic. One person riding a bike occupies three m³, whereas one person going by car needs 60 m³ to move around.

“Cycling is almost as if someone is being so kind to humans, because it has so many benefits”, says one of the world’s true bicycle enthusiasts, John Whitelegg, professor at the Stockholm Environment Institute, University of York. John Whitelegg is also a Green Party councilor on the Lancaster City Council, and has worked passionately for decades with issues such as sustainable transportation and democracy.

With his cost-benefit view of some of the most pending climate challenges, he strongly advocates from Melbourne to London that politicians must act now and not later, as all figures and indicators are going in the wrong direction. Also, at the COP15 summit in Copenhagen in December 2009, the UN’s criticised attempt to commit the international community to a decent climate agree-

2 Community benefits

Surveys show that a high level of walking or bicycling motivate people to meet and talk with each other the communicative and social capital is boosted.

ment, John Whitelegg presented the consequences of non-action.

As we know, politicians could agree to a non-binding accord, but continue their efforts in Mexico 2010 and South Africa in 2011. To John Whitelegg, they shouldn’t re-invent the wheel, but instead have the right wheels spin more, that is, to take much more advantage of the multi-effects of the bicycle in solving the huge global challenges of the next decades.

3 CO₂ emissions

The target is to reduce CO₂ emissions 80 percent by 2050. More cycling would help to reach that goal.

“Many countries, like the UK where I am from, tend to restrict their thinking of the bike as a question of building a better structure or 16 parking lots. The thinking of the bike should be lifted to something higher, as it is a wonderful tool to help us in numerous ways”, says John Whitelegg, and explains:

4 Health condition

The problem of overweight and obesity is massive in the Western world and rising rapidly in regions like Asia. Figures tell that between 15 and 20 percent of school children in the UK suffer from overweight and obesity and that an increasing number of children get diabetes early.

5 Air quality

EU cities have heavy air quality problems. In London, every year approximately 5000 people die from health diseases related to air pollution. Ninety percent of these mortalities relate to traffic pollution.

“The question should be how to build peaceful and harmonious environments, and how to exploit the multiple effects from the bicycle. The synergy is very important”. He urges politicians to agree on ambitious targets like the 20-20-20 target, which means that at least 20 percent of all trips should be by bicycle in 2020.

“The Western World must lead the way. London’s five percent target in 2030 is not enough. Too often politicians tend to focus on the barriers or the technicians get lost in details. If we want to accomplish the 20-20-20 target, to reduce CO₂ emissions by 20 percent in the EU by 2020... we can do it”, he says.

6 Accidents

3000 persons are killed every day in traffic accidents on the Globe. Motorised traffic causes the majority of fatal accidents.

Extensive, flexible, accessible and affordable. Four key words that sum up experiences gathered at one of Europe's fairly new bike sharing cities, Brussels.

Lessons Learned in Brussels

The first shared bicycle scheme in Brussels, launched in 2007, was too frail to continue unaltered, but many lessons were learned and good ideas picked up. Already in 2009, a new, extensive scheme was rolled out.

“The main challenge is to get the buy-in of the city's residents, by encouraging better travel habits and more openness towards the system.”

Melanie Leroy,
M.S Sustainable Development
and Sustainable Cities

factor, it wasn't the only one. The cumbersome pricing and registration procedures also made the system less user-friendly and attractive than it could have potentially been. Also, the project failed to attract the interest of its initial

target groups, Brussels's residents and commuters”, she explains. habits and more openness towards the system. It's only by trying out the system that people will be able to make up their minds”, says Melanie Leroy. Because, as she puts it, the vision is simple and clear, “sustainable urban transport for all!”

In France

Although it can be said that the cradle of shared bicycles is in France (the first successful bike sharing program was developed in La Rochelle in 1974 and is still running), the French have a way to go. Today, only three percent of daily urban trips in France are made by bicycle. Efforts to establish public bicycle services have developed considerably since 2007 and it is estimated that these services have the potential to double in 2010. Bike sharing has largely contributed to this evolution. E.g., the introduction of the bike-sharing scheme Velo'v, in Lyon in 2005, had a positive effect on other French towns to establish public bicycle services.

The first program, Cyclocity, was part of the city council's attempt to encourage cleaner urban mobility. Around 250 bicycles at 23 stations were initially set up in the city centre, covering three of the 19 municipalities (Brussels' population exceeds one million). The bicycles weighed approx 25kg and had three speeds. The cost of using a bicycle for 30 minutes was €0.50 in addition to a weekly or annual pass.

Melanie Leroy, during her Master on Sustainable Cities, headed a research project on the components of Cyclocity to understand its destiny. “It is difficult to determine the main reason for the difficulties of Cyclocity. While the short supply of bicycles was an important

The new Villo scheme will have introduced 2,500 bicycles, at 180 stations all over Brussels, once it is fully implemented. Only two months after its inauguration in May 2009, figures from the project's provider showed that more than 3,000 long-term contracts and 6,000 short-term contracts were registered. This represents four times more than when the system was initially introduced.

“With Villo there is still work to do to promote the system effectively. The main challenge is to get the buy-in of the city's residents, by encouraging better travel



Do You Live in a Bicycle Friendly Community?



The **Bicycle Friendly Community*** program inspires improvements for cyclists in communities across America. Find out how you can follow the BFC roadmap today. Visit www.bikeleague.org.

* The League's BFB program is generously supported by Trek's One World Two Wheels program and the Bikes Belong Coalition.



THE CYCLING COMMISSIONER

Berlaymont
Commission européenne
Europese Commissie



To Connie Hedegaard, European Commissioner for Climate Action, the bicycle is the obvious choice to get from home to work in the Berlaymont Building in the center of Brussels. "We have to develop more climate-friendly transportation", she argues.

Curriculum vitae

Connie Hedegaard

Connie Hedegaard is the European Commissioner for Climate Action. She holds a Masters in Literature and History and has worked as a journalist and anchor person. She has been active in Danish politics for many years and has served as Minister for the Environment and Minister for Climate and Energy.

Collaboration is a key word in her work. In December 2009, she brought leading politicians from across the globe to the negotiation table at the U.N. Climate Change Conference in Copenhagen. She now works to ensure that the EU invests in efficient and climate-friendly technologies.

Connie Hedegaard is well-aware that strengthening cycling is an important step in tackling the challenges of global warming. She is herself an enthusiastic cyclist and readily cycles to and from work both in Brussels and when she was minister in Denmark.

THE CYCLING COMMISSIONER

Prior to COP15, the UN's Climate Summit in Copenhagen, in December 2009, a massive mobilisation lit the world with a major focus on climate change and rising temperatures. Connie Hedegaard, European Commissioner for Climate Action, stands firm that a global consciousness was formed. Business as usual is not an option if we are striving for economic growth and the forecast showing nine billion people on the globe in 2060.

"In the wealthy part of the globe we have recognised the hollowness of shouting to the Indians, 'Now, hold your horses!' Simultaneously, and for the first time, we experience that USA, India, China, Brazil and South Africa have accepted their responsibility. It is no longer only a matter for grassroots, young people and the environmental organisations, but for the entire business sector, to join forces in finding solutions to the consumption of energy. We stand with the possibility of creating a fundamental paradigm shift", says Connie Hedegaard.

Although Connie Hedegaard is fully aware that the world community did not achieve what many had hoped for at COP15, she is pleased with the shared understanding that innovative standards for the use of energy and natural resources is now a prerequisite for the multitude of people on Earth.

"Up to the Climate Summit, China agreed to improve its energy intensity by 40 to 50 percent. Now, the Chinese are developing means to execute the target", states Connie Hedegaard.

She acknowledges the huge potential the bicycle has, above all in mega-cities, because CO₂ emissions from the transport sector are still the main challenge

worldwide. The emissions continue to increase and the perspective for a decline is small. In China alone, the number of cars last year went up by 800 million, and even more new car owners are expected in the future.

"It goes without saying that we have to develop more climate-friendly transportation, for the entire world – new fuel

for cars, airplanes and ships, electric cars and trains.

With the climate agenda in mind, and the ambition to become more energy effective, there is

no doubt that the bicycle will constitute an obvious element in the planning and characteristics of any attractive mega-city".

“We must be conscious of marketing the bicycle message positively.”

Connie Hedegaard, European Commissioner for Climate Action



Rooted in Copenhagen, Hedegaard believes her hometown is a fine example, with one third of all its citizens going by bike every day to work and back again. After the Climate Summit, many countries have worked on how to take advantage of the bicycle, and many of them are interested in how the Danes do it.

"When I receive visitors in Copenhagen, or when I travel around the world, I often mention bicycling. I believe in the benefits of linking the bicycle with wellness, health and the whole debate on obesity. Another decisive argument is that you often get from A to B faster by bike, because you do not end up in queue with other motorists. The fact is, we waste an incredible amount of time queuing up, every individual in his or her own car".

Connie Hedegaard explains that if that one third of Copenhagen's population going by bike every day to work, chose the car instead, air pollution would be significantly worse in Denmark's capital.

"We must be conscious of marketing the bicycle message positively. The issue is not to frighten people back to the horse wagon. It is all about creating a pleasant life, a more thriving community and more enjoyable cities that appeal to both citizens and tourists alike".

She urges modern mega-cities to focus less on solutions for individual motorised vehicles, and much more on solutions for bikes, such as small and fast public electric commuters, with room for bicycles.

"The cities should be equipped in a way that they remain attractive and secure for bicyclists. It is a matter of establishing a bicycle consciousness. With more people bicycling, green transportation is supported. And that's what it takes for a breakthrough to confront global devastation", argues Connie Hedegaard.

With her Danish background, she herself is an experienced cyclist. Already at the age of 10, she cycled to school all of seven kilometers. Connie Hedegaard has always bicycled to work, not only as a reporter and editor, but also when she became Minister of Climate and worked in the Danish Parliament in the center of Copenhagen.

"From where I live, on the outskirts of Copenhagen, I can go by way of a bike lane almost the entire distance to the center of the city. It feels safe and I can go relatively fast. At the same time, I get to breathe for fresh air and exercise close to 20 kilometers. And, I can mentally air out", she explains.

When in Brussels, as a European Commissioner, cycling is quite a different experience due to the fact that the expansion of biking lanes in Brussels is still limited, and motorists are not always aware that a cyclist could turn up.

In spite of that, she always goes by bike to the Commissioners' office in the Berlaymont Building, in the heart of Brussels, unless she is to travel abroad on the given day.

"A bike takes me faster to my destination, four kilometers away, than a car could. On top of that, it gives me the liberty to get off when I feel like it, and the opportunity to take the small and picturesque side streets. Cycling has a lot to do with liberty and independence".

자전거

Korean for bicycle

More Income, Less Cycling

Bicycle use in Indian cities is substantial, varying from 7 to 15 percent in large cities, to 13 to 21 percent in medium and small cities. Its high ownership, low cost and easy use attributes make it a desirable mode of transport for students and low-income workers.

The majority of the cyclists in Indian cities are captive users, and studies show that these captive riders are predominantly poor workers and students. In slums, one out of five households own bicycles.

However, time trend analysis in various cities also shows a sharp decline in cycle trip share during the 80s and 90s, when the cities experienced a high

growth rate of motorised vehicles, road infrastructure improvements and high cycle fatalities.

Poor infrastructure is the reason that cyclists are involved in five to 10 percent of all road-related fatalities, in medium and large cities, and up to one third of cyclists are involved in crashes leading to severe injuries in these cities.

“The lack of legitimate and safe space for cyclists impacts the way the cyclists are treated on the road by other motorists, leading to a very low image of cycling in the cities – only the poor cycle, so if you are cycling you cannot afford anything better”, says PhD and transport planner Anvita Arora, CEO at Innovative Transport Solutions Pvt. Ltd., in Delhi, and Resident Representative of Interface for Cycling Expertise, in the Netherlands



Photo: Gehl Architects

Seoul Educates Citizens to Bicycle

For the citizens of Seoul, the bicycle still represents a recreational vehicle and not a means of transportation. This explains partly why an estimated 100,000 persons of the cities' 10 million citizens use the bicycle regularly. Inadequate infrastructure is another reason for the relatively low use of the bicycle. But officials say the picture shouldn't be static. The local government has set aside funds to promote bicycle culture during the next two to three years. Systematic educational programs on cycling for students, as well as for Seoul inhabitants in general, were held in 2009 to support bicycle culture.

“Most of the citizens in Seoul still ride bicycles for recreational reasons, but we see more students riding bicycles to school. We reach out to citizens to change their views on bicycles as an emerging means of transportation. Also, a bicycle lane network, at main roads in the city, including a 207km- and a 88km-long urban route, have been planned together with bicycle parking lots at large buildings and schools”, says Baek Woon Seok, director of the Bicycle Traffic Division of the Seoul Metropolitan Government.

“We expect the bicycle use share to increase to ten percent by 2020 if we continue to encourage citizens through various approaches, such as establishing bike parking lots, elevators and making it easier for them to use subways with bicycles”.

- Total population in Seoul: 10,464,051 (Dec. 2009)
- Economically active population (over 15 years): 8,346,000 (Dec. 2009, Statistics Korea)
- Rate of bicycle use in Seoul (2007): 1.2% (Feb. 2009, Study on Future Transportation Demand and Solutions for Seoul)
- Hypothesis: Modal share of bike use in late 2009 – Below 1.3%

260,000 users **worldwide...**

WHAT A BAG CAN DO TO WOMEN...

AND TO THE REST OF US

Women would probably argue there is no big news in the fact that a nice, stylish bag can persuade you to do a lot of things. However, a fashionably-designed bag has virtually turned out to be the reason for many Flemish in Belgium to use the bicycle for the first time in their lives.

The campaign to promote shopping by bicycle was set off back in 2002, and grew steadily. But after a couple of years, one of its organisers, Benedicte Swennen of Bond Beter Leefmilieu, noticed they were beginning to see the same “usual suspects” participating in the campaign every year.

“So we decided to renew and refresh the concept, by bringing in a stylish bike bag, designed by an internationally known Flemish designer. It turned out to have many advantages. The special design of the bag helped us to reach a new and younger audience: people who are interested in fashion. We got more press attention, especially from lifestyle magazines, and it helped to develop the Cycle Chic trend in Belgium”, says Benedicte Swennen.

The idea is quite simple: Every time you go shopping by bicycle, you get a special stamp on your savings card from a participating merchant. A full card (8 stamps) is the only way to acquire the unique bag, designed by Walter Van Beirendonck.

The number of participants grew by 55 percent in 2009, and 16,500 bags were ordered. In total, more than 175,000 clients and 16,000 merchants participated

in the campaign. At the start in 2002, the number of merchants was 3,500.

4Es to convince people to bike to buy:

- **Enlighten:** Inform them about the numerous advantages (we point out the different advantages for communes, merchants and participants)
- **Encourage:** Reward people for doing their shopping by bike: a bike bag and a chance to win a bike and/or several other prizes
- **Enthuse:** We tried to keep the campaign as “light” as possible and focused on a new theme: cycling is trendy.
- **Experience:** Participating in our campaign means you try, at least a couple of times, to go shopping by bike.

An enquiry among the participants showed that about 30 percent said they used the bicycle for the first time, or more often, during the campaign. The figure is confirmed by participating merchants, of which 40 percent said they had seen more cyclists coming to their shops during the campaign.

The special design of the bag helped to reach a new and younger audience.



Photo: Troels Heien



Photo: Troels Heien



From Florianópolis to Stuttgart and vice versa

Why should cooperation on cycling advocacy necessarily be with the partner next door? Brazilian Florianópolis is working together with German Stuttgart to boost bicycle culture in the two cities.

When intercity, superregional or cross-national is not enough to meet the demand, you go transatlantic! Like the unusual partnership between Florianópolis in the South of Brazil and Stuttgart in the industrial heart of Germany. The contact between the two cities was made at Velo-city conferences and formalised into a partnership in 2008. The objective was to enhance and develop better facilities for cyclists, which was formally expressed in a Bicycle Charter by the two mayors in 2009.

“The common exchange of experiences and future development of ideas, methods, measures, etc., between Latin-American and European planners, NGO’s, etc., with the objective to develop a toolbox of flexible instruments which can be applied in local circumstances, provide an excellent platform of knowledge-building for all parties. Networking can help as a big brain trust in the background as well as an impulse generator”, says Sports Medicine Physician at the State University of Santa Catarina in Florianópolis, Giselle Xavier. She coordinates CICLOBRASIL group, an outreach and research program focused on cycling mobility.

She mentions several dividends of the partnership:

- Campaigns and research on cycling mobility, supported by international funding
- Training, seminars and workshops held with international funding. The University had limited insight to the cycling topic
- Policy awareness. The signing of the “Bicycle Charter” commits the cities to promote bicycle friendly policies and to take concrete action to improve conditions for cyclists and pedestrians.

Giselle Xavier is aware that “the international arena” can play an important role in the effort to ally with politicians.

“With the aim to involve stakeholders like politicians in cycling as a seriously taken module of urban traffic policy, and to give it more attention on the agenda, international events with politicians in public can promote the awareness of cycling more than on the local level”.

The Florianópolis-Stuttgart partnership is founded on: Research, creation of campaigns, videos, technical seminars, training courses, workshops, advocacy and community meetings. Results of strategies and activities of different actors and different programs include: the empowerment of the cycling advocacy movement in the city, more technicians and advocates trained, cycling infrastructure, a growing social community of actors that back-up each other to fight for cycling friendly environment.

Several cities in the southern part of Brazil have a strong culture influenced by German colonisation. There are still people that only speak German (and not Portuguese), in the inner parts of the state of Santa Catarina, and several industries are linked with the German business sector.



Among Maya Pedal's products are water pumps, grinders, threshers, and blenders.

Maya Pedal Power

Why not convert the power of pedals into energy, with practical purposes such as maintaining the local water pump running?

In Guatemala, that is what it is all about at the NGO based project Maya Pedal, in San Andrés Itzapa. Bicycles donated from the USA or Canada are reconditioned to be sold again – or, “Bicimáquinas” are made, “Bicycle Machines”.

Alternatives are electricity, which may not be available, or to empower by hands, which can be tough.

Bicimáquinas are simple and easy to use. They can be built using locally available

materials and can be adapted to suit the needs of local people.

The concept was developed in 1997, in collaboration with a group of Canadians from the organisation Pedal. Bicimáquinas is supported by a number of international organisations and accepts volunteers with a range of skills and interests.

The Guatemalan company is in the process of making its designs available globally, via downloadable fact sheets and step-by-step instructions.

Among its products are water pumps, grinders, threshers, tile makers, nut

shellers, blenders (for making soaps and shampoos as well as food products), trikes, trailers and more.

“Maya Pedal is an exceptional model with great promise. The challenge is to secure funding sources in the United States while ensuring that a steady stream of bikes and bike parts continue to flood into this program that, in its small but vital way, heals this war-torn, continually developing nation”, says post-graduate fellow Anthony Siracusa, who has studied the program as part of his four-continent research on bicycle culture paid by the Thomas J. Watson Foundation.



DIFFERENT GEARS, SAME DESTINATION...

The first ever global edition of the Velo-city series was held in Copenhagen from 22 to 25 June 2010 with more than 1,000 participants from all five continents. A multitude of nationalities, professions and very different approaches to cycling were represented during the four day conference celebrated in the heart of Copenhagen. Øksnehallen, a former cattle hall, and newly built CPH CONFERENCE were the twin venues of Velo-city Global 2010 and its extensive program:



A panel discussion between the three speakers concluded the opening session of the conference. From left: Janette Sadik-Khan, Commissioner of the New York City Department of Transportation, Bo Asmus Kjeldgaard, Mayor of the Technical and Environmental Administration of the City of Copenhagen, Pan Haixiao, Professor at the Department of Urban Planning, Tongji University, Shanghai, and Master of Ceremony Andy Clarke.



Lord Mayor of the City of Copenhagen, Frank Jensen, at the launch of the Velo-city Global 2010 conference. His vision is a green and cycle-friendly city that will obtain carbon neutrality by 2025 with fewer cars and more cyclists.

"One of the most important challenges is mobility, to help citizens to work without creating more congestion. Good cycling conditions are part of a modern city", Frank Jensen said at the opening of the conference.



"I am from a city with 8.4 million citizens and, I have realized, 8.4 million traffic engineers", said Janette Sadik-Khan, Commissioner of the New York City Department of Transportation. The main focus, she explained, is to re-balance cars and bicycles better after 50 years with priority to motorized vehicles.



"China used to be the Kingdom of Bicycles, and we still have the world's largest bicycle infrastructure. But we must be careful, otherwise the bicycle is only found in urban planning museums. Sustainable cities in China must keep bicycle transport," said Pan Haixiao, Professor at the Department of Urban Planning, Tongji University, Shanghai.

All conference photos: Troels Heien

Global Knowledge Sharing

During the conference's first three days, a row of five track sessions offered a broad range of sub-plenary presentations, question workshops and roundtable sessions. Each track consisted of seven parallel sessions in different formats to enhance learning, networking, and knowledge sharing. Every roundtable session featured seven parallel roundtable presentations, all in one large room. At each table, the presenter had an audience of approximately 10 people. This ensured an intimate atmosphere, and the audience was free to give direct feedback and discuss the presentation in detail. After 45 minutes, the audience moved on to a new table and the presentations were repeated.



"The Future of Bike Share Systems" was discussed at the question workshop. The question was posed by senior lecturer in economy at the Maison européenne de sciences, Frédéric Héran.



Participants gathered around one of the seven tables in the large roundtable session room discussed such different topics as: Prestige cycling in Zwolle, Cycling mobility and poverty alleviation, Electric bicycles, Crowd-sourced bike maps, and Bike order.



Several presentations were made simultaneously during the tracks. One of them was about how campaigning can reduce short car trips.



CPH 1:1

On the spot learning

At CPH 1:1, participants visited ten hosted stands in the streets of Copenhagen and Frederiksberg. Staff from the City of Copenhagen, the City of Frederiksberg, Danish Railways, and Carlsberg Properties presented recent cycling solutions out on the spot.



Executive director at Bike Texas, Robin Stallings, and Luam Hamilton, Chicago Department of Transportation, learned how the blue Copenhagen bicycle lanes are made by Kathrine Toft from the City of Copenhagen. According to Robin Stallings the right facilities are important to lift the number of cyclists from one percent. "We must make it attractive to ride a bike. I think we should target the women. If we can make women and children go by bicycle, the rest of us will follow," he argued.

Up to January 2009, the Carlsberg Breweries produced beer in a 33-hectare historical and architecturally-recognized industrial site in central Copenhagen. When the production was moved out, the area was opened for urban development; during the next 20 years the area is planned to be transformed into a new and vibrant part of Copenhagen with a social, economic, and environmental profile. Cycling was integrated from the very beginning of the planning process.



City planner, Lawrence Man, Australia (centre) and Daniel Sparing, researcher from Holland, are being introduced to the ambitious Carlsberg site project by Carlsberg's head of development, Jacob Martin Andersen (right).

EXPERTISE FOR EVERYBODY

With funding from UN-HABITAT in Kenya and the City of Copenhagen, Velo-city Global 2010 was able to sponsor participation at the conference for 20 people

from the bicycle communities of Africa, Asia and Latin America. Donations of 10,000 USD and 80,000 DKK, respectively, allowed the Velo-city Global 2010 Secretariat to pay, fully or partly, for participants from the three regions. As the conference is the first ever in the Velo-city series on a global level, it has been of highest priority to include representatives from these three specific regions, where problems related to road safety, climate change health, and pollution are particularly serious.

In Africa, Asia, and Latin America, civil society organisations play an important role in affordable safe mobility and are the catalysts in cycling promotion and experts in quality demands for cycling facilities. Therefore, the Velo-city Global 2010 Conference was a unique opportunity to gather useful knowledge and build up cross-national networks for all involved from developed and developing countries.

Growing cities

UN-HABITAT is the United Nations agency for human settlements and is mandated to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. In 1950, one-third of the world's people lived in cities. Just 50 years later, this rose to one half and will continue to grow to two-thirds, or 6 billion people, by 2050. Cities are now home to half of humankind. In many cities, especially in developing countries, slum dwellers number more than 50 percent of the population.



"It is interesting to see how everybody rides their bike with dignity here in Copenhagen. There is a need to change the mindset about the bicycle in India", said Sandeep Arora, from Sandeep Enterprises in Dehli. The company produces small gear boxes for rickshaws to ease the challenge of the puller. Arora Sandeep came to Velo-city Global 2010 mainly to learn more about design.



Chair Person Jagi Gakunju represented the lobby organisation UVUMBUZI from Nairobi, Kenya. UVUMBUZI works to promote the use of bicycles to lift productivity so that people who are able to cycle to work, and during work, can multiply productivity by 12. "My goal of the conference has been to get ideas on how to influence planners, as there is an urgent need for safer journeys for cyclists", said Jagi Gakunju.



EXPO

Innovations at Global Expo

The former cattle hall, Øksnehallen, one of Copenhagen's most beautiful – and largest – exhibition and conference buildings, was also the venue of the conference exhibition at Velo-city Global 2010. Manufacturers, organizations, and other agents within the field of cycling showcased their products, services, and innovations at the “Global Expo”. The Expo was launched at a reception on the first day of the conference.



The City of Seville was one of the exhibitors at the Global Expo. The capital of Andalusia in southern Spain is next in line to host the Velo-city conference series, 23-25 March 2011. For the head of the Seville conference, José David Muñoz de la Torre, it was very useful to be part of the conference in Copenhagen: “It is impressive in Copenhagen and we can learn a lot here on how to organize the conference. The contacts you make, cities, systems and experts are all very important”, he said. In 2006, Seville had five km of bicycle lanes. In 2008, an extra 68 km were added to the network, and another 33 km this year.



Orange Bicycle Paradise

With 19 individual organizations and companies, the Dutch stand “Netherlands Bicycle Paradise” was difficult to ignore. On the picture, editor Floor ten Brink explains to a conference participant how the NGO she represents, CROW, works. CROW publishes bicycle books like “Design Manual for Bicycle Traffic”, which is now being translated into several languages. Netherlands Bicycle Paradise was decorated, of course, in orange colors and with tulips on the tables, and consisted of NGOs, municipalities and private manufacturers of parking facilities.



The stand of the German Federal Ministry of Transport, Building and Urban Development



The stand of ECF, European Cyclists' Federation



President of the European Cyclists' Federation, Manfred Neun, launched the Expo at an informal reception.



Participants networking and mingling at the Expo reception on the first day of the conference.



A toast for an enjoyable conference.



Old and new colleagues and networks met at the conference, celebrating the Expo reception with a glass of champagne.



Two of the more than 1,000 participants of the conference at the reception.



To the sound of a vibrant drum on the stage, participants danced in the plenary room.



Important contacts were made during the Expo reception.



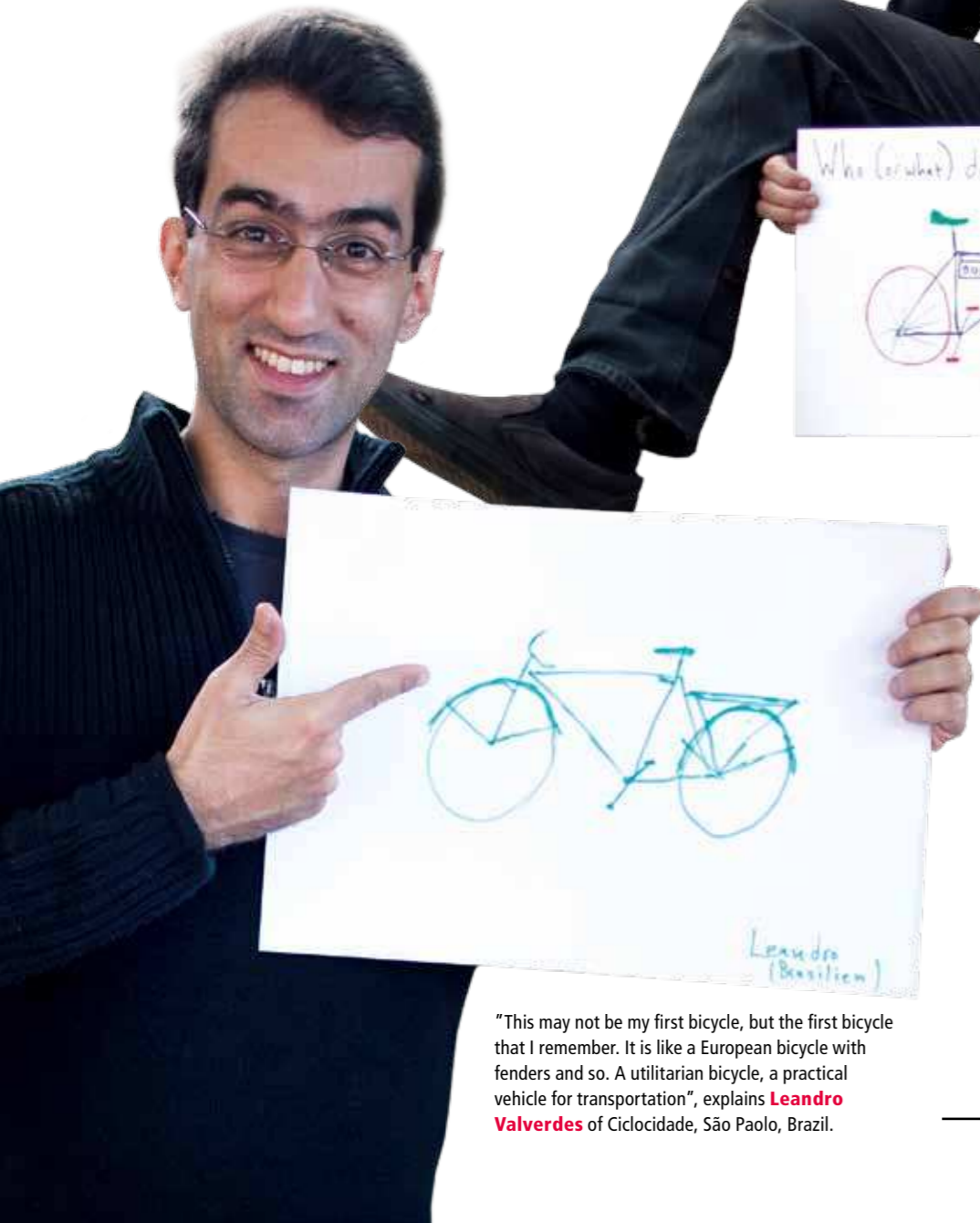
Me and My Bicycle

"Bicycle of my Dream" or "Love of my Life" were the two optional titles given to participants at the Velo-city Global conference. With a felt tip pen, a piece of paper, and five minutes at their disposal, five participants agreed to illustrate either their vision of a bicycle, or, their best bicycle ever. Here are the results:

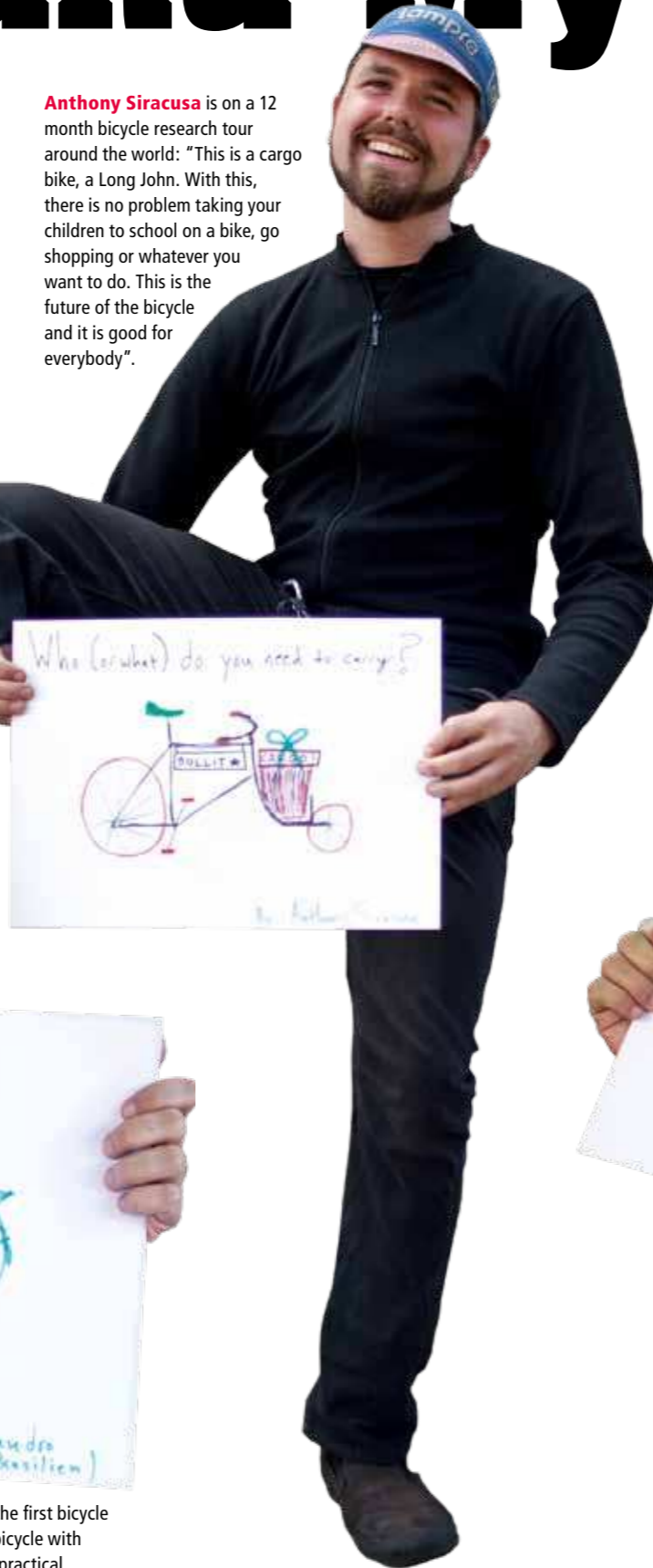
Anthony Siracusa is on a 12 month bicycle research tour around the world: "This is a cargo bike, a Long John. With this, there is no problem taking your children to school on a bike, go shopping or whatever you want to do. This is the future of the bicycle and it is good for everybody".

No wonder **Jim Krynen** of Western Australia's Public Transport Authority draws a racing bike. With Dutch roots, he rode for the Dutch Gazelle Team from 1980 to 1983, and has won the World Championship twice, like in Prague in 1981. "This is my first racing bike", he says.

Emma Ström of The Swedish Transport Administration remembers clearly how she rode her bicycle outside Stockholm when she was 12 years old. "It is a sense of freedom, together with my friends. "And what's in the basket?" "Well, that's a bottle of red wine for my parents."



"This may not be my first bicycle, but the first bicycle that I remember. It is like a European bicycle with fenders and so. A utilitarian bicycle, a practical vehicle for transportation", explains **Leandro Valverdes** of Ciclocidade, São Paulo, Brazil.



José Lobo of Brazilian organization Transporte Ativo chose to draw "the perfect bicycle". "It is simple, I can go anywhere with this bicycle. It is perfect".





A Good Conference Is Like a Good DRAMA



Photo: Troels Heien

the structure is the same used when putting together the dramatics of a good film or play. A blend of tension, expectation, time for reflection, and at the end, the pay-off.

“Any conference can be lifted to a much higher standard if one consciously incorporates time for interaction, involvement and reflection. The purpose of any conference should be to have the individual feel integrated and comfortable. A conference is the sum of what all its participants can put into it, and this occurs on social, emotional and intellectual levels”, explains Nicoline.

At Velo-city Global, calls for questions and not only abstracts facilitated a discussion based on sheer curiosity, in addition the well-researched and documented presentations. And the Pecha Kucha, the Japanese version of American speed presentations, was just another break from the routine of traditional conferences.

“Everybody has their own way of learning, gathering information and contributing to a huge meeting, which is what conferences often are. The objective should be how to creatively structure a conference, with room for all its participants”, says Nicoline Jacoby Hansen.

“Too many conferences and seminars stick to the concept where a seated audience listens to the speaker, gives it’s applause, goes on breaks, stretch their legs, mingles, then goes on to the next session. A traditional structure leaves too many participants as in-active listeners, even though everybody should be given a chance to contribute one way or another,” says Nicoline Jacoby Hansen.

She organizes conferences based on four key words: variation, continuity, reception and alternation of speed with different peaks and beats. In principle,

The challenge of any conference organizer is not necessarily how to attract the best key speaker, or finding an extravagant venue, the best accommodations, or even participants! At the end of the day, any organizer can actually maintain focus on one single issue, which is assuring that all its participants feel comfortable during the entire stretch. If you ask Nicoline Jacoby Hansen, professional conference organizer who deals with such “exotic” themes as drama, tension, reflection and emotion, to transform a conference into what it is supposed to be, her recipe is: a gifting experience that gives its participants much more energy to dedicate to their professional work. Having worked with several and very different conferences and conference topics, Nicoline Jacoby Hansen was called to mix the right cocktail at Velo-city Global in Copenhagen, June 22nd to 25th, 2010.

What to:

Keep in mind to celebrate an excellent conference:

Involvement

Emotionally all participants should feel linked to the conference and have a role as contributors

Reflection

Consciously to elaborate spaces and moments with time to work intellectually as an individual or together

Intervention

Sometimes the contact between conference participants is not given. Develop a structure that makes people meet and talk, not just during breaks and lunches.

DINNER PARTY

Wednesday evening all conference participants were invited to a dinner party at Forum in the municipality of Frederiksberg. Forum is the former venue of Copenhagen’s six-day bicycle races, which were a combination of sports and entertainment and extremely popular among the public. Gates were opened at 7 PM. The party lasted long.



Participants arriving at the dinner party.



Ready to party...



Mayor of Frederiksberg, Jorgen Glenthoj, welcomed all participants. In his speech he pointed out that the evening was an occasion to celebrate all that has been done to cycle more by consumers, companies, politicians, and urban planners.



Dinner is served after a long day at the conference.



TIME FOR A CELEBRATION



The more than 800 participants at the dinner party were seated at 40 huge tables in Forum.



Time to celebrate and time for a good discussion.



Executive director of the Interface for Cycling Expertise, Roelof Wittink, was given the Leadership Award 2010 by the Cycling Embassy of Denmark for his work to promote cycling and improve mobility and the quality of life of people in developing countries.



Global people at a global party.



A toast for a nice evening.



Good company at the longtables.



Enjoying the evening.



Happy smiles during the main course.



And another toast...



Dilemma! What to choose and what to leave out.



Pleasant music accompanied the party, during the dinner and during the dance.



Move your feet! A cramped dance floor late at night.



And finally time for a slow dance.



Viva La Revolución!

A global revolution has been lit! From Mexico to London, plans for a new mobility order are being drafted and implemented: The bicycle revolution.



The SRAM Cycling Fund is proud to support Velo-City Global 2010 and the advocates, enthusiasts and professionals that work for greater public investment in cycling infrastructure, safety and access.



We are “talkin’ about a revolution” sang Tracy Chapman, and that is what it is about. With the Mayor of London’s own words, a cycle revolution has been launched and ambitions are high in the capital, better known for its black Taxis and red double decker busses.

The cycling program of Transport for London (TfL) – £111 million in 2009/10 – covers infrastructure improvements on London’s road network, and on green spaces, promotional activity and the integration of cycling into other initiatives.

Ben Plowden, Director of Better Routes and Places, Transport for London, says:

“A cycling revolution is already underway in the capital, with a 117 per cent increase in cycling on London’s major roads, since 2000. Yet this is just the start. The Mayor and Transport for London want the benefits of cycling to be enjoyed by even more people. They are aiming to deliver a 400 per cent

increase in cycling in London, by 2026, compared to 2000 levels”.

2010 is London’s Year of Cycling and will see the launch of three major programs, designed to turn London into a ‘cyclised’ city: the London Cycle Hire scheme, Cycle Superhighways, and Biking Boroughs, an initiative which aims to increase levels of cycling in outer London.

The London Cycle Hire scheme will be launched on July 30th. From this date forward, people will be able to pick up and drop off one of thousands of hire bicycles, at hundreds of locations across London’s zone one travel area; the first two Cycle Superhighways will be launched on the 19th of July.

“There are many reasons why the Mayor of London is making cycling one of his top transport priorities and marking 2010 as the Year of Cycling in London. Cycling is the ultimate cheap, fast, flexible way to get around for Londoners,

and one of the easiest ways to improve one’s health at the same time”, says Ben Plowden.

According to TfL, cycling contributes to:

- Faster, more reliable journeys
- Congestion relief
- Reduced CO₂ emissions
- Reduced air pollution
- Ambience benefits
- Health benefits
- Reduced need for major investment in infrastructure for other modes

Want to copy this initiative? Best advice according to Ben Plowden:

Work closely with politicians – their support is vital to success. Combine infrastructure programs with smarter travel interventions to maximise the benefits of investment. Introduce flagship programs such as Cycle Hire and Cycle Superhighways to raise the profile of cycling.





Illustration: Gehl Architects

Milestones in Mexico City:

- 2003 Local government builds 100 km of greenways
- 2004 Eight rural bicycle stations
- 2007 Urban bicycle station opens, offering the first bicycle share program
- 2007 "Cicloton" and "Cierre dominical" monthly and Sunday event, exclusive access to the streets for bicycles and pedestrian use.
- 2008 Local government hires UNAM and Gehl Architects to design a bicycle holistic strategy
- 2010 Actual local government launches Ecobici, smart card bicycle sharing

A Mega-opportunity

"Megacity" also means "mega-opportunities for cycling", says Antonio Suarez, regarding the size of Mexico City as a mega-condition that can take bicycle culture from very little to a lot more within the next years.

Belonging to the world's "Club20", megacities with approximately 20 million citizens, the introduction of the bicycle can make a difference in the Mexican capital, often struggling with a suffocating blend of heat, congestion and poor air quality. Five million vehicles pass through the city every day.

With its set off back in 2003, the cycling initiative is working on a four element strategy:

- 1 Integrate bicycles with public transportation
- 2 Recover public space by building bikeways and traffic calming zones to reach public transportation, while interconnecting local hubs (Mobility to Proximity)
- 3 Easy and multiple access to bicycles; Bike share, rentals, etc.
- 4 Bicycle culture

Antonio Suarez is professor at the Faculty of Architecture at UNAM, la Universidad Nacional Autónoma de México. He believes the initiative has

had effects in the public, but there is still a way to go:

"The general perception is that recreational bicycling has grown dramatically, gaining reputation in all sectors. But street surveys confirm that people still see urban bicycling as a risky and unsafe activity for daily use, due to the lack of infrastructure", states Antonio Suarez.

The aim is to lift bicycle use from one to five percent in 2012. The latest initiative was presented in February this year, with the launch of its new bike-sharing

program, Ecobici, which is a slightly amended version of the public bicycle system in places like Paris, Milan and Barcelona...and in fact, is the largest year-round system in North America.

"Megacity' means diversity. It plays an important role for planning. Cycling in a megacity is about having a specific menu of options for micro, small, big and medium size cities. Only holistic planning can give answers for it", concludes Antonio Suarez.

RE-CYCLING...

BRINGING PEOPLE BACK TO CYCLE

“Cycling is to mobility what organic farming is to agriculture.”
International grassroots activist,
Vandana Shiva

To international grassroots activist, Indian Vandana Shiva, the bicycle and the struggle for prosperity and democracy are two sides of the same coin.

Growing up in Dehradun in the foothill forests of the Himalayas, she developed a deep respect for nature at an early age and remembers how as a child she rode her bicycle. Today, she is inspired and fascinated when she hears of “re-cycling”...bringing people back to cycle, as the idea resonates with her fundamental outlook on global visionary solutions for both human and ecological reasons.

“Cycling is to mobility what organic farming is to agriculture. It brings back to center stage the renewable energy of human beings and provides an alternative to fossil fuels”, explains Vandana Shiva.

Since the beginning, Dr. Vandana Shiva has been committed to an earthly cause. For nearly three decades, her ability to combine intellectual study with grassroots activism in the fields of eco-feminism, bio-piracy and intellectual property rights has been at the core of her incredibly productive career. Hers is a path driven by commitment and passion, lending way for empowerment and change in the true tradition of Gandhi. Vandana Shiva’s belief in bottom up strategies focuses on changing behavior as opposed to changing laws. “The practice and paradigm of earth democracy that I promote is based on a

convergence of the rights of the earth, all her beings and the rights of human beings”, states Vandana Shiva. She goes on to say, “In my view, real democracy is based on participation of people in shaping the societies they live in”.

Her calling came after she participated in the Chipko movement of the 1970s, where a group of women put into practice the Gandhian method of non-violent resistance, and through the act of hugging trees, protected them from being felled. It was the catalyst to her becoming an activist and advocate and here her seed was planted. Once having experienced firsthand that she could actually make a difference by combining her intellect and analytical sense with the actions taken, she took a major step.

In 1982, she started the Research Foundation for Science, Technology and Ecology, where she could connect directly with people and treat them as experts. Vandana Shiva and her Foundation have since done important work in a number of areas. She has campaigned on the ethical and ecological impacts of genetic engineering as well as against ‘biopiracy’ – the patenting of indigenous knowledge. She founded Bija Vidyapeeth (Seed University) with leading environmental activist Satish Kumar, to promote a vision of holistic solutions rooted in deep ecology and democracy. She has put pressure on the World Bank, which the Bank has been forced to take increasingly seriously. Out of the Foundation came the Navdanya biodiversity conservation program, which was made to provide direction and support to environmental activism for the conservation of indigenous

seeds, and is actively involved in the rejuvenation of indigenous knowledge and culture. Vandana Shiva sees biodiversity intimately linked to cultural diversity and knowledge diversity. Most recently, Dr. Shiva has launched a global movement called Diverse Women for Diversity, for the defense of biological and cultural diversity.

“I think my most important contribution is bringing diversity into our basic thinking and our basic production systems, thus providing an alternative to the monoculture of the mind, which creates the TINA syndrome, that there ‘is no alternative’”, explains Vandana Shiva.

Born in the world’s most densely populated democracy, she has experienced how the bicycle for ages has constituted the one and only alternative for fundamental tasks as to transport yourself and your family, to collect goods, or to make use of your constitutional right to vote for the elections. Adding to this comes a number of benefits for bicyclists all over the world:

“The bicycle re-designs human life and human settlements to the human scale. It is thus not just a major climate solution, but also a major health solution”, Vandana Shiva concludes.

Changing an existing global system is a challenge, but one that Vandana Shiva is an adamant advocate for, especially when it comes to creating conditions that can bring us forward to face a new paradigm.



“In my view, real democracy is based on participation of people in shaping the societies they live in.”
International grassroots activist,
Vandana Shiva

Different Focus, Same Goal



Different Focus, Same Goal

Close collaboration between NGO groups and the bicycle industry has a sound of controversy in some parts of the world. Not in the USA. America Bikes is a fine example of how grassroots organisations and the corporate sector can join forces and lift advocacy, bicycle infrastructure and, in the end, the use of the bicycle, to new heights.

No need to say that bicyclists' NGOs and corporations producing bicycles have a common goal: the more bicycles on the streets, the happier smiles on the faces of activists and shareholders. Still, collaboration between the two parties is often kept to sponsorships or funding of specific events, maintaining a separate profile.

She sees America Bikes efforts behind the fact that an increasing number of American citizens use the bicycle as their everyday means of transportation. From 2001 to 2008 the number of Americans commuting to work by bicycle has increased 43 percent. In cities considered bicycle-friendly, where they have invested in infrastructure and bicycle friendly policies, commuting by bicycle is up 69 percent.

America Bikes has taken it a step further and integrated industry and NGOs in one organisation at the advocacy level, to be more vocal and

“Having industry backing helps raise the profile of bicycling with elected officials and highlight the importance of bicycling...”
Caron Whitaker, campaign director at America Bikes

“Because we could now make the argument for job creation and economic development,

more heard. Consisting of eight national bicycling and walking advocacy groups and industry-funded organisation, they work together to model federal transportation policy to increase investments in making bicycling safe, accessible and convenient. To Caron Whitaker, campaign director at America Bikes, industry participation sets new standards for the outreach efforts.

we were able to include funds for bicycling and walking in the economic stimulus package of 2009. This helped make 2009 a record year for public funding for bicycling and walking”, argues Caron Whitaker.

“Having industry backing helps raise the profile of bicycling with elected officials and highlights the importance of bicycling and walking to economic development and job creation. Industry participation also funds education and awareness programs, like the League of American Bicyclists and the National Bike Summit which brings bicycle advocates, bike shop owners and industry leaders to Washington, DC, to meet with congressional and government officials. It allows the NGOs to reach a new level of professionalism in advocacy”, says Caron Whitaker.

In 1992, the US Federal government spent \$23 million dollars on bicycling and walking infrastructure. In 2000 it was \$297 million, and in 2009 it was a record \$1.2 billion.

“The US Secretary of Transportation is one of our newest and most important allies. Secretary LaHood has announced a transportation policy stating that bicycling and walking are important modes of transportation and should be planned for and invested in. He also prioritised livability, the ability to live and work and play without needing to drive, as one of the guiding principles for the Department. We look forward to working with him in the future to meet these goals for bicycling”, says Caron Whitaker.





Photo: America Bikes

KEY STRATEGIES FOR AMERICA BIKES:

Conveying one clear, concise message.

By creating a single coalition and agreeing on priorities, America Bikes partners are able to deliver a consistent message to advocates, decision makers, and elected officials.

Incorporating pedestrian interests into priorities, messages and programs.

Most funding and policy decisions that affect bicycling also shape walking conditions. By including pedestrian issues and concerns, we broaden our appeal, in part because such a large percentage of trips are made on foot.

Connecting local efforts with the national movement.

America Bikes strives to engage local advocates in the national debate on transportation and bicycling. America Bikes coalition members bring local advocates to Washington to speak with national elected officials. We work with local groups to celebrate new bicycling facilities and generate positive media attention for the local elected officials who back them.

Reaching beyond the bicycling community on policies and programs.

America Bikes has helped create two new, compelling advocacy movements that have expanded the appeal of bicycling: the Safe Routes to School program and the Complete Streets Coalition. Both of these new coalitions have engaged nontraditional partners such as advocates for older people, realtors, as well as health, transit and social equity organisations.



Photo: America Bikes



1-2 Bike is the next generation in automatic bicycle rental systems, which is prepared for a future of cities with cycling being an important part of the mobility mix.

Accell Group & 1-2 Bike City mobility

The complete concept is designed to achieve safety, easy access and fun while using it.

The hybrid solution can be tailor made for your specific situation and be incorporated in other (mobility) systems. The mixture of different terminals, docking stations or bicycles makes it a true flexible and hybrid solution.

www.1-2bike.eu

Accell Group is an international group of companies active in the design, development, production, marketing and sales of bicycles, bicycle parts and accessories and fitness equipment.

By setting the tone through innovation and development Accell Group offers products with true added value in terms of comfort, design and safety. Herewith Accell Group's brands tempt people to increase their travelling kilometres by bicycle.

www.accell-group.com



Can you cycle here?



Doha – Dubai – Abu Dhabi...and bicycle culture? No way! Cars or camels. Bicycling in sand storms, with up to 50°C in the summer months and humidity above 90 percent...

“Conditions are perfect for most of the year”, says a bicycle expert.

Located on top of mega-stores of the world’s most lucrative natural resource, crude oil, Doha, Dubai and Abu Dhabi are prominent examples of how cities and nations that are traditionally linked to the world of motorisation begin to embrace the bicycle.

“The reason for this is eminent”, says the principal at American Alta Planning and Design, Brett Hondorp, who has lived in the Middle East from 2007-09 developing the region’s first bicycle and pedestrian master plans.

“These cities recognise that building facilities for cyclists is part of a multi-modal approach to transport that is critical to their future quality of life. Worsening traffic congestion, escalating rates of pedestrian and cyclist fatalities on roads, air quality problems – these are all issues that require transport options that emphasise people, and not cars. Their future transport networks will offer many more options to residents and visitors, and will emphasise cyclists and pedestrians to create safe,

active, human-scale streets”, says Brett Hondorp.

In Dubai, the opening of the Metro system in 2009 was linked to a number of new cycle track segments, bicycle way finding signage, and bike parking stands. In addition to the infrastructure recommendations, each city is undertaking their own unique education and outreach programs aimed at improving bicycle safety – the Dubai Roads and Transport Authority, for example, has a whole series of posters on bicycle safety printed in English, Arabic and Urdu.

And about the sand issue: “Sand is really no problem. If engineers can figure out how to stick an 800m tall skyscraper in the sand (the Burj Khalifa, the world’s

tallest building), then laying down a few cycle tracks is pretty easy”, as Brett Hondorp puts it, and adds:

“Heat is more of the issue that comes up when discussing bicycle facilities in the Middle East. But the thing to keep in mind is that for six months of the year, between October and April, the weather is just about perfect for cycling, with temperatures ranging from low 20s to low 30s and very little rain. Even in the hotter months, if proper support facilities are provided – secure bike parking, showers, changing lockers, links to transit – bicycling can be a viable commute option, and in the city centers, is typically the fastest way to get around given traffic and parking congestion”.

“ Sand is really no problem. If engineers can figure out how to stick an 800m tall skyscraper in the sand (the Burj Khalifa, the world’s tallest building), then laying down a few cycle tracks is pretty eas. ”
Brett Hondorp

In 2007 the government of Dubai adopted a Bicycle Master Plan, which proposed a system of 1,400 km of cycle tracks and pathways. In 2008 the government of Qatar adopted a Bicycle Master Plan that included about 600 km of bikeways in the City of Doha, and another 1,000 km of pathways and trails connecting other areas of

the country. The government of Abu Dhabi has undertaken bicycle master plans for several recent new community developments, and is about to embark on a full-scale bicycle master plan in 2010-2011. All three cities are now requiring new developers to construct cycle facilities as part of their developments.

BRAND BICYCLES BETTER!

If you believed that the CO₂-debate, the financial crisis and national health plans made bicycle promotion a walkover, you better think again

Even though cycling is gaining ground in many spots worldwide these years, the picture is far from unequivocal. We know the tale of the old bicycle nations like the Netherlands and Denmark. We have heard of prosperous initiatives in Western capitals and cities like London, Barcelona and NYC. But add to the picture all those still using cars for short trips and those who don't even own a bike... then you have the full potential.

On top of that comes the development of uprising economies, where the bicycle is rapidly losing popularity to motorised vehicles (In only two-and-a-half years Beijing's car community has grown by one million... it took Tokyo 12 years to reach this same growth rate)... then you understand why promotion of the bike should be serious business!

One of the international bicycle community's most vocal advocates, Mikael Colville-Andersen, couldn't agree more. He is known as Denmark's bicycle ambassador and founder of the Cycle Chic Blog

concept. He believes bicycle branding often fails its objective.

"Marketing is the definitive factor in selling any product, not least urban cycling. If you want someone to buy a product you must highlight the positive factors. And sad to say, there is a whole catalogue of examples of bad marketing. Every region in the world that has promoted bicycle helmets has seen a reduction in the number of cyclists. Not only is there no conclusive scientific evidence that bicycle helmets do all the things the safety nannies say they do, promoting them highlights the false fact that cycling is dangerous", says Mikael Colville-Andersen.

He regrets that urban cycling often suffers from its association with specific

interests or beliefs like 'environmentalism' and 'sport', which cuts its true potential.

"There is a current tendency to harp on about 'health' and 'environment' and 'CO₂' in nerdy, finger-wagging municipal campaigns about cycling", as he puts it, urging the bicycle community to 'keep it simple', promoting the bicycle as the best and fastest vehicle between A and B. When Copenhagen in the 1980s, established bike lanes in quieter neighborhoods, away from the busy streets to separate bicycles from cars, people continued to use the busy streets because they were the direct route between the city center and the suburbs.

"To the city's credit, they accepted this and started developing bike lanes where people actually rode, not where they thought they wanted to ride. But the example illustrates what motivates bikers. A2Bism is my fancy, modern catchphrase for a basic human desire and need. Forty years of marketing needs to be changed, adjusted, and revised", he concludes.

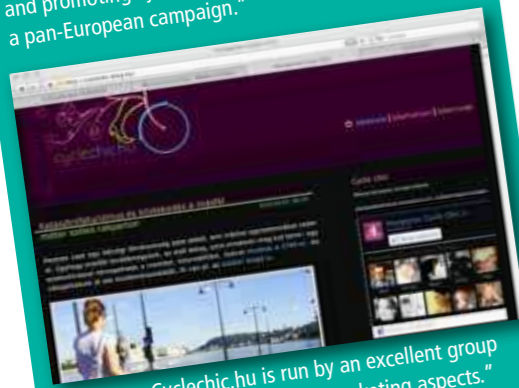


Mikael Colville-Andersen on one of his many research tours in Copenhagen.

Colville-Andersen on Cycle Chic blogs: There are over 60 Cycle Chic inspired blogs around the world. From Bandung to Barcelona. From St. Andrews to San Francisco.



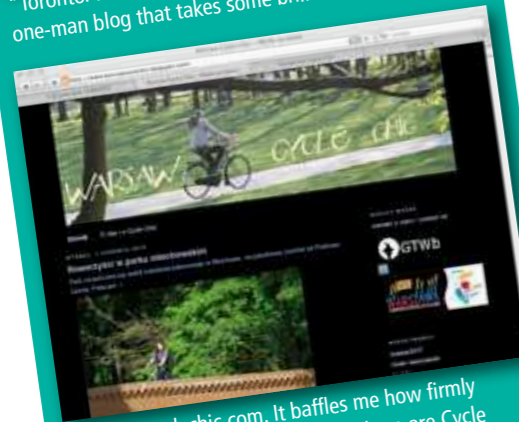
"Belgium. An NGO has been running Cyclechic.be and promoting cycling brilliantly. We're working on a pan-European campaign."



"Hungary. Cyclechic.hu is run by an excellent group of people who understand the marketing aspects."



"Toronto. www.416cyclostyle.com is a traditional one-man blog that takes some brilliant shots."



"krakow.cyclechic.com. It baffles me how firmly Poland has embraced Cycle Chic. There are Cycle Chic blogs in Krakow, Lodz, Lublin, Torun, Warsaw and Wroclaw. Polish fashion bloggers made a tribute montage of photos."

Accell Group: Event Partner Velo-city Global 2010



Accell Group is market leader in Europe in the bicycle market.

The bicycle plays a different role in the majority of countries where Accell Group is active. A majority of bicycles is used more

for recreational or sport purposes, while the use of bicycles for commuter traffic or short-distance mobility is less common. However recent developments show that the bicycle is more over being discovered as a solution for short-distance mobility.

Accell Group's contribution to the 2010 edition of Velo-city Global conference is one of its ways to promote the use of bicycles to improve mobility especially inside cities.



By setting the tone through innovation and development Accell Group offers products with true added value in terms of comfort, design and safety. Herewith Accell Group's brands tempt people to increase their travelling kilometres by bicycle.



In 2010 Accell Group launches a new concept to facilitate public bike sharing via the 1-2 Bike participation. The innovative 1-2 Bike concept enables cities to offer convenient bicycles to its citizens and visitors via automated dispensers.

For further information we invite you to visit us at the exhibition or at:
www.accell-group.com
& www.1-2bike.eu



OUTLINED TASK:

- A: Ship 40-foot containers loaded with secondhand bicycles to the world's poorest country, Sierra Leone.
- B: Employ local people to repair and sell the bicycles at market prices and make a decent profit.
- C: Convert bicycles into ambulances.
- D: Improve health conditions.

The only detail missing is transferring part of the profits to the local hospital to improve operation facilities. Yes... and so they did!

From Used Bicycle to “Baisikeli”



What makes two young cousins, one of them just in his mid-twenties, develop a commercially run company that sells secondhand bicycles and spare parts 8000 kilometers away with the objective to earn decent money and support local development?

“Passion”, says Henrik Smedegaard, today 29 years old, explaining how Baisikeli was born and why it still exists with such success, earning money for its two founders as well as the local bicycle repair guys in Central Africa. Now two years old, the Baisikeli concept is both in Tanzania and Sierra Leone and will be expanding soon in the autumn 2010. Not to forget the headquarters, a basement shop in ancient Copenhagen.

Baisikeli is a commercial company, not a NGO. Without a decent profit we cannot fulfill our ideas. Lots of NGOs send secondhand bicycles to Africa and hand them over to local partners. We believe in and work on the basis of a socio-economic goal. Baisikeli is a privately owned company with the objective to create better life conditions and enhance low cost mobility. Ever since we started to develop the idea, we have believed passionately in the outcome”, says Henrik Smedegaard.

With Danish enterprises as partners and contributors, Baisikeli is able to collect

secondhand bicycles from the streets of Copenhagen (some are “given up” as stolen bikes that police and insurance companies then hand over to Baisikeli). Including spare parts, a 40-foot container can store up to 400 bicycles, which are shipped to Sierra Leone and Tanzania where local Baisikeli staff fix and repair the bikes and sell them at market prices. In Sierra Leone the six staff Baisikeli workshop is located at the Masanga hospital. The hospital has invested a small sum of money into the project and receives its share of the profit. In 2009 that amounted to one third of the 10,000 USD gained.

“ This is the fulfillment of a dream to mobilise and enable people to transport themselves. ”
Henrik Smedegaard, founder of Baisikeli

“Thereby the money stays in Sierra Leone. The hospital can afford new

equipment, the shop can acquire better tools and staff can maintain a decent job”, says Henrik Smedegaard. “This is the fulfillment of a dream to mobilise and enable people to transport themselves, goods, chickens and family members on a simple and practical vehicle, a bicycle”.

Smedegaard and co-founder and cousin Niels Bonefeld have also introduced Baisikeli to several international companies, like IKEA and Novo Nordisk. Baisikeli constructs individually painted “corporate bikes” with its own very special design including a cargo box up in front. The idea is that companies purchase the Baisikeli bike and place it at the disposal of their employees. Future plans are still secretive, but anyway: Next step is probably to launch a franchise concept in a number of countries and to displace core production of all bicycles to local workshops in Africa.

How to...

Convert a dream into a project:

- 1 Focus on what your personal motivators are; what drives you to do things in general and above all, in your professional life.
- 2 Do not compromise, but stick to what inspired you and your dream or plan to establish the project and maintain focus on the goal.
- 3 Do not give up! It took the two founders four years to develop and prepare the Baisikeli concept before it could be launched.
- 4 Think big! Think that anybody, in principle, should be able to benefit from what you are dealing with and make it escalatable.



Bicycle Portraits
 – everyday South Africans and their bicycles is a photographic study of contemporary South African bicycle commuter culture by Stan Engelbrecht & Nic Grobler.
 Please visit www.bicycleportraits.co.za to view the project and find out more.
 Photos: Stan Engelbrecht and Nic Grobler



A planned tale of success

Almost four out of ten citizens in Copenhagen and the municipality Frederiksberg go by bicycle every day to work or to school. An impressive number that has been achieved by two municipalities sharing the same vision: To have optimum opportunities for cyclists and continuously to improve conditions to

get even more people to cycle. Political and popular dedication during the last decades has transformed Copenhagen and Frederiksberg into true cities for cyclists, and urban planners aim high for the years to come. These pages illustrate only a fraction of what cyclists meet every day and what they can expect.



Bicycles count

In 2008 Frederiksberg inaugurated the first cycle barometer in the region. The barometer counts the number of cyclists that pass by. It is a way to favour cyclists – to show that they “count”.



Green wave corridors

Five green wave corridors allow cyclists non-stop cycling at a speed of 20 km/h through the city. One of these, Nørrebrogade, is also partly closed off to car traffic, and bicycle lanes have been widened.



The Green Route

The planning of the Green Route began in the early 1990s and was completed in 2008, so it has been an ongoing project for a long time. Cyclists find it very attractive to use the route.



Bicycle bridges

Bridges on strategic spots only for cyclists and pedestrians complete the dense network of bicycle lanes. Åbuen (pictured) from 2008 and two harbor bridges (2006 and 2012, planned).

COPENHAGEN



Bo Asmus Kjeldgaard
Mayor of the Technical and Environmental Administration City of Copenhagen:

Copenhagen – City of Cyclists

Copenhagen aims to become the world's best city for cyclists. When thinking about urban cycling, Copenhagen should ring a bell. It requires political focus and willingness to invest. That we have in Copenhagen. And the financial crisis will not slow us down. We are building new bike lanes, bike bridges and commuter routes. We ensure the streets near our schools, so

that the younger generation in our city can cycle to school.

Worldwide, cycling is an upcoming mega trend... but in our city, the bicycle has been mainstream for decades. Cycling is as natural for Copenhageners as brushing their teeth – it is the preferred mode of transport and there are more bikes than inhabitants in Copenhagen.

Journalists, planners, politicians and tourists from all over the world often visit our city and can see for themselves that Copenhagen is one of the best cities to be a cyclist in. And I agree with them – cycling is the easiest, fastest and healthiest way to get around. And for the city as a whole, cycling means more efficient traffic movement; the reduction of CO₂ emissions, as well as it provides more space to enjoy urban life.

Every day, 55 percent of the commuters go to work or school by bike, and on more than 10 streets, there are between 20,000 and 30,000 cyclists per day. The success is enormous. Therefore, it is obvious that we must continue to improve the bicycle infrastructure and promote urban development in ways that consistently incorporate and give high priority to cycling. We need wider bike lanes, numerous green waves to ensure a better bike flow, and more bicycle parking.

We have a lot of good bike solutions here in Copenhagen, but we will become an even better bike-city when we share ideas and collect inspiration from all over the world, like we do at the Velocity series.

Inclined dust bins

Why bother to get off the bike to maintain the city cleanliness when you can do it in motion on the bicycle? One of the latest inventions to make cycling attractive.

Take a rest

Comfort counts for cyclists as for other road users. Specially designed foot rests allow cyclists to have a break at the intersections without setting foot on the ground.



FREDERIKSBERG



Jørgen Glenthøj,
Mayor of Frederiksberg:

Best conditions possible

The vision for Frederiksberg, when it comes to the bicycle sector, is 'to develop and maintain the Municipality of Frederiksberg as Denmark's most bicycle friendly city'. And Frederiksberg is presently well-ranked to also be Denmark's most bicycle friendly city in the future. A well-developed cycle path network, high standard of physical facilities, the continued improvement of road safety and not least, satisfied

cyclists, are a good basis for achieving new goals.

I find it very important that the cyclists are given the best conditions possible, starting with the infrastructure. Every year we prioritise the construction of more cycle paths, and in 2010, approximately one million euros will be spent on this.

Our experience tells us that the more the municipality improves the conditions for the cyclists, the higher the expectations are from the cyclists, regarding municipal efforts in the area of cycling.

We will do our best to fulfill these expectations, as I find it very important that the municipality support the citizens' wish to use their bicycles. By using bicycles, instead of cars, the cyclists can help improve their own health, improve the climate and help avoid major congestion problems. I therefore welcome every new cyclist in Frederiksberg, as well as in the rest of the world.



LED-lights

At the center of Frederiksberg in an area with a lot of pedestrians we have marked the Green Route with green LED-lights, with the purpose of showing cyclists the correct path to use.

Cycling city

In 2009, cycling trips represented 34% of all trips. This makes Frederiksberg the most cycling city in Denmark. When it comes to trips below five km the cycling trips represent 41%.



Bike and S-train – the Perfect Combination

The combination of the S-train and the bicycle is ideal as it is both fast, flexible and climate friendly. And it is free to bring your bicycle on Copenhagen's S-trains.

By Helene Gram

As a tourist in Copenhagen, the first thing you will notice is the many bicycles – many, many bicycles in fact. And woe the tourist whose mind wanders as you admire one of Copenhagen's beautiful buildings until a vehement ringing behind you intrudes. Because the extra "side walk" is not a side walk, but a bicycle track.

Perhaps the biggest surprise is that it is not just young people in their casuals who cycle in the city. Cyclists in Copenhagen can be anything from women in skirts and high heels with their laptop in the bicycle basket to men in suit with the attaché case on the luggage carrier. For many

Copenhagensers, the bicycle or the train are the fastest and most practical ways of getting to and from work.

Fast and climate friendly

Every day around 300,000 commuters travel on the S-train, and over 25,000 of them cycle to the train station, get on the train and commute to Copenhagen. Copenhagen is an old city full of cobblestoned, one-way streets where the bus doesn't go, and the taxi has to take a detour to get there. Therefore, combining the train and the bicycle is often the fastest and cheapest means of transport for many Copenhagensers.

"Copenhagen is the world's best city for cyclists, and we are continuously working to

promote the combination of the bicycle and S-train, which is both fast, practical and climate friendly. The speed of the train and the flexibility of the bicycle make an ideal combination. Why sit in a traffic jam when you can take the train to Copenhagen in 20 minutes and then continue your journey on your bicycle", says Gert Frost, managing director of S-train.

Bring your bike for free

Since January 15, 2010, it has been free to bring your bicycle on the S-train, so commuters have had lots of opportunities to use their bicycle both at the start and the end of their journey.

"Lately we have made it possible to bring the bicycle on the S-train for free, and we

hope that even more than the two million passengers who every year bring the bicycle on the S-train will do so in the future. For example, you can take the train to work and bike home to get some extra exercise, or you can hop on the train free of charge if it starts raining", says Gert Frost.



Winter Cycling in Oulu

"OULU RESIDENTS ARE AVID CYCLISTS, AND SOME CYCLE THROUGHOUT THE YEAR. WINTER CYCLING IN EXTREME TEMPERATURES IS WHAT MAKES YOU AN OULU RESIDENT. AS MUCH AS 20 PERCENT OF ALL TRIPS IN OULU ARE MADE BY BICYCLE, WHILE THE CORRESPONDING FIGURE FOR THE REST OF THE COUNTRY IS ABOUT 11. THIS GOES TO SHOW THAT OULU RESIDENTS REALLY DO LIKE TO CYCLE". Official Oulu web site text

Would temperatures of minus 40 degrees C, piles of snow, slippery slopes and daylight limited to five hours and 40 minutes encourage you to go by bike? Try to ask the people in Finland's sixth largest town Oulu, less than 200 kilometers south of the Polar Circle. If cold and darkness were obstacles, they would have to store their bikes for up to seven months a year, a perspective that Oulu citizens would certainly be unhappy about. Because as leading consultant at Sito Ltd., Kati Kiiskilä explains, citizens of Oulu are proud of their reputation as winter cyclists. And there are also solutions to extreme situations.

"Snow is only an obstacle if nothing is done. However, when winter maintenance is done properly, the snow is not really a problem. In the City of Oulu, bicycle lanes are prioritised according to their importance, and it is the City's goal to plough all main bicycle lanes before 7 AM. Usually the hardest part is to get out from one's own yard and street. After that, cycling is easy. Cyclists even find cold and slipperiness to be far bigger obstacles than the snow itself. Women seem to find slipperiness and safety concerns even bigger obstacles to bicycle activity in wintertime than men do", Kati Kiiskilä explains.

According to the latest surveys, approximately one quarter of the population in Oulu aged six years or more are very active cyclists during the entire year. They cycle on a daily basis or at least several times a week, during winter and in the summertime. Another quarter are very active cyclists in the summertime, but they cycle only occasionally or never off-season.



What is winter cycling?

Finland doesn't really have an exact definition for winter cycling. Winter conditions (degrees below zero, snow and slipperiness) define winter cycling quite well. According to statistics, winter is

defined to be the months from October/November to March/April. Oulu can have a winter season of seven months.

Freewheeling or Bike Sharing?



Public Bicycle Services and Bike Sharing Programs have been introduced massively over the last years. Now, the most urgent challenge seems to be how to integrate and reinforce the shared bicycle schemes.

Bicycle sharing was, perhaps not surprisingly, invented in the midst of Flower Power in 1968, in Amsterdam. What was born, as a creative, common use idea to paint second-hand bicycles in white colours, is today a must-have article for a growing number of cities around the globe. At first, its importance was negated, when all the bicycles were stolen or vandalised a few days after the inauguration in Holland. Now, after years of teething troubles, new and more professional bike share systems pop up, to satisfy citizens and tourists... in Europe alone, at least 75 major schemes.

Henrietta Sherwin, Research Fellow at the Centre for Transport and Society at The University of the West of England, has studied the development of shared bicycles schemes, including its ups and downs. From a holistic perspective, it is premature to conclude on the preferred scale, as the development of the bike sharing schemes has been very rapid and is still ongoing. And, as she says, there remains a question mark around their sustainability and whether the best

The Hourbike Scheme:

Partnerships can be effective – and challenging. The Hourbike scheme in Bristol was developed by a partnership of organisations – Bristol City Council, First Great Western Trains, The University of the West of England and Hourbike Ltd. All the partners could see the benefit of such a scheme, but were not in a position to fund it themselves. The idea was that by pooling their resources, it would be possible to implement a small-scale pilot project demonstrating the benefits, so that other organisations – hospitals, schools and businesses – would be encouraged to join. The aim was that the partnership across institutions would ensure community ownership. A small-scale pilot was implemented and attracted use, but Bristol City Council did not consider that it was feasible to take the scheme forward, with their other financial commitments, to promote cycling. “Without Bristol City Council’s political and financial backing, the scheme could not proceed,” says Henrietta Sherwin.

“Bike-sharing schemes are a useful tool to improve the image of cycling, promoting it as a normal activity.”

Henrietta Sherwin, Research Fellow, The University of the West of England.

way forward is the more organic growth path or larger scale initiatives that are generously funded through outdoor advertising.

“There are likely to be several models to fit the different contexts in which they are implemented. The optimum scale is yet to be determined”, she says.

Above all, Henrietta Sherwin believes bicycle sharing can play a central role in the public marketing of the bicycle as a de facto alternative to the car in the cities.

“Bike-sharing schemes are a useful tool to improve the image of cycling, promoting it as a normal activity, which is particularly important in a society like the UK, where cycling is considered a marginal activity with only one per cent of all trips cycled and two per cent of all trips of less than three km. Bike-sharing schemes can help to promote the idea that you don’t necessarily have to own a car, or a bicycle or an electric bicycle”, says Henrietta Sherwin.

The future challenge for politicians and city planners seems to lie in how to maintain and continuously develop the schemes as proper and attractive means of transportation. Henrietta Sherwin underlines that the integration in the general transport policy, what could be called the framing of the schemes, is vital:

“It seems to me that the important thing is for bike-sharing schemes to be part of an overall transport policy, rather than an ‘add on’ or just another bicycle project. The conditions for cycling have to be good, as well as the availability of bicycles. A transport policy that includes other investments to improve cycling conditions, including real-locating road space away from car use, making the streetscape more permeable to cyclists and less permeable for car drivers. Bike-sharing schemes are a useful tool to improve the image of cycling, promoting it as a normal activity”.





The Corporate Carrot

It may seem contradictory to its core business, but the dividend received from bicycle promotion at Western Australia's Public Transport Authority (PTA) documents the effect of corporate involvement.

One of the most spectacular corporate programs is set up with Western Australia's Public Transport Authority (PTA), whose business plan can be described in few words: to transport passengers from A to B by bus, train and ferry. Nevertheless, since late 2006, PTA has developed and implemented a wide range of bicycle projects to increase the use of cycling by its staff, but also among its customers and the greater community of Western Australia. Some include giving away free bicycles!

Jim Krynen, cycling integration manager at PTA, explains why a company earning money on motorised transportation urges the regional community to go by bicycle:

"Public transport and cycling can provide strong competition to the car. Western Australia has high car use, with 60 percent of vehicles parked at train stations, driven less than 2.5 km. The 'champion' train station saw 47 percent

of vehicles parked, had driven less than 800 metres", Krynen says.

PTA has improved conditions for cyclists by introducing trains with special bike facilities, building secure bike parking shelters, lockers and promoting 'fold-up' bikes, which are permitted on all train services at any time.

“Public transport and cycling can provide strong competition to the car”

Jim Krynen, cycling integration manager at PTA

As for the staff, train drivers and their colleagues are offered a free bicycle in return for their commitment to cycle



at least 60 kilometres a week, for half a year. On top of that, staff members are provided with a structured on-site program like bike lockers and end-of-trip facilities. Train drivers have special attention in the program, as they most often work in isolation and have sedentary work. They are also required to stay within maximum weight, blood pressure and cholesterol levels.

The Cycling 100 Program has proven a huge success for PTA. It has led to significant health improvements, and people were encouraged to cycle that had rarely done so before.

"The program has also strengthened social connections and given a better understanding of teamwork. More importantly, it has created a feeling of involvement within the wider organisation – despite shift hours. The response has been overwhelming", states Jim Krynen.

Early bird cycling

Apart from being the first female train driver with PTA in Perth, Vicky Kent was also one of the first staff members to hop on the Cycling 100 Program.

Being passionate about trains and their ability to recycle one third of their own power, she has also become a dedicated bicycle enthusiast. Somewhat surprisingly, she is also equally positive about shift work and starting her job at 4AM at the PTA's Nowergup Depot on the city's outskirts.

"It's brilliant cycling at that time", Vicky Kent says. "The stars are still out and the morning air is so fresh you can taste it. We're almost 40 kilometres from the city and on the edge of a national park, you see a lot of wildlife. The nocturnal animals are heading home while the birds are all just stirring up. The chilly air wakes you up. It's magic!"

Vicki Kent was in fact a lapsed cyclist, struggling to get back on the bike, until she enrolled in the Cycling 100 program:

"I'd given away my bike and was always intending to start cycling again, but somehow time was passing without any action".



PTA staff are offered a free bicycle



Bicycle parking and storage facilities

Bike components are SRAM's passionate focus. For over 20 years SRAM has promoted cycling through its products, advocacy and employees who are dedicated to improving the cycling experience.

Beginning with the success of the Grip Shift system, SRAM expanded by investing in Sachs Bicycle Company and built a state-of-the-art manufacturing facility in Schweinfurt, Germany. Later four well known brands were added: RockShox suspension, Avid brakes, Truvativ cranksets and Zipp wheels. SRAM's innovative technology has achieved competitive and sales success with the Red road group and the XX mountain group.

The SRAM Cycling Fund was formed in September 2008 with US\$10 million. The objective is to grant approximately US\$2 million per year for five years to European, North American and Asian advocacy organizations that are committed to enhancing cycling infrastructure, safety and access. Conference organizer, ECF, is a prime example of the type of effective group the fund currently supports. The SRAM Cycling Fund collaborates with other companies in the cycling industry, including competitors, to come together to grow cycling.

SRAM also hosts and supports World Bicycle Relief, an international NGO which provides access to independence and livelihood through the "Power of Bicycles". World Bicycle Relief and partners have supplied over 50,000 bicycles through health, education and microfinance programs in Sri Lanka, Zambia, and six other African countries.

SRAM is a proud sponsor VeloCity Global Copenhagen 2010 as a way of supporting the vital work of advocates, officials and professionals who are dedicated to expanding the cycling infrastructure that makes our cities vibrant, healthy places to live.

SRAM

sram.com

Clear Channel Smartbike

Clear Channel Outdoor is the world's largest outdoor advertising company with close to one million displays in over 50 countries across five continents. It also operates airport, rail, and mall advertising businesses worldwide. Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. Clear Channel Outdoor also operates digital displays and networks in most of its divisions.

Clear Channel Smartbike

SmartBike is an exciting new means of public transportation, using modern technology to offer citizens bicycles where and when they need it!

The system provides the missing link between existing points of public transport and desired destinations.

SmartBike changes the way people travel around cities and offers convenience, freedom of movement and, ultimately, time!

The SmartBike System

Historians of public bike sharing services all credit Clear Channel Outdoor with a pioneering role. The very first SmartBike installation was ours in the French city of Rennes in 1998 and since then SmartBike has rolled into many more European and American cities.

The popularity of public bike sharing is easily explained as cities around the world are fighting traffic congestion, struggling to reduce pollution and working hard to extend their networks of public transportation.

With more than a decade of experience, Clear Channel continuously works on developing and improving the system, keeping up to date with today's user and city requirements.

Henrik Sørensen states

"Clear Channel Denmark A/S is the out-of-home media market leader in Denmark. We are in close dialogue with the Municipalities and

the major providers of public transportation. We constantly strive to bring to the market well-designed and attractive Urban solutions of benefit to the Municipalities and the general public. Clear Channel Smartbike is such a system, which is easily integrated with other public transportation systems like trains and busses and does not take up much space in the crowded 'Urban landscape'.

Clear Channel Denmark A/S is happy to be a Main Partner of Velo-City 2010 and look forward to some very interesting and inspiring days in Copenhagen".

Henrik Sørensen, CEO,
Clear Channel Denmark A/S



GERMAN MOTORISTS ARE CAUGHT IN EMOTION

To convince German car *aficionados* to go by bicycle seems like a tough Tour de Force. Emotion is what works.

Volkswagen, Audi, Polo, Mercedes, BMW...Germany is world-famous for its car brands, more than for its bicycle industry or even bicycle culture. So how on earth do you convince a nation, whose identity was modeled by the automobile assembly line, to let the car be and go by bicycle? Starting up in autumn 2008, German communication agencies "fairkehr" and "velokonzept" have worked against all odds, and can now sum up the effects of the campaign Zero-Emission-Mobility, from four cities in Germany: Bamberg, Dortmund, Halle, and Karlsruhe.

"At the beginning it was uphill. Critics said we were only 'green-washing' the failure of the politicians. Today, we can

document that the campaign had a high rate of success", says director, Michael Adler of fairkehr.

The objective was two-fold: To convince motorists to go by bicycle and to reduce CO₂ emissions. In Germany, half of all car trips end after six kilometers or less. Emission of CO₂ is even higher during the first few

kilometers, since a car needs a lot of fuel to raise the engine's temperature. Consequently, the impact of reducing short distance car trips would be relatively high and quite remarkable on the CO₂-foot print. Calculations foresee that up to six million tons of greenhouse gases could be saved, if present motorists were converted over to walking and

cycling one third of these distances in Germany, instead.

In Germany, bicycles are mostly used for recreational purposes, so the challenge was "how to transform the mountain bike into a daily means of transportation". On the basis of scientific research, target groups were limited to three:

- Young, physically active men
- The outdoors type
- Elderly, culturally interested

These three groups count for 50 percent of the German population. With a combination of road banners at city exits or where people go out at night, and cinema spots, the campaign succeeded in drawing the attention of the desired public. No pictures were used, only words, with the aim to talk directly to people's minds and emotions.

"We were convinced that the majority of the target group wanted to act and replace the car with a bicycle, on selected distances. But the emotional push had been missing. The survey following the campaign showed that 63 percent had been affected one way or the other", says Michael Adler, adding that statistics of the campaign were validated and approved by the Wuppertal Institute for Climate Questions.

“Critics said we were only 'green-washing' the failure of the politicians.”
Director Michael Adler, "fairkehr"

Target Your Campaign!

Be selective. The Zero-Emission-Mobility campaign ignored the 25 percent of car lovers who were considered out of reach. Ten percent of the population works actively to reduce CO₂ (e.g. they go by bicycle). Sixtyfive percent recognize they should act, but need a mental push.

Get the politicians onboard! Don't focus on the negative side of cars and congestions; instead, enlighten politicians to all the benefits more cyclists can have for their city or municipality.

The popular consciousness on the issue is high. Therefore, there is a good chance that target groups can be affected by the use of clear messages – and emotion.

"The bicycle is like a human being"

Interview: They have a profound mutual respect for each other. What ties them together is their dedication to convert cities into "places for people". Former mayor of Bogotá, now president of the Institute for Transportation and Development Policy, Enrique Peñalosa, and international architect Jan Gehl, Gehl Architects, still set the standards for urban planning on several continents as they did decades ago.

What does the bicycle represent to you?

Jan Gehl: It is a practical tool. It is not a "recreational animal". To me the bicycle is like a human being, an extension of your feet which enables you to be a quick pedestrian but still a human being "in" the street, not just going "through" the street.

Enrique Peñalosa: Bicycles represent freedom, health, equality, respect for human dignity, harmony, a pleasant effort, the possibility to move while truly enjoying a city. More simply and better: bicycles are just fun.

Thinking 30 years back, what were the challenges to overcome with the aim to improve conditions for bicyclists and quality of life in the expanding cities?

Jan Gehl: In the 60s, the rapid influx of cars meant that a country like Denmark was transformed from a bicycle nation into a car nation with the impact that an increasing number of bicyclists became involved in severe accidents. It was argued that the task at hand was to remove the bicycles from the streets! People went to the streets and protested fiercely against the worsening conditions for bicyclists. Confronted

with the energy crisis in the 70s, there was a general realisation that a mono-focus on cars was not sustainable, and improved conditions for bicycles started to be implemented in earnest in urban planning in Copenhagen.

Enrique Peñalosa: The 20th Century saw a bad detour in urban evolution: After 5,000 years of urban history in which all streets were exclusively for pedestrians and some horses or horse drawn carriages, cities were designed for cars, adjusted for them, given to them. And in developing societies that also meant given to upper income citizens to the exclusion of pedestrians and bicyclists who were assumed to be inferior and insignificant. Thirty years ago, many cities were still building flyovers and elevated highways. Many developing country cities today are still doing the same guided by the upper income groups. Bicyclists were invisible and the tendency was for them to disappear.



"I believe "bicycle friendliness" is one of the basic definitions of what a good city is". Enrique Peñalosa.



Jan Gehl

What have been the major achievements during the last three decades for "better cities and better bicycle opportunities"?

Jan Gehl: The mental shift towards the integration of the bicycle in urban planning. And the recognition of all the benefits linked to the bicycle. Today, many people realise that the bicycle is a smart tool to carry you from A to B. On top of this is the positive impact cycling has on the climate and on individual health.

Enrique Peñalosa: Towards the end of the 20th Century it was clear to most Europeans that those car oriented cities had been a mistake. Change began in Barcelona, Copenhagen and few others: gradually car space, mostly parking space, was changed into pedestrian space. Great cities which are cultural models to the world, such as Paris, New York, and London, began to promote bicycling and build bicycle ways.

To what extent has the bicycle contributed to the quality of life in the cities?

Jan Gehl: In densely populated cities like New York, the bicycle obviously creates more space if a car owner chooses the bicycle instead, or the Subway and the bicycle as a combination. Biking lanes and whole networks of biking routes in cities encourage inhabitants to exercise and improve their lifestyle.

Enrique Peñalosa: In a city in which rich and poor ride bicycles, the poor feel more included and less inferior: the feeling is totally different if the wealthy citizen drives an expensive car while the low income person goes in cramped public transit. A city with bicycles is gay and sensual; people can see each other, their faces, their bodies. Public space where many people ride bicycles is safer.

What role will the bicycle play in the next decades to improve quality of life and life conditions?

Jan Gehl: A huge role, I am sure. We see cities all over the world consciously planning how the bicycle can become the preferred vehicle, and politicians implementing solutions to boost bicycle transportation. However, we also see cities that, as is the case in major cities in China, have taken steps to forbid the construction of biking lanes. Lately, these same cities have recognised that this is not the way to go. Fortunately.

Enrique Peñalosa: I believe "bicycle friendliness" is one of the basic definitions of what a good city is. In a good city, riding a bicycle should be so safe that any 10-year-old should be able to do it alone without danger. In a good city, riding a bicycle should be pleasant, with high quality bicycle-ways, continuous at grade at intersections, well-lighted, alongside scenic settings. Mobility is a basic human right.

10 must haves for the true bicycle lover



- 1 Bicycle tray for your Sunday morning coffee. By Little Korboose
- 2 Accessorise with a Copenhagen necklace. Photo Michael Wood
- 3 Bicycle romper suit which will ensure your baby grows up to be a cyclist. By Oh, Little Rabbit
- 4 Cool bicycle badges. By Kawaiibuttons
- 5 Retro decorations made of old bicycle posters and beer capsules. By Tarxt
- 6 Hanky for your summer cold. By The Honey Press
- 7 Bicycle wallet for a night on the town. Photo Michael Wood
- 8 Bib that will make you drink cycling in with your mother's milk. By Littlethingsboutique
- 9 Dishtowel. By Oh, Little Rabbit
- 10 Going travelling? Need a passport case? Photo Michael Wood

INFRASTRUCTURE OBSTACLES

China used to be called the Kingdom of Bicycles. Most people lived in the traditional working units, which offered all the necessities of life: job, accommodation, and health facilities all in the same unit. Everything was within reach, so all you needed to get from A to B was virtually a bicycle. Today, economic growth has displaced factories from the city centers, and for many, it is difficult to reach the industrial hubs by bicycle, and the economic boost enables many to buy a car.

According to "china.org", Beijing was home to four million cars by the end of 2009, causing severe pollution and frequent traffic jams. To ease the traffic and environmental problems, the Beijing municipal government aims to increase the proportion of cyclists to 23 percent by 2015.

Bicycle lanes, many of which have eroded to make room for cars and buses, are being restored to encourage cyclists. The first three pilot areas to restore bicycle lanes are Beijing's north Zhong-guancun area, Central Business District (CBD) area in the east, and Guangnei Street in the south, says Liu

Xiaoming, director of the Municipal Communications Commission.

Inadequate bicycle infrastructure is generally seen as a huge obstacle to promote bicycle culture. Attention is given to cars, buses, trains, and the Metro in China.

Research in 2008, by Friends of Nature a Beijing-based environment protection NGO, showed that only 18 cycle lanes in the capital met safe standards of width, smoothness and clear separation from vehicle lanes. On main roads, cycle lanes all had the problems of mixed vehicle lanes, according to china.org.



BIKE ORDER

"Bike order" is the Swiss answer to lost, stolen or abandoned bicycles left on the streets to the nuisance of the citizens of Zurich. Set off in 1997, the project is now responsible for collecting up to 30,000 bicycles, which would otherwise have obstructed the access of pedestrians or other bicycles. "Bike order" is also a program for unemployed persons who maintain and inspect all public bicycle parking lots, remove abandoned bicycles, and report bicycles stolen.

LAUSANNE

Lausanne is enchantingly located between the Geneva Lake and the steep mountains of the Swiss Alps. The city rises sharply from 372 meters to 900 meters above sea level from the Lake to the top of the city and could have been perceived as a no-go for cyclists – unless careful city planning had procured solutions that increased the number of bicycle usage with more than 50 percent since 2002. New cycle paths, electric bicycle promotion, new cycle lobbies and new kinds of services (cycle messengers, bike sharing, cycle police, etc. (just to mention some of the innovation).

The opening in 2008 of the metro m2, offering a connection from the Geneva Lake to the top of the city, also became an important factor in the promotion of the bicycle, as did the first bike sharing system of Switzerland, launched in the Lausanne-Morges area.

BICYCLE TOURISM

Taiwan is experiencing an increasing investment in and popularity of bicycle tourism and recreational cycling, with most bicycles used by its citizens for these two purposes. Both central and local governments have been trying to stimulate the development of bicycle tourism and recreational cycling since 2002, when the National Sports Council launched a policy of Planning and Establishment of Bikeway System in Taiwan. The program itself was aimed at encouraging the development of a local green industry by elevating tourism and transportation development. More than 130 million USD will be invested in the next four years.

BICYCLE FILM FESTIVAL

It is not very often that a collision with a bus gives birth to a creative festival concept. But that was in fact how the Bicycle Film Festival was created. Brendt Barbur, founding festival director, was compelled to start the Bicycle Film Festival when he was hit by a bus while riding his bicycle in New York City. He insisted on turning his negative experience into a positive one and in 2001, he founded the Bicycle Film Festival as a platform to celebrate the bicycle through music, art, and, of course, film. This year, from June 16th - 20th, the tenth anniversary of the BFF was celebrated in New York.



VELO-CITY GLOBAL 2010
DIFFERENT GEARS. SAME DESTINATION
COPENHAGEN, JUNE 22 - 25