

Velo-city Global 2010 – i København - Bilag 1: Concept Draft

The concept

The Velo-city conference has become a well-established conference that takes place in a bicycle friendly city in Europe every 2.nd year. The conference concept has been developed by the European Cycling Federation and the hosting cities. In addition to these events a new globally oriented Velo-city conference will be launched in 2010. Velo-city Global 2010 aims to show and develop the potential of cycling as an obvious choice on urban transport and a concrete measure in combatting climate change.

The European Cycling Federation has named Copenhagen as host-city because of its strong cycling tradition and because it will be possible for the participants – with their own eyes – to see that with a continued focus, cycling can achieve a large marked share. Copenhagen shows that growth in the number of cyclists can occur at the same time as economic growth and a high quality of life.

By choosing Copenhagen as host-city, the event will benefit from the brand of Copenhagen as *the climate change city* following the UN conference COP15 in 2009.

The conference programme will include technical as well as political sessions, dedicated to cities on different levels of cycling and economic development. The criteria of success are:

- More than 1000 participants from at least 100 countries/cities and from at least 5 continents.
- At least 90 % of the participants find that their participation in the event has brought critical added value to their organisation.
- Media coverage includes national broadcasting in Denmark and at least 50 articles in newspapers and magazines.
- Embracement of the conference by the Copenhageners, measured for example by 1000 local visitors to the exhibition area and an awareness rate of the conference of 50% of adult Copenhageners.

The focus

The event will focus on demonstrating the potentials of cycling as an obvious urban transport mode and a real impact measure towards energy use and climate change.

The programme will have a global perspective and participants at many levels of cycling development will be invited. The programme will include sessions dedicated to different segments of participating cities:

- Advanced cycling cities with a high percentage of cycling (Amsterdam, Copenhagen etc.).
- Cities with a low level of cycling but with high ambitions (US cities, London etc.).
- Cities in developing countries that are looking for measures to “reintroduce” the bike as an alternative to the rapidly increasing car driving (and car-ownership (China, India etc.)).

- Cities with a poor economy that are looking for cheap mobility measures to improve education, economy, gender and health issues (cities in poorer regions of Asia and Africa etc.).

The event will include exhibitions, partner search sessions as well as business networking. There will also be sessions focused on practical solutions and innovation chaired by professionals from the local government of Copenhagen and possibly other regions with a record of high quality bicycle planning. Real life examples from Copenhagen will be a central part of these sessions whether they take place in the conference venue or on the streets.

The Organisation

The suggested organisational setup is:

Executive Committee (meetings approx. twice a year)

Copenhagen Mayor of Technical & Environmental Affairs (chair)

Director of ECF

Project Director (City of Copenhagen)

Depending of involvement: Political representative for Frederiksberg Municipality

Depending of involvement: Danish government representative

Managing Committee (meetings bi-monthly or monthly)

Project Director, City of Copenhagen (chair)

European Cycling Federation, secretary general (Bernhard Ensink)

Danish Cycling Federation, Director Jens Loft

Traffic Department, Director Niels Tørsløv, City of Copenhagen

Traffic Department, Frederiksberg Municipality (depending on involvement)

Danish Government representative (depending on involvement)

Sub committees (to be announced)

1. Programme committee, including technical tours
2. Event + logistics
3. Communications
4. Budget and finance
5. Partners and sponsors

Budget and finance

Based on experience from earlier Velo-city events, the total preliminary budget is expected to be around 1, 8 mill euros.

The income will be approx. 1/3 by sponsors and partners, 1/3 by participants and exhibitions, and 1/3 by the hosting city.

Sponsors will be Danish as well as international business partners.

Partners

The event will invite international institutional partners such as WHO, UN, OECD, C40 and the World Bank, and Danish institutional partners such as the Danish National Government, the Municipality of Frederiksberg, WOCO, Visit Denmark and the Danish Ministry of Transport and Energy. Furthermore, the event will invite a member of the Danish royal family as protector.

Time and place

The event will take place in the central area of the City of Copenhagen in May 2010. Venue and exact dates to be announced not later than the first steering committee meeting.

Next steps

Step	Responsible	Deadline
Detailed comments to ECF contract proposal	Cph	Autum 2008
Political decision - City Council of Copenhagen	Cph	Ultimo 2008
<p>“Draft project plan” to be approved at the first Executive Committee meeting. Project plan includes descriptions on:</p> <ul style="list-style-type: none"> • Organisation • Overall time table and milestones • Budget • Venue • Communication plan • Success criteria for partners and sponsors 	Cph	Late November or early December 2008
Next meeting (1. Executive Committee meeting)	Cph	December 2008 / January 2009
Communication at Velo-city 2009	ECF	May 2009