



CYCLE CAMPAIGNS IN DENMARK

- A CATALOGUE OF INSPIRATION



Cycling Embassy
of Denmark

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CYCLING EMBASSY OF DENMARK

Danes cycle a lot and with good reason. It is easy to get ahead on the many thousand kilometres of cycle tracks, and it is also often the fastest way of moving about in the larger cities. The strong and long-standing tradition of organising cycle campaigns that motivate and inspire cyclists to both cycle more and cycle more safely has also made more people jump on the bicycle. The largest and oldest campaigns focus on children who cycle to school and adults who cycle to work, but recent years have seen the birth of a long list of more specialised campaigns with narrower target groups, especially in the country's leading cycle-friendly municipalities.

It can be hard to determine the exact effect of cycle campaigns, but the tendency in the Danish bicycle culture is clear: In cities that make a systematic effort at promoting cycling, more and more people choose to cycle. There is no doubt that cycle campaigns play a part in this success.

This catalogue gives an overview of 14 concrete campaigns, their goals, how they worked in practice, and their results.

CYCLE CAMPAIGNS – FROM IDEA TO SUCCESS

It is not easy to make a successful campaign that transfers a greater number of car drivers or users of public transport to the bicycle. We are all creatures of habit, and our transport habits are often very ingrained.

Do not be intimidated by this, though, because it is possible to change habits; however, it requires considerable care and realistic expectations from the organisers. On the following pages, we pass on some of the most important Danish experiences with:

- Developing campaign concepts
- Funding
- Recruiting participants
- Use of new media and technology
- Co-operation between different parties
- The press as a fellow player

THE ACTIVATING CAMPAIGN

Research and practical experience shows that information alone is rarely sufficient to change people's habits. For example, most people know very well that it is healthy and green to cycle. But knowledge is not enough: People need repeated positive experiences with a new thing before they seriously consider changing their ingrained patterns.

A key word in most Danish cycle campaigns is to "activate" the participants – they simply have to get up on the bicycle and feel how easy it is and the freedom it gives them. But first they must be tempted and persuaded to drop their comfort, prejudice, and anxiety, and try something new – and they have to do so more than once. Only then will there be a chance at transferring people. If the new thing is faced in a positive way together with others, it works even better.

Many Danish cycle campaigns take their point of departure in schools or workplaces, for instance, where they can build on an already existing community spirit. Many campaigns last from two weeks to six months and are often repeated many years in a row. Obviously it can be difficult to carry out very long-lasting campaigns in countries or cities with no or only a small bicycle culture, but it is a fact that it takes time to change habits. Naturally, it doesn't hurt if you also tell new cyclists that it is healthy, green, cheap, and flexible to cycle - but this will not be the primary reason that they ultimately choose a different means of transport.

CRITERIA FOR SUCCESS AND EVALUATION

Typically, the goal of a cycle campaign is to get more people to cycle more – and this will often determine whether the campaign is considered a success or not. But it can also be worth looking into whether the campaign has had an effect on retaining existing

cyclists and getting them to cycle even more.

In this day and age, when the bicycle culture is under constant pressure in many countries because cars become available to more and more people, retaining cyclists can be great achievement in itself.

Many campaigns also focus on traffic safety, and a number of campaigns have focussed partly or entirely on getting cyclists to wear helmets and remember their lights.

It is beyond doubt that well-organised campaigns contribute to changing habits, but it can be difficult to measure the effect - and to determine to what extent the effect lasts beyond the duration of the campaign.

The organisers of most Danish cycle campaigns make a great effort to set goals for the campaigns, measure the results, and evaluate the effect of the joint efforts. The evaluations are often based on questionnaires and/or focus groups and are often carried out by external consultants.

The evaluation often takes a great deal of time, but it is usually worth the money and the trouble. It is a great help if you can show good results when applying for funds – furthermore, the press will often give the campaign extra publicity if they can write about specific numbers and results. Finally, a thorough evaluation can save an organiser from repeating expensive mistakes.

SMALL AND LARGE TARGET GROUPS

The targets of several of the largest and most successful cycle campaigns in Denmark have been wage earners and school children. In recent years, however, the leading cycle cities have begun to work with other, more narrowly defined target groups that don't fit into the classic campaigns.

For instance, Cycle City Odense has worked with car drivers that commute to the city centre from the surrounding area, with the objective of convincing some of them to leave the car at the outskirts of the city and make the rest of the trip on a folding bicycle. Copenhagen, City of Cyclists, has selected the city's many newcomers as their target group to receive special measures so that they have an easy chance of becoming a part of the city's blossoming bicycle culture.

Aarhus Cycle City has turned their attention to the youngest citizens, offering free visits from experts in cycle games in the city's kindergartens.

Together with the large and more general campaigns, the smaller specialised campaigns contribute to ensuring that messages reach as many people as possible. This is important in the overall scope of things.



NETWORK AND CO-OPERATION

A good network and the right partners are crucial to how far a campaign can reach. This is true whether it is a small local campaign or a large-scale national campaign.

The large Danish campaign, Bike to Work, is a good example of how network and good partners can help keep a success going year after year: In 2010, the campaign was successfully carried out for the thirteenth year in a row.

This success is due in large part to the support of municipalities and companies – and the thousands of active cyclists who, year after year, have been willing to help recruit new cyclists for the campaign. Many parties will be happy to support efforts that benefit health, the environment, and traffic conditions. Especially if you as the campaign organiser take care to cultivate your network, share credit for the good results, and make it as easy as possible to join. Over the years, Bike to Work has been successful in giving concrete advice on how a municipality or company can support the campaign in their local area. Likewise, every year, the fiery souls amongst the campaign's participants have received special attention – such as special prizes for team captains or a personal invitation for the next year's campaign. Experiences from this campaign are far from unique, though. Many Danish cycle campaigns are really collaborative projects between municipalities, organisations, companies, and external consultants working together to secure an effective result.

FUNDING

The field of cycling will never be a money-making machine, and in Denmark, most cycle campaigns rely partly or entirely on public funding. Naturally, the things that the state and local authorities can and will spend money on can vary a great deal from country to country and city to city.

Over the years, though, companies and funds with interests in health, traffic safety, and environmental issues have also supported the largest Danish campaigns with considerable amounts, and smaller companies have sponsored prizes.

When it comes to sponsorships, it is important to consider whether the values of the sponsoring company match those of the campaign. For instance, can a candy factory sponsor an exercise campaign for children, without the campaign losing its credibility?

A final option is charging a participation fee. Only certain campaigns are suited for this, and it takes a very strong dedication from a quite large group of cyclists for it to make sense.

Shortage of money is a decisive barrier in the field of cycling, and there are no easy solutions. Based on

the Danish experiences, the best advice in terms of funding is: keep costs down and do the things that are simple and that work. After all, some of the most successful Danish cycle campaigns have been carried out by few employees with modest budgets.

NEW MEDIA

Modern technology provides new possibilities when it comes to cycle campaigns. Typically, logistics are a major task in campaigns with many participants, but modern web technology has made communication between participants and organisers much simpler – and created a number of new possibilities.

For instance, participants can create their own profile on a campaign website and compare scores with others – just as online games, sms services, and other interactive elements can help kick off the campaign.

In 2010, the Municipality of Aarhus launched the campaign, Around the World in 80 Days. The campaign targeted sixth- and seventh-grade students and was the first Danish cycle campaign based on GPS technology. The children measured and uploaded the number of kilometres they cycled to the campaign website, where they could keep track of how far they had ridden in total, and which classes had cycled the most. In this case, the organisers lent the GPS devices to the children, but in future campaigns interplay between advanced cell phones and campaign websites could become very important.

THE PRESS

The press can be one of your most important allies to get more people to cycle. The media can significantly influence the recruitment of participants, and can give invaluable publicity to the campaign, the organisers, and the sponsors. During the campaign, they can also help draw attention to other conditions and challenges in the field of cycling.

Fortunately, in Denmark the media see a good story in the cycle campaigns, and in particular, the local media are on the spot when children and adults in a local area jump in the saddle.

Clearly it motivates the participants even more when they can read about themselves in the local paper or watch their neighbour cycle by on the news. At the same time, media attention ensures that the campaign's message reaches a wider group of people. So it is also very valuable for organisers to consider the press when developing the campaign concept to ensure good photo opportunities, stories, and so on. For the same reason, most Danish cycle campaigns involve a professional press effort, in some cases handled by an external PR agency that feeds the media systematically with stories about the campaign.



CAMPAIGNS FOR ADULTS

THE BICYCLE HAS A HUGE POTENTIAL IN THE CITIES WHERE MANY WAGE EARNERS GO BACK AND FORTH TO WORK EVERY DAY – OFTEN ONLY COVERING SHORT DISTANCES. WAGE EARNERS ARE THEREFORE AN OBVIOUS GROUP TO TARGET WITH A CYCLE CAMPAIGN, AND COMPANIES OFTEN TURN INTO GOOD COLLABORATORS ONCE THEY UNDERSTAND THAT CYCLING EMPLOYEES ARE HEALTHY EMPLOYEES.



BIKE TO WORK

- NATIONAL CAMPAIGN MAKES THE WORKFORCE JUMP ON THE BIKE

Organiser: Danish Cyclists' Federation and Danish Federation of Company Sports

Goal: To get more people to cycle to work and motivate those who already do to keep on going

Target group: All wage earners in Denmark

Participants: About 110,000

Funding: Sponsorship and registration fees

CAMPAIGN CONCEPT

Bike to Work is the longest-running cycle campaign. In 2010, it ran for the 13th year in a row with great success. The campaign runs for the entire month of May, and that it occurs in spring is no coincidence: in winter, some cyclists choose a different means of transport, and it is important that they don't forget to bring out their bicycle for the rest of year.

The campaign centres on companies across the country with employees forming bicycle teams. There can be between 4-16 participants per team, and a company can enter as many teams as it likes. At some companies, it is the employees themselves who take the initiative, but in recent years focus on health and sustainability has increased, and more companies have begun to encourage their employees to participate. For example, many companies pay the registration fee or offer in-house prizes for their cycling employees.

Each team cycles to work as many days as possible during the month – it doesn't matter if the employees cycle far or not, so long as they cycle. The team registers the number of days they cycled on the campaign website. One bicycle day translates into a ticket for a lottery with a long list of prizes, big and small.

The campaign is very popular, and when you ask the participants what it is they like about it, the answer is clear: they enjoy the solidarity and team spirit they share with their colleagues – and being able to get exercise on the way to and from work every day. In the last few years, the campaign website was updated. Now the team has a common profile page and can view statistics of their performance plus

compare scores with other teams.

It is a significant part of the concept that it has to be easy to participate. The participants do not have to cycle every day in order to participate, and it is all right just to cycle one way or part of the way – to and from the train station, for instance. This ensures that most people can participate.

Another secret behind the continuous success of the campaign is a good co-operation between the municipalities, many of whom choose to build on the momentum of the campaign through local initiatives or competitions, sending out invitations to companies within the municipality, distributing breakfast to cyclists, and so on.

The media coverage is extensive every year, with the local media especially keen to focus on how the campaign unfolds locally.

Financing consists primarily of sponsorships, but each employee also pays a small registration fee. Several big Danish companies have supported the campaign and benefited from the media attention, while many smaller companies have donated prizes.

RESULTS

The purpose of the campaign is to get more people to cycle to work and motivate those who already do to keep on going. The campaign has succeeded very well in both of these objectives. After the campaign, 35% of the participants report that they are more inclined to cycle. Many participants already cycle, but every year, about 10% of the participants are new cyclists. This might not sound like much, but 10,000 new cyclists are worth counting in a country with only five million inhabitants.

During the campaign, many companies make an effort to improve conditions for their cycling employees. It might be just in the shape of appreciation or a small prize, or it might be better bicycle parking facilities or new shower facilities.

FURTHER INFORMATION

www.vcta.dk / dcf@dcf.dk



FAIR WIND ON THE CYCLE TRACKS - E-BIKES AS AN ALTERNATIVE TO THE CAR

Organiser: Odense - City of Cyclists

Goal: To test whether electric bicycles can get car drivers to change habits

Target group: People commuting by car in the Odense area

Participants: 100

Funding: Public funds

CAMPAIGN CONCEPT

When working to get more people to cycle, one of the greatest challenges is car drivers – especially those with more than 10 kilometres to work. It has often been questioned whether it is even possible to transfer this group to bicycles for commuting. In 2010, the Municipality of Odense launched a campaign offering 100 car drivers an electric bicycle as an alternative means of transport. There were equally many men and women and most were wage earners, but a small number of students and pensioners also participated in the campaign. The campaign ran for six months, during which the municipality put an electric bicycle at the participants' disposal. The bicycles had a cycle computer attached to register the number of kilometres covered. After the campaign, the electric bicycles were to be returned, but

the participants could win 10 of them. During the campaign, the participants could also attend lectures and participate in other activities. The campaign was evaluated at the midway point and three months after the bicycles had been returned.

RESULTS

The results were overwhelming. About half the participants used the electric bicycle instead of the car on four or five days a week, and the majority estimated that their travel time wasn't any longer – sometimes combined with public transport – than when they went by car.

The biggest surprise came with the final evaluation three months after the end of the campaign. About two thirds of the participants stated that they still used a bicycle or electric bicycle in preference to the car.

The conclusion is that it actually is possible to transfer car drivers to bicycles, and that electric bicycles are a good means of doing so.

FURTHER INFORMATION
cyclecity@odense.dk



COMPANY BICYCLES - PURE ENERGY FOR THE BUSINESS - SAVE MONEY AND MAKE HEALTHY EMPLOYEES

Organiser: Odense - City of Cyclists

Target group: local companies

Goal: To have more companies keep company bicycles for their employees' disposal

Participants: 28 local companies

Funding: Public funds

CAMPAIGN CONCEPT

For a number of years, the Municipality of Odense has worked hard to become Denmark's best city for cyclists. In 2002, a campaign focussed on local companies' option to keep company bicycles for their employees' disposal.

Company bicycles have many advantages. Often it is purely a matter of habit, or rather a lack thereof, which keeps the companies from buying bicycles. In many cities, the bicycle is often the fastest and easiest means of transport, and the employees that use them get exercise at the same time.

The Municipality of Odense invited 300 companies to participate in the campaign, Company Bicycles – Pure Energy for the Business, and established contact with 20 local businesses that were willing to test if their employees would be interested in using company bicycles.

At the beginning of the campaign, each company could order a maximum of five bicycles from the

municipality. In total, 20 companies ordered 66 bicycles. The companies would have to pay for the bicycles, but the price would depend on how much the employees used them. If the employees at the 20 companies rode more than 500 km per bicycle during the campaign, the companies would only have to pay a third of the price. If not, they would have to pay full price.

It was mainly the companies' job to motivate their employees to jump in the saddle, but the Municipality of Odense upped the ante by offering a free holiday trip. At the end of the campaign, the most-cycling company won "The Golden Bicycle Chain".

RESULTS

The campaign was a great success. Practically all of the 66 bicycles were ridden more than 500 km during the campaign, and the response from both leaders and employees of the participating companies was very positive. At the same time, the campaign - received a great deal of publicity, which made even more companies interested in introducing company bicycles at the workplace.

FURTHER INFORMATION

cyclecity@odense.dk



PARK AND BIKE - COMBINE CAR AND BIKE TO COMBAT CONGESTION

Organiser: Odense - City of Cyclists

Target group: Commuters

Goal: To have more commuters park their cars at the outskirts of the city and cycle the last part of the trip to the city centre on folding bicycles, which can easily be transported in the trunk of the car.

Participants: 48 commuters who normally went to work by car

Funding: Public funds

CAMPAIGN CONCEPT

Many cities are battling the problem of having too many cars in the streets, and many of the cars typically belong to commuters. In 2002, the Municipality of Odense carried out a campaign to show whether it was possible to get commuters to park their car at the outskirts of the city and cycle the remaining distance on a folding bicycle—ideal in this situation, as it is easy to bring along in the car. The advantage of cycling rather than choosing public transport is that the bicycle is cheaper and more flexible; in addition, many people feel they don't have time for exercise, which they can get through their bicycle ride.

By advertising in the local newspapers and distributing pamphlets at parking lots, the municipality

recruited 48 participants for the campaign. The participants paid a deposit in return for receiving a folding bicycle, and they also received rain clothes and a pannier, as well as free service in case the bicycle broke.

The campaign ran for six months and participants noted on a daily basis whether they used the bicycle, and if so, how. After the campaign, the participants could choose between buying the folding bicycle at a reduced price or returning it and getting back their deposit.

RESULTS

The response was very positive, and most of the folding bicycles were frequently used: the participants used the bicycles on almost half of the trips to and from work during the campaign. After the campaign, only six out of 48 participants chose to return the bicycle and get back their deposit. The remaining participants chose to keep the bicycle. The campaign was repeated in 2004.

FURTHER INFORMATION

cyclecity@odense.dk

CAMPAIGNS FOR CHILDREN
THE CHILDREN ARE THE FOUNDATION OF A BICYCLE CULTURE BECAUSE THOSE WHO DON'T CYCLE IN CHILDHOOD MOST LIKELY WILL NOT AS AN ADULT EITHER. IN DENMARK, THEREFORE, THERE IS A LIST OF CAMPAIGNS TARGETING THE COMING GENERATION, FROM CHILDREN IN DAY-CARE TO THE OLDEST GRADES. A CAMPAIGN'S FOCUS IS OFTEN TWO-FOLD: TO GET THE CHILDREN TO CYCLE MORE – AND TO CYCLE MORE CONFIDENTLY.



BIKE TO SCHOOL - NATIONAL SCHOOL CYCLING CAMPAIGN

Organiser: Danish Cyclists' Federation

Goal: To get more children to cycle to school – wearing a helmet

Target group: All grade-school students in Denmark

Participants: About 144,000

Funding: Sponsorship. Participation is free.

CAMPAIGN CONCEPT

Bike to School is the children's counterpart to Bike to Work and targets students at the age of 5-15. The campaign has existed for seven years, and its support from the Danish elementary schools increases every year. The campaign runs for two weeks in September with classes all over the country competing to see who can cycle to school the most.

Every day, the class notes the number of students arriving on bicycle and how many of them were wearing a helmet. Each triggers a ticket in a lottery with various prizes. A comprehensive campaign website caters to students, teachers, and parents. For instance, teachers can find inspiration on how to incorporate the bicycle in class, and students can amuse themselves with fun bicycle-related activities.

Many municipalities back the campaign through economic support, local prizes, and by encouraging

the schools to participate. At many schools, the campaign has become a tradition to which students are very dedicated, especially those in middle school. There are special rules for the younger students who are too young to cycle to school on their own. Instead, they get points for cycle training with their parents after school hours. In this way, the campaign also gets families to start cycle training.

RESULTS

Interest in Bike to School has been on the rise during the entire campaign. During the last few years, schools in practically all municipalities in the country have participated, and evaluations show that the campaign significantly increases the schools' focus on cycling. At the same time, it has contributed to a great increase in the share of children using a helmet in recent years.

FURTHER INFORMATION

www.abc-abc.dk / dcf@dcf.dk



AROUND THE WORLD IN 80 DAYS - INCORPORATING ITS TECHNOLOGY TO MAKE CHILDREN CYCLE MORE

Organiser: Aarhus Cycle City

Goal: To have more children cycle more

Target group: Sixth- and seventh-grade students in the schools of Aarhus

Participants: About 400 students from 17 classes

Funding: Public funds. Participation is free.

CAMPAIGN CONCEPT

In the fall of 2010, taking their point of departure in Jules Verne's world-renowned novel, the Municipality of Aarhus invited all sixth- and seventh-grade students to cycle as much as they could in 80 days. The goal was for them to ride 40,000 km – once around the globe.

Every class was equipped with two GPS devices, which the students took turns using. They competed against each other and against other classes to cycle the farthest, with the GPS on their bicycle to keep track of their accomplishments. During the campaign, the students uploaded the measured kilometres on the campaign website; there, Dr. Glob could move forward the same number of kilometres on his own trip around the world.

The students won various prizes for the class, and the class that cycled the most won DKK 5,000.

The campaign worked as a local follow-up on the national campaign, Bike to School. However, Around the World in 80 Days was innovative in its incorporation of new technology and was specifically designed for an age group that otherwise often feels they are too old for the classic bicycle campaigns controlled by adults.

RESULTS

In total, the winning class cycled about 2,500 km - during the campaign, and one of the children in the class cycled 200 km in a single weekend. The very ambitious goal of the campaign was to have the 400 children cycle 40,000 km during the campaign. Unfortunately, this goal was not met during the first year of the campaign – in large part because of an extraordinarily hard winter.

In 2011, the campaign was completed in Elsinore. The participants cycled during the campaign 16,000 km.

Furthermore, Around the World in 80 days has won a bronze medal at the Danish Direct Marketing Awards 2011.

FURTHER INFORMATION

www.80dage.dk



SCHOOL-ROUTE PAMPHLETS - STRENGTHEN SCHOOL CYCLING THROUGH INFORMATION

Organiser: Municipality of Aalborg

Goal: To inform parents of the safest route to school

Target group: Parents of school children

Funding: Public funds

CAMPAIGN CONCEPT

As in most other cities, the Municipality of Aalborg has experienced an increase in the number of children who are driven to school by their parents. As a consequence, the school routes become less safe for the children that cycle or walk, which ultimately makes more parents choose to take their children to school by car. A vicious cycle has been created.

In 2002, in order to turn this development around, the Municipality of Aalborg decided to publish pamphlets with information on the school routes around some of the public schools. This was done in co-operation with the schools, the children, and their parents.

The pamphlets contained a local map with suggestions for the safest school routes for the students who cycle or walk. The pamphlet also offered guidance to the parents who still want to drive their children to school, recommending parents to drop off the children at alternative drop zones near the school rather than creating dangerous traffic jams at the school entrance. That way it becomes safer for the children who cycle or walk to school, and the vicious cycle can be broken. Today, every public school

in the municipality has a pamphlet outlining their school routes, which new students and their parents all receive.

RESULTS

The local school-route pamphlets have proven to be a very good tool for the schools when starting a dialogue with the parents about the best and safest way for the children to go to and from school. The pamphlets are updated every year, laying the foundation for a continuous dialogue between the municipality and the schools.

Many schools have been able to reduce the traffic jams at schools' entrances and have thus made the school route both safer and more secure. A number of schools have also drawn up school-route analyses and traffic policies.

FURTHER INFORMATION

trafik.veje@aalborg.dk



GET YOUR LIGHTS ON - WITH LUDVIG - LIGHT AND REFLECTOR CAMPAIGN FOR SCHOOL CHILDREN

Organiser: Danish Cyclists' Federation

Goal: To have more children remember lights and reflectors

Target group: All fourth-grade students – about 9-10 years old

Participants: About 30,000

Funding: Sponsorship. Participation is free.

CAMPAIGN CONCEPT

For many years, survey after survey showed that one in four cyclists in Denmark cycled without lights at night. "Get your lights on - with Ludvig" was started in recognition of the need for a new and different approach, if this number was to go down.

The foundation of both good and bad habits is laid in childhood, and children are therefore a good place to start fostering behavioural change. The campaign focuses on fourth-grade students because, in Denmark, this is the age when many children begin to cycle to school on their own. It is also the age when many children are very curious about the ways of the world. The campaign fully draws on this curiosity, as it aims to make children realise the importance of using lights and reflectors through their own experiments and play.

The campaign begins in November with participating classes receiving a kit with teaching materials, lights, and reflectors. The kit includes assignments, exercises, and games that can be incorporated into the subjects of natural science, Danish, and maths. In natural science, for instance, the children mea-

sure from how far away their lights are visible; they make their own reflectors, and test what happens to batteries if you put them in the freezer. In maths, the students create statistics on how many students remembered their lights. In Danish class, students continue writing on the story of the campaign's two mascots: the bicycle bunny, Ludvig, who always remembers the lights, and Poul the Panda, who does not.

The campaign continues from November through the winter. The students receive post cards from Ludvig, and there is also a drawing contest where students can win a party and other fun prizes.

RESULTS

The campaign has been running for five years with increasing success each year. The response from the schools is very positive. The children pay more attention to lights and reflectors, and this also rubs off on the teachers and parents. In 2010, the campaign reached one-third of all fourth grade classes, and it may have played a part in the fact that the number of cyclists without lights has been cut in half in the past few years.

FURTHER INFORMATION

www.lyspaa.dk / dcf@dcf.dk



QUACK-WITTED IN TRAFFIC

- INVOLVE MUM AND DAD TO TEACH GOOD TRAFFIC HABITS TO THE KIDS

Organiser: Cycle City Odense

Goal: To have more parents cycle or walk with their children to kindergarten

Target group: Children and parents in the kindergartens of the municipality

Participants: About 3,000 children

Funding: Public funds. Participation is free.

CAMPAIGN CONCEPT

More and more, children get too little exercise. Children should cycle or walk as often as possible so they can develop good and healthy transport habits from an early age. Therefore, it is important that parents do not always transport their children in cars. In 2001, Cycle City Odense arranged the campaign, Quack-Witted in Traffic, in which local kindergartens competed to have parents cycle or walk with their children to kindergarten the most during a period of two weeks. Fifty-four kindergartens participated with a total of 3,100 children who cycled or walked 12,000 trips altogether.

Each time a child and parent had cycled or walked to kindergarten, they noted it in the kindergarten's transport table so everyone could keep track of how the campaign was going. All the children received fake tattoos with the cam-

paign mascot, Bicycle Anton, a bicycling duck. He visited all the kindergartens during the campaign – on bicycle of course – and became a known and loved character amongst the children. This was greatly reflected in the campaign's drawing contest.

At the end of the campaign, the kindergartens reported the name of each participating child and the number of days they had participated. For every day cycled or walked, the kindergarten received a ticket in a big lottery with many prizes.

RESULTS

During the campaign, many parents chose to cycle or walk more often, and the campaign effectively brought the importance of walking and cycling with children to the attention of kindergartens, parents, and the local media. In 2001, the children walked or cycled an average of four times per week during the two-week campaign. When the campaign was repeated one year later, the average was five days per week.

FURTHER INFORMATION

cyclecity@odense.dk



CYCLEPHANT RACE - CYCLING GAMES FOR THE YOUNGEST

Organiser: Aarhus Cycle City

Goal: To have more children play on training bicycles while at day care, thereby sowing the seeds for them to become happy and confident cyclists

Target group: Children at day care in the Municipality of Aarhus

Funding: Public and private funds. Participation is free.

CAMPAIGN CONCEPT

Cyclephant Race was created in order to have more children try cycling early on because that is the best way to ensure that they become confident cyclists later on. However, not all day-care centres have the necessary equipment, and not all nursery and kindergarten teachers are prepared to play cycling games.

Aarhus Cycle City invented Cyclephant Race, a solution where kindergartens and day-care centres can book a free visit from the Cyclephant Race bus. The bus brings a small group of teachers trained in playing cycling games with children, ten training bicycles (small bicycles without pedals), helmets, and the mascot, a bicycle-riding elephant called the

Cyclephant. Then the scene is set for a couple of hours of fun and cycling games for children from two years of age and older.

The visits are supposed to serve as inspiration for the children, the kindergarten teachers, and the parents, who can build on the experiences with Cyclephant Race and continue working on incorporating bicycles and cycling games into the children's everyday lives.

RESULTS

In 2010, Cyclephant Race was carried out more than 30 times, and the response was immensely positive. Furthermore, Cyclephant Race has received the Traffic Safety Award 2011 from the insurance company GF, along with a sum of money ensuring that the campaign will also be carried out in 2011.

See the Cyclephant Race in action on YouTube – search for "Snabelræs"

FURTHER INFORMATION

www.arhuscykelby.dk

OTHER CAMPAIGNS

SOME CAMPAIGNS ARE DIRECTED AT BOTH CHILDREN AND ADULTS, AND SOME ARE DISTINCT FAMILY CAMPAIGNS. IT CAN SOMETIMES BE USEFUL TO APPEAL TO THE EMOTIONAL TIES BETWEEN PARENT AND CHILD, ESPECIALLY WHEN THE CAMPAIGN GOAL IS TO CREATE BETTER TRAFFIC SAFETY AND WHEN THE FOCUS IS SIMPLY TO SPREAD THE LIFE-AFFIRMING JOY OF CYCLING.



GRAND BICYCLE DAY - NATIONWIDE BICYCLE DAY OF FAMILY FUN

Organiser: Danish Cyclists' Federation

Goal: To have more Danes use a bicycle – also for recreational purposes during leisure time

Target group: Everyone

Participants: About 10,000

Funding: Sponsorship and free services by a list of local partners. Participation in the activities is free.

CAMPAIGN CONCEPT

The Danish Cyclists' Federation launched Grand Bicycle Day in 2005 to create a red-letter day that would draw attention to the joy of cycling and cycling together. The concept is simple: every year on the second Sunday of June, everyone who has the time and desire takes a trip – for pleasure's sake.

The local branches of the Danish Cyclists' Federation pre-arrange bicycle tours open to everyone, as do many municipalities, bicycles clubs, and others who like the idea of using the bicycle to get together. There are long and fast tours for the sporty cyclists, peaceful tours including coffee breaks for the elderly, and cycling games for the youngest. This means that every year on Grand Bicycle Day, there is a bicycle tour for every kind of cyclist.

All bicycle tours are free, but some of the more sporty tours require that you sign up in advance.

Grand Bicycle Day has a website with information about time and place for all the pre-arranged bicycle tours in the country. The event began relatively small, but has gotten its own life and is growing year by year. In 2009, there were more than 150 pre-arranged tours across the country, and more than 50% of the municipalities in the country also arrange bicycle tours spontaneously.

RESULTS

It is difficult to measure the effect of isolated events like Grand Bicycle Day, but the event has created a natural framework for recreational bicycle activities across the country, and it has been very well received. At the same time, the day helps create an awareness of leisure cycling in a country where people usually associate the bicycle with daily transport.

FURTHER INFORMATION

dcf@dcf.dk



USE YOUR HEAD - USE LIGHTS - USING STREET PROMOTION IN A BIKE LIGHT CAMPAIGN

Organiser: City of Copenhagen, City of Frederiksberg, and Reelight

Goal: To remind cyclists to remember their lights when it gets dark early during winter.

Target group: Cyclists, especially children and adolescents

Participants: About 1,500

Funding: Public funds and a discount from Reelight

CAMPAIGN CONCEPT

The City of Copenhagen and the City of Frederiksberg developed a joint traffic safety campaign called Use your Head – Use Lights. The campaign website contained information on traffic safety, how to become visible in traffic, and an online game with prizes. The campaign also used “facers”, young people who went out in the street telling people about traffic safety and handed out pamphlets and reflectors. In order to attract the attention of citizens and the media, the two municipalities handed out 400 sets of magnetic lights from Reelight (worth EUR 40 per set). The time and date of a “secret” giveaway was announced on the website and in advertisements; cyclists then signed up on the website to receive a text message with the secret location. PR and ads on buses and advertising pillars created awareness of the campaign.

RESULTS

The most important strength of the campaign was cyclists who responded very positively and were happy to learn that the municipality cared about them.

Moreover, the giving out of lights made cyclists interested in traffic safety. It is important to note that the fact that the lights were expensive, high-quality ones had a significant impact on the success of the campaign. All the lights were distributed, and before the launch, the campaign got publicity in two of the country’s largest newspapers with references to the website, which got 10,000 hits during the first week of the campaign.

The campaign, Use your Head, Use Lights was part of a greater campaign strategy of The City’s Traffic Council, which aims to get all road users to use their heads, show consideration for others, and take responsibility for their own safety, for example by cyclists using lights after dark.

FURTHER INFORMATION

trafik@tmf.kk.dk



USE A HELMET - BECAUSE WE LOVE YOU - PROMOTING THE HELMET IN A POSITIVE WAY

Organiser: Municipality of Aalborg
Goal: To get more cyclists to wear a helmet
Target group: All cyclists
Funding: Public funds

CAMPAIGN CONCEPT

In 2009, the Municipality of Aalborg and a number of partners created a brilliant campaign using modern means of communication. It received overwhelming attention far outside the municipality border.

The municipality wanted to get more cyclists to wear a helmet, without moralising or frightening people. In co-operation with an advertising agency, they found the solution: a short film about a couple of police officers who stop cyclists and give them a hug and a helmet. The final text reads: "Use a helmet because we love you".

At first glance, the film looked like a home video shot by a random passer-by, and it wasn't until some days later that it was revealed to be a municipal campaign. By then, the film had already gone across the globe.

Following the publication of the film, the municipality arranged various events where, for example, children could give their parents helmets. All the while, the slogan "Use a helmet because we love you" was visible all over the street scene on busses and advertising pillars.

The campaign had a great effect because of the

positive message in wanting cyclists to wear helmets –without scolding fingers, frightening images, or statistics which might make people get off the bicycle rather than start wearing a helmet.

"Use a helmet because we love you" will be repeated for three years. In 2011, the campaign will target students, since most injuries occur in this age group, and the percentage of teenagers using a helmet is relatively low.

RESULTS

In three days, the film had 500,000 hits on the Internet, and 2,200 bloggers commented on it. In the U.S., the film spurred a debate about the more rough methods of the American police. The massive international attention also impacted the campaign back home in Aalborg, as both national and local media gave it extra publicity.

It is not compulsory to wear a helmet in Denmark, but the number of cyclists who do has steadily increased in recent years.

FURTHER INFORMATION

trafik.veje@aalborg.dk / www.fordivielskerdig.dk



NEWCOMERS, NEW CYCLISTS - WELCOME NEWCOMERS TO YOUR CYCLE CITY

Organiser: City of Copenhagen

Goal: To influence the traffic habits of the many newcomers in Copenhagen.

Target group: newcomers to Copenhagen

Participants: 3,000-5,000 people

Funding: Public funds

CAMPAIGN CONCEPT

The City of Copenhagen wants more people to cycle, so they invest large funds in new cycle tracks, bridges, and restructuring of intersections, complemented by non-physical measures like campaigns and information. The campaign focussing on newcomers will influence transport habits, as a welcoming package for newcomers is a positive, visible and manageable means of creating awareness of Copenhagen as a city for cyclists. In order to get more people to cycle, the campaign focusses on a group of potential cyclists whose traffic habits are easy to influence (those who have lived in the city for a long time are likely to be quite set in their daily ways of moving about the city). Copenhagen has approximately 520,000 inhabitants; in 2008, 36,411 newcomers moved to the city, meaning an annual turnover of close to 10%.

With the campaign, newcomers will receive a wel-

coming package that contains various things, such as an introduction to Copenhagen's bicycle culture and the individual and collective advantages of cycling. Other elements might include a cycling map, vouchers to bring your bicycle on the train and metro, a pump, a rain cover, a set of lights, a mending kit, or gift cards for bicycle dealers. In other words: a warm welcome to Copenhagen, City of Cyclists.

RESULTS (THE CAMPAIGN JUST STARTED)

The campaign will begin as a pilot project directed at 200-400 newcomers, both students and others. The pilot project will be evaluated by comparing it to a control group. In phase two, the project will be extended to encompass a significantly larger group of 3,000-5,000 newcomers.

FURTHER INFORMATION

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IT IS NOT A COINCIDENCE HOW MANY CYCLISTS CAN BE FOUND IN A CITY OR A COUNTRY. IT DEPENDS ENTIRELY ON THE EFFORTS MADE IN THE AREA. IN DENMARK, MUCH HAS BEEN DONE TO CATER FOR CYCLISTS OVER THE YEARS. A LONG LIST OF MOTIVATING AND ACTIVATING CYCLE CAMPAIGNS HAS HELPED PAVE THE WAY FOR THE STRONG BICYCLE CULTURE IN DENMARK. WE HOPE THIS CATALOGUE HAS INSPIRED YOU TO WORK WITH CYCLE CAMPAIGNS NEW WAYS.

SINCERELY,

CYCLING EMBASSY OF DENMARK

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