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BIKE2WORK

smart choice for commuters



Guidebook „Bicycle-friendly company – made easy!“





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Introduction

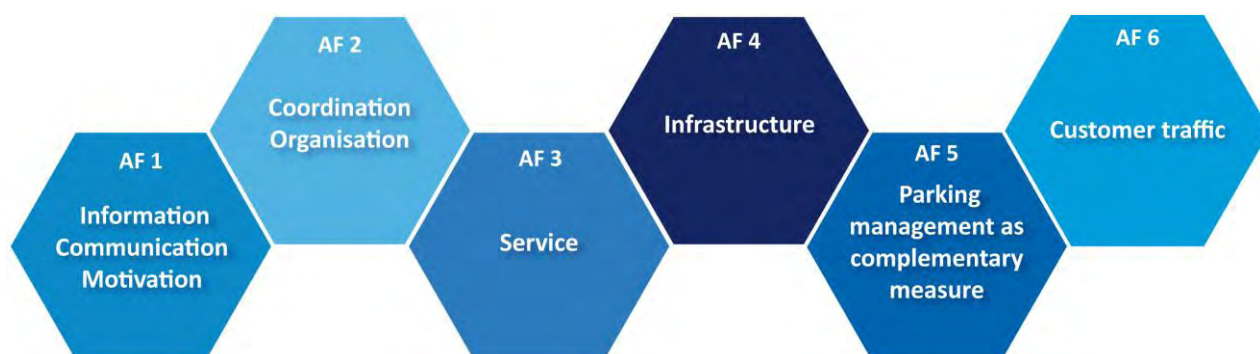
This guidebook “Bicycle-friendly employer – made easy” helps SMEs to promote cycling in operation and to build an in-house cycling culture. The main target groups of this manual are company coordinators, CSR, environmental and mobility agents.

In order to show small companies how easy it is to implement several bicycle friendly measures, special tips for SME can be find at the implementation tips box.

The guidebook describes several measures that can help to increase the share of cycling in the company and to improve the framework for cycling employees.

The measures described are divided into six fields of action. In the best case, a mix of measures from the different fields of action will be implemented.

The Fields of Actions (AF)



Evaluation criteria of the actions

To get at first quick overview of the implementation effort, the acceptance among employees and the costs of each action, each action will be evaluated with appropriate indicators:

Implementation effort:



Very high implementation effort

High implementation effort

Low implementation effort

Costs:



Very high costs

High costs

Low costs

Acceptance of staff:



Very high acceptance

Neutral acceptance

Low acceptance

EU Project Bike2Work

The guidebook was created as part of the EU project “Bike2Work”. The EU project focuses on the expansion and strengthening of the successful campaign “Bike to Work” as well as an increase in the number of bicycle-friendly companies in Europe.

The project started in April 2014 and is carried out in Austria, Belgium, the UK, Germany, France, Italy, the Netherlands, Slovenia, Bulgaria, Romania, Croatia and Malta until March 2017.

CFE certification procedure for “Bicycle-friendly employers”

In order to give European companies a special incentive to focus increasingly on bicycle friendliness in companies, the consortium of Bike2Work has developed an EU-wide certification for bicycle-friendly companies so called CFE certification.

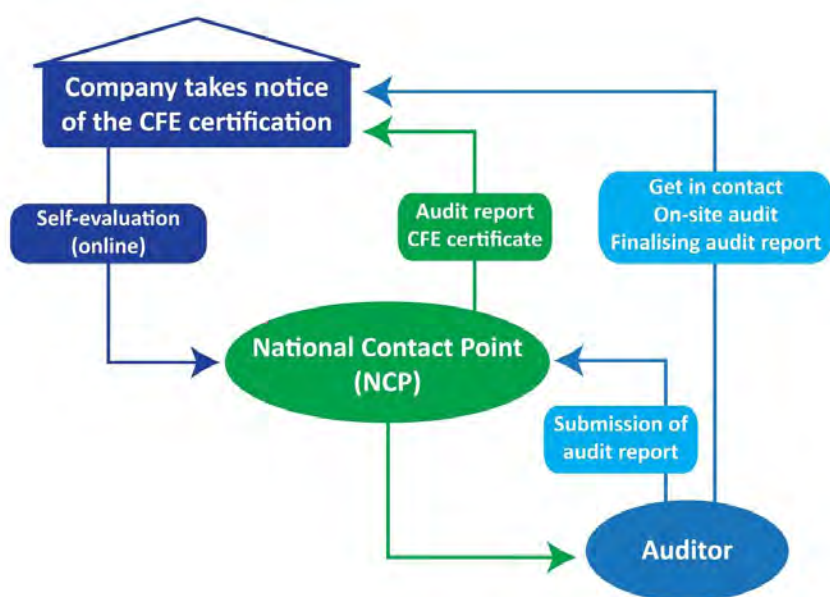
The central elements of the CFE certification process are:

- A **specific website** www.cfe-certification.eu where companies get information about the certification and can register on national level for CFE certification after a self-assessment.
- A **list of criteria**, which consists of six different action fields plus a category for your own ideas (see Fields of Action). These action fields and their corresponding bicycle-friendly measures are described in the accompanying guidebook for bicycle-friendly employers.

Each bicycle-friendly measure has a corresponding number of points, depending on the implementation effort, cost and acceptance by the employees. A certain number of points must be achieved per action field in order to go through the certification process “bicycle friendly employer”.

As part of the CFE certification process employers can also request advice from the **national contact point** (NCP) or a responsible consultant which bicycle-friendly measures can be implemented. The NCP coordinates the CFE certification in case that a company registers for an on-site audit to get the CFE certificate.

The following overview shows the interplay between NCP, auditor and company:



3-step method to get certified

The certification process consists of three steps:

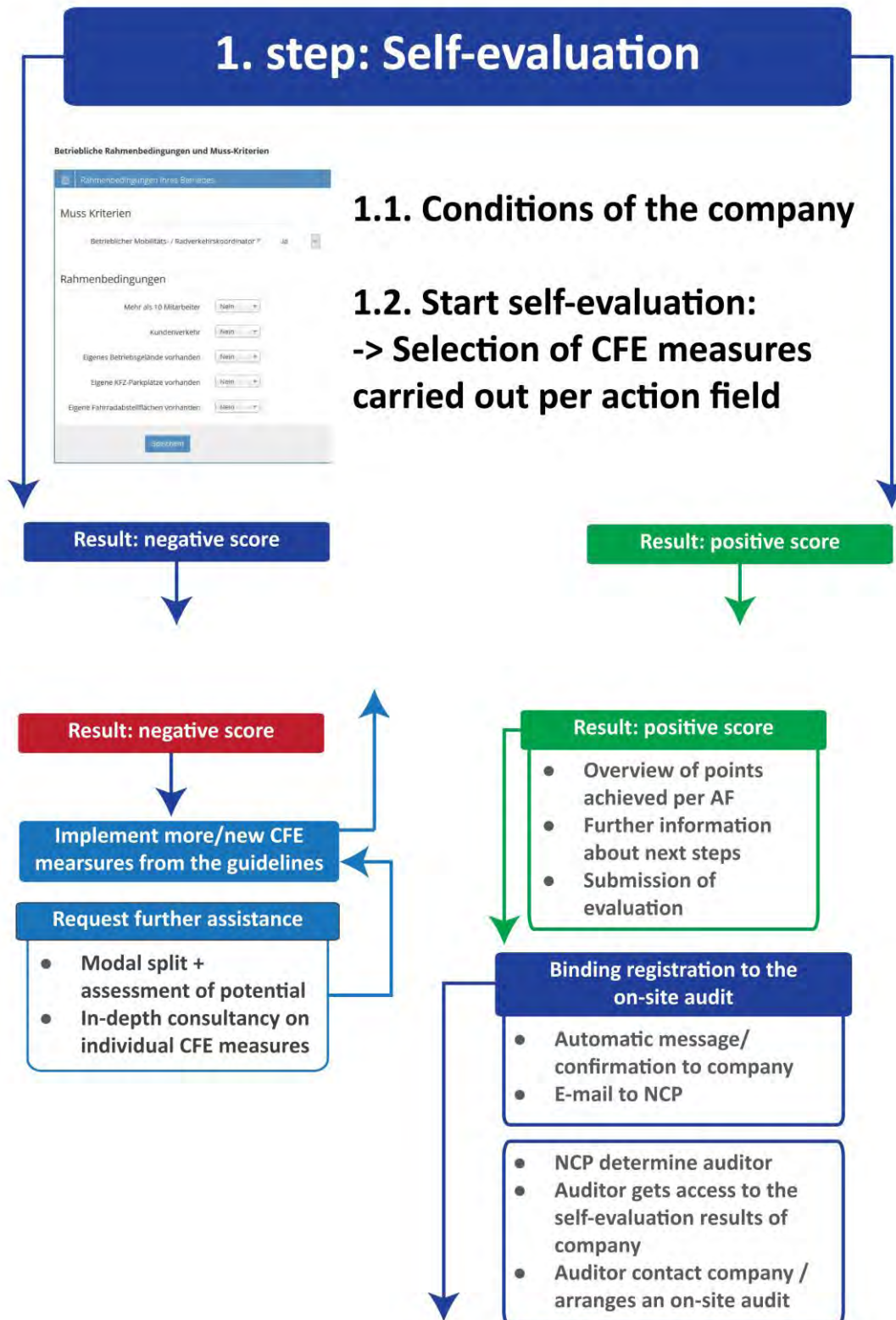
1. step: Self-evaluation
Company recorded on the national CFE certification website makes online a check whether enough points can be achieved for a positive evaluation.
2. step: Sign up for national audit
In any B2W partner country, there is a national focal point that will make the audit at the national level.
3. step: CFE certification
Receiving the CFE label and get the certificate. Certification is valid for 3 years. Each year the company has to make a self-evaluation report.

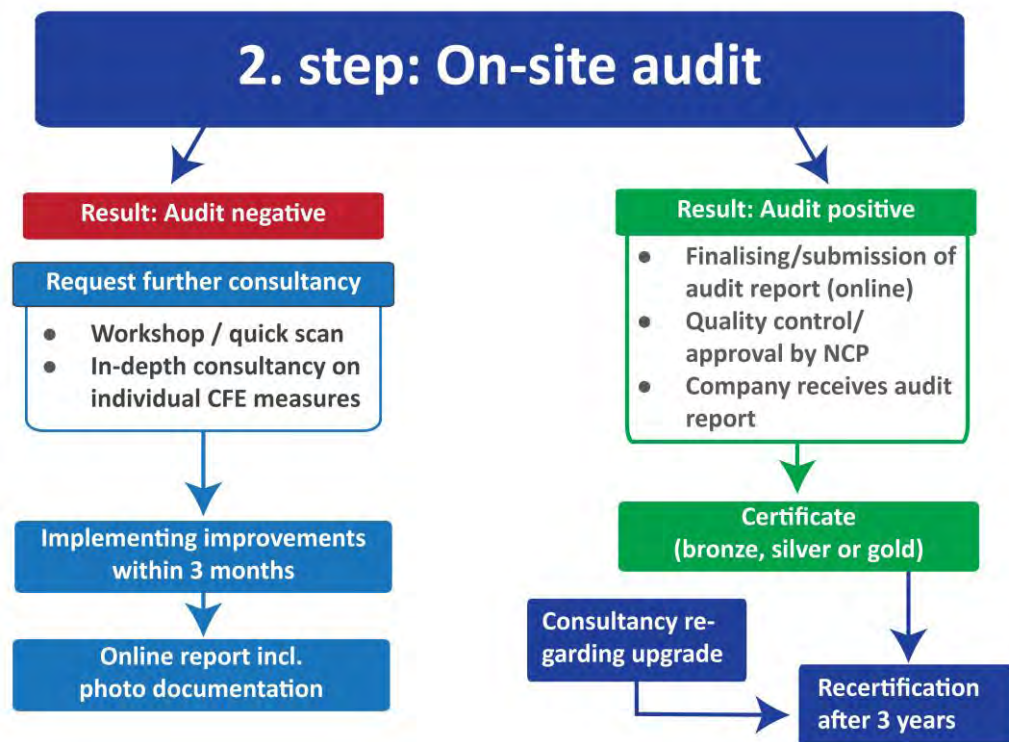
The following graphic illustrates the CFE certification process:

CFE certification procedure Using of self-evaluation tool / backend system



Company data
Contact details
User data
Recommendation






For more information, please visit your national CFE website.

Field of action 1: Information, Communication, Motivation

AF1.MS1: Participation in the „Bike to Work“ campaign

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

The „Bike to Work“ campaign takes place every year in May. As a participative action for companies it aims to motivate their employees to cycle to work.

At the start of the campaign employees form teams of two to four persons and try to cycle to work at least half of their working days.

As an incentive to cycle to work participants can win attractive prizes during two competitions: every day single prizes can be won in the cycling lottery and at the end of the month team prizes will be raffled off.



© Verein Radlobby Österreich | FGM-AMOR


Tips for implementation:

- Start early to advertise the measure among staff members (e.g. by announcement via intranet, newsletters, bulletin board announcement etc.)
- Sign up company on „Bike to Work“ website and download documents if necessary (poster, flyer, booklet etc.).

Save time and money by:

- Identify responsible person as company coordinator

AF1.MS2: Internal extension of the „Bike to Work“ campaign

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

During the yearly „Bike to Work“ (B2W) campaign a company can become active by

- providing additional bicycle-friendly offers during the B2W period
- offering their own „company prizes“ to participating B2W teams
- carrying out competitions between different departments with separate prizes and rewards (especially in large companies)



© FGM-AMOR

Tips for implementation:


- Offer simple, bicycle-friendly actions in addition to the „Bike to Work“ campaign within the company, like: bicycle-check-days, breakfast for cyclists, test days for bicycles and equipment
- Pay your staff voluntary social benefits – free of income tax (these events include e.g. Christmas party, sport activities, etc. where all staff members can participate)
- Reward staff members with vouchers

Save time and money by:

- Identify responsible person as company coordinator

Field of Action 1: Information, Communication, Motivation

AF1.MS3: Information on cycling for new employees or those switching from motoring to cycling

Implementation effort: 

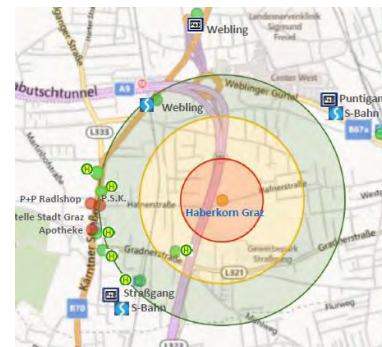
Costs: € € €

Acceptance: 

Description:

The start of a new job is also the time to think about the best way to commute and hence is also the best time to start to cycle to work. But also other motorists that would like to switch and commute to work by bike need appropriate information:

- Individual trip planner
- Map of area around the company
- Information about internal bicycle infrastructure
- Information about internal bicycle funding schemes
- Contact data of the internal bicycle coordinator
- Information about health benefits of cycling
- Information about proper behaviour in road traffic
- Basic information regarding „Bicycles and Bicycle Equipment“



Wir rufen alle Mitarbeiter auf, am 22. September das Auto Zuhause zu lassen. Für jeden freien Parkplatz gibt es einen Blumentopf.
Ziel ist es, einen blühenden Parkplatz zu erschaffen.

© Haberkorn GmbH

Tips for implementation:


- Produce information materials with appealing design
- Attach / hand over additional bicycle-related voucher
- Offer small presents (e.g. saddle cover) for new users...

Save time and money by:

- Make contact with local bicycle NGOs and relevant administrations to receive all necessary information

Field of Action 1: Information, Communication, Motivation

AF1.MS4: Internal bicycle marketing

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

By continuously informing all employees about cycling-related issues the role of the bicycle within the company is strengthened. Those that already cycle receive important information that might improve the quality of their commute and future cyclists might be motivated to switch.

Distribute information via the following channels: company newsletter, intranet, flyer, poster, E-Mail, notice board, bicycle info-point, etc.

The following topics might be conveyed:

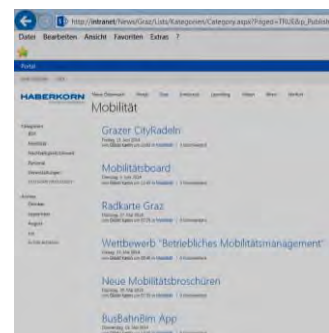
- Tips regarding:
purchase, bicycle equipment (light, locks, panniers, stands, tires, etc.),
cycling in winter / mid-summer
- Safety tips regarding proper conduct in road traffic
- Health check
- Bicycle events within the company / or in the municipality (B2W, Critical Mass, company cycling tour, breakfast for cyclists, cyclist of the month)
- Cycling routine and useful tools (cycling maps, online tools, apps)
- Improvements to the bicycle path network
- Contact details and contact person of regional cycling NGOs
- Information regarding complementary measures (e.g. parking management)
- Training programmes in the area of bicycle maintenance and safety



Jeder Mitarbeiter, der bis zum 08. September 2014 mindestens 100 km geradelt ist, nimmt am 25. September bei der Verlosung am Fahrradwettbewerb teil.

Neu! Zu gewinnen gibt es heuer einen Radausflug mit Einkreisschwung, der an jene Niederlassung geht, mit den meisten durchschnittlich geradelten Kilometern.

Auch innerhalb unserer Niederlassung in Graz werden unter den Top 3 Radlern wieder Preise verlost.



© Bankhaus Krentschker / Haberkorn GmbH

Tips for implementation:


- Release at least one piece of information per month
- Create your own Corporate Design for „Bicycle“ – all bicycle-relevant information should have the same design

Save time and money by:

- Contact local bicycle shops and bicycle NGOs to get an overview about information and training offers

Field of Action 1: Information, Communication, Motivation

AF1.MS5: Repeating activities (rituals) to promote cycling

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

In order to sustainably motivate your employees to cycle it is possible to carry out appropriate actions and events on a regular and continuous basis.

Examples are:

- Yearly participation in the „Bike to work“ campaign
- Breakfast for cyclists: on a certain day (e.g. 1x a month, 1x every quarter year) offer a healthy breakfast for cycling employees
- Seasonal bicycle and light check in spring and autumn at the changing of the clocks (in cooperation with local bicycle shops)
- Yearly bicycle outings
- Carry out bicycle lotto for a certain time (1x week on a specified day select one employee who has arrived by bike or public transport. He/She receives a small gift)



© Raiffaisen Reisebüro | FGM


Tips for implementation:

- Check continuously if yearly events could be connected with bicycle-related topics
- Organise sponsoring for gifts
- Make internal bicycle coordinator responsible to supervise such cycling events

Save time and money by:

- Establish long-term cooperation with local providers (bakeries, doctors, bicycle shops, etc.)

AF1.MS6: Rewards for cyclists

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Through appropriate measures cycling employees are rewarded for and motivated to continue to cycle to work.

Examples are:

- Cyclists of the week / cyclist of the month (a photo of a cycling employee is taken weekly / monthly and he receives a small gift)
- Small Give-aways like saddle covers, bicycle bells, reflectors, etc., are distributed among cyclists
- Vouchers for a healthy snack / lunch



© FGM-AMOR

Tips for implementation:


- Organise sponsoring for presents / gifts
- Make internal bicycle coordinator responsible for the procurement of the rewards

Save time and money by:

- Order large numbers of “Give-aways” in one go – ideally with the company logo –to save money!

Field of Action 1: Information, Communication, Motivation

AF1.MS7: Individual trip planning guidance for cyclists

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Analog or digital bicycle maps can help to establish individual cycling routes for employees.

In case that there is no specific bicycle routing app or bicycle map available for your company location it is possible to use Google Maps to determine cycling routes quickly and efficiently.



© BikeCityGuide

Tips for implementation:


- Check if there is a bicycle routing app for your company location
- Adjust the selection of a particular cycling route to the needs of the employee (e.g. mainly bicycle path, main roads, etc.)
- Include trip planning guidance in Welcome-Package for new employees

Save time and money by:

- Establish responsible person for trip planning guidance
- Check if there exists a free bicycle app than includes your company's location

Field of Action 1: Information, Communication, Motivation

AF1.MS8: Mentor system – bike-buddy services

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

In the course of an accompanied bike ride employees learn about the fastest and safest cycling routes between their home and work.

This measure is meant to motivate employees to cycle to work.



© Ivajeon.com

Tips for implementation:


- Enquire at local bicycle associations / clubs if they offer Bike-Buddy Services
- Offer incentives for experienced cyclists (e.g. vouchers)
- Introduce a „Company Regulars Table“
- Ensure that participants of Bike-Buddy Service have fully functional and roadworthy bicycles

Save time and money by:

- Involve employees that are experienced cyclists in Bike-Buddy Services this strengthens the team spirit and saves money

Field of Action 1: Information, Communication, Motivation

AF1.MS9: Company bicycle tour

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

In order to establish or strengthen the bicycle culture in your company you can organise a bicycle tour.

Such excursions not only have exemplary function and increase the image of cycling but also have a positive effect on community and team building.



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Tips for implementation:


- Choose a route that mainly runs along bicycle paths and side streets
- Do not choose demanding routes (the tour should be fun)
- Provide E-Bikes for less fit employees
- Work together with the works council

Save time and money by:

- Use group offers from public transport services providers to combine train and bike (see also further information)
- Involve your employees in the planning process and the choice of the bike route, respectively

Field of Action 1: Information, Communication, Motivation

AF1.MS10: Information events regarding bicycle transport

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Information events concerning bicycles help to raise the interest of employees in cycling and why it would be good to use the bike to commute to work.

Examples for possible events are:

- Cycling and health
- Bicycle as economic factor
- Bicycle and family
- Road safety training
- Bicycle maintenance



© FGM-AMOR

Tips for implementation:


- Inform all employees in time of planned events
- Screen for possible events that might be organised by the city/municipality

Save time and money by:

- Find employees that have experience and know-how regarding certain cycling related topics and ask them to present them to their colleagues
- Create a pool of experts for such information events
- Cooperate with local health and sport institutions

Field of Action 1: Information, Communication, Motivation

AF1.MS11: Training opportunities in the area of bicycle transport

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

By offering trainings in the area of bicycle transport it becomes clear that the bicycle is a perfect alternative to the car with regard to commuting to work.

Topics for possible trainings are:

- Cycling and health
- Bicycle as economic factor
- Bicycle and family
- Road safety trainings
- Bicycle maintenance



© FGM-AMOR

Tips for implementation:


- Inform all employees in time of planned events
- Screen for possible events that might be organised by the city/municipality

Save time and money by:

- Create a pool of external experts for trainings
- Cooperate with local health and sport institutions
- Contact local/regional experts for trainings (e.g. business development agency)

Field of Action 1: Information, Communication, Motivation

AF1.MS12: Create a map of the surrounding area of your company

Implementation effort: 

Costs: € € €

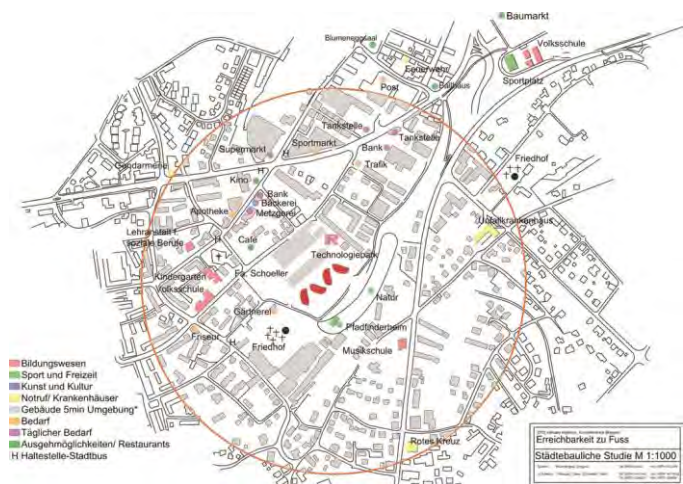
Acceptance: 

Description:

Maps of the surrounding area show employees, customers and business partners the available bicycle infrastructure and the most important locations in the vicinity of the company (radius; 1,5 km/1m).

Maps of the surrounding area can be published on the company's intranet and website and should contain the following:

- Main bicycle routes / important bicycle paths
- Shops, service facilities, departments of local administrations and other interesting locations reachable by bike within 5 minutes



© Stadt Bregenz

Tips for implementation:

- Only mark important locations – assure readability and comprehensibility of the map
- Simple specifications from Google Maps can be used to choose locations and institutions alternatively an employee who is familiar with the area can be entrusted to prepare the map

Save time and money by:

- If needed, a basic map can be acquired from the city surveying department
- Use online „geo data“, geo information systems, city maps etc. to create a map of your company's surroundings

AF2.MS1: Company mobility- / bicycle coordinator

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

The mobility and bicycle coordinator collects all information regarding mobility and bicycle transport.

He or she is the central contact point for all employees with specific queries regarding mobility and should have the following areas of responsibility:

- Develop and determine a mobility strategy
- Agree on key objective to increase the bicycle share within the company
- Check possible funding schemes in the area of bicycle transport
- Forward information on mobility related topics to all other employees on a regular basis



© Würzburg.de

Tips for implementation:

- Allow budget for tasks of coordinator
- Plan for training activities
- There should be a close link between company management, work council and coordinator
- The coordinator should be interested in the topic of cycling

Save time and money by:

- Provide time resources for coordinator
- Ask employees that are enthusiastic/committed every day cyclists
- Participate in relevant training offers and information events of local authorities
- Check if your city/municipality has a bicycle coordinator and contact him for practical tips regarding the establishment of a company mobility strategy

Attention:

- ☒ It is mandatory for the company to have a mobility- / bicycle coordinator in order to be certified as bicycle-friendly!

AF2.MS2: Agreement on key objectives to raise the bicycle share within the company

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Environmental and health objectives of the company are the starting point to establish an increase of the bicycle share within the company as a key objective.

First carry out a survey to find out which means of transport are used by employees to get to work. On that basis agree upon certain objectives e.g.:

- Raise the share of cycling staff members
- Raise the number of kilometers cycled by employees

To achieve the set goals appropriate measures are selected and implemented.



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Tips for implementation:

- Create a simple questionnaire or download it from the internet which means of transport are used by your employees
- Restrict yourself to a few clear key objectives: e.g. „increase bicycle use“, by including the management, works council, and if necessary security staff

Save time and money by:

- Advance information / research on mobility management and regarding Best-Practice examples for companies

AF2.MS3: Development and determination of mobility strategy

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

It is the aim of a mobility strategy is to achieve the biggest possible effect on the mobility behaviour of employees with the smallest possible financial, technical and organisational effort.

A mobility strategy includes all areas of mobility (walking, cycling, PT and car). The results of a survey regarding the transport-related framework conditions of the company, the working hours, mobility behaviour and transport offers form the basis for the development of an appropriate strategy.

Possible strategies might include:

- Increase in the share of cyclists
- Increase public transport use on a particular route
- Reduce the share of motorists
- Transform xy car parking spaces into xy green spaces
- ...



© FGM-AMOR


Tips for implementation:

- Prepare inventor of means of transports employees use for their way to work, design simple questionnaire or download it from internet
- Elaborate strategy for action with the support of company management and work council

Save time and money by:

- Advance information / research on mobility management and regarding Best-Practice examples for companies

AF2.MS4: Funding – financial support for cycling

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Continuous financial support for the promotion of bicycle transport is necessary to guarantee long-term usage bicycles.

The following measures can be funded:

- Offer company bicycles (branded) for employees at a reduced price
- Subsidize the purchase of bicycles and equipment
- Offer reductions/discounts or vouchers for bicycle retail shops
- Refund/subsidize bicycle maintenance
- Rent bicycle parking boxes / parking facilities at public transport stations
- Subsidize combined use of PT and bicycle
- Subsidize folding bikes and Park&Bike
- Fund rental bikes (cargo bikes, tandem, trailer)



© AGFK-BW | Wirtschaftsblatt.at

Tips for implementation:

- Offer branded company bicycles that support the sustainable image of the company and serve as advertising medium
- Offer reward systems for staff members that do not commute by car (Parking Cash Out)
- Monitor and evaluate how funds are spend

Save time and money by:

- Use revenue from the parking management to promote cycling
- Check out national and regional funding opportunities

AF2.MS5: Use bicycles, cargo bikes or bicycle trailers for internal logistics operations

Implementation effort:



Costs: € € €

Acceptance:



Description:

A company can save time and money by using bicycles (cargo bikes) for logistics purposes.

There are many ways to implement cycle logistics within a company:

- Internal logistics trips (e.g. internal mail, small purchases)
- Use of cargo bikes for internal logistics between different company locations and within the company premises



© cyclogistics.eu


Tips for implementation:

- Test different types of cargo bikes before the purchase
- Sign maintenance contracts with a local bicycle shop

Save time and money by:

- Check for national, regional and/or local funding opportunities for cargo bikes

AF2.MS6: Use cycle logistics for deliveries

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Cycle-based logistics companies offer a reliable, fast, cost-effective and environmentally-friendly way to deliver your goods on (electric) cargo bikes to your customers.

- Delivery within the country in combination with public rail service
- Transport of larger deliveries is also possible



© cyclogistics.eu | M. C. Andersen


Tips for implementation:

- Gather information about services and tariffs of local cycle-based logistics companies and bicycle based deliveries, respectively
- Establish internal guidelines stipulating that bicycle delivery companies should be used for the transport of light goods on short trips

Save time and money by:

- Cooperate with local providers

AF2.MS7: Use cycle logistics for your own deliveries

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Bicycle messengers can carry out the delivery of small shipments, which are:

- Deliveries of letters and packages within the city
- Various delivery services, e.g. food delivery by bicycle
- Mail service on company premises
- Transport of small purchases



© cyclogistics.eu | Outspoken Deliveries


Tips for implementation:

- Gather information about services and tariffs of local cycle-based logistics companies and bicycle based delivery, respectively
- Establish internal guidelines stipulating that bicycle delivery companies should be used for the transport of light goods on short trips

Save time and money by:

- Cooperate with local providers

AF2.MS8: Exchange/coordination with other companies in the area

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Before starting the implementation of internal mobility management measures it's useful to exchange plans and possibly also to coordinate measures with other companies in the area. This may lead to a joint approach, with regard to

- Making contact with city/municipality regarding access to public bike path network
- Constructing joint bicycle parking facilities
- Carrying out bicycle joint maintenance days
- Cooperating with public transport operators (reduced costs for monthly ticket, Job-Tickets, etc.)
- Initiating bike-pooling



© FGM-AMOR

Tips for implementation:

- Invite neighbouring companies to exchange information in a relaxed atmosphere
- Clearly summarize planned measures and share the list with neighbouring companies
- Establish shared interests and agree on joint approach

Save time and money by:

- Possibly sharing tasks with neighbouring companies (e.g. establishing contact with city/municipality and public transport operators)
- Gathering information about funding opportunities on a national/regional/local level

AF3.MS1: Create bicycle maintenance opportunities

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

As long as appropriate tools – e.g. a bicycle service box – are available in the company employees should be able to carry out small repairs and maintenance work on their bicycles themselves.

A bicycle service box should contain the following tools:

- Air compressor/pump
- Screwdriver
- Repair kit
- Open-end spanner
- Allen keys
- Pliers
- Tire lever
- Oil
- Cleaning paper dispenser



© Verein Bicycle

Tips for implementation:

- Inquire at local bicycle shops after appropriate service boxes
- Install the service box close to the bicycle parking facility
- If installed outside the service box should be lockable

Save time and money by:

- Have a tool collection box assembled (private tools that employees do not need any more)

Field of Action 3: Service

AF3.MS2: Adapt a room to be used for bicycle repair work or establish service contract with local dealer

Implementation effort:



Costs: € € €

Acceptance:

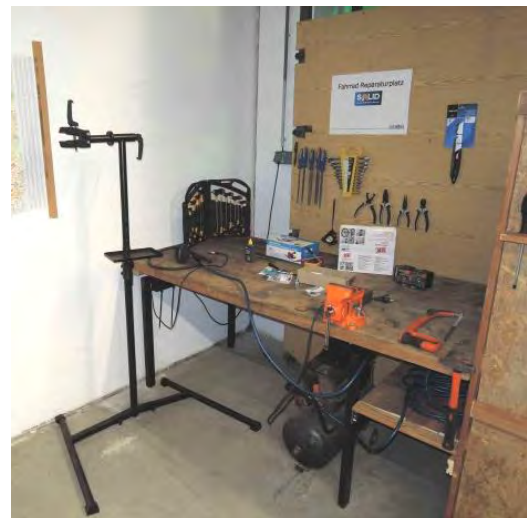


Description:

In addition to the bicycle service box a company can also dedicate an entire room to be used for bicycle maintenance work. Should no room be available it is possible to sign a maintenance contract with a local bicycle repair shop to support cycling employees.

A bicycle maintenance room might contain:

- Set of bicycle repair tools
- Air pump
- Bicycle repair stand
- Oil
- Repair kit
- Bicycle tubes and tires



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Tips for implementation:

- Make sure that maintenance workshop/room is easily accessible by bike
- Appoint person responsible for the maintenance workshop
- Offer voucher system for employees / year

Save time and money by:

- If no suitable room is available think about cooperating with neighbouring companies

AF3.MS3: Test days for bicycles and bicycle equipment

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Inform your employees during test days about different types of bicycles, e-bikes, bicycle equipment and let them try out special bikes. Especially E-bikes present a good solution for many people to switch from cars to bicycles.



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Tips for implementation:

- Contact local bicycle dealers early and arrange a date
- Provide sufficient space on the company premises to test ride the bikes
- Build an obstacle course / test circuit
- Determine who will be responsible for the organisation and execution of these test days

Save time and money by:

- Cooperate with local bicycle dealers
- Find local sponsors to support the organisation of the test days

AF3.MS4: Acquisition of company bicycles

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

As a means of transport company bicycles are cost-effective and fast. On the one hand be used within the company premises in larger businesses.

On the other hand company bicycles can be made available to staff members for their private use and the commute to work.



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Tips for implementation:

- Use company bicycles with the company logo as advertising medium
- Create a profile of requirements for the person in charge of allocating and reserving the bicycles
- Choose one or more bicycle types in cooperation with the bicycle dealer
- Design concept for allocation and organisation
- Organise procurement
- Hand out company bicycles also to customers or business partners
- Assure that company bicycles feature defined minimal standards (e.g. luggage rack, dynamo, rear reflectors, etc.)
- Sign long-term maintenance contracts with local bicycle repair shops

Save time and money by:

- Look online for central buyers of bicycles to negotiate better prizes
- When appropriate cooperate with neighbouring companies to get lower prizes by ordering larger quantities

AF3.MS5: Price reduction for employees in bicycle shops

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Contact local bicycle dealers, shops and workshops in order to negotiate price reductions for your employees with regard to:

- Purchase of bicycles, bicycle equipment and cycling cloths
- Bicycle repairs
- Testing of special bicycles (E-Bikes, PEDELECs, cargo bikes, tandems, etc.)



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Tips for implementation:

- Sign contracts with local bicycle dealers/ shops for long-term bicycle maintenance
- Acquire information about national/regional bicycle clubs offering reductions and discounts at partner companies

Save time and money by:

- Cooperate with local bicycle shops and repair shops
- Where appropriate, cooperate with neighbouring companies to improve negotiations regarding reductions and discounts

AF3.MS6: Rental pool of special bicycles for employees (folding bikes, cargo bikes, bike trailers)

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

A pool of special rental bicycles can help to increase the awareness of employees and demonstrate that bicycles are a realistic alternative to the private car. This pool might include: bicycle trailers, cargo bikes, bicycle equipment, etc. Bicycles and equipment might be purchased or leased through the local dealer:

- Special bicycles: PEDELECs, cargo bikes or even run bikes/training bikes for the children of staff members
- Bicycle trailers: cargo trainers, child trailers and trailer-bikes
- Bicycle Equipment: e.g. rain gear, panniers, bicycle baskets, rain legs, rain capes, gloves, locks, etc.



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Tips for implementation:

- Provide suitable space for bicycle/ equipment storage
- Establish clear rules for rental process/ rental forms
- Keep staff members informed about the rental pool
- Appoint responsible person for rental, maintenance and to supplement the pool

Save time and money by:

- Check funding for special bicycles (national/regional/local)

AF3.MS7: Anti-theft-protection

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Persons commuting to work by bike usually use high quality bicycles. Especially where bicycle parking areas are located in public space it is important to consider anti-theft-protection measures. A variety of measures can be taken to prevent bicycle theft:

- Subsidy for bike locks
- Coding systems
- Video surveillance
- Information on how to lock bicycles properly
- Offer bicycle parking boxes
- Subsidy for bicycle insurance



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Tips for implementation:

- Offer heavy stationary locks at the parking facilities for long-term use
- Offer double locks at bicycle parking facilities
- Avoid quick-release levers at saddles and front wheels

Save time and money by:

- Check if police offers bicycle coding days (free of charge) in your city/municipality

AF3.MS8: Periodical and seasonal bicycle-check-days in your company

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

During a bicycle check day in your company bicycles of employees are tested for their roadworthiness (breaks, light, etc.).

Small repairs can be done immediately on-site.

Held in early spring, this measure aims to make the start into the new bicycle season easier for employees.



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Tips for implementation:

- Determine focus of action depending on the season: e.g. „get your bike ready for winter“
- Send out information in time
- Ask employees to book in advance

Save time and money by:

- Aim at long-term cooperation with local bicycle dealer

AF3.MS9: Periodical and seasonal key actions

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Periodic key actions contribute to motivate employees to come to work by bike all year round.

Depending on the season different actions can be offered e.g:

- Make yourself visible - action to light and lighting in autumn
- Joint company tour in spring
- Winter check – Make your bike fit for the winter



© Christian Fürthner


Tips for implementation:

- Timely information
- Pre-registration for employees

Save time and money by:

- Annually repeating activities
- Long-term contracts with bike retailers

AF3.MS10: Regular health checks

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Healthy employees show a better performance and have fewer sick-days. To increase the health awareness among employees companies should invite to a yearly health check.

In the course of such a health check the following parameters are tested: weight, body fat values and blood pressure. Further tests may be done in cooperation with the company doctor.



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Tips for implementation:

- Send out information in time
- Ask employees to book in advance
- Establish regular contact with doctors and health services

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS1: Bicycle parking facilities close to the entrance (< 100m) or closer than car parking spaces

Implementation effort:



Costs: € € €

Acceptance:



Description:

The acceptance of a bicycle parking facility is not only influenced by the quality of the bicycle parking facility but also by its location. In principal, it is true that: “the closer to the entrance, the better”.

Parking facilities close to the entrance not only serve cycling employees but demonstrate that cycling has a high significance within the company.



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Tips for implementation:

- Transform a car parking space that is close to the entrance into bicycle parking space
- Plan bicycle parking facilities in building projects or conversion
- *See also measure „Number and Quality of Bicycle Parking Facilities“ for further quality criteria*

Save time and money by:


- Use existing funding opportunities in the area of bicycle parking

Attention:

- ☒ The measure „Bicycle Parking Facilities close to the Entrance (< 100m) or closer than Car Parking Spaces“ is a must to receive the certification as bicycle-friendly company in some countries!

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS2: Number and quality of bicycle parking facilities

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Offering appropriate bicycle parking facilities at the company location is an important prerequisite and one of the main reasons why employees decide to cycle to work.

The number of needed bicycle parking spaces can be determined as follows: **at least 1 parking space per 5 employees.**



© www.ziegler-metall.at

Roofed bicycle stands that enable the user to lock the front wheel to the bicycle stand are ideal. Avoid solutions that only stabilise the front wheel.

Tips for implementation:

- Place them close to the entrance area
- Ensure the roof is large enough to keep bikes dry even in bad weather conditions
- Measurements: calculate 200 cm x 80 cm per parking space
- Provide for/ consider expandability
- Assure accessibility or provide drive-on ramps
- Lighting recommended (e.g. motion detectors)
- Calculate sufficient space for getting bikes in and out
- Provide surveillance cameras for bicycle parking spaces that cannot be easily controlled otherwise
- Take steps to start initiatives for the transformation of car parking spaces in bicycle parking spaces on the company premises

Save time and money by:

- Use existing funding opportunities in the area of bicycle parking

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS3: Construct roofed bicycle parking facility

Implementation effort:



Costs: € € €

Acceptance:



Description:

A roof protects the parked bicycles from bad weather conditions. This way the bicycles are spared (e.g. from rust) and saddles protected from rain. Therefore, most of the bicycle parking spaces should be roofed. At least however those for long-term-parking,.

It is important that roofed bicycle parking facilities offer the possibility to lock both, front wheel and frame. Avoid constructions that only stabilize / support the front wheel.



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Tips for implementation:


- Ensure that roof is large enough to keep the saddle dry even in bad weather conditions
 - Measurements: calculate 200 cm x 80 cm per parking space
 - Provide bicycle garages and/or boxes for high quality bikes (racing bikes, E-Bikes, cargo bikes)
 - Assure accessibility or provide drive-on ramps
 - Provide power supply / loading stations for batteries of E-Bikes, if necessary
- For other quality criteria see also measure „Number and Quality of Bicycle Parking Facilities“*

Save time and money by:

- Use existing funding opportunities in the area of bicycle parking

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS4: Lighting of bicycle parking facilities

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

High quality bicycle parking facilities should have good lighting and high visibility.

Illuminated parking facilities with a good visibility increase the subjective feeling of safety in public space and prevent bicycle theft. Consider the possibility of solar panels if it is not possible to supply electricity for the parking facility.



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Tips for implementation:

- Install motion detectors for the lights
- Provide video surveillance for facilities with bad visibility
- Increase the visibility of the facility to increase safety and protection from theft or vandalism

Save time and money by:

- Use existing funding opportunities in the area of bicycle parking

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS5: Barrier-free, bicycle-friendly access / access to secured company premises

Implementation effort:



Costs: € € €

Acceptance:

**Description:**

People who can start the bike ride in the morning quick and comfortable are usually more likely to cycle. Therefore, bicycle parking facilities should be easily accessible and ideally located at ground level.

Parking facilities with steps or only accessible through narrow passages hamper bike use. Such obstacles considerably reduce acceptance even if the steps include ramps or grooves. Cyclists should be allowed to enter the secured company premises and park their bikes near the entrance.

**Tips for implementation:**


- Create accessibility e.g. with ramps
- Install rotary gate or barriers that can be passed by bikes

Save time and money by:

- Use existing funding opportunities in the area of bicycle parking

Field of Action 4.1: Infrastructure – Bicycle Parking

AF4.MS6: Bicycle service close to /directly at the bicycle parking facility

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

It is ideal to combine high quality bicycle parking facilities with other services like the provision of a bicycle pump, spare parts, etc.

These should be available directly or close to the bicycle parking area for small repairs or maintenance work to be carried out immediately.



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Tips for implementation:

- Purchase a bicycle service box with air compressor, tools and spare parts
- Store bicycle pump and spare parts (bicycle tubes and tires, bicycle kit, etc.) in a lockable box

Save time and money by:

- Use existing funding opportunities in the area of bicycle parking

Field of Action 4.2: Infrastructure – Access to Company Premises

AF4.MS7: Take first steps to assure good access to the cycle path network

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Cycle paths increase the comfort for cyclists, are highly accepted and reduce conflicts with other traffic participants. A dense cycling network increases the safety and simplicity for cycling in the city.

To ensure access of your company to the public cycling network with regard to cycling promotion within your company. The company can take first steps to ask the city/municipality to plan and provide new and direct access to the company premises.



© www.graz.at

Tips for implementation:

- Contact your municipality and explain your request
- Send an official request to the respective contact point

Save time and money by:

- Contact neighbouring companies that could support/share your request
- If needed, involve the local bicycle coordinator

Field of Action 4.2: Infrastructure – Access to Company Premises

AF4.MS8: Create bicycle-friendly access to secured/closed company premises

Implementation effort:



Costs: € € €

Acceptance:



Description:

Cyclists should have the shortest trip lengths.

This can be guaranteed by:

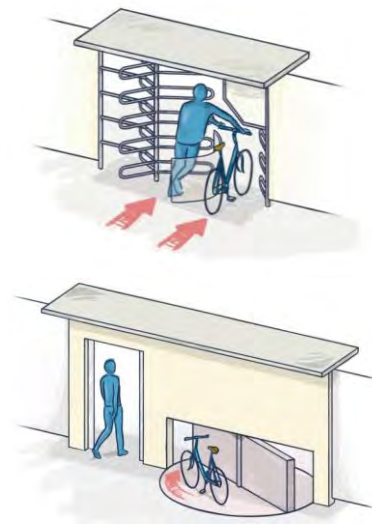
- creating a bicycle-friendly entrance to the company premises,
- bicycle parking facilities close to the entrance
- opening-up short interconnecting routes.

To facilitate access for cyclists to secured company premises a bar or a rotary gate can be installed allowing access for cyclists.

Examples for possible solutions are:

- Rotary gate
- Bicycle bar
- Bicycle sluice

Security issues can be solved by installing gates, bars, sluices, etc. that can only be opened by chip cards or are surveilled by video cameras.



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Tips for implementation:

- Install several sluices at large company premises
- Locate bicycle sluices as close to the bike paths as possible
- Allow cycling on company premises in general or on corridors leading from the entrance to important buildings
- Use signposts to show where cycling is permitted
- Check if a chip card system would be a possible option

Field of Action 4.2: Infrastructure – Access to Company Premises

AF4.MS9: Allow access for bicycles to secured/closed company premises

Implementation Effort: 

Costs: € € €

Acceptance: 

Description:

Allow access to secured / closed company premises for cyclists so that they are able to park their bicycles at bicycle parking facilities close to the entrance. Access authorization for cyclists enable an improved mobility on large company premises.




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Tips for Implementation:

- Check - and if necessary - amend access authorization / site rules
- Coordinate with management, works council and security personnel
- Inform employees

Field of Action 4.3: Infrastructure – Changing Facilities, Showers

AF4.MS10: Changing facilities

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Depending on the time of the year cyclists need special clothing and possibly need to change into different cloths before they start work.

To improve conditions for cyclists and to increase the attractiveness of cycling, changing rooms should be installed on the company premises.

Ideally these should contain lockers where rain gear and bicycle clothing or other equipment (e.g. helmets or back packs) can be stored securely.



© Schmidt Möbel

Tips for implementation:


- Install changing rooms as close to the bicycle parking area as possible
- Locate changing rooms in any room on the premises
- Provide a washing machine, a dryer and/or a drying room

Save time and money by:

- Establish a staff member responsible for handing out the keys for room and lockers

Field of Action 4.3: Infrastructure– Changing Facilities, Showers

AF4.MS11: Lockers for clothing and bicycle equipment

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

In order to improve conditions for cyclists, lockers can be installed in existing changing rooms or in other areas that are accessible for employees. Lockers are useful to store rain capes, cycling gear or other cycling equipment (e.g. helmet) in a secure way.

The provision of a shower enables cycling employees to freshen up before work.



© Ziegler-Metall

Tips for Implementation:

- The number of lockers depends on the number of bicycle parking spaces (1 : 5)
- Provide a washing machine, a dryer and/or a drying room in addition

Save Time and Money by:

- Establish staff member responsible for handing out the keys for changing room and lockers
- Check if there is a nearby fitness studio, swimming pool, etc. and sign a cooperation contract with them if it is not be possible to install a shower

Field of Action 4.3: Infrastructure – Changing Facilities, Showers

AF4.MS12: Drying rooms

Implementation effort:



Costs: € € €

Acceptance:

**Description:**

In strong rain, even well-equipped cyclists might arrive at work completely soaked. In a drying room their wet cloths can dry comfortably during worktime. In addition, wet pieces of clothing don't litter the office.



© AIAUNTERWEGS@wordpress.com

Tips for Implementation:


- Combine drying and washing rooms and save space and money in this manner

Save Time and Money by:


- Establish staff member responsible for handing out the keys for changing room and lockers
- Plan space for drying/washing rooms in case of new planning or relocating

Field of Action 4.3: Infrastructure – Changing Facilities, Showers

AF4.MS13: Showers

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Providing cycling employees with shower facilities gives them the opportunity to freshen up before work.




© Havergho

Save Time and Money by:

- Include shower facilities when new offices are designed or if existing ones are modified or renovated.
- Should there be no possibility to install showers consider to arrange a cooperation with a nearby fitness studio or swimming pool.

Field of Action 4.3: Infrastructure – Changing Facilities, Showers

AF4.MS14: Washing machineImplementation effort: 

Costs: € € €

Acceptance: **Description:**

In the best case scenarios the previously described drying rooms are fitted also with washing machines. Washing machines offer employees the possibility to wash clothing that got sullied on the way to work, directly at the work place.



© Edgeworks Climbing

Tips for Implementation:


- Use existing washing machines (e.g. those of the cleaning personnel)
- Choose machines with fast-washing and fast-drying function

Save Time and Money by:

- Establish staff member responsible for handing out the keys for the room

Field of Action 5: Parking Management as Complementary Measure

AF5.MS1: Restrictions for car parking

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Measures restricting car traffic have a positive effect on the use of bicycles.

Companies with in-house car parking spaces can link the allocation of the parking spaces to different criteria:

- No allocation of car parking spaces to employees that can reach the company by bicycle (e.g. within 3 km)
- No allocation to employees that could reach the company in a tolerable time by using a combination of PT and bicycle (e.g. it should not take more than 1.5 times longer than travelling by car)
- Access system to company car parking spaces
- Exemption for physically impaired persons and for using the private car for business trips



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Tips for Implementation:


- Transform car parking spaces that are close to the entrance into bicycle parking facilities or green spaces
- Calculate routes and compare travel times
- Position bicycle parking spaces closer to the entrance than car parking
- Appoint person responsible for allocation of car parking spaces
- Check if there are Park&Bike possibilities

Save Time and Money by:


- Include non-utilisation of parking space in employment contract
- Charge for car parking spaces

Field of Action 5: Parking Management as Complementary Measure

AF5.MS2: Paid parking for employees

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

This measure aims to employees for the provision of cost-intensive car parking spaces. Moreover, it's proven that parking management is one of the most effective measures to motivate employees to use sustainable modes of transport for their commute.

There exist different charging models:

- On a monthly or yearly basis
- On a daily basis, based on actual utilisation

The level of costs can be adapted to market-based costs of other parking spaces in the proximity of the company.



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Tips for Implementation:

- A department within the company should be elected to award the parking permits.
- Parking permits can either be checked on a random basis (according to license plates or a sticker as authorisation label) or via an access system.
- The access system consists of a gate and an access card.
- Random checks can be carried out by the person in charge.

Save Time and Money by:

- Define the internal project to be established with external help if necessary.

Field of Action 5: Parking Management as Complementary Measure

AF5.MS3: Transformation of car parking spaces close to the entrance into bicycle parking facilities or green areas

Implementation effort:



Costs: € € €

Acceptance:



Description:

Transforming car parking spaces has a realistic benefit, but also a symbolic value. It is thus an excellent opportunity for companies to demonstrate that supporting bicycle traffic is taken seriously.

By transforming just one car parking space up to eight bicycle parking spaces can be created. Therefore, this measure is characterised by a high degree of effectiveness.

If there are already plenty of bicycle parking places available the creation of green areas can be a good method to improve former car parking spaces.




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Tips for Implementation:

- Start with those car parking spaces that are closest to the entrance.
- If there are several entrances it is better to transform one parking space at each entrance rather than several at a central area.
- Label new areas with clear road markings
- Possibly install access barriers for cars (at least during the transition phase)
- Publish public relation work in different media (e.g. before and after images)

Field of Action 5: Parking Management as Complementary Measure

AF5.MS4: Use revenue from car parking fees for bicycle campaignsImplementation effort: 

Costs: € € €

Acceptance: **Description:**

Use revenue for parking management to finance measures that support sustainable means of transport.

This use of funds helps to continuously carry out support measures for bicycle traffic without having to use other company funds for it. This means that even if the company has to cut down on voluntary benefits in a certain financial year the promotion of bicycle traffic is not affected.

It is possible that the successful transition from car traffic to sustainable means of transport leads to lower revenue. That however, would be a desired effect.




© stefan-graf


Tips for Implementation:

- Revenue from parking management should be used primarily for expenses arising from the funding of bicycle traffic (e.g. maintenance and service of bicycle parking facilities, provision of bicycle related information, seasonal bicycle campaign days, bicycle inspections, etc.)
- Secondly, the funds should be used for investments (parking facilities, company bicycles, etc.)
- The use of resources has to be communicated in a transparent way to ensure relevant acceptance among car drivers.

Field of Action 5: Parking Management as Complementary Measure

AF5.MS5: Reduce the number of company carsImplementation effort: 

Costs: € € €

Acceptance: **Description:**

Many companies offer company cars to their employees. Despite the fact that a private use of such a car is usually taxable it has been shown that company cars are an incentive to use the car more often.

The manner in which companies handle the issue of company cars represents a powerful control instrument with regard to regulating car traffic.

Reducing company cars always leads to an indirect promotion of bicycle traffic.



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Tips for Implementation:

- Analyse the company policy with regard to company cars and reduce it to the lowest possible level
- Company policy should try to minimize air and car travel
- For business trips public transport, bicycles, or combined bicycle and train journeys should be considered (including the usage of folding bikes) as an alternative

Save Time and Money by:

- Introduce a pool of company cars, rental cars or Car Sharing offers rather than company cars for single individuals.

Field of Action 5: Parking Management as Complementary Measure

AF5.MS6: Car-related benefits are not included in employment contracts or are cancelled

Implementation effort:



Costs:



Acceptance:



Description:

Sometimes employment contracts include the utilisation of car parking spaces as a privilege for employees. Such agreements are usually detrimental when parking management models are introduced and reduce the acceptance of new concepts by employees.

This is why parts of the employment contract that refer to parking spaces should not be included in new contracts and be deleted from old ones based on mutual agreement.

The more alternatives for the usage of the private car are available the higher the acceptance level.



Tips for Implementation:

- The management can act as role model by reducing their own parking privileges and thus increase the acceptance and the understanding for parking management on the company premises
- Possible compensation: transport allowance for public transport or access to Car Sharing offers and/or company bicycles or right to use company bike for private purposes
- Possible compensation unrelated to the mobility sector (location and furnishing of work space, health features at the work place, etc.)
- To ensure acceptance among affected employees it is necessary to guarantee comprehensive information. Have new employment contracts checked by lawyers.

Field of Action 5: Parking Management as Complementary Measure

AF5.MS7: Car-related benefits do not exist or are reduced

Implementation effort:



Costs: € € €

Acceptance:

**Description:**

Car-related benefits like travel allowance for commuting by car don't exist or are reduced or cancelled.

The same is true for benefits with regard to parking costs or motorists. All types of company allowances related to cars are counter-productive with regard to supporting bicycle traffic and should thus be avoided.



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Tips for Implementation:

- Check the subsidy system of your company
- Eliminate car-related benefits
- It is also possible to transform them into public transport benefits (job ticket) or bicycle-related services (e.g. service vouchers for bicycle maintenance)
- If the company mission includes environmental objectives create a connection wherever appropriate


Save Time and Money by:

- Involve the worker representation early in the transition process

AF6.MS1: Create bicycle parking facilities for customers

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Companies that are visited by customers should provide parking spaces for this target group.

These systems should be aimed at short term parking. That means: parking facilities should be fast and easy to access by bike as well as safe and secure. In addition they should be located as close to the entrance as possible.

Bicycle parking facilities for customers signal an energy-conscious attitude towards mobility.



© Orion Bausysteme GmbH

Tips for Implementation:


- Sufficient space to come and go
- Secure and stable also when loaded with shopping bags

Save Time and Money by:


- Use existing funding schemes in the area of bicycle parking

Field of Action 6: Customer traffic

AF6.MS2: Motivational programme / system of incentives for cycling customers

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Depending on the type of the company it is possible to provide motivational programmes and/or a system of incentives for customers that encourage them to shop by bike.

Retailers of consumer goods have the possibility to sell bicycle baskets or panniers or to rent out a bicycle trailer.

Possible formats for motivational programmes:

- System to collect reward points
- Light and break check for customers
- Lotteries
- Bike&Buy campaign
- Stamp /sticker systems



© Land Steiermark


Tips for Implementation:

- Initiate cooperation with neighbouring companies
- Continuous cooperation with local bicycle dealers to design and implement campaigns
- Photo documentation and short description of implementation


Save Time and Money by:

- Indicate bike accessibility on stationary and information material about the company
- On the website provide link to describe bike accessibility

AF6.MS3: Bicycle service box

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Customers can carry out minor repairs directly at the bicycle parking place themselves if the necessary equipment is available. This might be a bicycle service box containing the following tools:

- Air compressor/pump
- Screwdriver
- Repair kit
- Open-End spanner
- Allen key set
- Pliers
- Tire lever
- Oil
- Cleaning paper dispenser



© Verein Bicycle

Tips for Implementation:


- Ask local bicycle dealer for appropriate service boxes
- The service box should be installed close to the bicycle parking space

Save Time and Money by:


- Ask your local bicycle dealer to put together a bicycle service box

Field of Action 6: Customer traffic

AF6.MS4: Informationen for cycling customers

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

A company can provide present and future cycling customers with information relating to different aspects of cycling.

Possible information material might include:

- Cycling map of the city
- Directions
- Seasonal information brochures
- Product information (e.g. trailers, baskets, rain gear)
- Safety information
- Overview web-based bicycle information (e.g. suppliers of bicycle apps)



© Stadt Graz

Tips for Implementation:

- Cooperation with various shops to implement incentive campaigns
- Cooperation with regional/local bicycle NGOs

Save Time and Money by:

- Cooperation with various shops to implement incentive campaigns in order to be able to offer divers prizes and rewards