


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.



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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