


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



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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