


Field of Action 1: Information, Communication, Motivation

**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)



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**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