


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)



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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.)