


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



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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