


Field of Action 1: Information, Communication, Motivation

AF1.MS4: Internal bicycle marketing

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

By continuously informing all employees about cycling-related issues the role of the bicycle within the company is strengthened. Those that already cycle receive important information that might improve the quality of their commute and future cyclists might be motivated to switch.

Distribute information via the following channels: company newsletter, intranet, flyer, poster, E-Mail, notice board, bicycle info-point, etc.

The following topics might be conveyed:

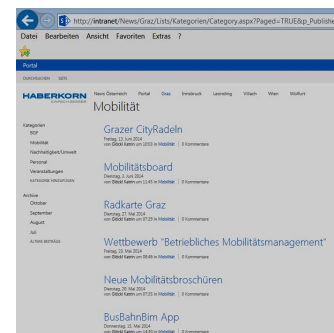
- Tips regarding:
 - purchase, bicycle equipment (light, locks, paniers, stands, tires, etc.),
 - cycling in winter / mid-summer
- Safety tips regarding proper conduct in road traffic
- Health check
- Bicycle events within the company / or in the municipality (B2W, Critical Mass, company cycling tour, breakfast for cyclists, cyclist of the month)
- Cycling routine and useful tools (cycling maps, online tools, apps)
- Improvements to the bicycle path network
- Contact details and contact person of regional cycling NGOs
- Information regarding complementary measures (e.g. parking management)
- Training programmes in the area of bicycle maintenance and safety



Jeder Mitarbeiter, der bis zum 08. September 2014 mindestens 100 km geradelt ist, nimmt am 25. September bei der Verlosung am Fahrradwettbewerb teil.

Neu! Zu gewinnen gibt es heuer einen Pradausflug mit Einkerschwing, der an jene Niederlassung geht, mit den meisten durchschnittlich geradelten Kilometern.

Auch innerhalb unserer Niederlassung in Graz werden unter den Top 3 Radlern wieder Preise verlost.



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Tips for implementation:

- Release at least one piece of information per month
- Create your own Corporate Design for „Bicycle“ – all bicycle-relevant information should have the same design

Save time and money by:

- Contact local bicycle shops and bicycle NGOs to get an overview about information and training offers