

# REPORT

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on Working session on creation of list of  
measures for campaign actions

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**MARKET PLACE ON CAMPAIGN ACTION FOR AWARENESS RISING ON PILOT ACTION AMONG TARGET GROUPS:**

**CAMPAIGN ACTION WITH LEAFLETS / WRITTEN MEDIA**

- Mobility newspaper
- Fun facts around the office (on walls, near door)
- SAVINGS: FAT: this nuns on fat and saves your money (cycling) / MONEY: this one runs on Money and saves your far
- Would you prefer a car over bike if available for 1 EUR? Car 30%, bike 70%
- Cycle-ride for the employees - guide tour on bikes focused on routes suitable for cycling to work
- You never walk alone with your own foot. I love walking.
- You don't stop me now with my bicycle - no cars
- It is treasure, to have pleasure, count and measure, public transport.
- I love car pulling
- Exhibition of photos - plans - info graphic from other (relevant) cities
- Newspaper articles and interviews
- Poster in workplace
- Newsletter by institutional e-mail
- Posters at the door
- Cycle chic campaign
- Bike to work campaign
- Press release in company intranet
- Contact campaigns for promoting e-mobility (in cooperation with e-bike/e-car sharing companies):
  - Try e-bike
  - Try e-car
- Be clever => ride clever!
- Quick fact to local newspaper about mobility
- Promotional billboards on car parking spaces
- Mobility setting a club in the city

**CAMPAIGN ACTION WITH VIDEO**

- Promotional video
- Funny videos with mobility thematic

**CAMPAIGN ACTION WITH SPECIAL EVENT OR/AND COMPETITION**

- Bike-pride festival ride
- Mobility pub quiz



- Electro-mobile competition
  - Max KMs
  - To save battery
  - Braking = charging practice
- Critical mass tours - 1 day trip
- Competition for employees - collecting »Green kilometres«
- E-bike / car testing
- Architectural competition to visualise the change of city environment & atmosphere
- Events with celebrities - e.g. well-known sport stars
- e-bikes day (try it)
- Rides around the city to discover safe trails on the e-bikes
- Free breakfast for CO2 fighting commuters
- Foto competition (my day on bike)
- Car free day
- Free e-bikes rental
- European cycling challenge
- E-bike trip around the city
- Free concert with info days
- »cycling day«
  - Electro bikes for testing available
  - Free fixing the bikes
  - Cargo bikes for testing available
- Biking breakfast
- Lunch for cyclist
- Ride - bike => win ticket to cinema! Company competition!

#### IDEAS FOR GIVEAWAY

- Bike-saddle covers with message c x reflex. Slap bands. = Free giveaway

#### OTHER IDEAS

- Place consumption of cars - redesign of parking space - put flowers, comfortable seats, serve drinks,... how nice it could be, with all this free space!
- Campaign rides of different vehicles - small town: let people go shopping by car, by e-bike, by bike, by bus and a foot. Will be fastest?
- Traffic snake game
- Mobile/computer play game - biking in a dangerous city - win bike
- Welcome screen (or background picture) on work PC



- Cyclo barometer of cities in your country - which country has best bike-paths? Is safest? Bikers will fill the questionnaire best city will win.