

Gaining Momentum



More biking in small and medium sized towns
of Central and Eastern Europe by 2020



mobile
2020

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About

This publication reflects achievements and challenges of the European Commission-funded project Mobile 2020 (More biking in small and medium-sized towns of Central and Eastern Europe by 2020)

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Implementing Partners in Central and Eastern Europe

The Regional Environmental Center for Central and Eastern Europe (REC) Bulgaria • REC Croatia • REC Czech Republic • REC Head Office (in Hungary) • BEF Estonia • BEF Latvia • Atgaja Community (in Lithuania) • REC Poland • REC Romania • REC Slovakia • REC Slovenia

Expert Organisations

Institute for Social-Ecological Research (ISOE) (Germany) • Hamburg University of Technology (TUHH), Department of Transport, Planning and Logistics (Germany) • IBC International Bicycle Consultancy (Netherlands) • Municipality of Zwolle (Netherlands)

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Target countries and partner countries of mobile2020



Introduction

Mobile 2020 was an EU funded project that had the challenging goal to improve the conditions for everyday cyclists in small and medium sized cities in Central and Eastern Europe. We wanted to reach this goal by educating cycling practitioners such as urban and transport planners, by establishing networks of cycling specialists and by making cycling a more visible means of transportation. Although mobile2020 has dealt with the conditions for cycling, rather than with the bike itself, it seems to us that the bike offers a striking image to represent the composition of our project.

A bike is a mostly two-wheeled, single-track land vehicle that is driven by muscle power. It consists of several components: a frame all other components are attached to, a handlebar to control the direction of the moving bike, a chain gear transmitting rotational forces via a chain, wheels to receive these forces, setting it in motion, and a brake to slow the bike down if needed.

Mobile2020 was driven by human power, just as any project is. Like a bike, mobile2020 consisted of

different components serving complementary functions. With a view on the project's center, our audience, we developed a theoretical framework that helped us to keep control of the direction of our efforts.

We gathered a group of 20 determined multipliers in the field to transmit the project's forces to our target countries. We invited practitioners from these countries to share their views and gain knowledge in order to support a motion of change. And as an opportunity to influence our velocity, we raised the awareness on the topic of the wider public in our target countries.

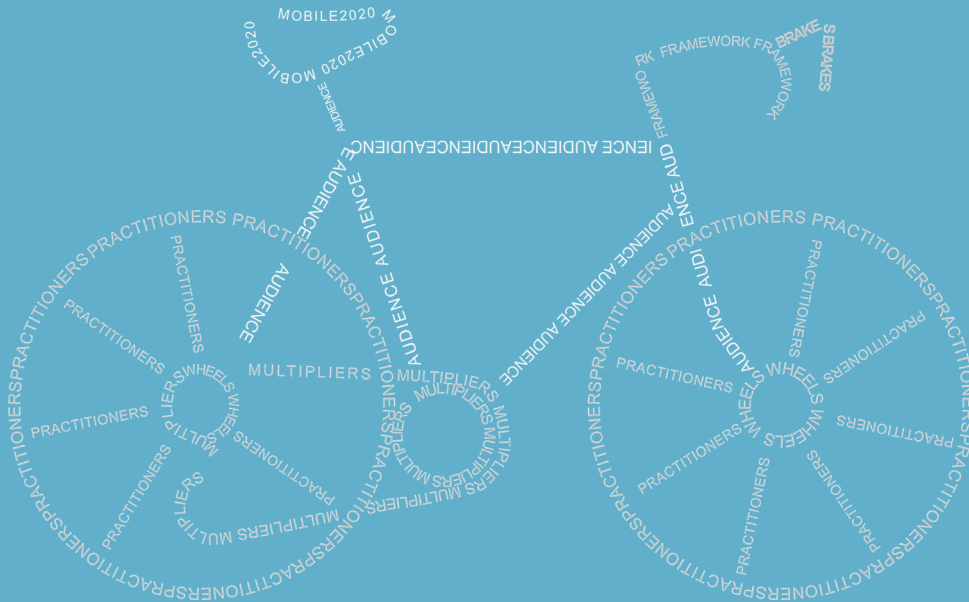
The project was driven by the determination and power of its team members, who have worked on its components, and were in turn powered by the positive feedback of their audience. Just like a bicycle, mobile2020 is more than the sum of its parts. From May 2011 until June 2014, mobile 2020 has developed into an effective vehicle for knowledge on concepts and measures for a sustainable cycling infrastructure in small and medium-sized communities in central and Eastern Europe.

With this report, we want to share insight into our efforts, successes and challenges.

Matthias Grätz
Project manager of mobile2020



Our Bicycle Frame - The Audience



Just as a bicycle frame is carrying the cyclist, our audience carried the objectives of our project. All the other components of a bike are attached to the frame. Our audience is the center of our project.

Mobile2020 has identified a large variety of stakeholders in each of the 11 target countries that are contributing in promoting and developing utility cycling. Several thousand persons participated actively in mobile2020. Representatives of these groups were brought together at national working groups and thematic seminars. In many of the target countries mobile2020 has contributed significantly to institutionalize these national working groups and give a kick to improving the legal or institutional frame.

We, the mobile2020 team, needed to understand our audience in order to provide them with the information they need. They are the ones that carry our objectives or refuse to do so. Facilitating the establishment of national working groups, where needs for knowledge and action are exchanged, gave us the opportunity

to get in close contact with our audience and learn from them. In doing this, we endeavored to stabilize the center of mobile2020 to ensure it could carry our objectives forward.

We organized a line of events and meetings with our target group in each of the countries in Central and Eastern Europe. There, we learned about local and regional good practice solutions as well as knowledge gaps, and found our own starting position as facilitating knowledge transfer and capacity building. As a result, we were able to identify the conditions for the national working groups we wanted to establish.

National working groups are in the position to promote cycling nation-wide and lobby for bike-friendly policies. They can foster an exchange of experience, provide expertise and recommend suitable consultants, who, in turn, can support cities with the development of cycling structures. National working groups can also coordinate the implementation of cycling measures.

Members of a national working groups must meet some prerequisites: they must work well horizontally, i.e. with each other; they also must be able to work vertically, creating links between different governmental levels - national, regional and local.

National working groups also need peoples with expertise in various fields of cycling policy: strategic and integrated urban and transport planning; infrastructure planning; services for cyclists; and communication and marketing for behaviour exchange. We wanted to ensure a high level of competence, responsibility, and engagement in the subject. We also wanted to avoid spiritless, theoretical discussions that don't produce significant or concrete progress in the development of cycling.

Our approach was to involve people from public institutions from various sectors and all levels of government (ministries, universities, research institutes, regional departments, local administrations, energy agencies, urban planners, centres of regional development, etc.). We also targeted non-governmental organisations (cycling associations, environmental NGOs, urban mobility centres, chambers of commerce, etc.) and people from the private sector (e.g. consulting companies, bicycle enterprises). These principles were applied in mobile2020 whenever a national working group was newly set-up and potential members were identified. But first, a decision had to be made, to establish the working group as a new institution, or to integrate it into an existing body. We had to find out, if a body already existed, and if it had the necessary competence and focus to effectively promote utility cycling.

A new working group might give new visibility and impetus to utility cycling. But when a group starts afresh it can take time to build up its reputation among the established cycling experts and organisations in the country. Caution must be taken not to isolate the group during its formative stage. Meanwhile, integration into an existing structure might provide a ready set of influential connections, but this approach risks "drowning" the subject of utility cycling in a pool of competing themes and priorities.

These questions fell within a national context, so our country teams needed to decide whether to establish a new group and build on existing structures based on the situations they encountered. In either case, the process

included several steps:

- A series of national meetings initiated the activity. In these, participants discussed priorities with regard to cycling in urban areas. Our local mobile2020 team in each country moderated these meetings.
- A second round of meetings was held to iron out cooperation principles between participants. Again, the local mobile2020 team acted as moderator.
- Meetings of the working group or newly engaged existing group were held on substantive issues identified at the priority-setting stage. Here, operational principles were settled to ensure the long-term functionality of the group.

Based on the urban mobility and cycling background in each country, the national working group took up an appropriate work load and agenda of activities. To categorize our 11 target countries we applied the following general model that indicates the national status of utility cycling:

Advanced:

- A national programme for cycling support is in place and utility cycling is generally seen as complementary to public transport.
- A well-developed cycling policy at national level serves as evidence that cycling as a mode of transport is a national priority and is no longer the exclusive domain of municipal governments.
- Human and financial resources are available, and relevant organizations and authorities receive adequate support for the development of cycling.

The role of the national working group is

- To participate in the development of a cycling policy,
- To supervise the implementation of measures, and
- To monitor the penetration of utility cycling within the mobility context.

In our target countries only **Hungary** could be slotted into this category. It has promoted utility cycling from national level through multiple promotional and

investment measures, and it was in the final stages of adopting an elaborate national cycling concept for the years 2014-2020. National networking was well established in Hungary already. We supported these activities and added value where possible.

Intermediate:

- Cycling issues are not a high priority of policymakers; however, they play a part in more general transport developments.
- The integration of cycling infrastructure into urban planning is ensured mainly by laws on spatial planning and supplementary regulations.

The role of the national working group is

- to promote discussion between various groups of stakeholders, e.g., civic organisations and ministries of transport,
- to facilitate stronger cooperation between transport departments and urban planning departments, and
- to strive to have cycling incorporated as a real mode of transportation in the city.

There were several countries in this category: In **Estonia, Latvia and Lithuania** intensive work was being undertaken to incorporate cycling into local transport plans; in Estonia, this process had impetus from the national government, which made sustainable urban mobility plans (SUMP) a precondition for EU transport subsidies. In **Slovakia**, the government was working on a national cycling plan, and had put material support behind a national networking initiative on transport cycling. The **Czech Republic, Poland and Slovenia** also fell into the intermediate category.

Beginners:

- No policy document explicitly mentions cycling as an independent transport mode and utility cycling is not part of the national transport policy.
- Cycling is rarely recognised as an alternative to the car for everyday commuting but is seen rather as a means of recreation or sport.
- Utility cycling efforts exist on a local level, and cycling conditions vary from city to city and depend

largely on municipal statutes and regulations regarding cyclists as participants in traffic.

- Investments depend entirely on local governments, and are therefore quite modest.

The role of the national working group is

- to help coordinate regional and local cycling policies and projects,
- to support communication and exchange of experience between localities,
- to advise on shortcomings with existing regulation and convey requests for changes in legislation at national level,
- to raise awareness and implement promotional activities on utility cycling.

Romania, Bulgaria and Croatia fell into this category; each had a few cities with advanced cycling cultures, but utility cycling at national level was either very new or not yet accepted as a priority. In all these countries, the working groups had good participation from municipal stakeholders, but they were challenged in finding a *raison d'être* in the absence of national-level engagement.

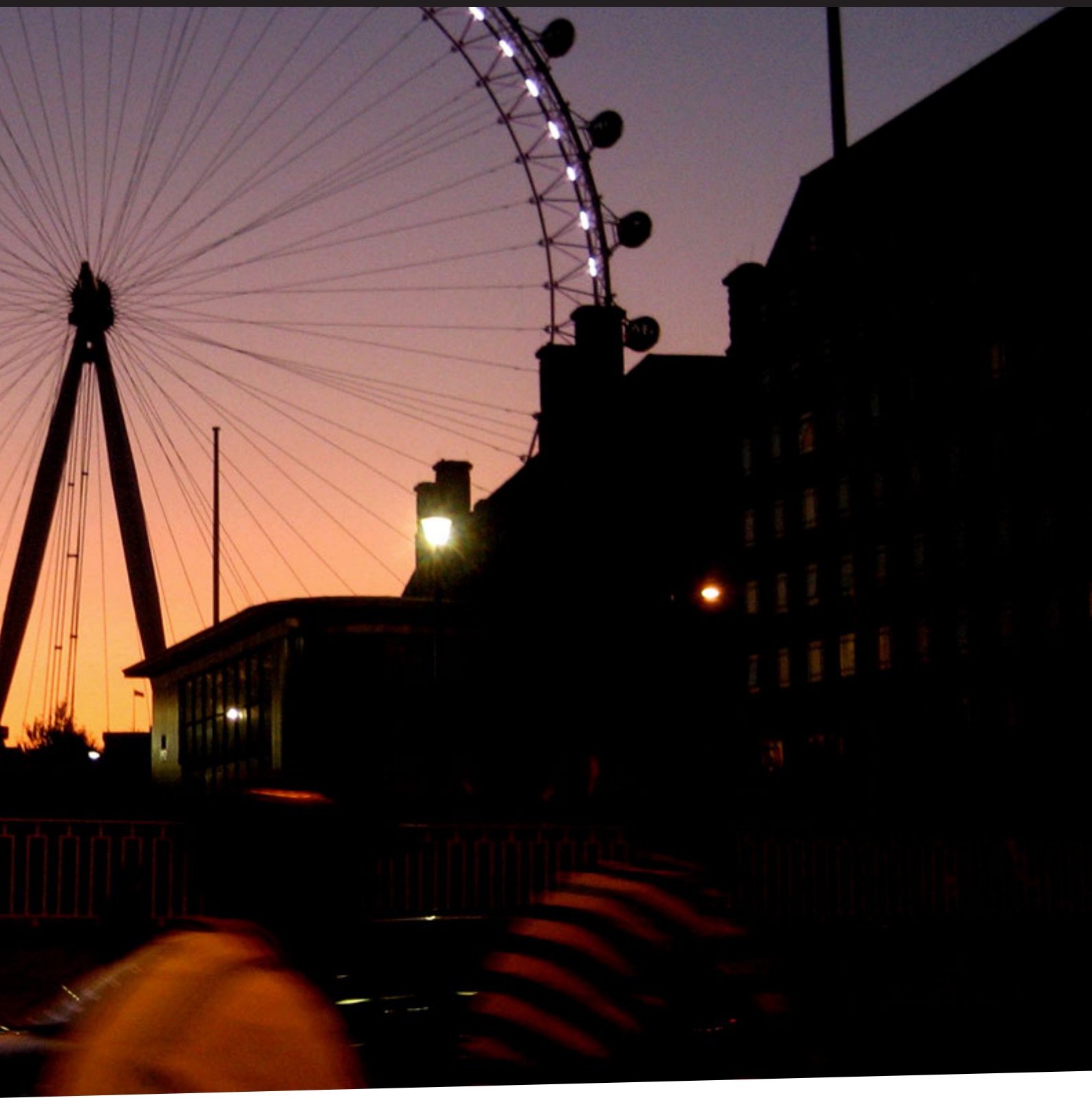
Mobile2020 established fully functional national working groups in all 11 of the project countries. They were organised and constituted to suit country needs and conditions. The main aim of the national working groups is to improve the framework conditions for utility cycling and encourage the implementation of cycling measures at regional and local levels. However the first steps also included the identification of knowledge gaps and infrastructural needs within the countries. The most important gaps defined at beginning of the project were missing infrastructure, and the common view that if the cycling roads are there, people will cycle, as well as the highly skeptical views on soft measures like “communication.” However, in the course of the project, its seminars and study visits, the target group came to understand the need to think systemically about cycling. Building on the needs of our audience, we planned our seminars to support their knowledge in accordance with our theoretical framework “cycling as a system”.

Positive Experiences

- The coordinating roles for the national working groups were assigned to the local mobile2020 partner organizations -- REC, BEF and Atgaja - to ensure operation and continuation of the working groups. However, it is possible that this role will be handed over to other organisations in some countries. Cycling NGOs may be good candidates for this task, especially in countries where cycling initiatives are normally driven by the civil sector.
- Municipalities see themselves as beneficiaries of the national working groups. The cities and towns that are most dedicated to changing and improving local cycling conditions are also the most active participants in the national working groups.
- The range of activities taken up by the national working groups on cycling is wide and includes, inter alia, work on the national cycling strategies, advice in the creation of bicycle-friendly legislation, monitoring and implementation of cycling policy, discussion of marketing options for utility cycling, and other ad hoc tasks.
- Flexibility in selection of the national working group activities leaves the docket open to address emerging issues in utility cycling development in the country.

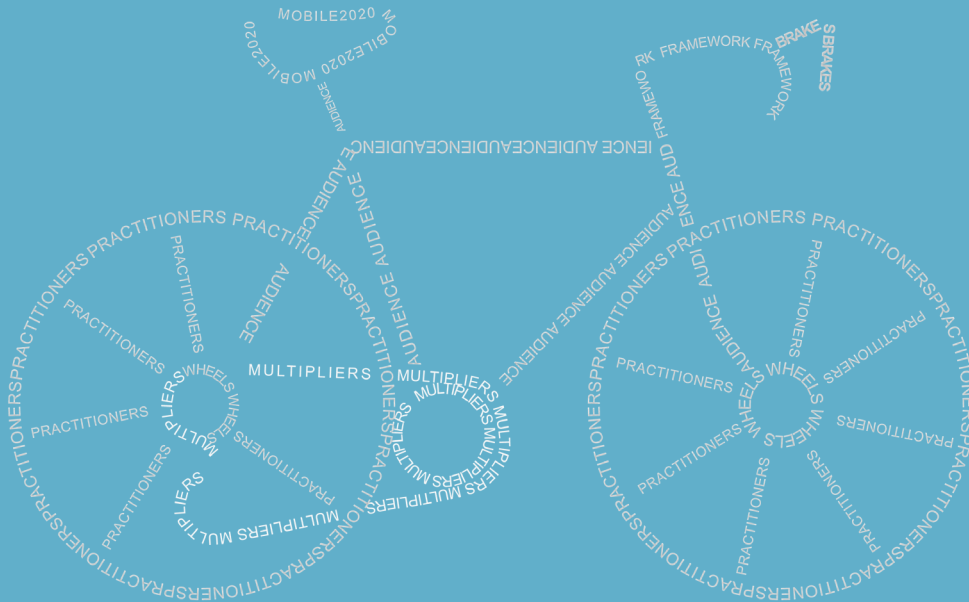
Challenging Experiences

- Finding and engaging the right cycling experts is a challenging step in activating the networking process and creating the national working groups. In most cases, this expert, or expert organisation, come from the cycling NGO community.
- Experience showed that governmental involvement varies widely from active cooperation in every meeting to passive observation. The level of involvement correlates to the cycling policy background in each country and active government participation correlates to strong cooperation of all stakeholders. Successful continuity of the national working groups, in most cases, depends on the interest and involvement of government representatives.
- Success in institutionalisation of the structure depends on certain conditions - political will to promote utility cycling policy development, high commitment and engagement of national/state institutions, and funding. These preconditions were met in only a few countries where the national working group was established as a legal entity with its own legal identity, budget and statutory basis.
- While a more common informal approach might also lead to long-term continuation of activity, it is still important to get participation from state institutions, as well as from NGOs, active and knowledgeable cycling experts, citizens, and municipalities.





Our Chain Gear - The Multipliers



Chain gears are a flexible drive mechanism. They transmit rotational forces with fixed or interchangeable gear ratios via chain. In our project, multipliers were the drive mechanisms for our activities. In a clearly defined relationship to the overall project they transmitted forces to bring the project in motion.

Mobile2020 has trained a group of 20 multipliers on the complex issue of utility cycling. These multipliers were key persons to organize the project's training courses for cities and towns as well as for promotion of the project's activities in their countries.

“Train the trainers” means to enable selected people to act as multipliers for cycling promotion in their own national multiplication process. In other words, it meant to equip our bike with an efficient and flexible chain gear to gain momentum. In order to support and increase the knowledge of 20 national multipliers from 11 Eastern and Central European countries, we held 4 training seminars. The knowledge and case studies presented during the seminars were mostly based on our own mobile2020 training handbook. The participants received a preliminary version at the first seminar, so they could deepen their understanding on their own and by joining discussions at the following seminars.

In addition to the information and examples already included

in the handbook, the scientific team of mobile2020 presented new examples and further knowledge in the seminars. Also local experts from the hosting cities and external experts contributed additional knowledge and examples from a strong practical perspective to the seminars.

All 4 seminars were held in cycling frontrunner cities all over Europe. We wanted the participants to gain their own experience of good cycling solutions and explore different mobility cultures. The four cities were Odense (Denmark), Västerås (Sweden), Zwolle (The Netherlands) and Bolzano (Italy). Personal experience and the exchange with practitioners in the hosting cities were emphasized during the seminars. Bicycle excursions were a good way to link theoretical knowledge gained during presentations and the real implementation within the cities in question. Homework and guiding questions for the time between the seminars facilitated the discussions during the seminars and also allowed international exchange about the specific national situations.

Resuming the four capacity development seminars one can say that they fostered the knowledge and experiences of the multipliers on the topic of cycling promotion. The seminars also provided room for good and interesting discussions, transnational exchange and they raised new questions. It was possible to include different interactive methods, for example during the different presentations, exercises and in the working groups. All in all, the seminars fulfilled their aim to prepare the multipliers for their own national multiplication process.

Positive Experiences

- The train the trainers setting led to constructive discussions between multipliers with different national backgrounds.
- The multipliers were eager to learn and gain new knowledge on cycling promotion.
- The seminar held the opportunity for the multipliers to make an impact on the completion of the handbook based on their own ideas and national situations.

Challenging Experiences

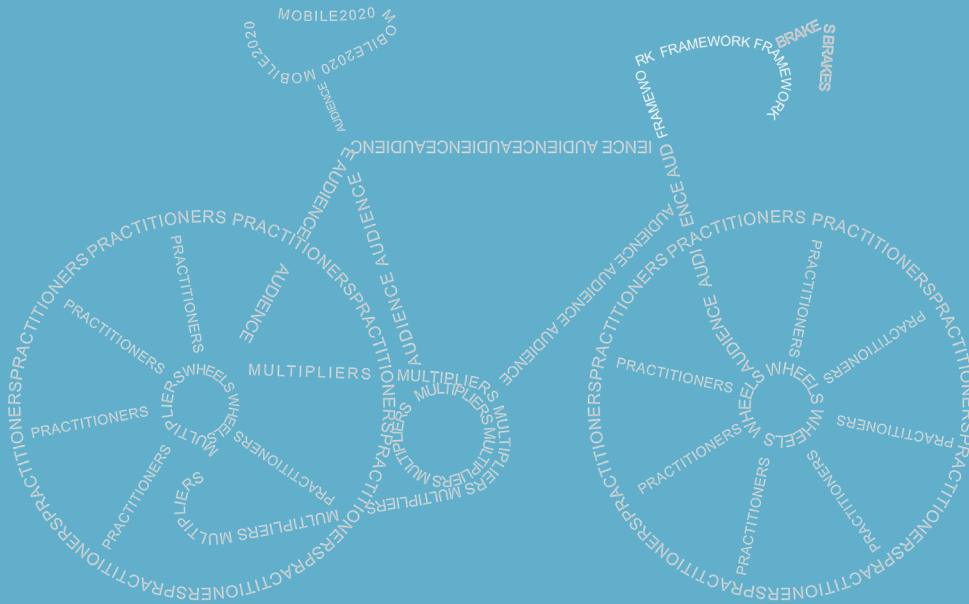
- If multipliers leave the organization, the knowledge leaves with them; changing multipliers are a challenge for the national multiplication process, however, fluctuation in personnel is common practice and must be addressed by feed-backing processes and further train-the-trainers activities at the home office.
- To bring multipliers from many different countries to international seminar locations is an organizational challenge







Our Handlebar - The Framework



The handlebar is used to control the direction of a bicycle with the hands. It is at the same time one of the rider's three contact points with the bike, along with the saddle and pedals. A systematic theoretical framework gave us control over the direction of our activities; it was our handlebar.

Mobile2020 has developed a comprehensive and unique handbook on cycling inclusive planning and promotion. It has been adapted to local conditions and translated into the 11 national languages of the target countries. The handbook became the outstanding product of the project. It is the first comprehensive approach to cycling published in many of the target countries. Originally we planned to translate some chapters for the national seminars, but all 11 partner organisations decided to translate the full book. This proved to be of utmost importance in order for the competent authorities to improve their cycling policies, especially considering that such efforts must involve more than building cycling roads.

Cycling as a system

When setting up the concept for the knowledge transfer and capacity development process in mobile2020 it was our aim to follow an integrated approach. We understand cycling as a main pillar of a future oriented urban mobility. This means that the promotion of every-day cycling is a continuous process which needs more than just well-thought-out investments in bicycle infrastructure. The decision of people to use the bicycle as an everyday means of transport is not simply influenced by infrastructure alone. Therefore, it is crucial to consider that travel behaviour is rather influenced by lifestyle-specific routines and habits than just rational decisions. One example of a routinised behaviour is the use of a bike or car for a short trip; this not necessarily a decision made anew for every trip.

Cycling promotion is more than building infrastructure

As such decisions are influenced by the general conditions in a city, it is not enough just to build islands where advanced infrastructure exists. Far more is needed to follow a systematic approach, which addresses both emotional and cultural aspects of cycling as well as technical and infrastructural conditions.

For example, positive public perceptions of traffic safety may result in residents' collective impression of safe infrastructure, and a greater sense of trust if they feel safe and respected as cyclists. Creating safe cycling conditions by building a cycle infrastructure is, therefore, undoubtedly a major and urgent task in the Central and Eastern European countries. But it means including emotional and symbolic benefits of cycling, which could change the image of everyday cycling and the mobility habits of citizens. Transport behaviour is influenced by what people think and feel about different mobility options. This becomes apparent when cycling lacks the appearance of being a full means of everyday transport, and is seen only as a recreational activity. Other examples are the perception that cycling is only for ultra-greens, young, dynamic urbanists, or poor people. Countries like the Netherlands, where cycling is wide-spread and even the King cycles in public, show that other perceptions are possible. This demonstrates that cycling as a mode of transport depends not only on infrastructure.

As it is not possible to change these mobility habits and meanings attached to bicycling by simply establishing new bike lanes or facilities, professional communication towards behavioural change is essential for achieving a more frequent bicycle use in urban transport. Every kind of communication action towards behavioural change has to take into account the symbolism attached to cycling. To influence this symbolism in people's minds by communication means to aim at long-term established emotions, values, fears and needs of the people.

The consideration of communication towards behavioural change as one pillar to establish cycling as a system shall not be subordinated to cycling infrastructure. Both the material dimension of the transport infrastructure and the symbolic dimension it also carries are an expression of a specific mobility culture. For the promotion of cycling as a mode of everyday transport in the cities where mobile2020 was active, it was therefore essential to look at the integrated urban and transport planning, building of bicycle infrastructure, services for cyclists and the

communication towards behavioural change as an intertwined process. The materials which were tailored for capacity development and the curriculum for the training seminars in mobile2020 therefore followed an integrated approach of the concept of sustainable mobility culture (Deffner/Götz 2010).

The knowledge transfer in mobile2020

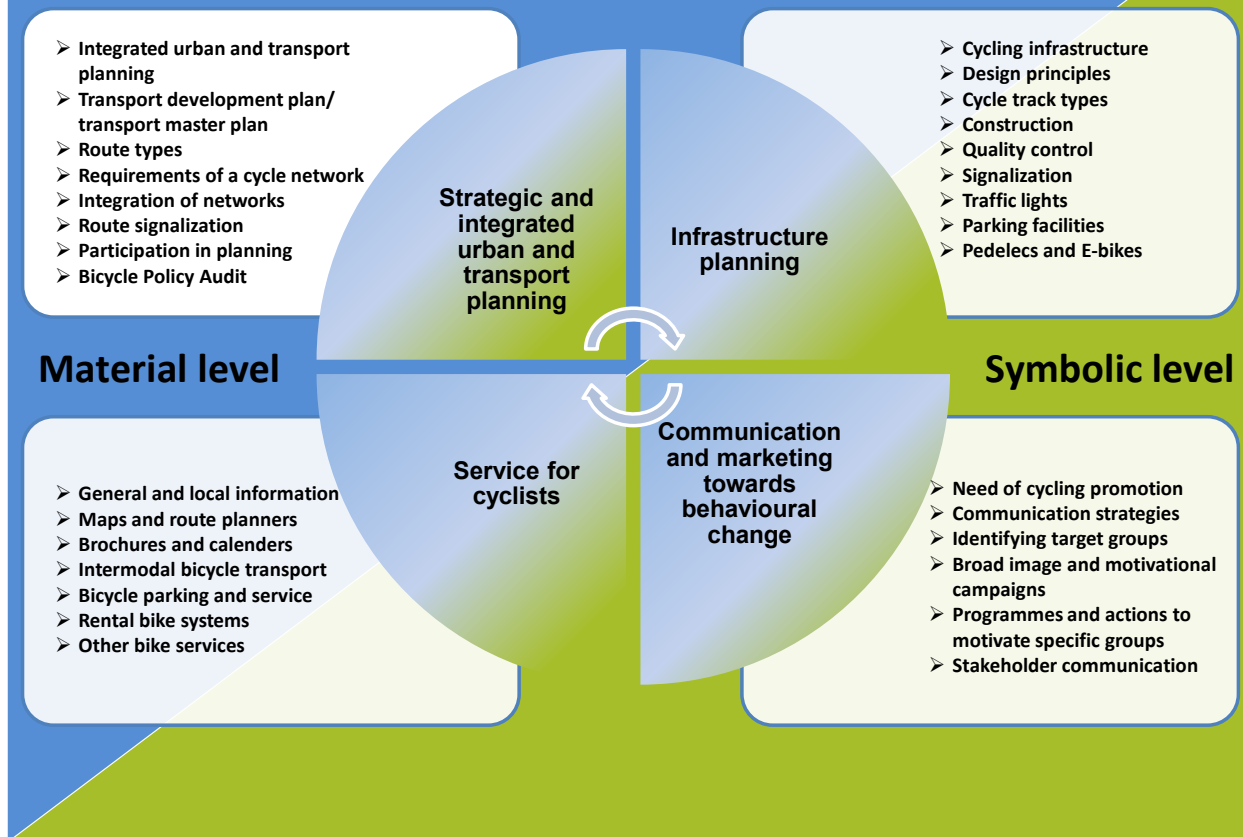
As previously mentioned, the concept for the knowledge transfer was guided by the understanding that it is necessary to have an integrated approach. But on the other side we had to reduce complexity and find a pragmatic approach to make the process of strength-ening the capacities of multipliers in the target countries manageable despite a limited number of training seminars and materials. The promotion of cycling consists of several thematic fields which have close connections, overlaps and interdependencies. For the capacity development process we identified four different thematic strands:

- Strategic and integrated urban and transport planning
- Infrastructure planning
- Service for cyclists
- Communication and marketing aimed at behavioural change

These four topics are reflected in the main chapters of the "mobile2020 handbook on cycling inclusive planning and promotion". Each of the four training seminars for the multipliers focused on one specific thematic strand. However, there were overarching aspects which have been covered several times in the seminars from different perspectives. An important aspect of the seminars has also been to link theoretical knowledge with practical exercise and own experiences during bicycle excursions in the seminar cities.

Figure 1 gives a schematic idea about the concept and the main contents of the four thematic strands of the mobile2020 materials and seminars. The figure also shows that cycling mobility is a system containing a whole set of different elements that

Mobile2020 - cycling as a system



allow an adequate use of the bicycle. This becomes clear for instance, when cycling routes are considered automatically in urban and traffic planning or when cycling is seen as part of an in-termodal transport system, which combines bike parking facilities or bikesharing at public transport stations. Other examples are communication measures which are connected with the implementation of new cycling infrastructure to encourage more people to use the new facilities or when cycling training is part of the general school curriculum. For the knowledge transfer, it was significant to emphasize that every thematic strand should be understood and implemented in connection with the other themes because isolated measures like building new facilities cannot be separated from

measures like service, in-formation, or communication when intending to change the cycling conditions in towns and cities.

There are no one-size-fits-all solutions for cycling promotion

It was no less important to highlight that not all approaches and presented examples will fit for all local conditions in the mobile2020 partner cities. We had the aim, however, to show the broad variety of measures available to inspire new ideas on how thoroughly in-tegrated cycling policies and conditions can be. Additionally, it was necessary to empha-sise that the applicability of the presented best practices must be evaluated against the lo-cal background of

where they are to be implemented. A frequently asked question during our training seminars has been: What are the most important or very first cycling promotion measures to start with in cities with just a low modal share of cycling and insufficient infrastructure? To provide a tool to find the right balance between different kind of measures in the fields of infrastructure planning and implementation, service and communication we have adopted the starter, climber and champion approach developed in the PRESTO-project (see Dufour 2010). The approach distinguishes cities into starters, climb-ers, and champions depending on their bicycle development levels, and based on two indicators (cycling conditions and cycling rate). According to the stage of development of a city, the approach suggests a possible sequence of different cycling related measures. The emphasis of activities for starters is on improving infrastructures (e.g. establishing a safe and direct cycling network) while communication focuses on encouraging cycling. For climbers, communication is further enhanced and building new infrastructure becomes less important. Communication in climber cities shall convince more people to cycle. For champions, the infrastructure shall become more attractive and it is important to reward cycling with communication and promotion measures. This approach is in line with the integrated approach of mobile2020 that it is important to combine infrastructural with service and communication measures and to develop strategies relying on local conditions.

Conclusion

The approach of 'cycling as a system' with four focus topics has been followed in the handbook compilation and the multiplier training seminars. This proved to be reasonable and well-adapted to foster the understanding that cycling must be promoted in an integrated way. It was helpful to concentrate on one main topic in each of the training seminars. Thus, it was possible to encourage an understanding about the complex approach of cycling promotion within only four seminar sessions. As the evaluation of the training seminars shows, the topic selection as well as the selection of the presented case examples have been estimated

as very positive by the participants. Another important aspect of the seminars has been that they have taken place in different cycling frontrunner cities. So it has been possible to link the theoretical knowledge with real-life experiences during bicycle excursions. Although some solutions in the visited cities were perceived as too far advanced by the participants when compared to the situation in their home countries, it was possible to give insights in very different mobility cultures and to highlight that different paths are possible to become a bicycle friendly city.

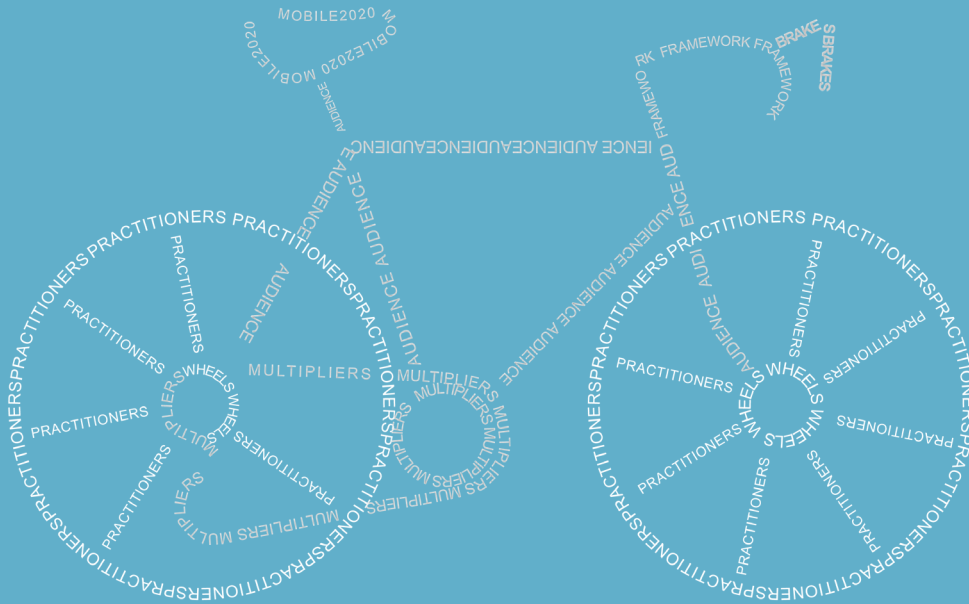
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Our Wheels - The Practitioners



A wheel set is defined as the whole of front and rear wheels on a bicycle. In Conjunction with axles, wheels allow objects to be moved. In our project, practitioners executed the movement we were planning. Practitioners were the wheels of the change we intended.

Mobile2020 has trained staff from 375 communities from 11 countries in Central and Eastern Europe on the complex issue of utility cycling, brought international experience to them, and gave concrete tools to the decision-makers to audit and benchmark the current situation and to best apply sound, non-expensive and easy to implement measures for local circumstances.

From the multipliers the force of our project was transferred to the practitioners. They are the ones to absorb the knowledge we prepared and wanted to transfer. Only by them can it be implemented and lead to the change we intended . Within mobile2020, we made use of our theoretical framework to conduct information events and thematic seminars with the

purpose of transferring our knowledge and expertise on cycling and good practices from Western Europe to our target countries.

In total, we organized 63 thematic seminar and information events throughout 11 countries, from 5 to as many as 11 events per country and provided a total of 76 days of interactive training. Our Seminars and information events were attended by representatives of 375 municipalities, as well as representatives of their associations/unions and other cycling stakeholders. We presented them with an opportunity to get informed and educated about the different aspects of urban cycling, specifically tailored to their needs.

We conceptualized the seminar series as a set of four thematic, interactive seminars to be organised in each of the target countries. Each event corresponding to at least one of the four key segments of cycling we identified in our theoretical framework, “cycling as a system.” The multipliers were, however, encouraged to adapt the concept and structure of their national seminars to the specific national circumstances, i.e. the size of the country, thematic priorities and interests regarding cycling. Municipalities typically had the possibility to attend one or more of the



seminars presented in the introductory seminar. They could choose according to their local preferences and possibilities. Due to this flexibility, practical implementation of seminars saw many different approaches. Each one fitted best for the respective situation.

In Croatia, Romania, Czech Republic and Estonia, we addressed all 4 key topics in each of the seminars. This seminar structure was replicated in different regions; In Slovenia, we organized a different programme for each seminar, so that participants could attend several different events. Due to the country size this was well feasible here. Furthermore, some additional topics were introduced such as traffic safety and financial aspects of cycling-friendly city planning;

In other countries we focused on 2 priority topics.

In Bulgaria, we presented information on integrated planning and cycling promotion. Our Latvian multipliers focused their seminars on the topics of infrastructure and cycling services. These decisions about content were based on the feedback about priority seminar topics directly received from municipalities;

In the Czech Republic, Slovakia, Bulgaria and partly Slovenia, we conducted joint events with other similar projects in the country, and shared the efforts;

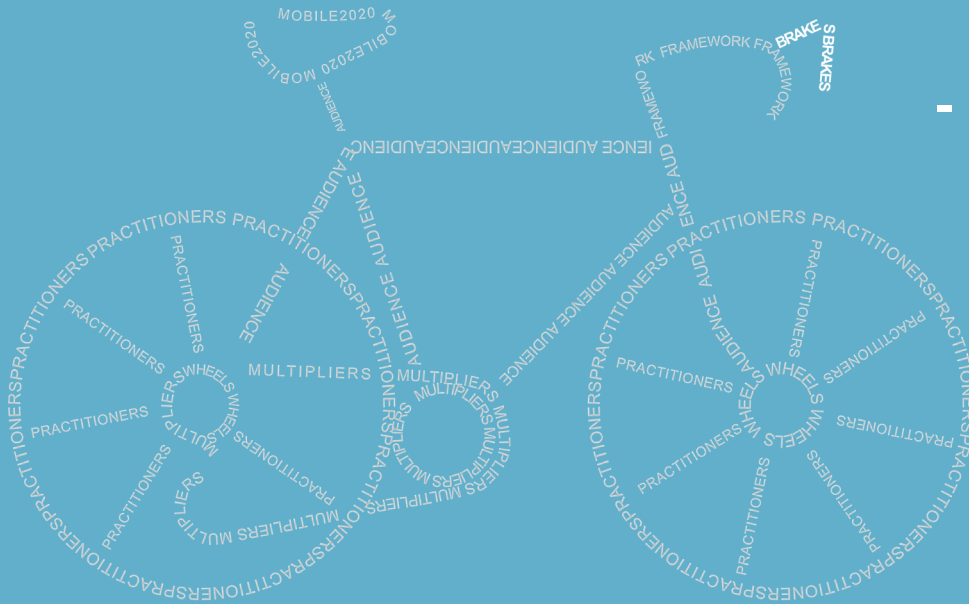
In Lithuania and Hungary, we paid equal attention to each of the key topics of sustainable cycling. They were addressed in a separate seminars, each one open to all municipalities in the country;

We organized only one thematic seminar in Poland, but it was designed as a 5-day-long Master class covering all 4 key cycling topics. Here, out of 15 we recruited 4 participants from different municipalities as future multipliers. They will do further work on building capacities in regional groups of municipalities following the mobile2020 agenda and using mobile2020 resources.





Our Brakes - The General Public



Bicycle brakes are used to brake a bicycle in motion. They are an important component of the bike and serve the safety of the user as well as other road users. Brakes are - as far as one is cycling in public places - required by law. In democratic settings, the general public is a monitoring body of the community. For appropriate activities triggered by our project, the awareness of the general public served as a brake.

In the frame of mobile2020, 10 educational video clips have been produced and translated into 11 local languages, broadcasted at YouTube; furthermore 11 video competitions have been held, receiving 136 videos from citizens, 15 cycling tours have been organised and we gave 33 awards for the best municipality in terms of advancing cycling.

Given there is a bike-friendly infrastructure, cycling is easy. Keep balance, transfer your force to the wheels via your chain gear and hold on tight to your handlebar to control your direction. But still, there might be

trouble ahead, you haven't noticed yet. Good for you if you have equipped your bike with a nice pair of brakes. A project aiming to impact urban planning in 11 countries should consider some brakes, too. For us, an informed and interested public fulfills this function.

In mobile2020, we produced 10 educational video clips that cover main thematic areas of utility cycling: The cycling infrastructure, traffic safety, cycling friendly cities, and good reasons to cycle. We translated these video clips to the 11 national languages of our target countries and published them all on Youtube. More than 3500 people watched them so far, and they will stay available after the project ended (Watch the videos at <http://www.youtube.com/user/tdaggers/videos>).

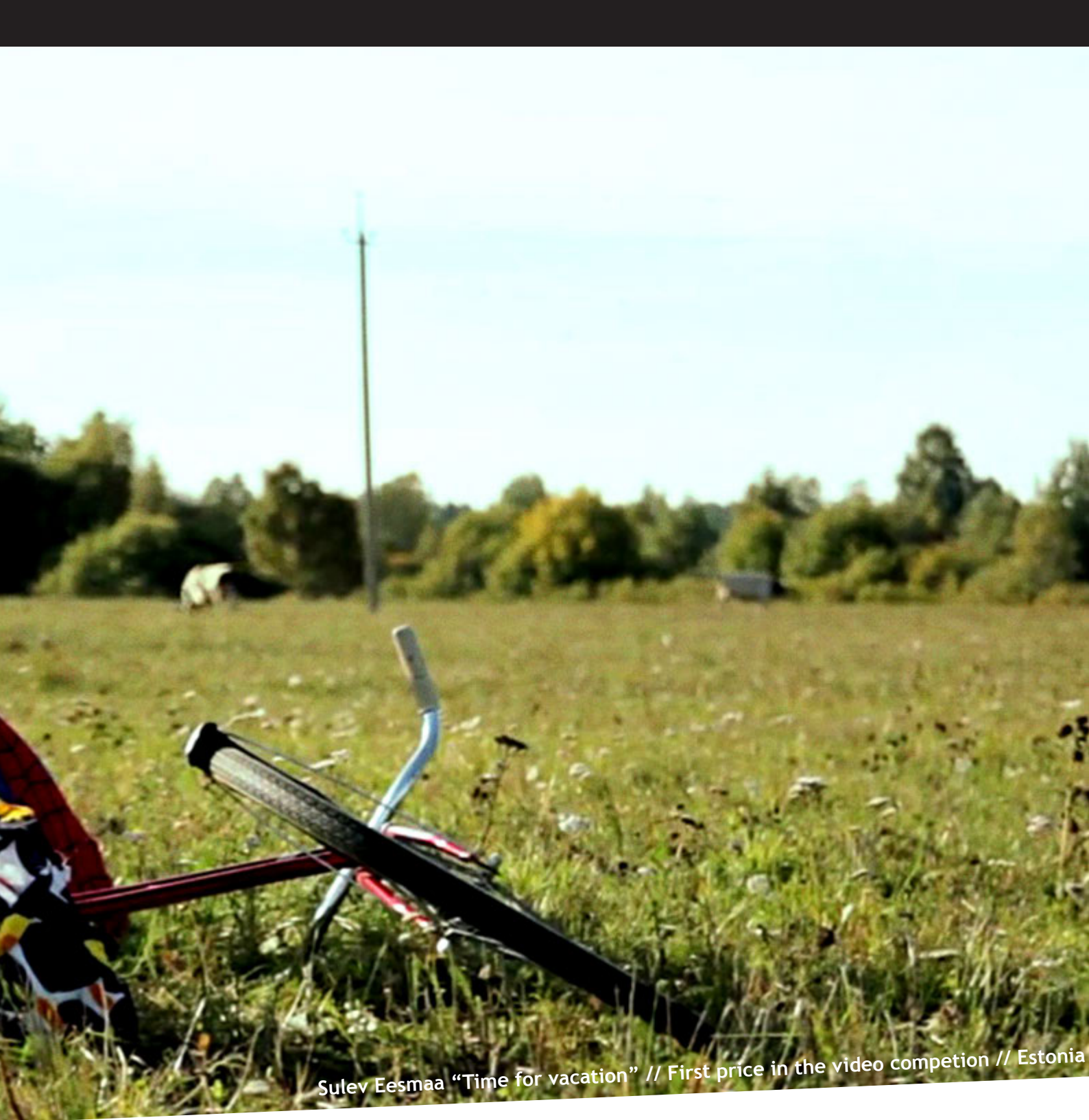
To educate people is one thing, to encourage them to formulate opinions and to exchange them, is something else. In mobile2020, not our cycling professionals produced video clips, but also citizens. We conducted video competitions in our target countries inviting citizens to upload their own short video clip on video platforms. In total 136 short films were produced and participated in the national competitions. In some countries this action had a big echo, like in Hungary,

where our team received 80 contributions and had a hard time to choose the winner. All together we awarded 33 videos and the winning clips are published on our website ([link](#)).

In order to show people shortcomings and good achievements of cycling developments, rather than to motivate them to cycle, we organized cycling tours in all 11 countries. In some countries cycling tours were organized by our national teams, while in other countries the project teams supported large cycling events to promote the project and give some input based on our theoretical framework of utility cycling.

In our view, many municipalities in our target countries really deserved an opportunity to present their efforts of developing a strong cycling infrastructure. Therefore, we also conducted competitions in which they were asked to present their innovative approaches to cycling, their policies to increase cycling potential in their town and their communication techniques with citizens.

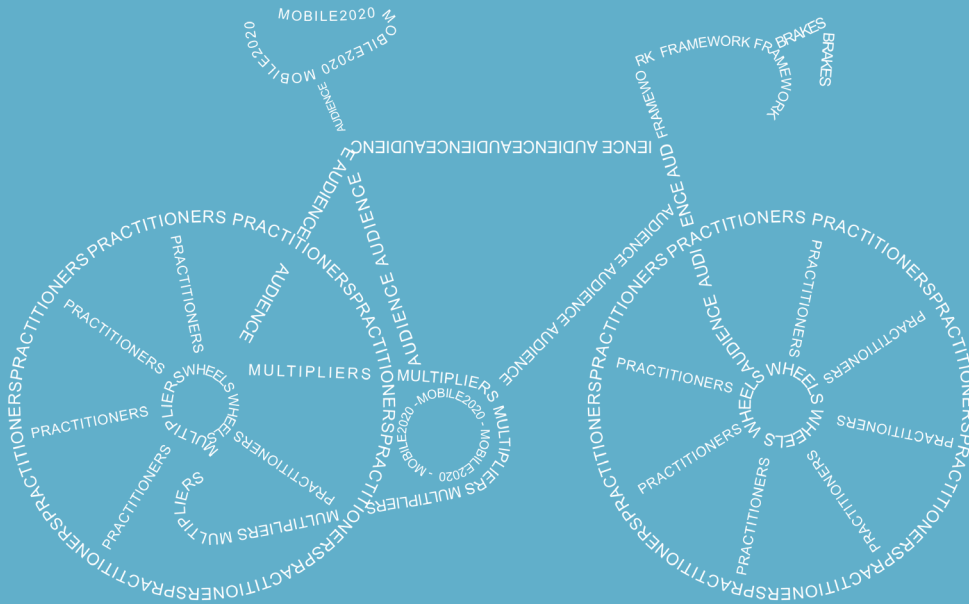




Sulev Eesmaa "Time for vacation" // First price in the video competition // Estonia



Conclusions



Mobile2020 has reached staff from 375 municipalities and gave them valuable input for their daily work by showing best practice from Europe's leading cycling cities in the Netherlands, Scandinavia, and Germany. It also has shown that some of these examples, such as cycle highways or multi-deck parking facilities are not yet relevant for many CEE countries and many decades ahead.

Mobile2020 showed that central and Eastern Europe has a great potential for increasing the modal shift towards more cycling in its small and medium size towns and cities. It showed that there is a great readiness to implement a modern approach to cycling development and utilize available knowledge and best practice; it also showed that it is necessary to start not too ambitiously, but simple and adopt the examples to local conditions.

Mobile2020 tried to do that and developed its extraordinary output, the Handbook Cycling Inclusive Planning and Promotion, a comprehensive knowledge base for local authorities in Central and Eastern Europe to advance utility cycling in their municipalities, highlighting the interlink between cycling planning, cycling infrastructure, cycling services and good communication and promotion among citizens and stakeholders.

We invite all interested parties to take a deeper look at our homepage and the project outputs!

www.mobile2020.eu



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