



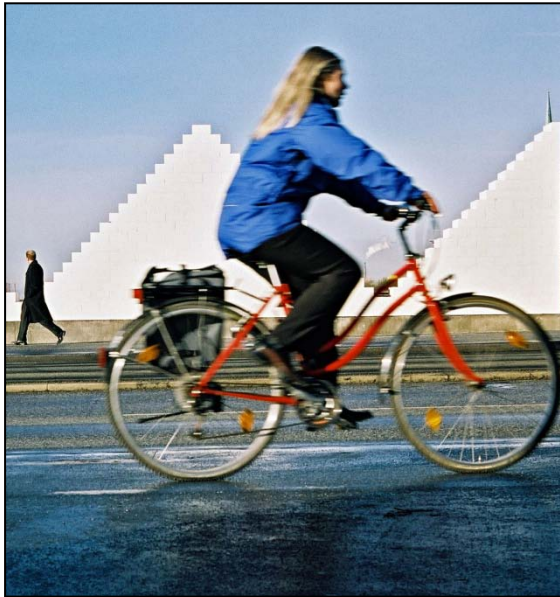
Getting Babies on Bikes & Grampas on Trikes How to Run Win-Win-Win Campaigns



Raymond Fismer
Project Manager LIFE CYCLE at
Allgemeinen Deutschen Fahrrad-Club e.V.
(German Cycling Federation)

Habitual lifestyle of activity:

Cycling for traffic



Cycling for leisure

**THIS ONE
RUNS ON FAT
AND SAVES YOU MONEY**



**THIS ONE
RUNS ON MONEY
AND MAKES YOU FAT**



Cycling is healthy

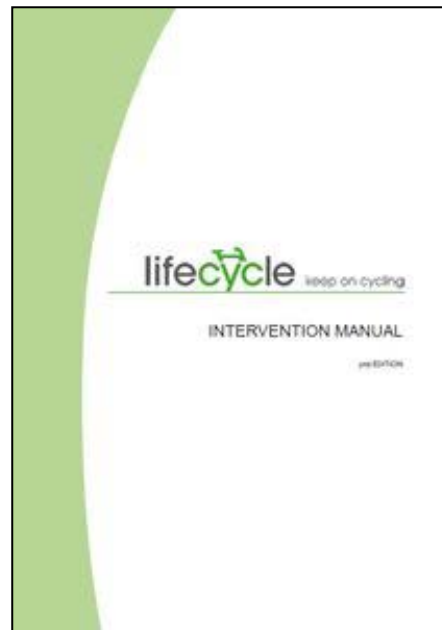
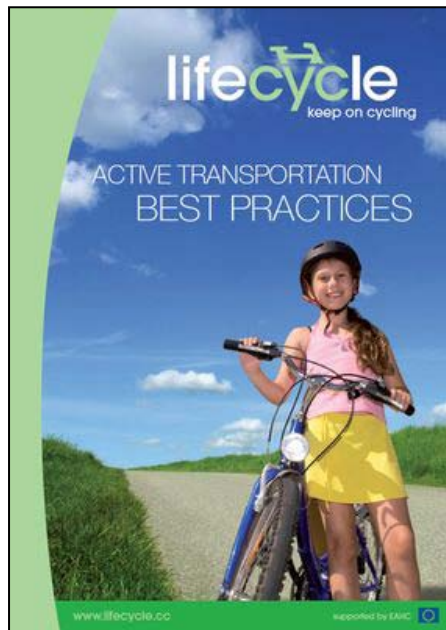
Cycling is CO₂-neutral

Cycling reduces traffic

Cycling is fun







Cycling may be combined with walking, public transport, car sharing, ...

Life Cycle tools to implement cycling campaigns:



How to implement cycling campaigns

Steps in Life Cycle approach

-  identify target group,
-  learn how to address them,
-  find partners,
-  choose an action form,
-  make a tentative action plan,
-  optimize it in iterative loops

Everyday cycling through all ages



Everyday cycling through all ages

Three main target groups:

families & schools

adults

seniors & health

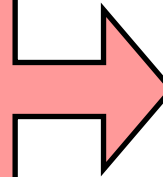
Everyday cycling through all ages

families & schools

adults

seniors & health

- *Choose your (main) target group*
- *Exchange what you know about their mobility behaviour*



Cycling as a lifelong habit

Life Cycle focuses on individual behaviour change

positive emotional
attachment

experimental
behaviour

opportunities for
change



Points of change in life situation

- Time of pregnancy / birth of a child
- Start of kindergarten
- Child learns to cycle
- Start of primary school
- Cycling license for children
- Start of secondary school
- Driving license
- Start of study
- First employment (incl. apprenticeship)
- Starting a family
- Changing place of residence
- Change of employment
- Loss of driving license or temporary unavailability of car
- Caring for a family member
- Point of retirement
- Social engagement or leisure activities





Changes in attitude to physical activity

- Consequences of a disease
- Results of health screening
- Consequences of sedentary lifestyle

Steps in Life Cycle approach




-  identify target group,
-  learn how to address them,

Steps in Life Cycle approach

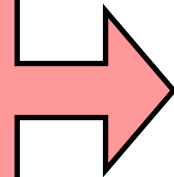
- 
-  identify target group,
 -  learn how to address them,
 -  find partners,

- Partners can be organizations, institutions, companies, associations, ...
- Partners can help in active cooperation, in dissemination, as sponsors, as communicators, ...





Steps in Life Cycle approach

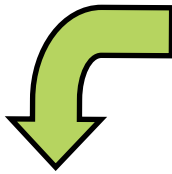
-  identify target group,
-  learn how to address them,
-  find partners,

*Identify the point of change at which you want to address people,
identify some relevant partners, by brainstorming*



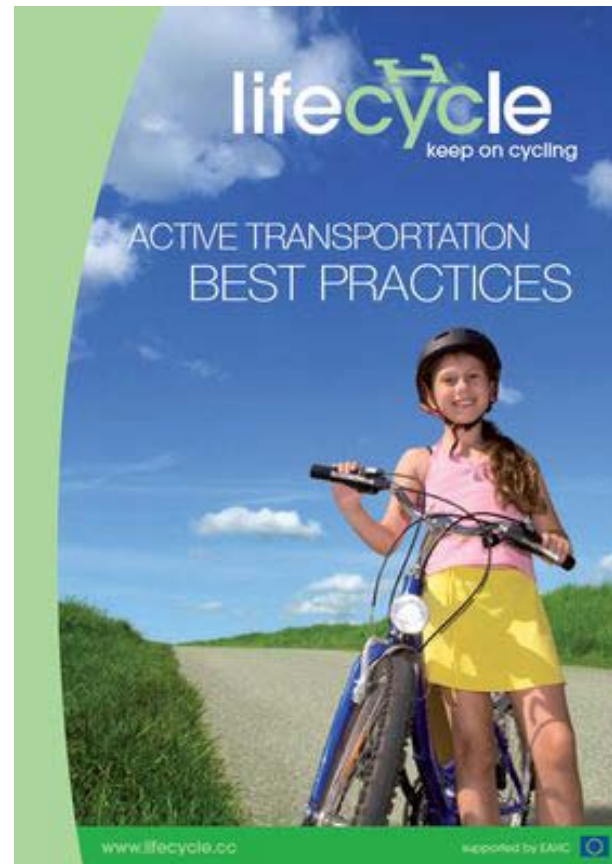
Steps in Life Cycle approach

-  identify target group,
-  learn how to address them,
-  find partners,
-  choose an action form,



Life Cycle Best Practice Handbook

Life Cycle Best Practice Handbook





500

Dansk Cyklist Forbund

0.3. KLASSE • 4.6. KLASSE • 7.10. KLASSE

Lærer Forældre Om ABC

2011
I 2011 CYKLER ALLE BØRN IGEN
FRA 5-16. SEPTEMBER!

www.abc-abc.dk holder aldrig lukket, så find
inspiration til alt om cykling til din klasse hele året.

VELG DIT
KLASSE-
TRIN
HER

0. • 1. • 2. • 3. • 4. • 5. • 6. • 7. • 8. • 9. • 10.



ABC-rekord?

Se rekorden for cykling i
Dansk Cyklist Forbund



Og vinderen er...

Se vinderen af ABC Cykler 2011



Midste du?

Se midste af ABC Cykler 2011

Indtast din klasses
resultater her

Indtast resultater

Se resultater

Diplom til
din klasse

Diplom til din klasse

Se diplom til din klasse
Se diplom til din klasse





SPEL

BEGELEIDING

PUBLICATIES

FLUOMATERIAAL
& FIETSHELMEN

SAM
RINKELT!



Met de campagne Sam de Verkeersslang wil Mobiel 21 kinderen en ouders stimuleren om veilig en milieuvriendelijk naar school te gaan.

De campagne bestaat uit:

- een spel
- inhoudelijke begeleidingen
- publicaties
- verkeersveiligheidsmateriaal
- Sam rinkelt!

School
in de kijker

Het spel en de inhoudelijke begeleidingen zijn volledig gratis.

Inschrijven en materiaal bestellen kan tot 30 november 2010 via deze website. Je school ontvangt het spelpakket in maart 2011.

Veel gestelde vragen:

- Hoe schrijf ik onze school in? Bekijk het filmpje: Hoe mijn school registreren?
- Kan ik het materiaal voor maart 2011 krijgen?
- Kan het spandoek van vorig schooljaar hergebruikt worden?
- Hoe kan ik fluomateriaal aanvragen?
- Waar en hoe kan ik fietshelmen bestellen?
- Meer vragen en antwoorden

Een campagne van

Mobiel 21

Met de steun van

KBC

Levenslijn



Get Involved
Help safeguard the future of our projects



Donate
to help us make a difference



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To share your maps and your comments

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What we do

[Active Travel](#)
[Active Travel Consortium](#)
[Art & the Travelling Landscape](#)
[Bike It](#)
[Where's Bike It?](#)
[Bike It News](#)
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[Bike It and our school](#)
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[Bike It Project Manager](#)
[Bike It Regional Supervisors](#)
[Scotland's I Bike project](#)

Bike It Events

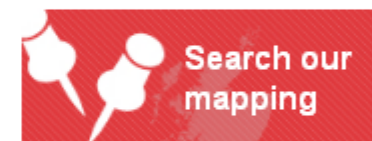
Wales's Virtual Bike Race has a winner!

Thousands of children in Wales are just recovering from the excitement of a 709-mile Virtual Bike Race that inspired loads of brilliant bike journeys to school. The overall winner is Cardiff's Ysgol Melin Gruffydd. Pictured right receiving their award from Deputy First Minister, Ieuan Wyn Jones and Sustainability Minister Jane Davidson, they'll enjoy a visit from a BMX stunt display team as their prize. Sustrans Bike It officers in Wales are [Tim \(Cardiff\)](#), [Alan \(Conwy\)](#) and [Louise \(Neath Port Talbot\)](#).



Have an interactive School Travel Action Day

On 20 October, seven Liscard Primary children cycled two miles to the Wirral's Bike It Action Day. The event promoted cycling and sustainable school travel to other schools in the area and to local council staff. The enthusiastic children put on a bike display on the promenade for the public. Sustrans' interactive Action Days show school and council staff how best to introduce cycling in their own schools. Those present attended workshops on safety, training and how to access grants to install bike storage. Contact us on 0117 915 0100 for details on staging a similar event near you.



Related Links

[» Wheres Bike It?](#)
[» Bike It School Mark](#)
[» Sustrans Virtual Bike Race site](#)

Related Documents

[» Brilliant Bike It: an introduction](#)
[» Bike It Project Review 2010](#)
[» Bike It News June 2010](#)
[» Bike It London Report 2009](#)

BEAUTY AND THE BIKE

[THE PROJECT](#)[THE DVD](#)[THE BOOK](#)[DARLOVELO](#)[THE CAMPAIGN](#)[BUY](#)[BLOG](#)

Why do British girls stop cycling? When in cycling-friendly countries the bicycle is a central part of life for most young women. Beauty and the Bike aims to show why - and work with cycling advocates around the world to make urban cycling attractive.



It's the Infrastructure, Stupid

Beauty and the Bike is a project established by [Darlington Media Group](#) in 2008 to explore more deeply the reasons why girls stop cycling in the UK. We began with a small group of teenagers and young women in the northern English town of Darlington, most of whom did not cycle on a regular basis. They told us why - cycling is not cool, friends don't cycle, it isn't safe, and not very pleasant. The lack of cool had a lot to do with the image of the lycra and helmet clad nerd, so dear to the risk

DarLOVELO Launched

DarLOVELO,
Darlington's new bike
hire scheme, is up and



lifecycle



VEDD RÁ
A KOLLÉGÁDAT

Tekerj 8-szor szeptember 16. és október 22. között

Miért várnál hétvégéig?



vállalatoknak

Címlap

A kampány

Rólunk

Minden a bringázásról

Média

MindenkiBlog

Bringázz a munkába!

Vedd rá a kollégádat, bringázzon ő is a munkába!

Bemutatkoznak támogatóink:

A linkekre kattintva többet is megtudhatsz támogatóinkról és partnereinkről:

Csepel MÁV MÁV-Start Vígszínház
MrSale Cseke Zrt. BringABag HVG
MTV Music Channel Port.hu Pesti Est
Alternativenergia.hu chello.centraleurope



Felhasználónév

Jelszó

Emlékezzem rám ☐

Bejelentkezés

- Elfelejtetted a jelszavad?
- Elfelejtetted a felhasználóneved?
- Regisztrálok

Top 5

Cégek Karok Csapat



Legjobb karok (%)

1	SSZHF	6.3
2	MPANNI	1.7
3	DRHE	0.9
4	BME-TTK	0.7
5	DE-GYTK	0.7

Bam! mutasd meg magad!

Felhívás

Bringázz közösségi kiállítást a Bam! kampányzárón



HOME

SEARCH COMPANY

FIND ADVANTAGES

ASSOCIATIONS

FAQ

CONTACT

TELL A FRIEND

EN FR NL

 Search

GLOBAL FIGURES

Number of kms.: 7.662.046

km

Hours cycled: 664.240 h

Total working days:

1.365.700

Bike Rate: 29,49 %

BIKE TO WORK

[The offer](#)[The concept](#)[Our partners](#)

EXPLANATIONS

[Employers](#)[Employees](#)[Registration](#)

Friday Bikeday breakfast at place Saint-Jean, Brussels

On Friday 17 September 300 cyclists gathered on the place Saint-Jean/Sint-Jansplein in Brussels for the annual Friday Bikeday breakfast, which traditionally marks the end of the Friday Bikeday season. The Brabants Fietsharmonisch Orkest provided a musical accompaniment on a six-person tandem.

[Read more...](#)

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CYCLING POINTER

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[gemeenten](#)
[handelaars](#)
[pers](#)



HAAL DE MAX UIT JE FIETS









**WORD FAN VAN
DE WALTER
VAN BEIRENDONCK
FIETSTAS**

facebook

**Win 1 maand
GRATIS**

Fietst uw gemeente ook mee?

[inloggen](#)

Bestellen campagnemateriaal

Het formulier om uw campagne- en promotiematerialen te bestellen is klaar en staat achter de login van uw gemeente.

Gezien onze vertraging hebben we de mogelijkheid om uw bestelling door te geven met een week verlengd. Gelieve uw bestelling ten laatste op **donderdag 11 maart** door te geven.

Hoe schrijft u als gemeente handelaars in?

Handelaars schrijven zich bij voorkeur zelf in via het [inschrijvingsformulier](#). Zo ontvangt de handelaar een paswoord waarmee hij kan inloggen, zijn gegevens aanpassen en later extra promotiematerialen (fietsbellen, vlag...) kan bestellen.

Mocht u als gemeente telefonische inschrijvingen krijgen van handelaars dan raden we u aan dat niet via bovenvermeld



Cycle Chic

Trek je hip jurkje of chique kostuum aan als je fietst. [CycleChic.be](#) toont hoe je fietsen en mode combineert.

[meer](#)

Nieuwsbrief

Blijf op de hoogte, schrijf

Einkaufen mit dem Rad und zu Fuss



Edith Heeb (links) und Petra Heeb (rechts) von der Ländlemarkt Gruppe mit den Gewinnerinnen: Inge von Essen (Triesen), Helen Lippuner (Schaan), Therese Schächle (Eschen) vinr Die Hauptpreise von je CHF 1'000 sind Gutscheine, einlösbar beim Fachhandel

Die beteiligten Fachhändler





Bitte Suchwort eingeben

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Mit dem Rad zur Arbeit

> **ADFC-Neubürgertouren**

Life Cycle

Mobil mit Kind und Rad

Radfahrerschulen für Erwachsene

ADFC-Monitor

> **Gesundheit**> **Verkehr & Recht**> **ADFC-ReisenPLUS**> **ADFC-Magazin Radwelt**> **Technik**

Umgezogen? Jetzt umsatteln! ADFC-Neubürgertouren



Wer umzieht, muss sein gesamtes Mobilitätsverhalten neu organisieren – ein guter Moment, um auf das Fahrrad umzusatteln. Auf den ADFC-Neubürgertouren lernen zugezogene Bürger nicht nur ihre neue Stadt kennen, sondern auch alltagstaugliche Wege fürs Fahrrad.

Die örtlichen Angebote des ADFC sind vielfältig: rücken manche Touren die Radverkehrsstrecken und die Schleichwege in den Blickpunkt, orientieren sich andere an Themen wie der

Weitere Inhalte

> [ADFC-Neubürgertouren](#)

Mit dem Rad zur Arbeit



Die große Aktion von ADFC und AOK für mehr Bewegung im Alltag. Radeln Sie sich fit!

[mehr zu „Mit dem Rad zur Arbeit“ >](#)

Kleine Radler unterwegs



Die bundesweite Aktion des ADFC gibt Tipps für Eltern, die ihre Kinder Schritt für Schritt für den Verkehr fit machen wollen.



CTC - The UK's National Cyclists' Organisation

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Cycling for health

The House of Commons Select Committee on Health said in its 2004 report on Obesity.

"If the Government were to achieve its target of trebling cycling in the period 2000-2010 ... that might achieve more in the fight against obesity than any individual measure we recommend within this report."

That statement alone might convince us to run a wide range of cycling schemes to promote health, and indeed almost any process that involves increases in physical activity will improve overall health of participants. Bikeforall.net the cycling portal has extensive health links that support these arguments click [here](#) and the CTC campaigns team comments regularly on health policy [here](#).

Cycling Training for health

Clients who say they are cycling for fitness or health may require significantly different approaches to those just riding for pleasure or transport.

There are five main client groups that have been identified under the scope of Training for Health:

1. Cycling as part of a healthy lifestyle
2. Cycling for "fitness" or sport
3. Cycling for weight loss
4. Cycling as part of recuperation from illness
5. Cycling for all round health improvement starting from a largely inactive lifestyle, usually including coronary heart and circulation improvement.

[News & Publications](#)
[Cycle Training](#)
[Activities & Events](#)
[Groups & Clubs](#)
[CTC Resources](#)[Bike Club](#)
[Cycle Champions](#)
[Workplace Challenge](#)
[CTC Benchmarking](#)



1

/ 54



75%



Suchen

A PHYSICALLY ACTIVE LIFE THROUGH EVERYDAY TRANSPORT

WITH A SPECIAL FOCUS ON

CHILDREN
AND



OLDER
PEOPLE

Some key questions:

target group

time scale,
continuous / campaign

local, regional, national level

personnel, manpower,
qualification

ways of dissemination:
web, print, personal,...

partners
how to address & involve them







finances
start / long-term

future upscaling

possible obstacles

Make up your own model project!

Steps in Life Cycle approach

-  identify target group,
-  learn how to address them,
-  find partners,
-  choose an action form,
-  make a tentative action plan,
-  (optimize it in iterative loops)



Getting Babies on Bikes & Grampas on Trikes

How to Run Win-Win-Win Campaigns



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