CAMPAIGN CONCEPT

Last updated: 5 March 2019
Campaign concept

Dear Local Coordinators,
Dear Friends of the CITY CYCLING campaign,

The CITY CYCLING campaign continues to grow in popularity. With hundreds of municipalities and hundreds of thousands of cyclists participating every year, the campaign by Climate Alliance has since become the world’s largest cycling campaign. We are looking forward to this year’s CITY CYCLING campaign to promote cycling, raise awareness for climate protection and achieve more liveable municipalities. In this document, we share the full campaign details along with helpful tips for its implementation.

The CITY CYCLING team at Climate Alliance wishes you a fantastic time cycling for an improved climate!

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SECTION 1

About the campaign

Local politicians, school classes, clubs, companies and local inhabitants team up to promote cycling, raise awareness for climate protection and improve their quality of life. On 21 consecutive days between 1 May and 30 September, participants should cover as many kilometres as possible for professional and private purposes by bike with zero emissions. Each municipality is free to decide when they wish to run the campaign.

Campaign aims

The campaign aims to set an example to promote cycling in municipalities, contribute to climate protection – and ultimately encourage people to have fun cycling! As the local decision-makers for cycling infrastructure, local politicians should experience first-hand what it means to cycle in their municipality, and help to initiate measures to improve the situation for cyclists.

How the campaign works

The CITY CYCLING campaign is designed as a competition to promote cycling with fun and enthusiasm. On 21 consecutive days, local politicians, school classes, associations, organisations, companies, local citizens, etc. cover as many kilometres as possible by bike – for both professional and private purposes. At the end of the campaign, Climate Alliance honours the most active municipalities and local parliaments. The municipalities should in turn honour the most active local teams and/or cyclists. Ideally, the members of local parliaments should captain a CITY CYCLING team and set a positive example to encourage citizens to cycle more.

Cyclists can record the kilometres they cover by bike in their account on city-cycling.org or use the CITY CYCLING app to track them directly (see Section 5). The results for the municipalities and teams are published on the CITY CYCLING website to enable a comparison of teams within a municipality as well as between different municipalities and to provide added motivation. With the exception of the CYCLE STARS (see Section 3), the achievements of individual participants will not be made public.

Initiated by ...

CITY CYCLING has been organised since 2008 by Climate Alliance, which is the largest network of cities, municipalities and rural districts committed to protecting the world’s climate with over 1,700 members in 26 European countries. Municipalities can implement the campaign with just minimal costs and comparatively little work – worldwide. Within Germany, financial support is available in a number of federal states. Climate Alliance provides the entire IT infrastructure including the CITY CYCLING app as well as a large selection of PR materials and other resources, and is always on hand to advise local coordinators.

Municipalities can raise awareness for CITY CYCLING through a variety of local measures. Extensive ideas have been compiled at city-cycling.org/preparation.
SECTION 2

Participation of rural districts/regions and their associated towns/communities

Rural districts/regions are also able to participate in CITY CYCLING in their own right, i.e. they can be listed in the overall results individually, have the opportunity to win prizes and also be allocated their own subpage on city-cycling.org featuring local information, etc.

On request, the towns and communities within a rural district/region can be listed separately (by requesting a separate listing is desired when they register on city-cycling.org/registration). This does not necessarily have to be the case for all towns/communities. The suffix "in the rural district of XY" will be added to the subpage of the participating towns/communities. The kilometres cycled will be credited to both the town/community and the rural district/region.

The only condition here is that CITY CYCLING must take place in the rural district/region and the associated town/community at the same time!

CITY CYCLING goes international!

An important step towards internationalisation of the campaign was taken in 2017 with the English campaign name of "CITY CYCLING" and translation of the website into English (city-cycling.org). Today, there are also French (ville-en-selle.org) and Spanish (biciudad.online) versions of the website, along with a separate website for Luxembourg (Tour du Duerf). German municipalities are now able to invite their partner cities around the world to participate in CITY CYCLING at the same time – enabling a direct "competition" as well as an opportunity to all work together to achieve more sustainable mobility! CITY CYCLING can help to build bridges between nations and foster friendly relations with partner cities.

TIP

Why not join with other municipalities (e.g. from the local area, same rural district/region, partner municipalities, etc.) to run the campaign? A direct comparison provides an incentive to cycle more and synergies – in PR, for example – can also be exploited.
SECTION 3

CYCLE STARS wanted!

Every participant in the CITY CYCLING campaign should use their bicycle as often as possible for professional and private purposes. The special CYCLE STAR category offers the opportunity to go one step further: CYCLE STARS are not allowed to travel by car at all during the 21-day CITY CYCLING campaign period. Members of local parliaments and other public figures (e.g. (lord) mayors, town councillors, heads of public authorities, etc.) are invited to become CYCLE STARS and to act as ambassadors for the campaign in their municipality.

Conditions for CYCLE STARS

- CYCLE STARS are not permitted to travel by car during the entire 21-day campaign period – this includes as part of car sharing schemes. Public transport and travel by train are allowed however.

- Before the start of the local CITY CYCLING campaign, CYCLE STARS must submit a brief statement outlining their personal motivation for participating in the campaign (expectations, how often they normally use their car; approx. 800 characters are sufficient) and a photo to the municipality, which can then be posted on the municipality’s subpage on the campaign website.

- CYCLE STARS must report on their experiences as ‘new’ daily cyclists in the CITY CYCLING blog at least at the end of each campaign week. Photos and/or videos can also be posted. The final blog entry must be added by the end of the seven-day grace period for entering kilometres at the latest.

- The kilometres cycled must be entered online at least at the end of each CITY CYCLING campaign week.

- Where possible, CYCLE STARS should be followed by the (local) press and be available to provide information.

- Local coordinators are not able to participate in the special CYCLE STAR category.

- CYCLE STARS do not need to own and use a car to be able to participate.

CYCLE STARS in the media spotlight

Where possible, local and/or national media partners should follow the CYCLE STARS’ progress during the campaign so that they can provide regular updates on television, on the radio and/or in newspapers during the 21 car-free days. If a CYCLE STAR has a (company) car, this should be symbolically stored in a media-effective manner by covering it at the start of the campaign.

TIP
Avoid using statements such as “Do without your car” in your communications, as this tends to have negative connotations and entirely the opposite effect. Instead, make clear that doing without your bike means doing without climate protection, noise reduction, reduced fine particulate matter, active health promotion, more money in your pocket and ultimately more liveable municipalities – and this is what we want to make clear to people! Therefore, turn the message around and actively communicate the countless advantages of cycling and sustainable mobility! After all, positive statements on switching to using a bicycle should motivate without pointing any fingers!
The incentives

At the end of the campaign, CYCLE STARS receive a waterproof bicycle bag from Ortlieb in the CITY CYCLING design worth €70.

At the end of the campaign season, all CYCLE STARS to successfully complete the three-week challenge are also entered in a prize draw for fantastic cycling prizes, which include a top-of-the-range bicycle from Stevens Bikes and Bosch worth €2,500–3,000 (subject to availability).

PLEASE NOTE! CYCLE STARS can only be registered via the local coordinator’s CITY CYCLING account up until the first day in the local CITY CYCLING campaign.

And last but not least:

At the end of the 21-day local campaign period, the municipality should publish details of the CO₂ emissions avoided and kilometres covered during a (local) closing event.
The climate, environment – and therefore every single one of us are the campaign winners! Every kilometre covered by bike rather than by car helps to avoid 142g of CO₂ from being released into the atmosphere (according to the German Federal Environment Agency), reduce traffic, emissions and noise, and leads to more liveable cities and communities! Climate Alliance honours the most active municipalities and local parliaments. Where possible, the most active teams and/or cyclists should be acknowledged locally by the municipalities.

National winners

As a municipal network, Climate Alliance awards prizes to the best cities, municipalities and rural districts/regions.

To give all municipalities a fair chance at a prize, prizes are awarded in two categories within each of the five population groups (used to determine the participation fee):

1. Most active local parliaments
   (kilometres per parliamentarian in proportion to the total number of participating parliamentarians)

2. Most active municipalities with the most kilometres cycled (absolute figures)

In both categories, the municipality to come first and the best newcomer in each population group will be honoured. Newcomers are all municipalities participating in the campaign for the first time.

Special CYCLE STAR category
(see Section 3)

High-quality prizes are raffled off among all those to successfully participate in this special category. This helps to reduce the focus on purely collecting kilometres.

Local winners

Each municipality is free to set its own criteria for awarding prizes. Possible categories include:

- **Largest team**: the team with the most cyclists

- **Most active team**: the team to cycle the most kilometres (absolute figures)

- **Team with the most active cyclists**: the team with the most kilometres cycled per participant (average)

- **Most active cyclist**: the individual to cycle the most kilometres

To draw the focus from simply collecting kilometres, prizes can be raffled off among all teams and participants or among all those at the local closing ceremony – this may also help boost participation in the final event.
The free CITY CYCLING app (for Android and iOS) allows you to track the kilometres cycled directly via GPS and to add these to the totals for your team and municipality. Further features include a number of different results overviews as well as a chat function to communicate with your team – to organise tours together or motivate one another to cycle even further, for example.

The CITY CYCLING app is available in English and German. The language is set automatically according to the general language settings for your operating system.

The app as a planning tool for municipalities

One further advantage of the CITY CYCLING app: as part of the MOVEBIS research project, the Technical University in Dresden (TU Dresden) is gathering information on cycling behaviour in Germany based on the kilometres tracked since 2018. This data will be made available to all CITY CYCLING municipalities in the long term and serve as an additional tool for developing cycling policy. Thematic maps provide insights into traffic volumes and speeds: which routes are cycled the most, where does the traffic flow well and where do cyclists constantly have to stop at red lights? Information will also be deduced on the (cycle) route’s surface using the vibrations detected by the smartphone. The more kilometres are recorded by different user groups, the more conclusive the results will be – so be sure to promote use of the CITY CYCLING app in your municipality!

It is of course still possible to simply enter kilometres online rather than using the app.

The CITY CYCLING app – also for the RADar! reporting platform

High-quality prizes are raffled off among all those to successfully participate in this special category. This helps to reduce the focus on purely collecting kilometres.
SECTION 6
RADar! reporting platform – THE tool for improved cycling infrastructure

CITY CYCLING municipalities have the option of using RADar! as an additional free planning tool enabling citizen participation! Allowing cycling promotion and a planning tool to be combined. Cyclists who sign up for CITY CYCLING can report potholes, tree roots, unnecessary drains or chicanes, etc. by pinpointing them on a map – either online or directly in the CITY CYCLING app (see Section 5). Where desired, comments and images can also be added. As soon as a pin is set in a municipality, a notification is automatically sent to a pre-determined competent authority (e.g. the local urban planning division or road construction authorities), which then takes this issue up and rectifies it as necessary. Allowing municipalities to work with their cyclists to improve the cycling infrastructure!

Citizen participation thanks to RADar!

Cyclists are able to use RADar! during the three-week CITY CYCLING campaign period. Municipalities can invite their inhabitants to actively suggest improvements to the local infrastructure. Once a year, they can use RADar! as a complement to their own road checks and benefit from cyclists’ experiences for a manageable period of time. Municipalities can also show their citizens – during the CITY CYCLING campaign in the following year, for example – which issues have been or will still be addressed. Municipalities are also able to submit reports and to use RADar! to inform of (planned) cycling infrastructure measures. Since 2018, cyclists have been able to submit reports for all municipalities offering RADar!

Municipalities can view and edit every single report and, where desired, contact the person who submitted the report should they have questions or simply wish to thank them. Given that only registered cyclists are able to submit reports, the process is not anonymous. This helps to keep “hoax” reports to a minimum.

PLEASE NOTE: If your municipality has decided to offer RADar!, please ensure that you take cyclists’ reports seriously and react to or process these as soon as possible. Be sure to plan in the according resources! You run the risk of achieving exactly the opposite of what you are aiming at with the reporting platform otherwise: cyclists may feel that they aren’t being listened to and frustration could arise if they get the impression that their reports are not being dealt with and their efforts appear to be in vain.
Key features in overview

- Visibility of reports: decide which reports/pins are publicly visible depending on their processing status.

- Prioritise reports using urgency trackers (only possible if reports are publicly visible): cyclists are able to confirm existing reports if they wish to draw attention to the same problem.

- "Positive" reports are also possible – a kind of 'Like' button in RADar! to show municipalities and others that cyclists want to have/see more of something: municipalities can be praised and other municipalities can review cyclists’ reactions to measures for their own planning.

- Neutral reports: all reports that have not yet been addressed can be marked with a neutral white pin.

- Report comments: municipalities are able to comment on reports that are publicly visible (though only when the report itself is also publicly visible) – to indicate a reason why a particular report cannot be addressed, for example.

- Merge several reports for one and the same problem in the same place (only possible if reports are not publicly visible).

- Assign responsibilities: reports can be forwarded directly to the place/person in the municipality responsible for addressing them, or responsibilities can be assigned in advance so that the responsible place/person automatically receives an email as soon as a report is submitted.

- Different user profiles: coordinators are able to create new accounts with different access or editing rights.

- Report management: the processing status of reports can be viewed in order to track what is happening with them (who was informed when, when the status was changed, etc.)

- Email (templates) sent to cyclists who submit reports automatically by the system when a report is submitted or the processing status is changed can be customised and an email signature added.

- Filter function to sort reports according to different criteria.

- Export function to obtain reports in an Excel format.

- Customisable processing status.

For rural districts/regions

If a rural district/region wishes to use the RADar! reporting platform, they are able to decide whether to enable reports either for the entire rural district/region or for each individual town/municipality in the rural district/region. Cyclists can then either submit reports for the entire rural district/region or exclusively for their chosen town/municipality.
Stand-alone version of the RADar! reporting platform

Municipalities are free to decide how long they wish to offer RADar! to their cyclists – outside the 21-day campaign period or entirely independently of CITY CYCLING (e.g. during the summer months or even all year round). Licence fees are only payable for RADar! if it is offered outside of the CITY CYCLING campaign period.

A separate website is available for this at radar-online.net/en. Reports can also be submitted via the CITY CYCLING app (for Android and iOS).

Municipalities can choose whether they wish to obtain a licence for RADar! for one or three years; a discount is offered for the three-year licence. Climate Alliance members are granted a members’ discount as standard.

Regardless of how long RADar! is made available to cyclists, the local coordinators will be able to access the municipal admin area for as long as the licence is valid (i.e. one or three years). If RADar! is only offered during the 21-day CITY CYCLING campaign period, access will cease one year after the first day of use, i.e. on the first day of the CITY CYCLING campaign in the municipality.

For details of the licensing options and more information, please see city-cycling.org/radar. Municipalities can select the desired RADar! option when they register for CITY CYCLING.

The stand-alone RADar! platform can be accessed at: radar-online.net
SECTION 7
CITY CYCLING – at a glance

National campaign season

Every year, from 1 May to 30 September

Local campaign period

Municipalities are free to decide the exact dates for the 21 consecutive days for the local CITY CYCLING campaign for themselves.

Aims

• Enhance the image of and promote cycling.
• Inform on the significance of cycling in climate protection and the quality of life in the municipalities.
• Foster acceptance for an increase in the budget for cycling infrastructure within the municipal budget and encourage targeted planning and measures.
• Encourage a rethink regarding personal mobility behaviour.
• Enable all participants to suggest improvements to the local cycling infrastructure – citizen participation.

Target groups

Members of local parliaments: By participating in the campaign, the members of local parliaments highlight the huge potential of bicycles to help curb air pollution, reduce noise, promote health, conserve resources, save money and help protect the environment and climate (in the form of CO₂ avoidance). As decision-makers, they can have a decisive influence on the promotion of cycling. What’s more, their participation increases the attention of media, which are then able to report on the politicians as role models.

Local inhabitants: CITY CYCLING gives local inhabitants the opportunity to actively experience cycling in their own municipality and enjoy positive experiences within their community to achieve a long-term switch to bicycles. By participating in the campaign and collecting kilometres, cyclists at the same time demonstrate to those responsible how important climate protection and cycling promotion are to them and how many people are already using their bikes today.

Schools/school classes: Mobility habits are primarily established during childhood and adolescence, which means that positive cycling experiences can have a lasting impact on subsequent mobility behaviour. A collection of teaching materials, project ideas, information resources and literature for schoolchildren on the subject of sustainable mobility is available at city-cycling.org/literature. Schoolchildren in Hesse and Mainz are able to participate in the Schulradeln competition.

Companies, organisations, clubs, etc.: The commitment to climate and environmental protection can be emphasised by publishing statements from the team captains (incl. photos) on the municipality subpage. Staff, members, etc. can be motivated to use sustainable mobility and the CITY CYCLING campaign implemented as a team-building measures.

CO₂ avoidance

Beside the number of kilometres cycled, the amount of CO₂ avoided compared to if the journey were completed by car with 142 g CO₂ per kilometre (according to the German Federal Environment Agency) is also displayed both for each individual participating municipality on their respective campaign subpage as well as overall for all CITY CYCLING municipalities. Moreover, the CO₂ avoided by each team as well as by each individual cyclist can be viewed in the kilometre log. This helps to make clear the positive impact of cycling on our mobility behaviour – and how much greater these effects can be if more people choose to regularly switch to using their bicycle, not only during CITY CYCLING but also beyond the campaign period!
SECTION 8

Tasks of the local coordinators

The local coordinators are the key contacts for Climate Alliance as well as for all cyclists in the municipalities.

We have prepared a checklist clearly outlining all of the local coordinators’ tasks.

TIP Set up a CITY CYCLING organising committee involving the local administration, ADFC, VCD, Agenda 21 and other related municipal stakeholders to share responsibility for tasks and take advantage of synergies!

SECTION 9

CITY CYCLING resources

Climate Alliance makes countless resources available to participating municipalities to implement the CITY CYCLING campaign. The resources can be downloaded on the campaign website or ordered from Climate Alliance. CITY CYCLING flyers and posters as well as giveaways can be ordered directly in the online registration form.

An overview of all relevant resources and promotional materials (e.g. CITY CYCLING reflector strips) is available on city-cycling.org/resources.

IMPORTANT!

Please be sure to read the updated detailed rules of participation through carefully so that you are well prepared for any questions local participants might have! You may also find the CITY CYCLING checklist, FAQs for cyclists and FAQs for municipalities useful:

- city-cycling.org/detailed-rules
- city-cycling.org/faq-cyclists
- city-cycling.org/faq-municipalities
- city-cycling.org/checklist
SECTION 10

Overall coordination

Climate Alliance is responsible for overall coordination of the CITY CYCLING campaign. It provides the entire IT infrastructure, has overall responsibility for PR, and advises participating municipalities on preparation and implementation of the campaign.

Climate Alliance is moreover the contact for the local coordinators in the participating municipalities. The local coordinators are primarily responsible for supporting their municipality.

Support for local coordinators
+49 69 717139-39
info@city-cycling.org

The CITY CYCLING team at Climate Alliance wishes all participants a great deal of fun and every success with the campaign!

city-cycling.org
radar-online.net