

CITY CYCLING – cycling for a better climate | 2018 campaign



In 2018, Climate Alliance is inviting people to participate in its CITY CYCLING campaign for the eleventh time. The campaign offers municipalities tried-and-tested, easy-to-implement measures to advocate sustainable mobility (more) actively through marketing/PR activities. 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. Participants should cover as many kilometres as possible with zero emissions by bike for professional and private purposes on 21 consecutive days between 1 May and 30 September. Municipalities outside of Germany are also invited to get involved in CITY CYCLING. Awards are conferred for the most active municipalities and local parliaments as well as the most active local teams and cyclists. In addition, so-called CYCLE-STARs are sought, who are willing to switch completely to only using their bike for three weeks and report back on their experiences in a blog.

What is CITY CYCLING about?

CITY CYCLING is a campaign by Climate Alliance, which is the largest network of European cities, municipalities and districts committed to protecting the world's climate with over 1,700 members in 27 European countries. The campaign focuses on promoting the bicycle as a zero-emissions mode of transport.

The overall goal of the campaign is to contribute to climate protection and set an example to promote cycling in municipalities – and ultimately 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 own municipality as well as to initiate and implement measures to improve the situation for cyclists.

In addition to the fully-developed, proven concept and overall IT infrastructure, Climate Alliance offers countless resources to further facilitate municipalities' participation. The RADar! reporting platform allows municipalities and cyclists to work together to improve the local cycling infrastructure. The free CITY CYCLING app enables direct tracking of the routes cycled – the kilometres can then automatically be added to the total for the respective team and municipality.

Who took part?

In 2017, a record total of 620 municipalities participated in the campaign. More than 222,000 cyclists, including over 3,700 members of local parliaments, covered in excess of 42 million kilometres and avoided almost 6,000 tons of CO₂ by not completing journeys by car – once again breaking all previous records!

Who are the winners?

All citizens in the participating municipalities due to less traffic congestion, pollution and noise! In addition, Climate Alliance confers prizes in two categories within each of the five population groups (based on the number of inhabitants):

1. Most active municipalities with the most kilometres cycled (absolute figures)
 2. Most active local parliaments (kilometres per parliamentarian in proportion to the total participating parliamentarians)
- In both of these categories, the best newcomer municipalities in the three population groups with the most newcomer municipalities will also be honoured.

On the local level, the participating municipalities are encouraged to award prizes to the best teams and/or cyclists.

Where can I obtain more information?

All results, participating municipalities, CYCLE STARs and further information about the campaign are available online.

In case of questions, please contact the CITY CYCLING team at Climate Alliance.

city-cycling.org



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