

A black and white photograph of a young child riding a bicycle on a wooden deck. The child is wearing a patterned shirt and dark pants. The bicycle has a basket on the front and a rack on the back. The background shows a wooden building with a window. The overall scene is in motion, with a slight blur.

lifecycle  
keep on cycling

BRINGING CYCLING TO LIFE:  
LifeCycle Best  
Practice Handbook

## REFERENCE & COPYRIGHT INFO

Bringing Cycling to Life: The LifeCycle Best Practice Handbook

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# WHY WE NEED TO BRING CYCLING TO LIFE – AND HOW THIS HANDBOOK CAN HELP

Progress often comes with a price.

The spectacular technological advances of the last hundred years have created a society that does not need to be physically active in order to meet most of its daily needs. As a result, inactivity in everyday life has reached epidemic proportions in Western industrialized countries.

This is a serious problem. Low levels of physical activity are associated with a wide range of personal, social and economic costs for our society, including lost quality of life and higher rates of death, disease, and disability. To give the problem an economic context, the European Union has estimated that the annual cost of treating cardiovascular disease (which is just one of many diseases that can be linked to inactivity), plus the associated value of lost goods and services due to premature death and disability, is already €180 billion per year.

The message is clear for ourselves, for our families, for our communities and for our nations: we need to become more physically active on a regular basis.

The good news is that most people can make significant improvements in their health and quality of life with a modest increase in daily physical activity. In fact, healthcare experts seem to agree that as little as 30 minutes per day of moderate to vigorous physical activity would enable most adults to achieve health benefits.

This sounds simple enough, but as a society we do not have the resources to achieve broad improvements in public health by addressing the challenge on a person-by-person basis. What we need are physical activity interventions designed for entire populations, or at least directed at large segments of our society.

That is where cycling comes in.

In addition to its potential for resource and energy conservation, cycling is an ideal antidote to the problem of inactivity in our society. It is a relatively low-cost, low-impact, aerobic form of physical activity that provides a wide range of health benefits and can be continued throughout life without a major time commitment.

And now is the perfect time to bring cycling to life – with a handbook to show you how make it happen, offering a compilation of best practices in programmes designed to inspire life-long cycling habits in people of all ages.

## IS THIS HANDBOOK FOR YOU?

Bringing Cycling to Life is a handbook containing carefully selected programmes that demonstrate proven techniques for increasing the role of cycling in the daily routines of families, school children, adults and seniors. It will be an extremely valuable planning tool (and, it is hoped, a source of inspiration) for:

- Local, regional and national traffic planners
- Cycling associations
- Health insurance companies
- Urban transport consultants

- Chambers of Commerce
- School traffic planners
- Corporate traffic planners
- Organizations that lobby the European Union on cycling issues
- Neighbourhood and residents' associations
- Health centres/clubs
- Human resource (HR) departments
- Other transport entities that promote cycling

## HOW CAN YOU FIND WHAT YOU NEED?

The handbook is divided into four chapters, providing best practices for families, schools, adults and seniors. In each chapter there are brief descriptions of relevant best practice examples with hyperlinks to the full cases on the ELTIS portal. (Readers of this digital document must be connected to the internet in order to access the ELTIS portal). Each best practice case also provides a contact point for further information, and many also include links to additional documentation or resources.

It is important to bear in mind that your specific context might limit the applicability of some of these best practices to projects that you might want to launch. For example, some locations have more of a “bike culture” than others, or at least a greater empathy for cycling versus cars or other means of transport. Also, the degree to which national, regional or local programmes and policies supportive of cycling are already in place in your location might have a significant impact on your ability to replicate the success of these examples.

## WHO SOURCED THE BEST PRACTICES?

The best practices in this handbook came from three primary sources: the databases of LIFE CYCLE consortium partners; the websites of ELTIS, CIMTAS, Vianova, EPOMM, WHO, Transport Canada and the Munich 2007 Velo City Conference; and member organizations in the European Cyclists' Federation (ECF).

The best practices selected by the editors predominantly focus on cycling, though a wide range of other forms of daily active transport were also considered and have been included where relevant. Emphasis is placed on programmes primarily designed to stimulate increased daily physical activity, rather than those focused on infrastructure development, law enforcement, or public policy, etc.

It should be noted that this handbook relies almost exclusively on best practices submitted by third-parties; no attempt was made by the editors to verify the data. However, a significant number of the best practices were rewritten and/or updated by Dr. Randy Rzewnicki, co-editor of the handbook and project manager for LIFE CYCLE at ECF.

## A FEW SCIENCE-BASED ARGUMENTS

### WHAT'S WRONG WITH NOT BEING ACTIVE?

Low levels of physical activity are associated with higher rates of disease and premature death. A comprehensive list of the health conditions related to an inactive lifestyle is beyond the scope of this article. However among the host of ill-effects of a sedentary lifestyle, most attention has been given to the worst problems, obesity and cardiovascular disease, for which inactivity is a causal factor.

### ECONOMIC COSTS

The personal, social and economic costs of death, disease, disability, and lost quality of life due to insufficient physical activity are extremely high. Estimates of the economic and health burden of low levels of physical activity are staggering:

- In Switzerland, insufficient physical activity costs about 2.4 billion Swiss francs each year, and causes 1.4 million cases of disease and 2000 premature deaths each year.
- The price of inactive lifestyles in Belgium was estimated to approach 3.7 billion euro per Year.
- In the UK, estimates for direct and indirect costs of obesity in 1998 were 2.6 billion pounds Sterling.
- For the EU as a whole, the annual costs of cardiovascular disease were estimated at 180 billion euro for treatment and lost goods and services due to premature death and disability. These costs will increase dramatically with the ageing of the population unless effective action is taken to get Europeans of all ages on the move.

### A LITTLE BIT OF PHYSICAL ACTIVITY

Research has shown that regular physical activity is associated with increased levels of fitness and health benefits. Compared to those with low fitness, even a moderate level of fitness offers protective health effects to smokers and non-smokers, those with high or normal BP, body weight or cholesterol levels. The cost-effectiveness of preventing physical inactivity has been calculated. The promotion of physical activity is a key public health measure to be adopted for the prevention of cardiovascular disease. It is safe to assume that enormous cost savings to the medical care system in the EU and its member states could be achieved if sedentary adults increased their level of physical activity. Thus the public health challenge is to get people moving.

### HOW MUCH AND WHAT KIND OF ACTIVITY DO WE NEED TO DO TO HAVE HEALTH BENEFITS?

There are numerous benefits to physical and mental health and well-being which are related to doing regular moderate intensity activity. With just a modest increase in daily physical activity, most people could make significant improvements in their health and quality of life.

- The total amount of moderate to vigorous physical activity should be 30 minutes per day to achieve health benefits.
- As little as 3-8 minutes of moderate intensity physical activity can be beneficial to health. This can include walking briskly, bicycling, stair-climbing, if the total is at least 30 minutes per day.
- Physical activity can be accumulated at any time of the day. Moderate to vigorous physical activity can take place as transport (for example walking or cycling to and from work), during work (stair climbing, walking & cycling).

Researchers have generally agreed that the total amount of energy that a person expends is related to physical health, rather than the type of activity or the context in which it takes place. An Institute of Medicine report makes explicitly clear that physical activity can be done at any time of the day, at work or play, at home, or on the way to and from any daily activities. To be of benefit to public health, interventions must be directed at the level of the entire population, because it is not possible to change the health of populations by working with individuals one by one.

### ACKNOWLEDGEMENTS

The best practice handbook arises from the project LIFE CYCLE which has received funding from the European Union, in the framework of the Public Health Programme.

In addition, thanks go out to the people who provided correct and up-to-date information to make these case studies useful and relevant. They include the authors and contacts from each case-study and their invaluable support staff. We are most grateful for your support.

### DISCLAIMER

This publication, entitled "ACTIVE TRANSPORTATION BEST PRACTICES," was prepared by the LIFE CYCLE consortium partners to provide information about active transportation.

The information contained herein was compiled based on the current active transportation and public health environment at the time of writing and is subject to change as the transportation and public health environments evolve.

Many cases have links to additional information and a list of resources is provided on the last pages of this document.

It is important for readers to refer directly to this information and the supporting materials for full and complete information about individual cases.

We cannot take responsibility for the accuracy of the information reported here, as it is a compilation of case studies and reports prepared by others.

## BEST PRACTICES FOR FAMILIES

Physical activity should be a normal part of growing up as it builds the foundation for a healthy life. It's beneficial for both parents and children.

Physical activity can:

- Help children feel better, learn more, and handle stress.
- Build healthy muscles and bones.
- Help family members control their weight and prevent obesity.

The example of a physically active lifestyle which is provided by parents, grandparents, and other adults is critical, as they model these behaviors for children. Parents can provide healthy forms of mobility in the family. But parents need and can make good use of wide and varied support in establishing these healthy lifestyles that may be continued into adulthood.

This section focuses on programs and activities for parents and families as a primary group for influencing youth by identifying example which help young people adopt and maintain a physically active lifestyle. The projects described here were implemented by NGOs of varied sizes, as well as local, regional, and national administrations and other organizations. It includes actions and programs for parents, caregivers, and youth to encourage and increase daily physical activity, such as "Safe in the Saddle for children & parents" in Lichtenstein where the parents & grandparents are key parts of the training. Many of these activities increase opportunities for daily physical activity by encouraging children to walk or cycle to and from school, such as the national "Bike IT" campaign in the UK. Here one sees how partners can work to create an environment that is supportive of youth walking and bicycling safely.

Cases appearing in other sections of this collection may also be useful to families and youth, such as cycle training for seniors that allows them to visit family & grandchildren.

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## IN GERMANY PARENTS BRING THEIR CHILDREN TO SCHOOL ON TANDEMIS

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The "Elterntaxi" (parents taxi) is an initiative started by "Zwei plus zwei" Marketing GmbH a company in Cologne . It is an environmentally friendly campaign that gives an alternative to the use of private cars. Families with young school children (between the age of 6 and 10) are provided with tandems which they can use over a period of two weeks. The children learn how to behave in road traffic and parents and children are physically active. In 2007 the state wide campaign was started in Berlin in March. News papers and TV stations reported about the popular initiative. [read more >](#)

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## ALL KIDS ARE CYCLING (DENMARK)

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This national project seeks to promote cycling among school children with a yearly cycling campaign with the duration of two weeks during September. Schools from all over Denmark takes part of this campaign. [read more >](#)

## COMPANY CYCLING PARTY (GRAZ, AUSTRIA)

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As part of the efforts to persuade its employees to switch to alternative modes of transport, the Styrian Public Health Insurance Fund (GKK) organised a cycling party for all of its employees and their families. [read more >](#)

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## INTERACTIVE TRAFFIC TRAINING FOR CHILDREN (DENMARK, ODENSE)

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In this project, an interactive traffic game 'B-game' is developed, the purpose of which is to give children knowledge and understanding of potentially dangerous situations as cyclists in traffic and to strengthen mobility of children and the bicycle as their transport choice. The interactive game also teaches children about distances, speed and motion traffic through a number of planned and structured video sequences to make the situation as real as possible. The game is also is not to build on rules and regulations, but more on changing behaviour in traffic. [read more >](#)

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## BICYCLE SAFETY COURSE *SAFE IN THE SADDLE* FOR CHILDREN AND PARENTS (LIECHTENSTEIN)

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The VCL bicycle safety course aims for parents to set good examples and moderate expectations of their children. What is easy for parents can be difficult for children. Since 2004, and still in 2009, it helps parents to rediscover cycling for transportation and actively contributes to a safe and independent transport for children. [read more >](#)

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## KINDERGARTEN MOBILITY PROGRAMME (WEIZ, AUSTRIA)

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From February to July 2007 the 14 kindergarten groups in Weiz worked on the topic 'cycling' as part of a mobility education program for children, their parents and teachers. Partners were The school & municipal community councilors. [read more >](#)

## BEST PRACTICES FOR SCHOOLS

Schools and kindergartens play a key role both in establishing and supporting regular healthy lifestyles that may be continued into adulthood. Being physically active throughout childhood is a critical feature of children's social, physical and mental development. Some serious diseases of later life have their origins in youth or childhood.

Daily physical activity helps:

- build and maintain healthy bones, muscles, and joints.
- prevent obesity, control weight, build lean muscle, and reduce fat.
- youth learn more, handle stress and feel better.

This section focuses cases that help parents, care-givers, teachers, principals, and others adopt, increase and maintain physical activity among elementary and middle school-aged youth. The projects described here were implemented by NGOs of varied sizes, as well as local, regional, and national administrations and other organizations.

What's special about schools? Children's daily transport to school is where they establish daily routines and habits. As well as learning while in school, they learn by doing while travelling to and from school, and after-school activities too. Over 30 cases are included here, from primary and secondary schools in Estonia to Espana, as well as kindergartens from Italy to Scandinavia.

A few of the exceptional examples in this section are:

- "Mobility Management for Kindergartens" in Graz, Austria which uses stories, emotion, and pedal-free bikes to get kids excited about cycling.
- A citywide school travel plan in York, UK running for over 10 years now.
- "On the move to school" an active transportation program for children in Canada which will soon be in all parts of the province of Quebec.

## PRIMARY SCHOOLS

### CYCLING SCHOOL IN LITHUANIA

Siauliai begins an innovative and positive cycling school for children that gives free access to bicycles and encourages an active and healthy lifestyle. [read more >](#)

### VÉLOBUS OR CYCLING TRAIN (GREATER NANTES REGION, FRANCE)

In order to reduce air pollution and traffic jams in school surroundings and to improve children's physical condition, independence and traffic safety along school routes, since 2002 the region of Greater Nantes promotes the introduction of cycling school buses or *Vélobus*. In 2002, the Greater Nantes Region initiated the project *Vélobus* or cycling school bus in four primary schools where they started 20 cycling school buses. The school buses were organised on Saturdays when traffic is less heavy. In total, 40 voluntary companions (parents and

teachers) joined the pilot project involving 130 pupils. Results show that on average, school routes are 2 kilometres long and take 10 to 20 minutes to cycle. Figures of 2006 indicate cycling school buses are being organised in 14 municipalities and 30 schools in the Greater Nantes Region involving 762 school children. [read more >](#)

### SAFE AND ENVIRONMENT FRIENDLY TO SCHOOL: *THE TRAFFIC SNAKE* (BELGIUM)

The campaign *Safe and Environment Friendly to School* realises up to 29 % more sustainable trips! During the year 2004-2005, a total number of approximately 76.800 pupils, 5.500 teachers, 3.900 classes and 55.500 parents have engaged themselves to let the car stay at home for at least one week. [read more >](#)

### WALK TO SCHOOL INCENTIVE SCHEME (UK, LONDON-CAMDEN)

In this project, Travel Plans were developed for schools in the London Borough of Camden, producing a travel to school incentive scheme *Fresh Start* that rewards and encourages travel by sustainable modes, including walking, cycling, public transport, school bus, or car sharing. The project started in January 2004 and is still ongoing. [read more >](#)

### TRANSFER OF PHYSICAL ACTIVITIES INTO EVERYDAY ROUTINE

In this awareness raising campaign people have been convinced to shift short car trips towards cycling and walking. The health and fitness idea namely the personal benefit was the successful approach. Project implemented by: *Austrian Mobility Research* and *Merkur Versicherung*. [read more >](#)

### ESTABLISHING A CULTURE OF CYCLING IN CHILDHOOD (AALBORG, DENMARK)

To promote the tradition of cycling, since 2003 the municipality of Aalborg has worked with civic groups, school officials, teachers & police, and others to promote a synergy effect of soft measures, technology & infrastructure to change the mean transport toward more cycling. Ongoing in 2007. [read more >](#)

## SECONDARY SCHOOLS

### BEAUTY AND THE BIKE: CYCLING PROJECT FOR ADOLESCENT GIRLS (CITY OF EXETER, UK)

Getting teenage girls back on their bikes by showing them that you can look and feel good while cycling, is the aim of a new project being introduced in March 2007 by Sustrans UK and the Body Shop at several schools in the city of Exeter (UK). [read more >](#)

### TRENTO BY BIKE – A BIKE MOBILITY GAME FROM ITALY

The *Trento by Bike* game is part of an awareness raising project aimed to encourage students to bicycle to school in Trento. The *Trento Mobility Service* collaborates on the game with a consultant as part of a private car and traffic reduction scheme. Delivered 2008, ongoing in 2009. [read more >](#)

### COME TO HIGH SCHOOL BY BICYCLE CAMPAIGN IN BARCELONA

To raise teachers, parents & students awareness to the benefits of daily cycling in 2003-04 activities, workshops, & info sessions were started. The best routes for cyclists around the high schools were determined and shared. Safe bike parking and improved safety on the school routes were a focus. [read more >](#)

## GENERAL

### BIKES 4 SCHOOLS (UK, LONDON BOROUGH OF RICHMOND UPON THAMES)

On 1st April 2004, the Bikes 4 Schools scheme was launched in the London Borough of Richmond upon Thames. It involved the supply of Cannondale bikes to schools in the borough. The concept is to help teachers to *actively commute* and lead by example! [read more >](#)

### CYCLE AND WALK TO SCHOOL (MUNICIPALITY OF LINKÖPING, SWEDEN)

In 2005, 2 500 children in 18 schools in the municipality of Linköping walked and cycled to school during 8 weeks. Participating children kept a travel diary noting down the number of kilometres walked or cycled. [read more >](#)

### ALL KIDS ARE CYCLING (DENMARK)

This national project seeks to promote cycling among school children with a yearly cycling campaign with the duration of two weeks during September. Schools from all over Denmark takes part of this campaign. [read more >](#)

### THE GOLDEN BOOT CAMPAIGN (ESTONIA)

In 2006-2007, The Regional Environmental Centre for Eastern and Central Europe (Estonia) organized a *Golden Boot* campaign for Estonian school pupils, which aimed to encourage sustainable travel for the journey-to-school trip. [read more >](#)

### BIKE IT: A UK TRAVEL BEHAVIOUR CHANGE PROJECT

Bike It is a nationwide pilot scheme to encourage more children and parents to cycle to school & to raise the percentage of schoolchildren doing so. Since May 2004 Bike It Officers work with schools, bicycle industry, Cycling England & Dept for Transport. Ongoing in 2009. [read more >](#)

### GO TO SCHOOL ON FOOT, BY CYCLE OR BY BUS (UDINE, ITALY)

In 1996 the WHO *Healthy Cities* project started a school mobility project in order to motivate children in Udine go to school on foot, by cycle or by public transport instead of being brought by their parents in private cars. Thereby the children's autonomy and their physical activity should be increased. Furthermore the project leaders wanted to reach a decrease in air pollution and a reduction of the risk of disease deriving from polluting agents. [read more >](#)

### THE GREEN-SCHOOLS INITIATIVE (DUBLIN, IRELAND)

Green-Schools is an international environmental education programme one of whose main themes is promoting sustainable transport for travel to school, a theme that is currently being piloted in the Dublin area. [read more >](#)

## SCHOOLWAY.NET – IMPLEMENTING MOBILITY MANAGEMENT MEASURES AT SCHOOLS (AUSTRIA)

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*SCHOOLWAY.net* is a national wide pilot project to implement mobility management measures at schools all over Austria. The overall objective is to encourage school children, teachers and parents to use more sustainable modes, especially walking and cycling, when travelling to and from school. [read more >](#)

## MOTIVATING PUPILS TO WALK AND CYCLE TO SCHOOL (CANADA)

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*Active & Safe Routes to School (ASRTS)* promotes safety and healthy physical activity, and environmentally sustainable transportation to and from school. In fall 2004 the ASRTS started the program *WALK Club*. It's goals is to encourage pupils to walk to school for developing their own mobility competence. [read more >](#)

## SCHOOL TRAVEL PLANS (GLASGOW)

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Children may become involved in Travel Plans through adding it to their curriculum. They could feel a sense of ownership of the Travel Plans if they help to compile the data and present it using tables and graphs, etc. [read more >](#)

## WALKING AND SCHOOL TRAVEL PLANS (UK, LONDON BOROUGH OF RICHMOND UPON THAMES)

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The *Walking Wednesday*-project is one of the measures the London Borough of Richmond upon Thames introduced to improve the safety of the street environment for school children, as well as to increase the number of school children who walk, cycle or use public transport to get to their school. In this project, pupils receive a simple badge rewards pupils walking to school every Wednesday. In addition to badges all participants receive a free high quality *Walking Wednesday Certificate*. [read more >](#)

## PROMOTING CYCLING AND WALKING FOR JOURNEYS TO THREE NEIGHBOURING SCHOOLS IN SURREY (UK)

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The aim was to quantify to what extent a difficult travelling environment influences the modal choice of parents and to take action accordingly. Partners will continue the work after the MOST project. [read more >](#)

## SCHOOL TRAVEL PLANNING

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To increase the travel awareness of school's staff, parents and pupils, thereby seeking to change the manner in which schools are accessed. [read more >](#)

## SAFE ROUTES TO SCHOOLS (UK)

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The *Sustrans Safe Routes to Schools* project began in 1995 as a three year pilot scheme with ten partner schools in four local authority areas: York, Leeds, Colchester and Hampshire. In 1998 it was extended to run until 2001. The project has also been expanded to include a UK wide information service, publications and exchange of good practice. [read more >](#)

## WALKING & CYCLING TO SCHOOLS: LINKS TO SCHOOLS IN THE UK

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*Sustran's Links to Schools* project started in 2002 and in 2009 local authorities across England are still working with us to connect schools and their communities to the *National Cycle Network*. From new cycle routes to pedestrian crossings, all provide the safe routes needed to cycle & walk to school. [read more >](#)

## CITYWIDE CYCLING TO SCHOOL AND BIKE IT VIRTUAL TOUR DE FRANCE (YORK, UK)

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York's Bike IT officer creates a cycling culture using assemblies & classroom sessions, skills sessions, cycle workshops, & bike to school for reward schemes, such as a *Virtual Tour de France*. Partners include schools & local authorities. Ongoing in 2009. [read more >](#)

## ON THE MOVE TO SCHOOL (CANADA)

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Launched in 2005, it will be in every region of Quebec by 2010. This project will provide more involvement with municipal technicians training them in facilities design to support implementation of school travel plans, while continuing education and encouragement activities in the schools. [read more >](#)

## HOW KIDS DISCOVER THE WORLD BY BIKE (GERMANY)

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The network of road-safe cities in transport association *Rhein-Sieg (VRS)* does mobility-education in schools, targeting children & teens. Examples of projects include: a puppet play promoting physical activity; bike-pooling; a school travel map. Ongoing in 2009. [read more >](#)



## SOCIAL ENTERPRISE BUSINESS MODEL FOR CYCLE TRAINING AND PROMOTION (LIVERPOOL, UK)

Cycling Solutions is a nonprofit *Community Interest Company (CIC)* i.e. created for people who want to conduct a business or other activity for community benefit and not purely for private advantage. The community that Cycling Solutions aims to assist is defined as those who wish to cycle. They employ 36 people, all from the area where the company works, so they can cycle to and from work and their training sessions. The staff instructors are accredited. Ongoing in 2009, with no termination date. [read more >](#)

## ON YOUR OWN – WALK AND CYCLE TO SCHOOL IN GÖTEBORG (SWEDEN)

The project encourages children to walk and cycle to school and to support the integration of the subject of traffic into school education. Started several years ago & 2008 saw over 2000 kids involved and towns outside Göteborg asking how they can join in. Ongoing in 2009. [read more >](#)

## BEST PRACTICES FOR ADULTS

Experts agree that for better health, physical activity should be performed regularly. This section includes cases focusing on using active transport to work, to shop, and other daily mobility needs.

Daily physical activity such as walking and cycling for transportation:

- Reduces risks from coronary heart disease and high blood pressure, cancers, and diabetes.
- Maintains healthy muscles, bones, and joints.
- Improves sleep quality, mood and feelings of well-being as well as reduce anxiety and depression symptoms.
- Helps control weight, develop lean muscle, and reduce body fat.
- This section focuses on cases that help adults increase and maintain physical activity throughout daily life.

The projects described here were implemented by NGOs of varied sizes, as well as local, regional, and national administrations and other organizations.

Some examples in this section are:

- The hospital in the UK that promotes cycling on and off the job with folding bikes and bike holidays.
- A German city that considers itself “an automobile town” but took up the challenge of promoting cycling.
- The “bike to shop” campaign flourishing across the north of Belgium.
- How Vienna keeps counting its cyclists while expanding their network of cycle tracks

Exceptionally, included here is one public health research report which asserts that cycling for daily transport is the best thing one can do for health.

Still more cases involving adults can be found in the sections on families, and schools.

## CAMPAIGNS/AWARENESS RAISING PROJECTS

### TRANSFER OF PHYSICAL ACTIVITIES INTO EVERYDAY ROUTINE

In this awareness raising campaign people have been convinced to shift short car trips towards cycling and walking. The health and fitness idea namely the personal benefit was the successful approach. Project implemented by: *Austrian Mobility Research* and *Merkur Versicherung*. [read more >](#)

## TRAVEL AWARENESS RAISING CAMPAIGN / KYOTO (FLEMISH REGION, BELGIUM)

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In this awareness raising campaign people have been convinced to shift short car trips towards cycling and walking. The health and fitness idea namely the personal benefit was the successful approach. [read more >](#)

## ENFORCING THE USE OF BICYCLES (ODENSE, DENMARK)

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In this awareness raising campaign people have been convinced to shift short car trips towards cycling and walking. The health and fitness idea namely the personal benefit was the successful approach. [read more >](#)

## MOBILITY MANAGEMENT AT THE ROYAL DEVON & EXETER HOSPITAL (UK)

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In this awareness raising campaign people have been convinced to shift short car trips towards cycling and walking. The health and fitness idea namely the personal benefit was the successful approach. [read more >](#)

## INTEGRATED BICYCLE SYSTEM (SANDNES IN NORWAY)

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Sandnes has about 56.000 inhabitants and lies in Norway. The city lies beneath a fjord and has a beautiful landscape. Next to the 100 km of coastline there is a fantastic recreation region. All these things make Sandnes to a perfect area for all kinds of outdoor activities. Nevertheless the population of the city is constantly growing and as Sandnes is the communication center of the region the volume of traffic increases constantly. [read more >](#)

## GOING TO TRAINING USING SUSTAINABLE TRANSPORT (SWITZERLAND)

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This project was started in 2002 in Bern and it is one of the goals to motivate sportsmen to get to the sports facilities in an environmental friendly and healthy way. Thereby the individual traffic that occurs by going to and from sports arenas should be reduced by 5% to 10%. [read more >](#)

## LOVE YOUR BIKE! CAMPAIGN (MANCHESTER, UK)

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*Love your bike* promotes cycling in place of driving during people's commutes into Manchester. The project focuses on an interactive website where people can find out more information about cycling, get discounts at local bike shops, join an online community of cyclists and even complete a quiz to find out just how much they really do love their bike. [read more >](#)

## DO THE LOCAL MOTION IS SUSTAINABLE TRAVEL DEMONSTRATION TOWN (DARLINGTON, UK)

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Darlington has been awarded funding from the Department for Transport and Cycling England to become a showcase sustainable transport town. Darlington residents are benefiting from a step change in investment on measures to encourage people out of their cars and onto a bus, a bike or their feet! [read more >](#)

## CITY BIKE SCHEME IN BURGOS (SPAIN)

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To foster the use of bicycles a bike-loan scheme provides easy access to bicycles for visitors and residents. The scheme has involved the installation of infrastructure for picking up and dropping off the bicycles. The city bike scheme implicates health-related and mobility benefits for individuals as well as for the city as a whole. [read more >](#)

## INCREASING BICYCLE USE (BURGOS, SPAIN)

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The objective of this measure is to link up sections of the existing bike lanes to one and to foster bicycle use as an alternative means of transport. The bicycle was frequently used for sport but not as a means of daily transport. One of the most important challenges was therefore to change perceptions of the bicycle and the way it was used. [read more >](#)

## NEW LEISURE RELATED MOBILITY SERVICES (KRAKOW, POLAND)

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Just to make it easier and more comfortable to ride a bike in Krakow and to encourage inhabitants to use bikes more frequently as a mode of transport to recreational areas of Krakow particularly during the spring/summer season – this is the main purpose. New leisure related mobility services will enable to create a new cyclist friendly image of PT. [read more >](#)

## A SLIGHTLY DIFFERENT RACE (BOLZANO, ITALY)

As many other European cities Bolzano has participated in the *European Car Free Day* held on September 22nd. On this specific day the city administration organised a lot of activities to promote alternative forms of traffic. For example all cyclists along the main bike lanes got a free breakfast, mobile garages repaired bikes free of charge and new signposting indicated the distances to important places in the city in minutes instead of kilometres. But the main activity was a *slightly different race* through the city centre where different means of transport participated. Object of this race was to demonstrate in a funny way which means of transport are the fastest, the cheapest and the healthiest. [read more >](#)

## BUS+BIKE SERVICE ON DEMAND (BESANÇON, FRANCE)

*Bus+bike* is a reservation service allowing the inhabitants of Greater Besançon to visit the forest for picnics, bicycle rides or walks, leaving the car at home. This service is run by *Keolis*, the operator of *Ginko* network as part of the *European Interreg 3B, Via Nova*. It began in July 2006 and continues in 2009. [read more >](#)

## SWISSMOBILE: PROMOTION OF ACTIVE MODES OF TRANSPORT (SWITZERLAND)

Organized in 2008 by the Foundation *Cycling in Switzerland*, ongoing 2009, engineering or infrastructural measures are combined with publicity or motivational campaign and/or practical offers to promote active modes of transport. Partners include authorities, Tourism, Railway & public transport. [read more >](#)

## SLOWUP – CAR FREE DAYS (SWITZERLAND)

The foundations *Cycling in Switzerland* and *Health Promotion Switzerland* together with the *Federal Office of Spatial Development* and Local authorities organize events promote active modes of transport by taking infrastructural measures and offering publicity and motivational campaigns. The first car-free day took place in 2000. In 2005 ten similar event followed and it is planned to repeat them every year. [read more >](#)

## AMENITIES AND PROGRAMS THAT ENCOURAGE ACTIVE TRANSPORTATION IN ALL SEASONS (CANADA)

This TRANSPORT CANADA issue paper reviews the most common barriers & benefits, provides information on measures to encourage active transportation, & looks at a selection of successful initiatives. The campaigns in the case study are ongoing in 2009. The Urban Transport Showcase Program ended. [read more >](#)

## VELO MONITORING (VIENNA, AUSTRIA)

*Vienna's Transport Master Plan* aims to increase cycle traffic to 8% by 2020. To keep track of the number of cyclists, the City of Vienna uses several evaluation methods: Manual bicycle counting, Automatic bicycle counting, Interviews with cyclists & Projection model-based calculations. [read more >](#)

## PERCEPTIONS OF ACTIVE MODES OF TRANSPORT (SOUTH WEST AUSTRALIA)

A qualitative study investigated the perceptions of active modes of transport in Australia. This research was part-financed by the Health sector and conducted, during 1999-2002 in order to inform long-term local government transport planning in the south-west of Australia. The results were integrated into local area strategic transport planning. [read more >](#)

## PROMOTING CYCLING IN THE CITY (CAMBRIDGE, UK)

To maintain a strong cycling culture the City Council addresses locals & foreign visitors to promote cycling with maps, signs, routes, training, and equipment loan schemes with Local Authorities, Primary Care Trusts, the University, Cycling Campaign, & Chamber of Commerce support ongoing in 2009. [read more >](#)

## GOING SHOPPING WITH BIKE BELLS RINGING (THE NETHERLANDS)

This bike-to-shop scheme was first implemented in Breukelen in 2006, as part of a car & traffic reduction plan. Following the successful Flemish model, shoppers collect stamps which give a chance to win prizes. The program was run by a consultancy hired by the city and will repeat annually. [read more >](#)

## PROMOTING BICYCLE TRAFFIC IN AN AUTOMOBILE TOWN (GERMANY)

Implementing a 10 point-programme to encourage more cycling in an automobile industrial city made them more aware of bicycle as a means of transport. The project covered all parts of the society. It started in 2005, and is ongoing in 2009. [read more >](#)

## PROMOTING THE BICYCLE IN THE MUNICH CORPORATE MOBILITY MANAGEMENT PROGRAM (GERMANY)

The aim of the *Munich Corporate Mobility Management Program (MCMMP)* is to make the traffic and transport flows generated by the corporate sector more efficient and environmentally and socially compatible. This can be achieved by shifting to a more environmentally friendly use of privately owned motorized vehicles and by ramping up the use of public transport and bicycles. The Program was initiated by the Munich City Council and is operated by the *Department of Labor and Economic Development*. [read more >](#)

### HEALTH

## NATIONAL STANDARDIZATION OF CYCLE TRAINING & PROFESSIONALISING THE TRAINING (UK)

The development of a national standard for cycle training has been the launching pad for a professional and quality driven approach to cycle training. This in turn has secured the full support of Government enabling funding to be tied to delivery of the standard. The result is a growing professional sector of nationally accredited instructors and training providers. Funded 2005-2009. [read more >](#)

## A STUDY ON HEALTHY CYCLING (JELGAVA, LATVIA)

Jelgava in Latvia implemented a study on healthy cycling with the support of the *Baltic Sea Cycling* project. [read more >](#)

## PROMOTING ACTIVE MODES OF TRANSPORT (WAKEFIELD DISTRICT, UK)

Many people in industrial countries suffer from serious health problems because they don't do enough sports. Another problem in all bigger cities is the enormous volume of traffic especially during rush hour time. To use active modes of transport such as walking or cycling in every day life brings a relief for both situations. In the year 2000 the Wakefield Metropolitan District therefore started a behavior change campaign targeting at the whole population. [read more >](#)

## CYCLE TRAINING FOR CARDIAC REHABILITATION PATIENTS (UK)

A behaviour change campaign offered Cardiac Rehab patients in 2002 experience & training in human powered mobility in 6 communities. *Stockport Primary Care Trust* was a key partner. Projected ended in 2003 but spawned follow on activities initiatives across Manchester such as *Health on Wheels*. [read more >](#)

## CYCLING FOR YOUR HEALTH (LIECHTENSTEIN)

The bicycle is ideal for many every day journeys - for your own health and the benefit of the environment. And it is fun! To activate more people to use the bicycle for every day transports, the VCL organizes a raffle *Cycling for your health*. People working and/or living in Liechtenstein can participate. [read more >](#)

## ACTIVE TRAVEL (UK)

*Active Travel* works with policy-makers and practitioners to promote walking and cycling as health-enhancing physical activity. One of the easiest ways to increase physical activity is to include walking and cycling in the daily routine, such as during the journey to work or school. [read more >](#)

## HEALTH AND MOBILITY AT GKK (GRAZ, AUSTRIA)

Mobility management services targeted as staff and patients of the *Styrian Health Insurance Company GKK*. [read more >](#)

## MOBILITY-HEALTH-LAND USE PROGRAM: TRANSFER OF PHYSICAL ACTIVITIES INTO EVERY DAY'S ROUTINE. (WEIZ, AUSTRIA)

The main goal of this program is to reduce short car trips and shift them towards walking and cycling (mainly up to 3 km distance) without additional time consumption. The main argument for the participants is the increasing of their own fitness. The participants were given the *Mobility / Health Diary* which had been developed specifically. In order to find out whether the programme had yielded measurable results a classifying walking test was made as early as in the first project week (methodology of the UKK walking test). After 12 weeks, this walking test was repeated in order to measure the changes. [read more >](#)

## TO BE AND STAY MOBILE! MOBILITY COURSES IN VADUZ (LIECHTENSTEIN)

Adults and especially senior citizens should understand the relation between health and mobility (walking, riding the bicycle) and act accordingly. [read more >](#)

## CAR FASTING – MOVING ON TO A HEALTH CITY

Life in our civilization is barely thinkable without cars. Some people are even convinced that one can not live without a car. But intensive car usage creates many problems. We stress ourselves by the car-induced hectic life. And we endanger our health twofold: we don't move enough by our own force and we produce a health endangering air pollution. Car fasting brings us peace and contemplation in the period of lent; and we actively contribute to safe our planet. [read more >](#)

## WALKING AND CYCLING TO IMPROVE HEALTH VALUES

A *Mobility-Health-Land Use Program* has been carried out which deals with the transfer of physical activities into every day's routine. The main goal of this program is to reduce short car trips and shift them towards walking and cycling without additional time consumption. The main argument / benefit to convince the participants is the increase of their own fitness. [read more >](#)

## HEALTH AND MOBILITY AT HEALTH INSURANCE COMPANY GKK (GRAZ, AUSTRIA)

The Styrian Health Insurance Company GKK, introduced a number of Mobility management services targeted at staff and patients in order to inform them about the benefits of alternative modes and to encourage a modal shift. For both target groups these measures have resulted in a reduction of the number of cars parked on site and an increase in the use of alternative transport modes. [read more >](#)

## HAPPINESS IS CYCLING (HELSINGBORG, SWEDEN)

Information campaign for residents in Helsingborg about the opportunities available for cycling in and around the town, to encourage a positive attitude towards cycling. Initiatives: production of a new pocket-format free cycle map, widely available throughout the city, making easier planning journeys; Cycle to Work campaigns; support and promotion of cycling. [read more >](#)

## SLOVENIA ON THE MOVE – MOVE TO HEALTH

The project is based on the network of multi-disciplinary and multi-sector partners working together with mass media to promote *HEPA (Health Enhancing Physical Activity)* recommendations. Partners organise walk tests, provide individual *HEPA* counselling and disseminate publications. Started in 1999, ongoing in 2009. [read more >](#)

## PHYSICAL ACTIVITY CAMPAIGN

A local Agenda 21 partnership scheme between Sandwell Metropolitan Borough Council and Sandwell Primary Care Trust led to the appointment of a walking and cycling for health development worker, based at the Health Authority. [read more >](#)

## LEISURE / TOURISM / SHOPPING

### GOING SHOPPING WITH BIKE BELLS RINGING (THE NETHERLANDS)

This bike-to-shop scheme was first implemented in Breukelen in 2006, as part of a car & traffic reduction plan. Following the successful Flemish model, shoppers collect stamps which give a chance to win prizes. The program was run by a consultancy hired by the city and will repeat annually. [read more >](#)

## WORK

### WE ARE BIKING TO WORK (DENMARK)

The *We Are Biking To Work* campaign motivates people to switch from car use to bicycle for the home to work trip. [read more >](#)

### ANTON PAAR ENCOURAGES THEIR EMPLOYEES TO CYCLE TO WORK (GRAZ, AUSTRIA)

The company *Anton Paar* situated in Graz, Austria produces measuring and analytical equipment for the industry and research. They started a campaign called *Anton Paar in Bewegung (Anton Paar in motion)* to enhance healthy nutrition and physical exercise within their employees. Withing the campaign the company has already organized over 70 events. [read more >](#)

## MOTIVATE EMPLOYEES TO BIKE TO WORK (GERMANY)

In June and July 2005 the *Allgemeiner Deutscher Fahrrad Club (ADFC)* (German federal bicycle association) together with the health insurance *AOK* started a campaign to promote active modes of transport (commuter cycling) within employees of companies, universities and technical colleges. A similar project to that in Germany had already been carried out in Denmark and Norway holds such a campaign since 20 years. [read more >](#)

## BICYCLE APPOINTMENTS: THE USE OF BICYCLES TO TRAVEL TO OUT-OF-OFFICE APPOINTMENTS (LINZ, AUSTRIA)

This project would like to encourage the use of the bicycle for business trips for employees of the local authority within the city of Linz in Austria. [read more >](#)

## CYCLING TO WORK – FOR MORE DAY-TO-DAY EXERCISE (GERMANY)

That lack of exercise is a major risk factor for ailments associated with modern lifestyles such as respiratory illnesses and overweight is a proven fact. Only 30 minutes of exercise a day will increase general fitness while lowering the risk of illness. It is therefore important to integrate exercise in daily life by, for example, using the bicycle for distances which need to be covered anyway. The initiative described below more specifically concerns the daily way to work, i.e. a form of day-to-day exercise that does not require any extra time. [read more >](#)

## BIKE TO WORK IN BUCHS (SWITZERLAND)

In 2005 the *IG Velo Schweiz* together with their partner *Migros-Genossenschafts-Bund* started a pilot project in which they invited companies to motivate their employees to bike to work. The campaign was carried out over a time span of four weeks. [read more >](#)

## THE MOBILITY FOR VITALITY LIFESTYLE CHALLENGE FOR CORK CITY COUNCIL EMPLOYEES (IRELAND)

The objective of the *Mobility for Vitality* Lifestyle Challenge was to encourage staff to walk and cycle more in their efforts to get fitter and healthier – preferable by shifting car trips towards non motorised modes of transport. This was a programme to help staff become more physically active. Those who registered for the Challenge committed to undertake a certain min. weekly frequency and intensity of physical activity from Oct.-Dec. 2006. Fitness testing was carried out at the beginning and end, and participants logged their activities in a special log book. Certificates have yet to be awarded. [read more >](#)

## CYCLING TO WORK (VADUZ, LIECHTENSTEIN)

Employers and employees should experience the connection between daily physical exercise and health and act accordingly. Because already 30 minutes of exercise per day increases fitness while lowering the risk of illness, commuting to work is suitable for integrating physical activity into daily life. [read more >](#)

## TECHNICAL UNIVERSITY GRAZ – MOTIVATE COLLEAGUES TO LEAVE THEIR CAR AT HOME (AUSTRIA)

In summer of 2006 the vice principal of the Technical University in Graz *Johann Theurl* and project manager *Gerhard Kelz* started an initiative to prevent their colleagues from going to work by car. Instead they should use public transport, bicycles or they should simply walk to work. Thereby the university wants to act as a role model to reduce CO<sub>2</sub> emission. [read more >](#)

## THE COMPANY PFIZER PROMOTES ENVIRONMENTAL AWARENESS IN AND OUTSIDE THE COMPANY (SANDWICH, UK)

The pharmaceutical company *Pfizer* commits itself to efficient energy using and conservation and tries to reduce environmental pollution as good as possible. They try to implement this by rising environmental awareness within their employees. *Pfizer* is one of the first companies in the UK which produced it's own award winning *Green Transport plan*. [read more >](#)

## WITH THE BICYCLE TO THE CONSTRUCTION SITE IN ST. JOHANN (KITZBÜHEL, AUSTRIA)

The company *Erdbau RASS* is a small earth-moving business in St.Johann in Tyrol. At the moment five excavators are in use in summer and three snow clearance machines in winter. The vehicles are all activated with biodegradable hydraulic oil. Some time ago the employees of the company started to cycle to their work place/ the construction site. [read more >](#)

## COMPANY CYCLING PARTY (GRAZ, AUSTRIA)

As part of the efforts to persuade its employees to switch to alternative modes of transport, the *Styrian Public Health Insurance Fund (GKK)* organised a cycling party for all of its employees and their families. [read more >](#)

## SUSTAINABLE COMMUTING PATTERNS AMONG THE EMPLOYEES

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In 2003 the Streets and Parks Department initiated a campaign directed towards the employees. The purpose of the campaign was, in short, to influence the commuting patterns in a sustainable direction. [read more >](#)

## FROM CAR COMMUTER TO BICYCLE COMMUTER (UPPSALA, SWEDEN)

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Since 2003, the County Council in Uppsala is running a project called *Health Cyclists* aiming to convince regular car commuters to use bicycles when commuting. [read more >](#)

## CYCLING TO WORK IN WEIZ: *WER RADL'T, GEWINNT!* (AUSTRIA)

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The *bike to work* campaign in Weiz started in May & June 2007. The participants formed bike-teams (groups of two persons) and the two bike-team members had to go to work by bicycle, on foot or by public transport for at least 20 days. The project, ongoing in 2009, has now expanded to cover all of Styria. [read more >](#)

## IN BOLZANO WITH THE BIKE TO WORK

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The initiative *Bike to work* aims to involve as much people as possible in bicycle use for everyday home-work displacements. Such a use of bicycle transport brings a lot of advantages: less stress, less queues and less loss of time looking for a parking space. Moreover, bicycle is a fast, funny and environmental friendly mean of transport and helps to keep in shape when there's not much time to go to the gym! [read more >](#)

## BIKE TO WORK IN SWITZERLAND

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In 2005 the *IG Velo Switzerland* started a state-wide campaign to raise public awareness for active modes of transport (commuter cycling). Companies should take part in the event *bike to work* and motivate their employees to leave their car at home and instead use their bicycle as a means of transport. [read more >](#)

## GREEN COMMUTER PLAN OF THE MANCHESTER AIRPORT (UK)

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The Manchester Airport is a workplace for over 18,000 people and every day 80,000 trips are made to the airport. Most of them are single occupancy car journeys. To shift this proportion to other, more sustainable modes of transport the airport set up its own *Green Commuter Plan*. The employees should be informed about the high variety of modes of transport to their workplace. Moreover these alternative choices should be improved and made more attractive. [read more >](#)

## THE *BIKE WISE BUSINESS BATTLE* (NEW ZEALAND)

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This social marketing program got more 2,684 non-cyclists to experience cycling. Follow up research of the 2006 programme indicated that 25% of these non-cyclists continued to bike more regularly after the Battle. 54% have consciously elected to cycle rather than use a car. [read more >](#)

## LOOK OUT FOR A BRAND NEW BIKE IN YOUR PAY PACKET (UK)

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Cycle to Work is a tax incentive aimed at encouraging employees to, er, cycle to work, thereby reducing air pollution and improving their health. The scheme allows employees to benefit from a long term loan of bikes and commuting equipment such as lights, locks and panniers completely tax free. [read more >](#)

## MIT DEM RAD ZUR ARBEIT – CYCLING TO WORK (GERMANY)

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*Mit dem Rad zur Arbeit (Bike to Work)* is a German nation-wide action which excites participants. It is carried out by the *ADFC Cycling Club* and *AOK health insurance* company. The aim is to make people use the bicycle for transport to work and to focus on health benefits. In 2008 nearly 170,000 participated. [read more >](#)

## ZURICH'S COMPANY BIKES: EFFICIENT VEHICLES, POPULAR WITH CITY EMPLOYEES (SWITZERLAND)

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The city of Zurich has 110 bikes for city employees to use for business-related trips. Full-maintenance, and easy access to the attractive bikes makes them popular with city staff. The project was recently upgraded, new bikes bought, and is ongoing in 2009. [read more >](#)

## PROMOTING ACTIVE TRANSPORT IN A WORKPLACE SETTING (SYDNEY, AUSTRALIA)

To improve health and promote active transport a social and individualized marketing campaign was directed at employees aged 17 - 55 from a health care facility in Sydney in 2001 and 2002. The campaign included posters, E-mail newsletters, events to promote awareness & behaviour change. [read more >](#)

## MOBILITY MANAGEMENT FOR HOSPITALS (NAMUR, BELGIUM)

Since 2003, the County Council in Uppsala is running a project called *Health Cyclists* aiming to convince regular car commuters to use bicycles when commuting. [read more >](#)

## RELATIONSHIP BETWEEN THE MORTALITY RATE AND THE LEVEL OF PHYSICAL ACTIVITY (DENMARK)

A study of the relationship between all-cause mortality and the level of physical activity among people of different age groups and sexes covered 30,000 people over 14 years (Andersen et al 2000). Particular benefit was found from bicycling as transportation. Those who did not cycle to work experienced a 39% higher mortality rate than those who did. [read more >](#)

## BEST PRACTICES FOR SENIORS

Older adults benefit from regular physical activity. It does not need to be strenuous to provide physical and mental health benefits. Giving and receiving social support from family and friends is related to regular physical activity.

Seniors obtain significant health benefits by doing moderate amount of physical activity, preferably every day. Activities such as walking or cycling for daily transportation as well as recreation are an excellent choice for this.

The benefits of regular moderate physical activity include that it:

- Helps people continue to live independently and
- Reduces risks of falling and bone fractures.
- Reduces risks from coronary heart disease, high blood pressure, cancers, and diabetes.
- Maintains healthy muscles, bones, and joints.
- Improves sleep quality, mood and feelings of well-being as well as reduce anxiety and depression symptoms.
- Aids in blood pressure reduction for some
- Helps people develop stamina and muscle strength.
- Helps control joint swelling and pain associated with arthritis.

The cases presented in this section include a wide variety of training sessions and formats to help seniors:

- feel safe cycling in their town or city
- continue participating actively in society
- keep up with changes in traffic laws,
- learn how to use current technologies, from GPS and GSM to electric-assisted bikes and trikes

Other sections of this handbook include cases that can be relevant to seniors, including: Cycle to shop, cycle training for children and (grand-) parents, safe routes to schools, etc.

## BEING AND STAYING MOBILE – THE USE OF MODERN MODES OF TRANSPORT (THUN, SWITZERLAND)

Courses to inform older people about new technological developments concerning transport that they could perceive as barriers and that can decrease their mobility levels. The sessions provide information about mobility and health, safe cycling and safe driving. Opportunities in the region for cycling and walking as well as the environmental and health effects of using the different modes of transport are also illustrated. Following the pilot phase in Thun in 1999–2000, the project has now been implemented in many cities in Switzerland. The expansion of the project is supported by the *Swiss Federal Office of Energy* and the *Swiss Federal Office of Public Health*. [read more >](#)



## TO BE AND STAY MOBILE – MOBILITY COURSES IN VADUZ (LIECHTENSTEIN)

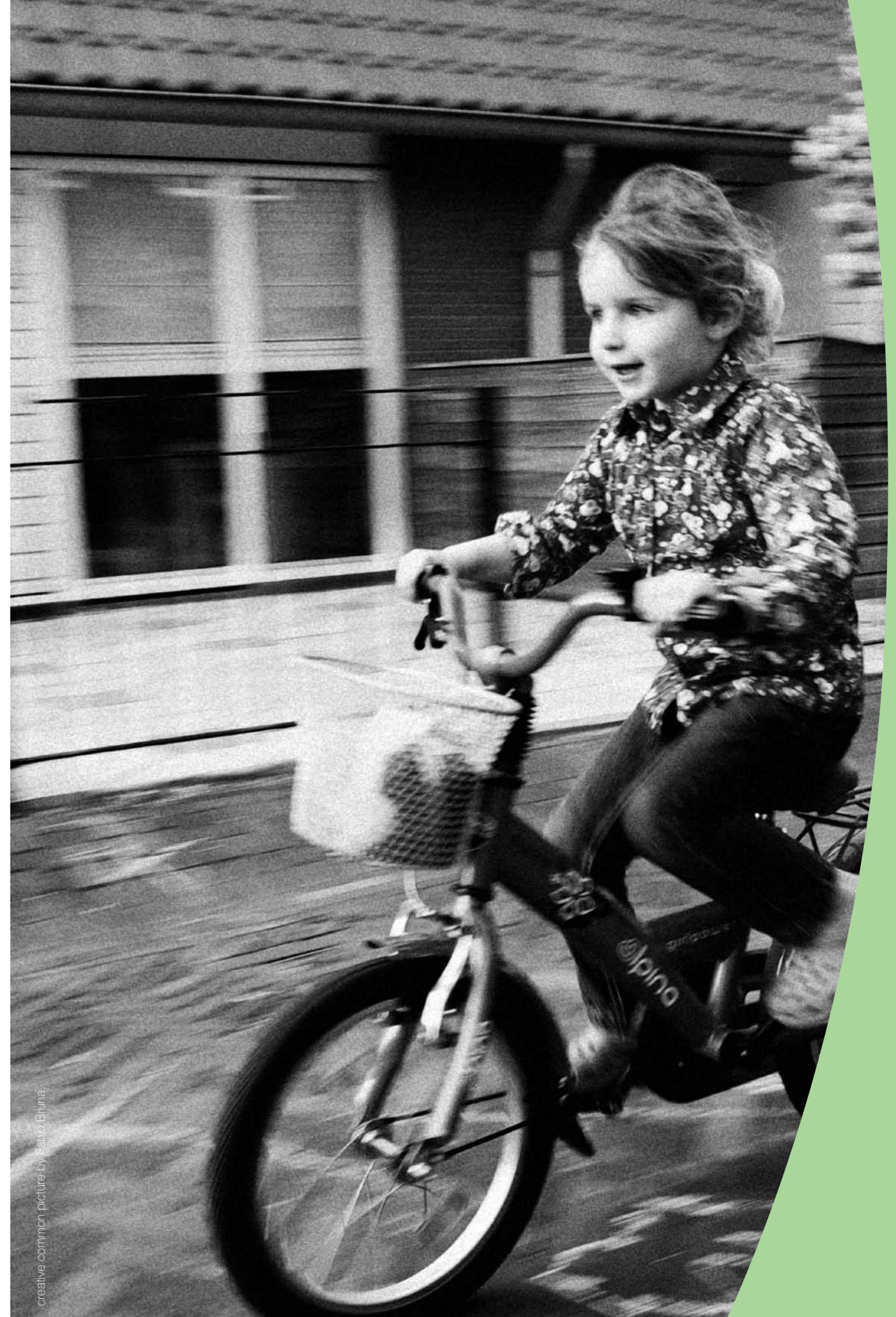
Adults and especially senior citizens should understand the relation between health and mobility (walking, riding the bicycle) and act accordingly. [read more >](#)

## SAFE AND HEALTHY ON THE BIKE ENCOURAGING SENIORS TO KEEP CYCLING TO STAY ENGAGED & FIT (BELGIUM)

The purpose of the project is to encourage elder people to keep cycling in a daily manner to help them to stay in touch with the surrounding society and stay health. The project involved the *Fietzersbond*, transport organizations & government. It began in 2001 and is ongoing in 2009. [read more >](#)

## SENIOR CYCLING: A PLUS IN OLDER CITIZENS QUALITY OF LIFE (MUNICH, GERMANY)

Senior citizen training courses help them enjoy everyday cycling again. Featuring an occupational therapist and alternative bikes specially equipped for those with reduced mobility. Partners: *Green City*, *hpv-Germany* & *Treffpunkt 55*, supported by Munich city council. Begun in 2006, ongoing 2008. [read more >](#)



## SELECTED BIBLIOGRAPHY AND INTERNET REFERENCES

### LIFE CYCLE

LIFE CYCLE is a project of the EU's Public Health Programme. The aim is to integrate cycling as the natural mean of transport in daily life. LIFE CYCLE wants to change the increasing sedentary lifestyles of people by adding physical activity to the daily routines. Within the programme's framework, LIFE CYCLE contributes to the overall objective to fight growing obesity and overweight figures as well as to foster preventive behaviour by leading a physically active life.

The project's focus is all about cycling covering all stages of life from kindergarten until retirement. LIFE CYCLE starts with making cycling an important part of life in early childhood and keeps it habitual for the entire lifespan. The main product of LIFE CYCLE is an implementation manual out of tested measures to create a lifetime of cycling.

The LIFE CYCLE website offers you more detailed information on our doings. Please feel free to scan through the website and learn more about the LIFE CYCLE actions, target groups, products, results and the people engaged in the project!

[go to LIFE CYCLE web page](#)

### ELTIS – EUROPEAN LOCAL TRANSPORT INFORMATION SERVICE

ELTIS is Europe's portal for local transport news and events, transport measures, policies and practices implemented in cities and regions across Europe. It is an initiative of the European Commission's Directorate General for Energy and Transport. The aim of ELTIS is to provide information and support a practical transfer of knowledge and exchange of experience in the field of urban and regional transport in Europe.

[go to ELTIS web page](#)

### CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITAlity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen. The CIVITAS Initiative helps cities to achieve a more sustainable, clean and energy efficient urban transport system by implementing and evaluating an ambitious, integrated set of technology and policy based measures.

[go to CIVITAS web page](#)

### EPOMM

EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM is organised as an international non profit organisation with seat in Brussels. The main aims of EPOMM are to promote and further develop Mobility Management in Europe as well as to support active information exchange and learning on Mobility Management between European countries.

[go to EPOMM web page](#)

### FIETSBERAAD

This is international website of the Dutch Fietsberaad (Bicycle Council), the expertise centre for cycling and all related subjects. This English website provides access to the most up-to-date information, the main facts and the best examples from the Netherlands and other countries. It also contains general information in French, German and Spanish, and the most requested information will gradually be available in these languages too.

[go to FIETSBERAAD web page](#)

### THE PEP

The portal for user-friendly access to policy, legal and scientific information, as well as good practices, on Transport, Health and Environment in the pan-European region. THE PEP Clearing House was established within the Transport, Health and Environment Pan-European Programme (THE PEP).

[go to THE PEP web page](#)

### A PHYSICALLY ACTIVE LIFE THROUGH EVERYDAY TRANSPORT

with a special focus on children and older people and examples and approaches from Europe (2002) [download document \[pdf, 415KB\]](#)

# lifecycle

The Best Practise Handbook arises from the project LIFE CYCLE which has received funding from the European Union, in the framework of the Public Health Programme.



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