Lessons learnt from applications of the project
Created: September 2010

<table>
<thead>
<tr>
<th>Title of application and country of implementation</th>
<th>Lessons learnt – Do’s</th>
<th>Lessons learnt – Don’t’s</th>
</tr>
</thead>
</table>
| Video Clips promoting cycling – Plovdiv, Bulgaria | • Do use humorous stories with surprising endings  
• Do use stories that have the classical ingredients: a hero and a villain.  
• Do create stories with a core message that are memorable and worth passing on  
• Do try to find surprising correlations that produce an: “I would never have guessed that” effect | • Don’t produce video clips that are too long – if possible the clip should not be much longer than 2 minutes |
| Sustainable Transport and Art – Graz, Austria | • Do use good quality photographs and illustrations to improve the visual appearance of your website or printed materials.  
• Do tell friends and colleagues that the Trendy Travel website is a great source for high quality and unrestricted materials.  
• Do consider children, even very young children as creators of paintings and art work that powerfully convey and evoke emotions.  
• Do consider creating public art-like sculptures that might also double as functional elements promoting soft mobility (e.g. aesthetically appealing bicycle stands). | |
| Bike Flee Market, Cork, Ireland | • Some security precautions are needed to avoid theft and curtail unruly behaviour. So try to ensure a few strong bodies are about!  
• Multiple Entertainers and stalls will draw crowds of all ages to match the range of bikes available. This also helps if someone can’t make it!  
• Sending letters to schools take a lot of effort for little reward. An advert/article in a National School Magazine would be better.  
• There is a high demand for bikes amongst third level students- particularly amongst foreign exchange students and temporary migrant workers.  
• People bringing lots of bikes may need to park nearby and the cost of parking may exceed uncertain revenue from bike sales. A free parking day (e.g. Sunday) may be ideal provided that there is no other major event on nearby, consuming parking spaces! Otherwise pick a venue with a free carpark for sellers.  
• The venue and different areas within it should be well signposted with timetables posted at the entrance and an information sign on a desk for all queries.  
• Pleasant décor, music and light refreshments are important for all this waiting to sell bikes or participate in workshops etc. | |
| Bike Event Calendar, Cork, Ireland | • Do evaluate all events and adapt accordingly if necessary  
• Do set up co operations with local groups and associations  
• Do produce visually pleasing photographs of your event to be used to promote the event in the coming year(s)  
• Do use already existing activities like Car free day, Mobility week to gain more publicity  
• Do make the calendar part of the job description of the bicycle officer  
• Do publish the calendar – it might also be a good idea to have it online | • Don’t only concentrate on people who already cycle, events like the bicycle show might help to convince people to switch from the car to the bike.  
• Don’t underestimate the pester power of children. Activities like “bike to school” can also lead to much talk about cycling within families and possibly convince the parents to cycle more too.  
• Don’t organise events or activities that are not easy to replicate every year. |
| Fashion Show, Aarhus, Denmark | • Be in good time organising the fashion show as many partners are involved  
• Do make a good marketing for the fashion show to get citizens to show up  
• Do get as many elements as possible in the show to make it lively | |
| Campaign Bus to promote cycling, Aarhus, Denmark | • Promote the activity at least one week before the actual date with posters, flyers or in newspaper articles  
• Organise the participation of local groups of children to take part in the event  
• Do think of the different target groups you want to reach – there should be activities for all target groups. Especially the teenagers can be difficult to reach if you don’t have something for them  
• Do think of the activities for children as some that can attract their parents – and then you can fill the parents with knowledge about cycling  
• Do try to reach different target groups – for instance children with other languages, children that are normally not cycling etc. | • Don’t forget to have some information materials to hand out to the people that enjoy the cycle activities |
| Set of short Stories – Literature Contest, Graz, | • Do dare to try out something new, even with the risk of making yourself vulnerable and you | • Don’t expect that professional writers are more likely to come up with better stories than the... |
### Austria
- Will most likely get positive reactions.
- Do restrict the stories to a certain maximum number of pages. Short and punchy stories can be retold better.
- Do use a professional jury to judge the stories from a competition. If you use only a public jury a person with many friends might get voted for many times, even though the story is not that great.
- Do use a more complicated format then the one suggested on the Trendy website. The fact that the test is short makes it easier to get interviewees.
- General public.
- Don’t underestimate the effort involved in reminding potential contributors to submit stories.

### Bicycle Climate Test, Graz, Austria
- Do carry out the Bicycle Climate Test regularly in your country to get a good overview of necessary improvements.
- Do make sure that the relevant stakeholders and decision makers are supportive of your cycling plans and are involved in the implementation of all measures.
- Don’t make the children that are dropped off with a car feel bad, because it is the decision of their parents as to how they get their children to the kindergarten.
- Don’t use inappropriate and language that is too technical.
- Don’t use sensible data and photographs without asking the explicit permission and approval of the parents.

### Learning to cycle, Bolzano, Italy
- Do inform parents in detail about the programmes planned in the kindergarten. Information leaflets with scientific inputs and handouts with exercises are particularly helpful.
- Do teach cycling in groups. It is a lot of fun for children to learn to cycle in a group and it also stokes their ambition to learn to cycle.
- Do promote these activities widely in the local media and press to create publicity.
- Inform kindergarten staff and consider the needs of the individual kindergartens.
- Always be available as a contact person for staff, children and parents.
- Do promote these activities widely in the local media and press to create publicity.
- Inform kindergarten staff and consider the needs of the individual kindergartens.
- Always be available as a contact person for staff, children and parents.
- Don’t make the children that are dropped off with a car feel bad, because it is the decision of their parents as to how they get their children to the kindergarten.
- Don’t use inappropriate and language that is too technical.
- Don’t use sensible data and photographs without asking the explicit permission and approval of the parents.

### Kindergarten lottery, Bolzano, Italy
- Do inform parents in detail about the programmes planned in the kindergarten. Information leaflets with scientific inputs and handouts with exercises are particularly helpful.
- Do teach cycling in groups. It is a lot of fun for children to learn to cycle in a group and it also stokes their ambition to learn to cycle.
- Do promote these activities widely in the local media and press to create publicity.
- Inform kindergarten staff and consider the needs of the individual kindergartens.
- Always be available as a contact person for staff, children and parents.
- Don’t make the children that are dropped off with a car feel bad, because it is the decision of their parents as to how they get their children to the kindergarten.
- Don’t use inappropriate and language that is too technical.
- Don’t use sensible data and photographs without asking the explicit permission and approval of the parents.

### Bicycle Rental System, Bolzano, Italy
- Bicycle trailers or Transport bikes are less well known to parents and there’s more interest in them than in regular bike seats.
- Do inform parents in detail about the programmes planned in the kindergarten. Information leaflets with scientific inputs and handouts with exercises are particularly helpful.
- Do teach cycling in groups. It is a lot of fun for children to learn to cycle in a group and it also stokes their ambition to learn to cycle.
- Do promote these activities widely in the local media and press to create publicity.
- Inform kindergarten staff and consider the needs of the individual kindergartens.
- Always be available as a contact person for staff, children and parents.
- Don’t make the children that are dropped off with a car feel bad, because it is the decision of their parents as to how they get their children to the kindergarten.
- Don’t use inappropriate and language that is too technical.
- Don’t use sensible data and photographs without asking the explicit permission and approval of the parents.

### Cycling Arts Festival, Cork, Ireland
- Promote the event using a variety of media.
- A good up-to-date website is more important than Facebook.
- To optimise visibility, locate events in a busy city centre area.
- Walk-in events like exhibitions have maximum appeal since they are open to everyone for a long time and take only minutes to appreciate.
- People seem to favour quirky and entertaining events and art alone provides very powerful inspiration.
- Attendees commented that the exhibition made them feel that ‘cycling is fun, enjoyable and will make me feel good’. Others said: ‘It gets you in the mood’ or ‘I want to buy a bike now!’ Overall people felt that the festival put the fun not cycling, making it seem more sociable and Trendy. It works because ‘If everyone else will be cycling to take part, you will too.’
- Handing out flyers and posters over a wide area greatly helps also.
- A picnic with music and games at the end of the cycle increases the attractiveness of the event also.
- Teaming up with lots of other organisation greatly helps with the promotion and success of a weeklong event.
- Events planning should start at least 6 weeks in advance; however if piggybacking another event like a chamber of commerce meeting, slots may need booking 6 months or more in advance. Lunchtime.

### The Rebel Pedal Cycle, Cork, Ireland
- Holding a cycle event at the weekend seems to attract bigger crowds as more people are off work and a lot of people see the event as there are more shoppers on the street.
- It is important to plan the route with the police force well in advance. In Cork police on bicycles and motor bikes escort the rebel pedal and block traffic at junctions to let cyclist’s pass- no street closures required!
- On the day, stewards in luminous vests are also important, to safely herd the cyclists.
- Even one TV mention is invaluable because if it will draw a crowd once, people will return next year. For this a colourful launch is needed e.g. cyclists on heritage bicycles in matching vintage attire.
- Handing out flyers and posters over a wide area greatly helps also.
- A picnic with music and games at the end of the cycle increases the attractiveness of the event also.

### Cycle Chic Fashion Show, Cork, Ireland
- Volunteer models should receive the same hair and makeup as professionals.
- Everyone should know what to wear and what bikes to use and when to model them well in advance.
- One person needs to be in charge of sizing and lining up the bike and bike gear, another in charge of lining up the models!
- All companies donating clothes and gear should be represented on the catwalk.
- Background music should not drown out the compère and should be easy to move to. The catwalk should be easy to cycle safely on.

### Bike to Work Week, Cork, Ireland
- If the organising committee is small it is better to organise one event well than to try to organise 4 initiatives under duress.
- Teamin up with lots of other organisation greatly helps with the promotion and success of a weeklong event.
- Events planning should start at least 6 weeks in advance; however if piggybacking another event like a chamber of commerce meeting, slots may need booking 6 months or more in advance. Lunchtime.
<table>
<thead>
<tr>
<th><strong>Sustainability Campaign – Public Transport, The Netherlands</strong></th>
<th><strong>Health and Railway Project, The Netherlands</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Seminars may suit workers.</td>
<td>• Same do’s and don’ts as for sustainability</td>
</tr>
<tr>
<td>• Family fun cycles need stewards to keep groups cycling safely together.</td>
<td>• Point out to people that travelling by train and by bike is a good starting point for having a healthy way of life</td>
</tr>
<tr>
<td>• Cycle-to-work competitions which rate a 10 minute trip as equivalent to a 90 minute trip or only run Monday-Friday may be unfair. It may be wise to also reward effort put into recording cycle journeys as this can yield valuable information.</td>
<td>• Goals for a healthy way of life is to move at least 30 minutes per day. If travelling by train most people already reach this goal</td>
</tr>
<tr>
<td>• Humorous stories with an ending that surprises the viewer are remembered longer</td>
<td>• Do make use of role models (sportsmen) and real life examples to tell the messages</td>
</tr>
<tr>
<td>• A good story – also a video clip – should have the classic ingredients: a villain, a hero and a plot. The hero always wins.</td>
<td>• Combine the campaign with other non-transport related campaigns</td>
</tr>
<tr>
<td>• Stories are a powerful instrument because they never die and they can be told on different locations, in different circumstances</td>
<td>• Make sure the messages gives the receiver a good feeling, because only then the message will be better understood and remembered</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Storytelling competition, The Netherlands</strong></th>
<th><strong>Spring Bicycle Flea Market, Györ, Hungary</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Do dare to try out something new, even with the risk of making yourself vulnerable and you will most likely get positive reactions.</td>
<td>• Don’t expect that professional writers are more likely to come up with better stories than the general public.</td>
</tr>
<tr>
<td>• Do restrict the stories to a certain maximum number of pages. Short and punchy stories can be retold better</td>
<td>• Don’t underestimate the effort involved in reminding potential contributors to submit stories.</td>
</tr>
<tr>
<td>• Do use a professional jury to judge the stories from a competition. If you use only a public jury a person with many friends might get voted for many times, even though the story is not that great.</td>
<td>• Don’t forget to also use an electronic interface especially with a target group like students</td>
</tr>
<tr>
<td>• Don’t forget that such an event is also a good opportunity to promote cycling in general as well as future cycling related events.</td>
<td>• Don’t forget to also use second hand bikes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Spring Bicycle Flea Market, Győr, Hungary</strong></th>
<th><strong>Health and Railway Project, The Netherlands</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• The day of the flea market should be chosen depending on the target group. In the case you want to reach students and personal from the university – chose a weekday for the market.</td>
<td>• Same do’s and don’ts as for sustainability</td>
</tr>
<tr>
<td>• Bike shops can also be a good source for second hand bikes</td>
<td>• Point out to people that travelling by train and by bike is a good starting point for having a healthy way of life</td>
</tr>
<tr>
<td>• Don’t forget to also use second hand bikes</td>
<td>• Goals for a healthy way of life is to move at least 30 minutes per day. If travelling by train most people already reach this goal</td>
</tr>
<tr>
<td>• Don’t forget that such an event is also a good opportunity to promote cycling in general as well as future cycling related events.</td>
<td>• Do make use of role models (sportsmen) and real life examples to tell the messages</td>
</tr>
<tr>
<td></td>
<td>• Combine the campaign with other non-transport related campaigns</td>
</tr>
<tr>
<td></td>
<td>• Make sure the messages gives the receiver a good feeling, because only then the message will be better understood and remembered</td>
</tr>
</tbody>
</table>