


Improving the Daily Use of Bicycles – Odense, Denmark

Keywords	Sustainable Transport and Mobility, Promotion Campaigns, Bicycle Use
Pictures	
Description	<p>The Transport Ministry has selected Odense as Denmark's National Cycle City. Indeed, many campaigns are led to make people sensitive and interested in the daily use of bicycle, and as a result of this transport policy and bike promotion, the modal split has changed in the past 10 years in favour of cycling: +50% cyclists (1990-2000)! "RIT – a Campaign in day-care institutions", "Freewheeling – a Campaign for school children", the "Bike to Work" National Campaign and "The Annual Bike Festival" are examples of cycling promotion campaigns led by the Municipality of Odense.</p> <p><i>RIT - a Campaign in day-care institutions:</i> Parents are encouraged to bring their children to the institution by bicycle or on foot as often as possible. For each trip done by bicycle or on foot the child receives a raffle ticket for the lottery. The more tickets you get the higher chance to win the prize you have. The mascot "Anton" (a duck) characterises the Campaign. He visits the institutions and inspires the children to cycle</p> <p><i>Freewheeling - a Campaign for school children:</i> The 12 and 13 years old children can participate to this team contest where classes compete to obtain the highest number of kilometres done by bike to school or in spare time. The reason why Odense focuses on children and cycle campaigns is to show how lovely it is to ride a bicycle.</p> <p><i>The Annual Bike Festival:</i> Each year a bike festival is organised at the town hall square. Normally, it is on a Saturday in May. The purpose is to show the public good examples of new quality bikes. Only bikes costing a minimum of 400 Euros are allowed at the festival. Besides normal bikes, also special bikes are invited on the day.</p> <p><i>The "Bike to Work" National Campaign:</i> In 2002, the "Bike to Work" National Campaign was launched in Denmark for the fifth time. It is organised for a four week period in the spring where people are supposed to use their bike to work at least half of the time. There must be at least 4 participants in each team. Your chances of winning the prizes depend on how many participants you are, and how many trips you are making by bike. In Odense, a special effort was made to have more participants. We advertised a lot in particular by sending direct mails to 2,000 workplaces with at least 5 employees, posters, etc. Special pins were made for cyclists. A special pin patrol was sent out to search for these pins on the streets and in the workplaces. All cyclists found wearing this pin were given gifts! After the Campaign, people could propose somebody who they felt should be the cyclist of the year. The winner was pleased to receive flowers and a brand new bike.</p>
Results / Achievements	<p><i>RIT - a Campaign in day-care institutions:</i> RIT was organised for the first time in 2001. Over 3,100 children from 54 day-care institutions participated. 12,000 bicycle rides were taken during the two weeks long campaign.</p> <p><i>The "Bike to Work" National Campaign:</i> The number of cyclists in the contest has increased from 4,000 the first year (1998) to 9,000 the third year (2000).</p>
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