



Climate Alliance

# PRESENTATION OF CLIMATE ALLIANCE'S



**CITY CYCLING**  
Cycling for a better climate



at the  
**MOVECIT project meeting**

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Climate Alliance

# WHAT IS CLIMATE ALLIANCE?

European network of more than 1,700 local authorities in 26 countries committed to protecting the world's climate

Partnership and cooperation with indigenous peoples of the rainforests

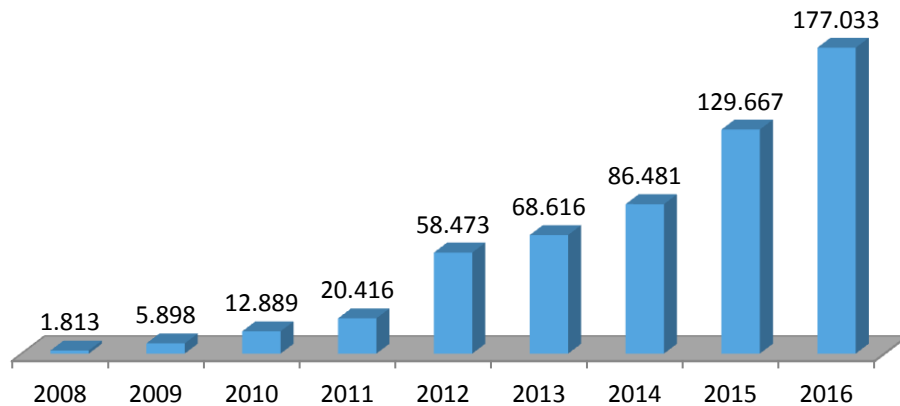
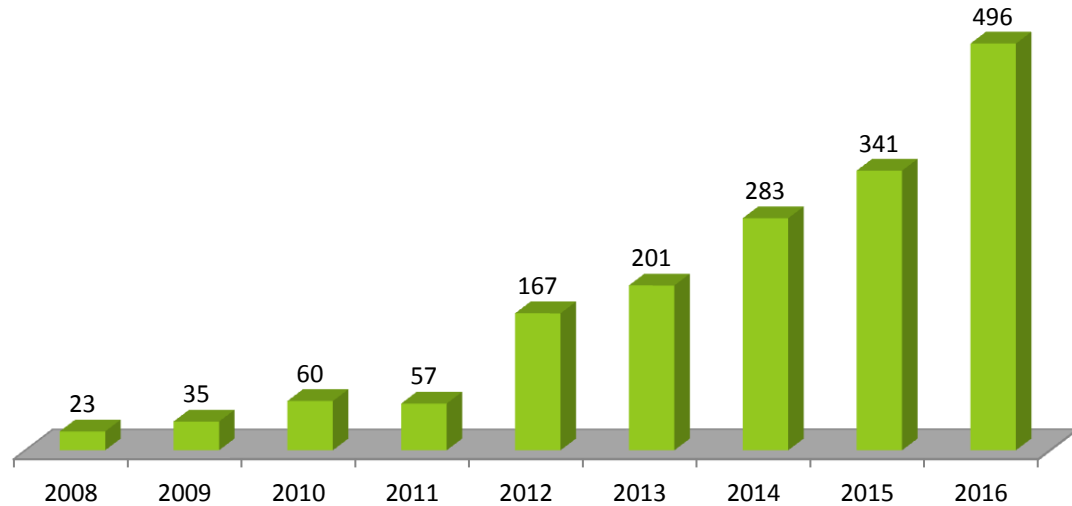
Consultancy, support, experience exchange, etc. in various fields of climate protection; development of tools and campaigns



# HOW HAS CITY CYCLING EVOLVED?

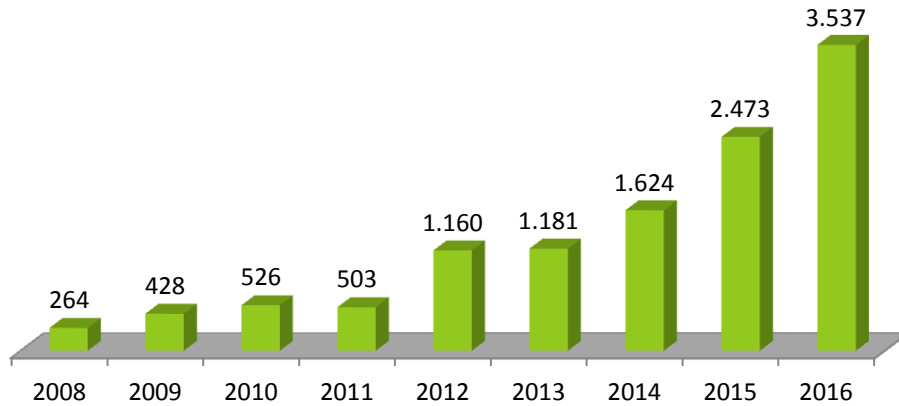
## (IN GERMANY ONLY)

### Participating cities



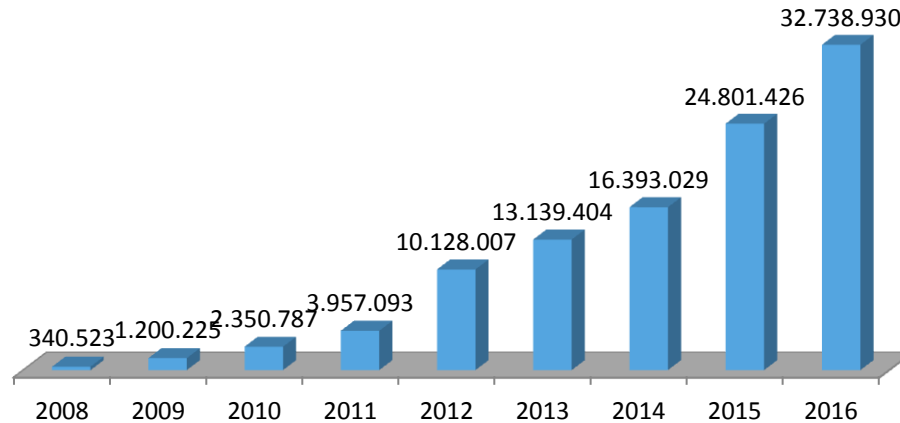
### Participating cyclists

# HOW HAS CITY CYCLING EVOLVED? (IN GERMANY ONLY)



Local parliament members

Kilometres cycled





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# WHAT IS CITY CYCLING ALL ABOUT?

**Competition between cities for climate protection and to promote cycling**

**Every municipality** (i.e. city, town/village, district/region) is invited to **participate**

→ **All in one: communication, planning and citizen participation tool for local authorities!**

**Local politicians/councillors** as THE decision-makers for cycling are able to **experience their city by bicycle** whilst acting as **role models** at the same time

→ **Aims to motivate more citizens to cycle more and more often, for work and during their free time**



**FUN & ENJOYMENT!**



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# HOW DOES CITY CYCLING WORK?

Campaign period: **May 1 to September 30**

- Action phase within municipalities:  
**21 consecutive days** (free choice of the exact dates)

Those who live, work, belong to a club, or go to school/university in a participating city can join in

Councillors set up **teams** with citizens

School classes, clubs, organisations, companies, etc. can form their own teams

➔ **Everyone can participate!**



# HOW DOES CITY CYCLING WORK?

(cont'd)

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**Online cycle calendar**  
to record kilometres or via **app**

Each participating city has its own sub-site/domain at **city-cycling.org** with specific information (contact details of local coordinators, opening/closing ceremony, offered cycle tours, etc.), statements from team captains, team overviews plus results...



**Awards** in three different categories for the best cities and local parliaments; prizes for the best local teams/cyclists within cities



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# WHAT IS A CYCLE STAR?



Specific terms and conditions apply for this special category:

## **21 days on bike and “car-free”**

(public transport/train journeys are still allowed)

If possible a **“local celebrity”**, e.g. (lord) mayor, councillor, head of department of the environment/transport, etc. should volunteer to participate

→ **Again, politicians as role models!**

**Broad media coverage**, media-effective ‘storage’ of the participant’s car

Commitment to writing about their experiences in the **CITY CYCLING blog**





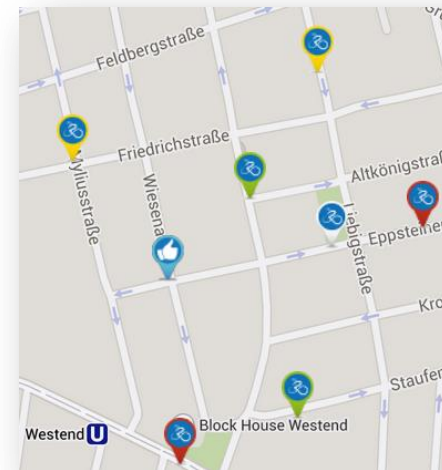


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# RADAR! REPORTING PLATFORM

## Cycling reporting platform

- **Optional** use by CITY CYCLING municipalities
- Municipal **planning tool for infrastructure** measures, can (at least) complement municipal road checks
- **Citizen participation tool:** municipalities are able to contact cyclists directly and vice versa
  - ➔ **Cyclists feel that their concerns are taken seriously**
- Municipalities are able to communicate (e.g. during CITY CYCLING in the following year) just which/how many measures have/will be implemented
  - ➔ **Municipalities transparently demonstrate their commitment to cycling**



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# HOW DOES RADAR! WORK?

Reports possible for the according municipalities in the respective territory/area of responsibility

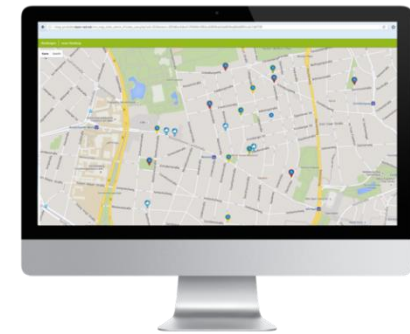
Option of submitting reports online by adding an address/pin to the road map or via CITY CYCLING and RADar! apps (GPS!)

Only cyclists who have signed up for CITY CYCLING are able to submit reports/position pins

- ➔ Minimisation of “hoax reports”; manageable number of reporters
- ➔ Increase in participants; yet another reason to participate in CITY CYCLING

Reports can be submitted during the 21 CITY CYCLING days

- ➔ Reasonable time frame for municipalities



[radar-online.net](http://radar-online.net)

# HOW DOES RADAR! WORK?

(cont'd)

Reports are emailed to a prearranged place  
(e.g. highways authority) for review and processing

Automatic and customised email transmission

Municipalities are free to decide whether reports and  
their processing status are visible to the general public

Positive feedback also possible

From 2016 on:

RADar! can be offered beyond the 21

CITY CYCLING days on a separate platform/website

→ Pilot phase possible

From 2017 on:

RADar! available outside Germany

Outstanding



In progress



Completed



Neutral



Positive



# WE'RE GOING INTERNATIONAL

## From 2017 on: worldwide participation

- English website: [city-cycling.org](http://city-cycling.org)
- Identical rules of participation
- **20 % discount**, if national languages is not German or English
- **CITY CYCLING at the same time with partner cities**
  - ➔ Competition “against” each other but *together* for the good cause
  - ➔ Strengthening/Deepening friendly relations to partner cities worldwide





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# PARTICIPATION FEES FOR MUNICIPALITIES

Number of inhabitants	Climate Alliance members	Non members
Under 10,000	€ 300	€ 450
10,000 to 49,999	€ 600	€ 900
50,000 to 99,999	€ 1,000	€ 1,500
100,000 to 499,999	€ 1,500	€ 2,250
500,000 and above	€ 2,000	€ 3,000
Fixed price with district/ region registration	€ 100	€ 150

**20% discount**

# WHAT MATERIAL/SERVICES DOES CLIMATE ALLIANCE OFFER?



- **IT infrastructure:** website, online cycle calendar incl. result overviews, CITY CYCLING app, etc.
- **RADAR!** reporting platform
- Printed/digital **CITY CYCLING flyers and posters**
- **Flyer and poster templates** for individual design
- Animated **web banners**
- **Certificates** for best local cyclists/teams
- **Templates for letters** to local politicians, potential partners, press releases, etc.
- **Instruction manual** for online cycle calendar (for both local coordinators and participating cyclists)
- **Consultancy, (social) media work, and much more**

# CONTACT AND FURTHER INFORMATION

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Thanks for your time!

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**Climate Alliance**

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[climatealliance.org](http://climatealliance.org)

[city-cycling.org](http://city-cycling.org)

[radar-online.net](http://radar-online.net)



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# RADAR! ANNUAL LICENCES

Number of inhabitants	Beyond CITY CYCLING campaign period <i>incl. 7% reduced VAT (special purpose)</i>		<u>Without</u> participation in CITY CYCLING <i>incl. 19% VAT</i>	
	Climate Alliance members	Non-members	Climate Alliance members	Non-members
Less than 10,000	€ 70.00	€ 105.00	€ 155.00	€ 232.50
10,000 to 49,999	€ 120.00	€ 180.00	€ 260.00	€ 390.00
50,000 to 99,999	€ 155.00	€ 232.50	€ 345.00	€ 517.50
100,000 to 499,999	€ 195.00	€ 292.50	€ 430.00	€ 645.00
From 500,000	€ 240.00	€ 360.00	€ 535.00	€ 802.50

For rural districts/regions: if RADar! is activated in ten or more individual towns/municipalities in the rural district/region, a 10% discount will be granted.

A CAMPAIGN OF



MAIN PARTNERS







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# RADAR! THREE-YEAR LICENCES

(Fees indicated are per year, payable in advance for all three years)

Number of inhabitants	Beyond CITY CYCLING campaign period <i>incl. 7% reduced VAT (special purpose)</i> Participation in the CITY CYCLING campaign required in all three years		<u>Without</u> participation in CITY CYCLING <i>incl. 19% VAT</i>	
	Climate Alliance members	Non-members	Climate Alliance members	Non-members
Less than 10,000	€ 50.00	€ 75.00	€ 110.00	€ 165.00
10,000 to 49,999	€ 85.00	€ 127.50	€ 185.00	€ 277.50
50,000 to 99,999	€ 110.00	€ 165.00	€ 240.00	€ 360.00
100,000 to 499,999	€ 135.00	€ 202.50	€ 300.00	€ 450.00
From 500,000	€ 170.00	€ 255.00	€ 375.00	€ 562.50

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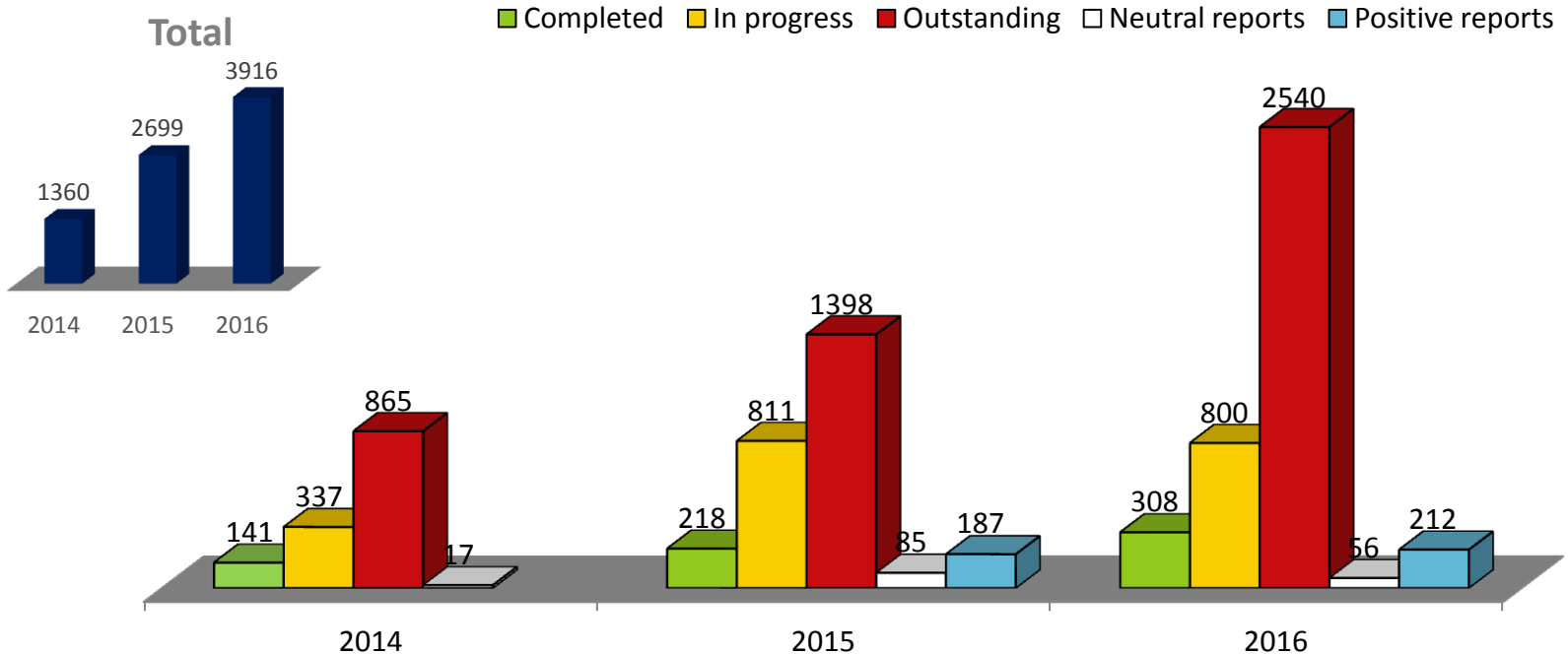
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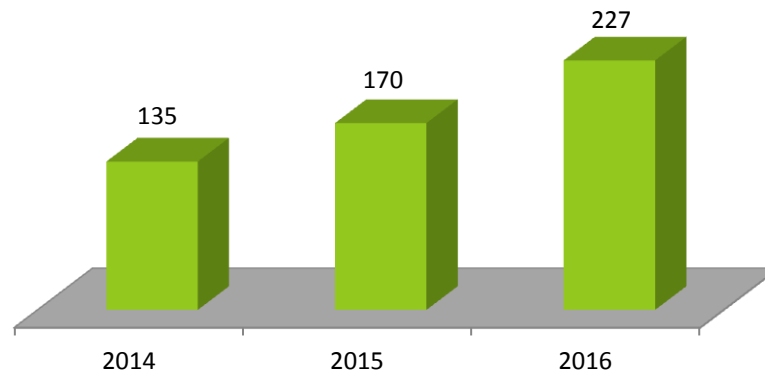
# RADAR! REPORTS OVER THE YEARS





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# RADAR! PARTICIPATING MUNICIPALITIES



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