

ÖSTERREICH RADELT ZUR ARBEIT

AUSTRIA CYCLES TO WORK

PERCEPTIONS & ACHIEVEMENTS
OF THE CAMPAIGNS
FIRST THREE YEARS

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OVERVIEW

GOAL

- > shift from car to bicycle
- > incentives for cycling to work
- > nationwide, one concept throughout Austria
- > all working together under one label

FOCUS ON

- > benefits in health
- > financial benefits
- > for both employees and employers

TARGET GROUP

- > everybody
- > from secretary to CEO
- > factory worker to office people



IMPLEMENTATION

- > bike 2 work month with cyclelortory over the radio
- > organiser RADLOBBY.IGF in cooperation with state bicycle lobbies
- > supporters: states, Ministry of Life



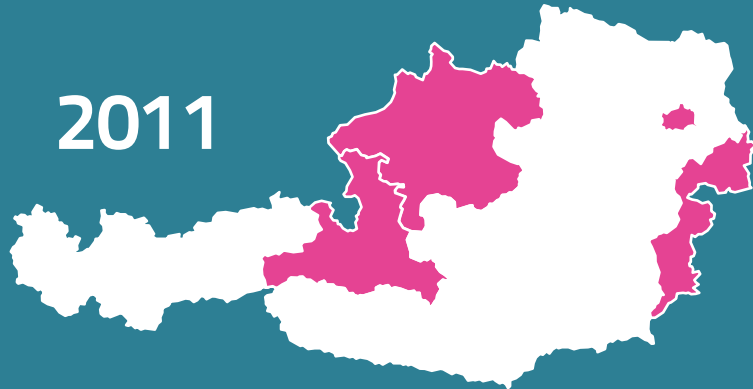
PROGRESS OVER THE THREE YEARS

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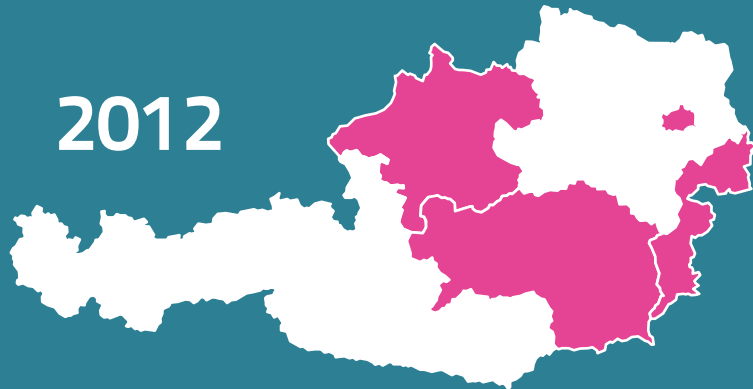
supporting & involved states

ruling political parties until February 2013

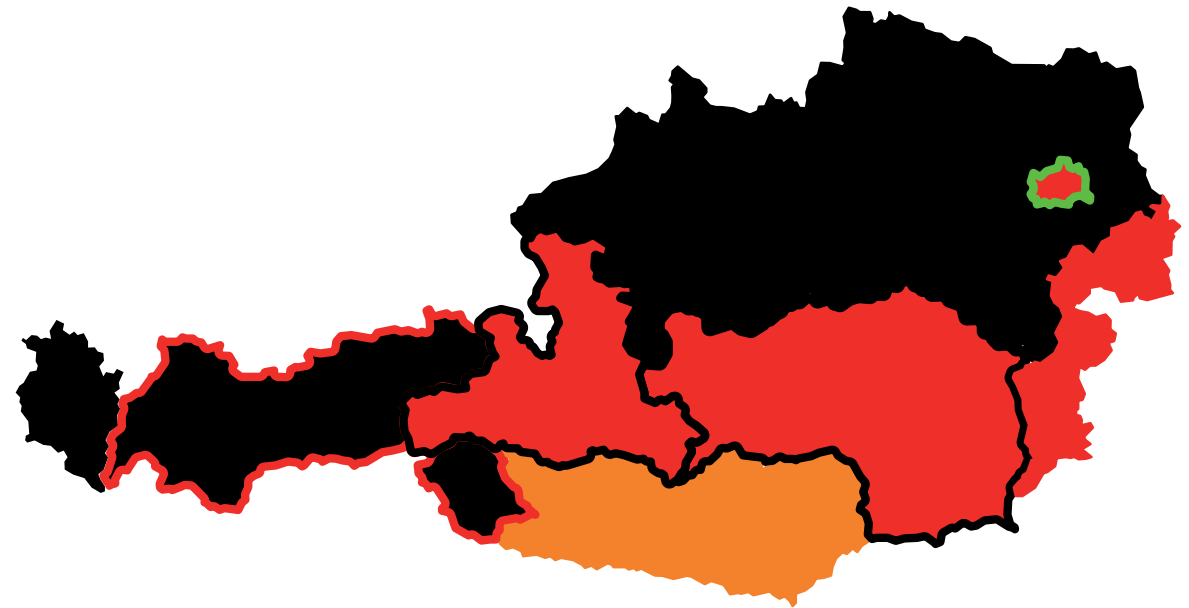
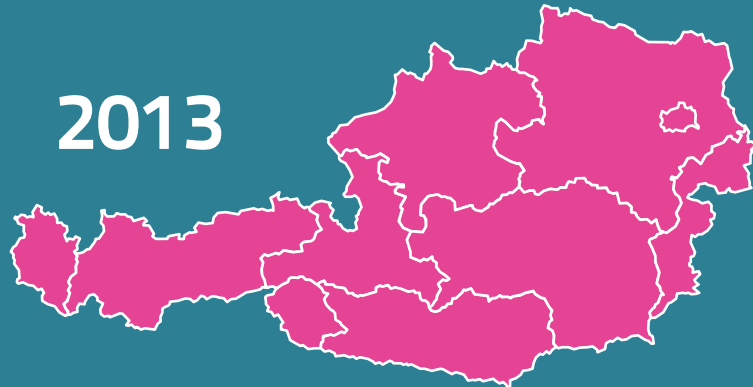
2011



2012



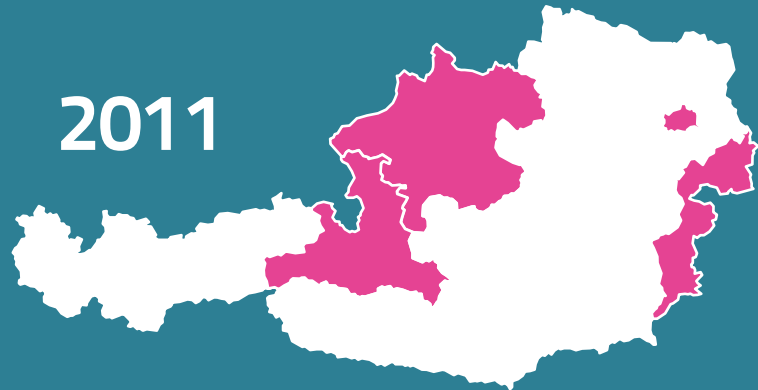
2013



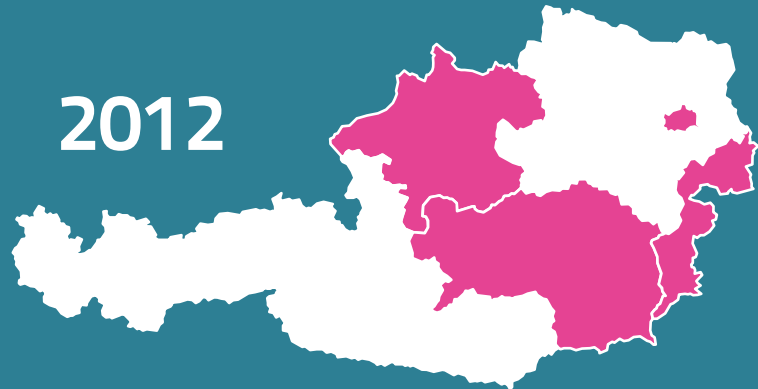
CONCLUSION & REASONS

supporting & involved states

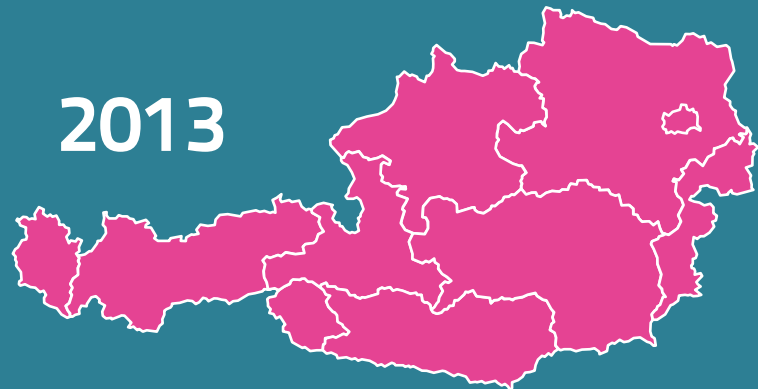
2011



2012



2013



EXISTING SCHEMES on state level:

- > cyclecompetition Vorarlberg
- > whocycleswins Styria
- > community cycling in Lower Austria

SALZBURG

- > dissatisfaction with IT-usability (until 2013 solved)

STYRIA

- > goal nationwide project was convincing, cooperation with state cycle lobby ARGUS Steiermark

NATIONWIDE

- > greatly supported by national cycle coordinator
- > lots of additional prizes
- > 9 bicycles, more than 800 prizes for teams

IN NUMBERS

PEOPLE ...

2011

- > 1.150 companies
- > 2.000 teams
- > 6.300 participants

2012

- > 1.950 companies
- > 2.840 teams
- > 8.060 participants

2013

- > 3.370 companies
- > 3.300 teams
- > 16.820 participants

CO2 & MONEY SAVED

2011

- > 100 t CO2
- > 289.000 €

2012

- > 198 t CO2
- > 571.000 €

2013

- > 178 t CO2
- > 515.000 €

KILOMETRES

2011

- > 0.62 million km
- cycle month June

2012

- > 1.21 million km
- cycle month May

2013

- > 1.12 million km
- cycle month May

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CONCLUSION & REASONS

2012 -> 2013

participants doubled,
kilometres almost same

WEATHER

-> May 2013 extraordinary rainy and coldest ever

PUBLIC HOLIDAYS

-> 4 in May 2013

-> only 3 in May 2012

-> only 3 in 2011, cycle month in 2011 was June

REGISTRATIONS VS UPLOAD

-> get people who registered to upload kilometres,
10,000 cycling out of 16,820



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CHALLENGES & ROOM FOR IMPROVEMENT

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2011

WORKING AGAINST TIME

- > starting from scratch
- > states: late understandings
- > IT: not enough test runs



2012

HOMEPAGE

- > multiple registrations
- > server capacity
- > interface



2013

PARTICIPANTS

- > high number of registrations
- > get people to upload their kilometres / get people to cycle in the cycle month (again)

EXPECTATIONS

RADLOBBY.IGF

- > less acquisition
- > BUT every year same effort
- > maybe different in 2014

STATES

- large number of participants
- > satisfied? yes and no
- > more difficult in states with longer distances for commuters

MINISTRY OF LIFE

for **2013**

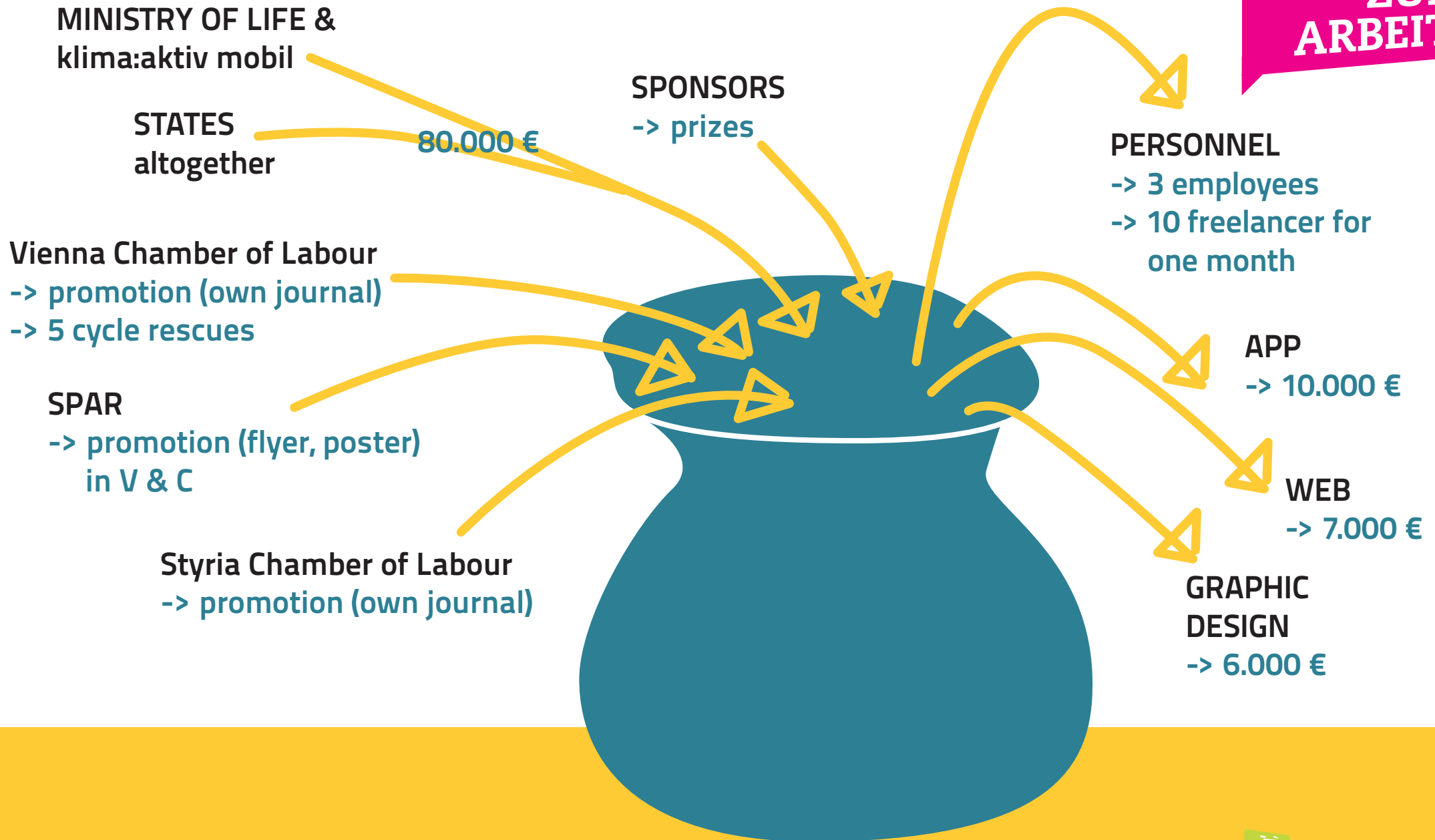
- > double number of participants ✓
- > nationwide ✓
- > APP ✓
- > higher presence in the media ✓



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BUDGET 2013

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INNOVATIONS

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2011

PROJECT

- > homepage
- > *Mitmachpässe* = cyclemonth cards
- > *Radllootto* = cycle lottery on the radio
- > *Teampreisverlosung* = lottery for the team prizes
- > *RadAktionstage mit RadRettung* = cycle action days with cycle rescue

2012

SURVEY

- > enthusiastic messages for non-cyclists and bosses

2013

APP

- > tracker
- > research - BikeCityGuide, BikeWave, AIT, mobimera

LINKED

- > with bike2help



APP ... Android & iPhone

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2013

2.000 downloads

9.000 rides

-> 6.400 rides tracked

60.000 kilometres

-> 40.000 kilometres tracked

EXPLANATIONS

+ easy & comfortable upload

+ no privacy issues - usage of tracks only if wanted

+ feeds competitions

+ feeds personal ego/ curiosity

- needs too much battery

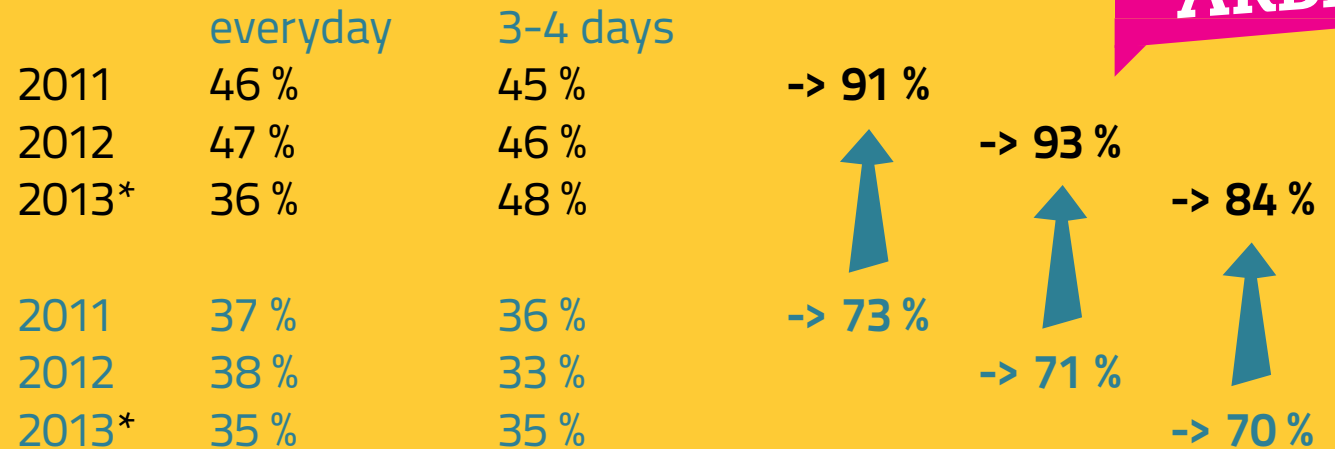


SURVEYS

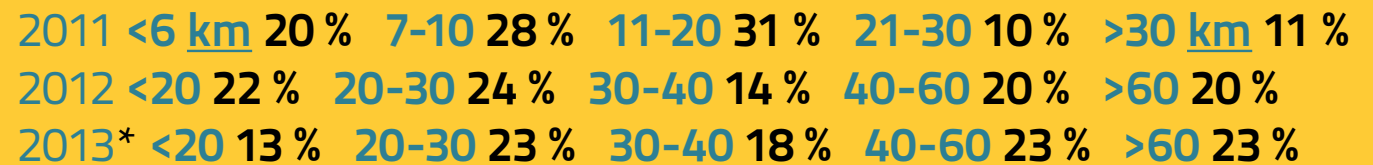
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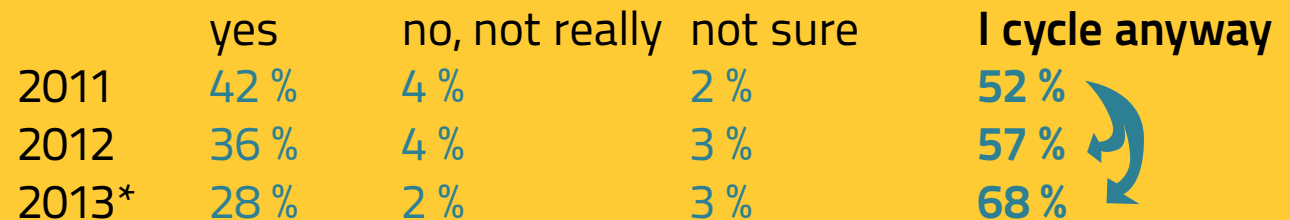
How often did you cycle during the cycle month?



How long does it take you to cycle to work and back (2012 & 2013 in minutes)?



Due to experiencing Bike 2 work, do you want to cycle more in the future?



Would you participate again next year?



* 2013 only Vienna

SURVEY - MESSAGES to non-cyclists and bosses

The more you cycle
the more icecreme can you eat!

There is no better cabrio
than a bicycle!

The fitness centre out of the front
door and it also saves money!

I'm a boss myself and I cycle :-)
And even my female boss cycles from
time to time.

Cycling doesn't hurt!

Pedalling instead of refuelling!

Less brummbrumm, more
schhhhtschhht.
Less husthust, more tschingtsching.
Less cars, more cycles!

It's better to cycle for 10 minutes
than being in a traffic jam for 5!

There's no better way to wake you
up than cycling!

Cycling makes free
and happy!