

Promoting cycling in cities and regions

Webinar, 19 November 2024

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Interreg Europe Policy Learning Platform



GREEN

Promoting cycling in cities and regions

Welcome!

Welcome!



Katharina Krell
Thematic Expert - Greener Europe
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Thematic Expert - Greener Europe
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Mario Vadepiet
Platform Assistant
Policy Learning Platform

Webinar Series on Active Mobility

I – Promoting cycling in cities and regions

19 November 10h00-11h30

II – Integrating walking into mobility and transport policy

26 November, 10h00-11h30

Individual & societal benefits of active mobility



Individual

Convenient

On-demand

Healthy

Low-cost

Individual

Door-to-door /
last mile

Good for the
environment

Societal

No emissions
(CO₂, NO_x, PM,
noise)

Public health
benefits

No fuel use

Road congestion
relief

Less space use

Less public
investment

Doesn't cause
fatal accidents

Agenda

Welcome & Introduction

Katharina Krell, Interreg Europe Policy Learning Platform

Keynote: Promoting cycling in cities and regions – the European Cycling Declaration and EU Funds for Cycling

Philip Amaral, Director of Policy and Development, European Cyclists' Federation (CycleRight)

Interreg Europe good practices & case studies

- *The Cycling Masterplan of Zaragoza* – Teresa Vicente, Zaragoza City Council, Spain (CYCLING WATERWAYS)
 - *Participatory approach to co-design the Coimbra Cycling Network* – Joana Sobral, Coimbra Municipality, Portugal (EMBRACER)
 - *Safe Cycling Routes Toolkit* – Leonid Ljubotina, University of Zagreb (CycleRight)
-

Panel discussion / Q&A

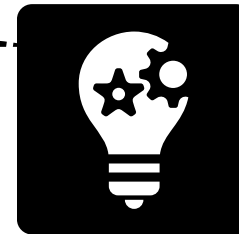
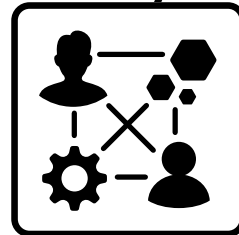
Wrap up & Conclusions

The platform in a **NUTSHELL**

Policy-learning opportunities through **access** to:

People

Meet our community



Knowledge

Find policy solutions



Expertise

Get policy advice

www.interregeurope.eu/policylearning

Plenty of good practices in our database



2014 - 2020

The cycling plan of Andalusia

Practice shows how a comprehensive planning process can be carried out from a whole approach to cycle development for to promote a greater use of bicycles



2014 - 2020

The Ruhr Valley Cycle Path - RuhrtalRadweg

The Ruhr Valley Cycle Path (RVCP) follows the Ruhr River and combines industrial, natural, cultural heritage along it.



2014 - 2020

Promoting "cycling to work" habits through a bike competition

A nationwide competition, organized every year in May in Greece by the bicycle community, aiming to promote the use of bicycles for commuting to/from work.



2014 - 2020

Marketing Toolbox Active Mobility Hessen

A selection of standardised materials for awareness raising and advertising on active mobility for local authorities.



2014 - 2020

Bus&Bike Service - Promoting innovative intermodality solutions in Madeira

Promote an environmental mobility alternative, allowing citizens and tourists to experience intermodality between two sustainable transport modes.



2014 - 2020

Bicycle Highway F3 Leuven Brussels

The F3 is a 26-km long cycle highway from Leuven to Brussels. It is part of network of 2,300 km consisting of 110 cycle highway routes crossing Flanders.

2014 - 2020

PEDIBUS

PEDIBUS - encouraging pupils to walk to school safely in organised groups on fixed routes.

...and
many
more

A thematic collection of cycling resources

- + A 17-page policy brief "Cycling cities"
- + Stories and reports from related events
- + A comprehensive webinar series from 2020
 - Cycling Cities I - Strategic planning for cycling
 - Cycling Cities II – Infrastructure Development
 - Cycling Cities III – Getting more people to cycle
 - Cycling Cities IV – Cargo bikes for the last mile
 - Cycling Cities V – Cost-benefit analysis of cycling vs cars

+ more....

Discover here:

<https://www.interregeurope.eu/collections/cycling-cities>



Cycling Cities

A Policy Brief from the Policy Learning Platform on
Low-carbon economy

JUNE 2020

The platform **TEAM**



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Arnault Morisson



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**Mart
Veliste**



Astrid Severin



Magda Michaliková



**Thorsten
Kohlisch**



Elena Ferrario



Karine Gevorgyan



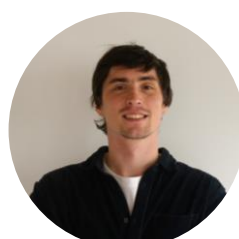
Mario Vade pied



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SMART



GREEN



CONNECTED



SOCIAL



CITIZENS



GOVERNANCE

**Interreg
Europe**



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Title of Event
Location