



CITY CYCLING – cycling for a better climate

It's far easier to persuade people to cycle more often when they can experience the benefits of cycling for themselves. With CITY CYCLING, Climate Alliance Services offers municipalities an easy-to-implement campaign that takes a fun approach to get citizens on their bikes, communicate the positive effects of cycling and encourage practical climate action locally.

What's CITY CYCLING all about?

Teams take to their bikes and collect kilometres for their municipality as part of the campaign. Between 1 May and 30 September, they are challenged to use their bike for as many everyday journeys as possible on 21 consecutive days. Allowing citizens to experience the many benefits of cycling first hand and to make lasting changes to their mobility behaviour. Anyone who lives, works, belongs to a club or attends a school or university in a participating municipality can get involved. Members of the local parliament are specifically invited to participate. After all, they're the decision-makers when it comes to cycling infrastructure and climate action on the local level. CITY CYCLING even offers a special prize category to encourage them to take to their bikes, gain a cyclist's perspective and use the insights gained in their municipality during the three weeks to improve local cycling policy.

Who are the winners?

All citizens in the participating municipalities are the winners due to less traffic congestion, pollution and noise!

Climate Alliance Services also acknowledges the best municipalities in the two special categories of "Most active municipalities with the most kilometres cycled" and "Most active local parliaments" within each of the five population groups. The best newcomer in each population group is also honoured in the "Most active municipalities with the most kilometres cycled" category. The "Golden Spoke" award recognises particularly successful activities in the participating municipalities.

The municipalities themselves should acknowledge the most active teams and cyclists locally.

What does Climate Alliance Services offer?

A tried-and-tested concept

Over the years, CITY CYCLING has proven itself to be a highly successful campaign. We still work continuously to make it even better though. We provide a fully-developed IT infrastructure, which includes the CITY CYCLING app, BIKE MONITOR and the RADar! reporting platform ¹.

Comprehensive cycling data

The journeys cyclists record using the app are anonymised, then analysed scientifically by the Technical University in Dresden (TU Dresden) and presented in a variety of formats. The municipalities participating in CITY CYCLING are able to view this data in our cycling data portal BIKE MONITOR and use it for their needs-based local cycling planning.

Citizen participation

With the RADar! reporting platform, cyclists can report concrete needs for improvement, such as potholes or broken glass on cycle routes.

Marketing resources

Climate Alliance Services additionally offers a variety of PR materials and guides to help municipalities implement the campaign locally.

Who can participate?

All municipalities (towns, cities, municipalities, rural districts) are able to participate – even those outside of Germany.

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	2008	2015	2025
Municipalities	23	341	3,013
Cyclists	1,800	129,667	1.2Mio
Kilometres	340.000	24 Mio.	237 Mio.

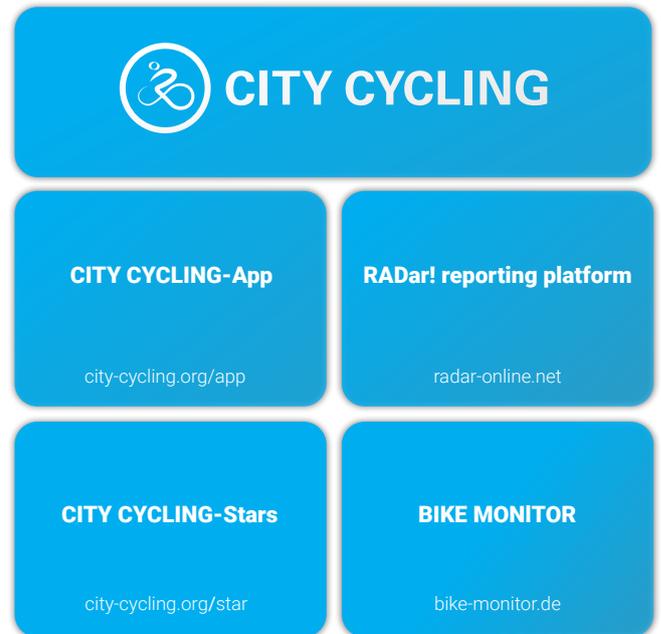
¹ RADar! and BIKE MONITOR are currently only available to municipalities in Germany

Campaign tools

Cycling during the three-week local campaign period forms the core of the campaign. However, you can also use these tools to encourage people to cycle beyond the CITY CYCLING campaign:

- Promote the CITY CYCLING app as the easy way to participate and an important source of cycling data.
- Use the RADar! reporting platform to tap into local cyclists' first-hand knowledge in your municipality
- Use the cycling data for your municipality – our cycling data portal BIKE MONITOR provides a good basis for needs-based traffic planning.
- Run additional awareness-raising events and report about your CYCLE STARS, who don't use a car at all for 21 days

See our website or click directly on the buttons on the right here for full details of all our tools.



More information

We're gladly on hand to answer any questions you may have, either by telephone and via email. Alternatively, check our website or follow us on social media.

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city-cycling.org

A campaign by Climate Alliance Services

CITY CYCLING is a campaign by Climate Alliance Services, which complements the organisational structure of the Climate Alliance European city network and pools advisory services, campaigns and data collection services to help municipalities implement climate protection measures.

climatealliance-services.org

