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DANISH CYCLING KNOW-HOW



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MEET THE CYCLING EMBASSY OF DENMARK

- And team up with our experienced cycling experts

Cities all over the world are facing challenges related to the effects of decades of car-oriented city planning: congestion, air pollution, noise, obesity, CO₂-emissions, lack and poor quality of space. (Re)-introducing the bicycle into the urban transportation system is one of the solutions to all these challenges and a cornerstone of creating a sustainable and livable city.

In Denmark, we have 100 years of experience planning cycle-friendly cities, developing cycling infrastructure and cycling campaigns. And people from all over the world come to Denmark to experience the cycling culture and learn the secret behind it. So, in 2009, the Cycling Embassy of Denmark was founded to make it easy for politicians, planners, engineers, architects, journalists, NGO etc. all over the world to access this know-how and help cities around the globe make cycling an important part of their urban transportation.

Who we are

The Cycling Embassy of Denmark (CED) is a comprehensive network of almost 50 members who work professionally with cycling in private companies, local authorities (on both a local, regional and national scale), and non-governmental organizations. The members of the CED represent the latest knowledge of all areas related to cycling. Our competencies include planning bicycle and people-friendly cities, creating synergy between cycling and public transport, building safe infrastructure for cyclists like cycle tracks and bicycle bridges, developing successful campaigns and municipal policies that motivate

people of all age groups to cycle, designing urban furniture like bicycle pumps, bike counters, and bicycle parking facilities, and much more.

What the CED can do for you

You can tap into our know-how from your desk, visit us in Denmark, or have us come visit you in your own city. Depending on your needs, we can help you put cycling on the political agenda, create cycle-friendly cities and get people cycling.

Check out our website which is full of know-how, data and examples of successful cycling promotion, follow us on social media, sign up to our newsletter, attend our masterclass, book a guided bike tour in one of our member cities, book a speaker for your event, or team up with one of our members on your projects. In short: Let us help you make cycling part of everyday life in your city.

We look forward to working with you.



Marianne Weinreich
Chairman of the Cycling Embassy of Denmark



Photo: Troels Heien/City of Copenhagen

PRIVATE

COUNSULTANTS

Aros Kommunikation
Atkins
By og Landskab
The City and Commuter Bike Foundation
COWI
Cycle Super Highways
Gehl
Gottlieb Paludan Architects
HOE360 Consulting
Kjærgaard Advice
MOE
Pb Innovation
Rambøll
Trafik i Børnehøjde
Urban Cycle Planning
Weinreich Mobility

MANUFACTURES

Biomega
Falco
Inovenit
Larry vs. Harry
MATE.bike
Veksø
Volvo
XYZ Enterprises

PUBLIC

Capital Region of Denmark
DSB
Observer: Danish Road Directorate

MUNICIPALITY OF

Aalborg
Aarhus
Copenhagen
Esbjerg
Frederiksberg
Gadsaxe
Middelfart
Odense
Randers
Rudersdal
Skanderborg

NGO

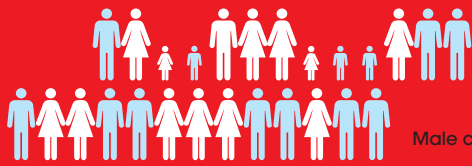
Cycling Without Age
Danish Cancer Society
Danish Cycling Tourism
Danish Cyclists' Federation

OTHER

Danish Transport Federation
Danish Two-Wheel Retailers Association
VEJ-EU

CYCLING IN DENMARK

CHARACTERISTICS



Denmark has app. **5,7 million inhabitants**

Male cyclists count for **47 %** and female for **53 %**

Cycling accounts for **26 % of all trips** less than 5 km and 16 % of all trips



Trip purpose

Workplace: **34 %**

Education: **12 %**

Errand: **15 %**

Leisure time: **37 %**

Business: **2 %**

On average, **Danes cycle 1.6 km a day**

The citizens of Denmark's three largest cities bike significantly more.

Copenhagen: **3.0 km a day**

Aarhus: **2.5 km a day**

Odense: **2.4 km a day**



49 % of all children aged 11-15 cycle to school

ECONOMICS



For every km travelled by **bicycle instead** of by car society **gains approx. 1 €** in terms of health benefits.

People cycling in the capital region means:

1: Annual savings of 12 billion €

2: 1,1 million fewer sick days



In 2009-2014, **more than 268 €** was invested in **338 bicycle projects**

- both infrastructure and campaigns - across Denmark with the help of the Danish national Cycling Fund.

INFRASTRUCTURE

Danish separated bicycle tracks are clearly segregated by a curb.



Sidewalk



Bicycle track



Parked cars



Driving lane

Sources:

The Danish National Travel Survey, The Capital Region of Denmark's Regional Cycling Report 2016, Denmark- on your bike!

The national bicycle strategy, The Cycling Fund 2009-2014 Preliminary evaluation study. Megafon's survey on Children's cycling habits 2014.

BOOK OUR MEMBERS FOR WORKSHOPS AND EVENTS

Do you need arguments to convince your decision makers, knowledge on how to promote cycling, or simply an inspiring keynote speaker for your conference, you can find it at CED. **We are happy to assist you!**



Photo: Niels Hoé



Photo: Niels Hoé

WORKSHOP: The city council of Xining

The city council of Xining, the largest city on the Tibetan Plateau, wanted to turn their city into a bike-friendly city with e.g. 600 km of cycle lanes. But how do you estimate the required width and capacity of the lanes with limited prior experience? How do you use traffic registration as the foundation

for the best investments? These were some of the questions answered in a training program developed by CED members, Municipality of Copenhagen and HOE360 Consulting, for the council in order to prime the staff for the future work.



KEYNOTE: Cycling promotion in Denmark

Chairman of the Cycling Embassy of Denmark, Marianne Weinreich /Weinreich Mobility at cycling conference in London.



Photo: Silvia Visbal

EVENT: Cycling Games in Colombia

World Bike Forum in Colombia wanted inspiration on how to spark a bicycle culture among the youngest citizens. They teamed up with CED member, Urban Cycle Planning. 480 children aged 3-5 from 40 kindergartens joined the event.



PANEL DEBATE: Saint Petersburg, Russia

CED member, Municipality of Aarhus represented by Pablo Celis, attending panel debate in Saint Petersburg, Russia, on how to create a bicycle culture.

DANISH SOLUTIONS GO ABROAD

Even though Denmark is a small country, our innovative bicycle solutions inspire big-scale solutions all over the world.



CYCLING WITHOUT AGE - A GLOBAL MOVEMENT

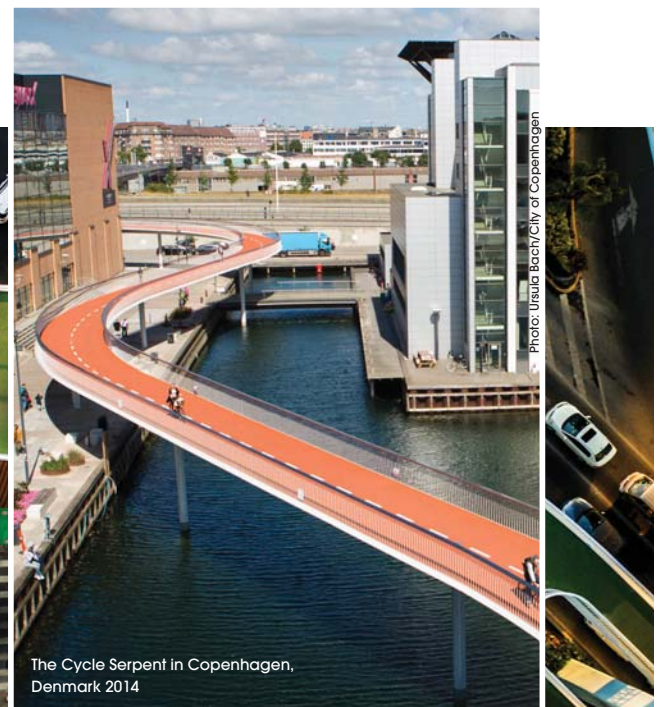
It started out as a one-man idea in 2012. Today, the Danish organization Cycling Without Age has a world-wide network of app. 1,200 locations in over 250 cities in 30 countries. 8,000 volunteers across the globe offer free bike rides in rickshaws to local nursing home residents giving elderly people a better life through life-affirming experiences shared with others.

"It makes me smile in the morning that today someone somewhere will be heading out for a wonderful ride," says founder Ole Kassow, "and my dream is that one day these rickshaws will be the focal point for community engagement, compassion and relationship-building in all nursing homes around the world. It's a crazy ambition, but as soon as you have tried it, its magic, you're hooked."



INSPIRATION FROM DENMARK TRANSFORMED TIMES SQUARE

The City of New York wanted to give its citizens the greenest, greatest city in the world. But they needed experience, inspiration and concrete tools to reimagine New York as a more liveable city. So, they teamed up with CED member, Gehl. Their analysis helped pave the way for a number of bicycle lanes and pilot projects such as the closing of Times Square for car traffic, a project which was later made permanent.



DIGITAL SHORTCUT TO KNOW-HOW

Sign up for our
newsletter on
our website



Newsletter

Our quarterly newsletter will keep you updated on the latest results and best practice examples from Danish cycle cities.



Website

If you are working with cycle promotion and seeking know-how and inspiration, our website www.cycling-embassy.org is the place to go. A gateway to the latest, Danish know-how on a wide range of areas of expertise in terms of cycling, you'll find everything from technical articles, data and examples of cycling promotion.

Visit www.cycling-embassy.org
and dive into know-how on
everything from children's
campaigns to winter maintenance.



Follow us on Social Media



History shows:

Mobility and liveability grow hand in hand

Klaus Bondam, CEO, Danish Cyclists' Federation

History has proven that strategic and visionary urban planning can make a cycling culture flourish along with public transport and road infrastructure. Like the rest of the developed world, the cars slowly took over in Denmark in the 1950s and 1960s. Areas in cities that are car-free today were characterized by dense traffic and car parks in the 1960s.

Today, Danish cities are among the most liveable in the world thanks to a unique interaction between urban planners and politicians willing and courageous enough to make the necessary strategic choices. As early as 1947, a visionary urban plan for the region of Copenhagen was pub-

lished; the so called 'Finger Plan' stating that the distance between housing, jobs, and green areas should be as short as possible and reachable by public transport.

Also an efficient cooperation between the many private and public stakeholders in the transport sector contributes to the ongoing development of a transport system fitted for safe, secure, and active mobility all over Denmark. So safe, that almost 50 % of Danish school children aged 11-15 bike to school.

Combinations of bicycle and public transport play a more and more crucial role in Denmark. Collaboration between various stakeholders helps secure smart and effective commuter beha-

viour, with intermodality not reliant on an individual car-culture, but combining various modes of transportation for the greenest, fastest, and healthiest commute.

This flexibility makes it easy to use the bike for the first or last mile of daily trips and as a result 50 % of the cycled kilometres in Denmark are either to work or education. We call it 'everyday cycling'. In Denmark, we have learned from the motor vehicle congestion suffocating cities throughout the world: The solution is not more room for cars, but less. Innovative and sustainable urban mobility planning will in time pay for itself tenfold – bigger highways do not.

SEE FOR YOURSELF

The best way to learn about the Danish bicycle culture and our solutions is to experience them first-hand. Get inspiration from Danish experts on how to spark or accelerate cycling in your own city by participating in our masterclass, or join the Cycling Embassy of Denmark on a guided bike or study tour.

MASTERCLASS



Masterclass for the organisation EMBARQ in 2014

Our masterclass combines presentations, hands-on workshops and site visits. By incorporating participants' local challenges into the mix, the masterclass inspires and prepares participants to develop or strengthen cycling in their own cities.

"The best thing was the immersion with Copenhagen's top thinkers and practitioners who care about and have expertise in mobility in sustainable cities."

Participant, 2015

"The most important thing was the learning process and the knowledge gained throughout the process of the seminar, lectures, site visits and workshops gave us ideas to work on solutions to be applied in our cities."

Participant, 2015



US Secretary of Transportation Anthony Foxx and Danish Minister of Transport and Building Hans Christian Schmidt bike riding through Copenhagen, September 2016

Photo: Danish Cyclists Federation

GUIDED BIKE AND STUDY TOURS



Guided bike tour in Copenhagen with Danny Kennedy, Minister for Regional Development in Northern Ireland, among others.

Photo: Mikkel Østergaard/Danish Cyclists Federation

Join us on a guided tour in CED member cities, or visit us on an exclusive study tour combining bike trips and lectures tailored to your needs.

Chicagohagen

Once the stomping grounds of Al Capone, Chicago's ambition was to become the number one cycle city in the U.S. So, they journeyed to Copenhagen to seek counsel and inspiration from members of the CED on how to become "Chicagohagen."

"The best part of the trip was seeing first-hand the positive effects that cycling has on the quality of life in Denmark. Seeing world-class bicycling infrastructure sparked my imagination on infrastructure improvements that can be made in my own country."

Harry Osterman, Alderman, Chicago, 2012



Violeta Bulc, European Commissioner for Transport, visiting Copenhagen, april 2016

Photo: Danish Cyclists Federation

Go to www.cycling-embassy.org for further information and booking



Photo: Henrik Damgaard

DID YOU KNOW?



32 % of supermarket and street level shop turnover is bought by bike in Copenhagen



Four out of ten Danes own a **car**



Nine out of ten Danes own a **bicycle**



26 % of all Copenhagen families **with two children** own a **cargo bike**



75 % of bicycle traffic continues throughout winter



Cycling Embassy
of Denmark

Rømersgade 5 · 1362 København K
(+45) 40 70 83 62 · info@cycling-embassy.org
cycling-embassy.org

Odense's National Cycling City project 1999-2002 resulted in

20 % increase in cycling

20 % less accidents

2,100 extra years of life

248 million € in saved health costs

Results from the Mass Experiment in 2012 indicate that

children who cycle or walk to school are much better at concentrating in school

compared to children who arrive to school by car, bus or train.

The positive impact of cycling or walking to school even turned out to be greater than the importance of eating breakfast

Cyclists in Copenhagen ride 4,9 million km

between each casualty

When we build a bicycle track, bicycle traffic increases 10-20 %

- some places it almost doubles - **and car traffic is reduced locally 9-10 %**

The recommended minimum width for a

Danish cycle track is 1.7 - 2.2 meter

In 2016 the number of **cyclists crossing the city centre of Copenhagen exceeded the number of cars**

For every time people in the Capital Region of Denmark **bike 1,200 km** the number of **sick days is reduced by 1**

35 % of all danish cyclists **wear helmet**

There are **more than 12,000 km** of **cycle tracks and lanes** in Denmark

Sources: City of Copenhagen's Bicycle Account 2014 and Cykelredegørelse 2017, The Capital Region of Denmark's Regional Cycling Report 2016, Denmark- on your bike! The national bicycle strategy.