

ABC.MULTIMODAL

4TH NEWSLETTER

JUNE 2013 – SUMMER EDITION

Welcome to the fourth newsletter of the project “abc.multimodal”. This newsletter shortly presents the partner’s latest activities and outputs with links to more information on our website.

CAMPAIGNS FOR CYCLING AND MULTIMODALITY



Kopf an: Motor aus.
Für null CO2 auf Kurzstrecken.



The ABC-project presents good practice examples for PR campaigns to promote cycling and multimodal mobility.

The examples “Cycling City Munich” (Radlhauptstadt München) and “Brains on: Engines off” (Kopf an: Motor aus) from Germany are online now. Another 8 good

practices from Sweden, Poland and Germany will follow soon. Please find the examples here:

www.abcmultimodal.eu/good_practice_campaigns.html

ABC STUDY TRIP TO FREIBURG AND BASEL IN SEPTEMBER: EXTERNAL PARTICIPANTS WELCOME!



The ABC partners will visit Freiburg (Germany) and Basel (Switzerland) 24th-25th September to learn how these cities promote cycling and multimodality. After inspecting Copenhagen and Malmö in 2012 the ABC partners are especially interested in the approach of both cities to integrate cycling in the streets and reduce car traffic. Freiburg the “Green City” in Germany has been working for more than

4 decades in the development of an environmental and climate-friendly urban and regional transport. Basel the Center of the Tri-National region has set the target to reduce the car traffic by 10 % within 10 years. Due to the historical structure of the city cycling and other modes of transport have to share the limited space. If you want to join the ABC partners please contact Thomas Möller.

KALMAR: NEW BRIDGE FOR CYCLISTS TO IKEA AREA



Kalmar has closed a gap in the cycling network of the city. A new bridge for cyclists across the motorway E22 is now connecting the Hansa shopping area around IKEA in the north of the city with residential areas and the old town in the south. The bridge was inaugurated in May with a big event. On a busy shopping Saturday, the municipality and business owners organized activities on both sides of the

bridge. A combination of music, raffles and gifts for cyclists attracted a lot of inhabitants especially the competition “Pimp your bike” drew a lot of attention.

KALMAR: 1ST CYCLING MONITOR INAUGURATED



On 20th of June 2013 the municipality of Kalmar inaugurated the first cycling monitor of the city. The cycling monitor is situated at the new cycling bridge to the Hansa shopping area. City councilor Bertil Dahl representing bike issues unveiled the cycling monitor which shows the number of cyclists per day and per year on a display. He gave flowers to the first person passing

the counter. During the event the municipality offered free bike checks to passing cyclists and handed out the new cycling map.

ROSTOCK: 2ND CYCLING MONITOR AT EUROVELO 7

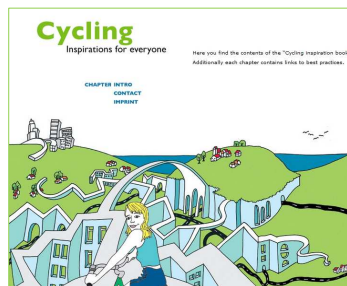


The Hanseatic City of Rostock has installed the second cycling monitor at the long distance cycle route Berlin-Copenhagen / EuroVelo 7 which is also an important route for commuters at this place. The cycling monitor is situated close to touristic highlights in the old town, the city harbor and the busiest road in the region. The new cycling monitor indicates the number of cyclists per day and per year on a

big display and additionally temperature and time. The inauguration ceremony on 20th of June attracted a lot of press media as well as project partners and interested inhabitants. Senator for construction and environment Holger Matthäus unveiled the cycling monitor together with

Magdalena Struwe who is one of three winners of the photo competition “face of the cycling region Rostock” in the frame of the first climate action day “Straße frei” 16th of September 2012.

CYCLING – INSPIRATIONS FOR EVERYONE ONLINE



The ABC project has launched www.cyclinginspiration.eu. Here you find the contents of the “Cycling inspiration book” with inspirations on how to promote cycling in different contexts: Cycling to school / to work, leisure cycling, cycle routes, parking, public transport, signposting, information, cycling map, analysis, cooperation, study trips, promotion, policy and strategy. Additionally each chapter contains links to best practice examples. If you want to share your experiences and link your project or good practice example to the website please contact us.

ABC AT VELO-CITY CONFERENCE 2013 IN VIENNA



In a lightning talk Steffen Nozon and Thomas Möller presented the ABC-project and its approach to launch marketing concepts and campaigns to promote cycling. Velo-city conference in Vienna was the world's biggest cycling policy conference with 1,400 participants.

4TH ACTIVE MOBILITY CONGRESS IN GDANSK

The City of Gdansk and the Polish Union of Active Mobility (PUMA) organize the 4th Active Mobility Congress in Gdansk. It will take place 12th-13th September 2013. The ABC-project will hold its next project meeting in Gdansk in connection with the congress. You will find more information about the congress on the following website soon: www.kongresmobilnosci.pl

Please forward this newsletter to colleagues and experts in your networks or motivate them to subscribe here: www.abcmultimodal.eu/newsletter.html

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The ABC-partners wish you a nice summer! Best regards

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