

ABC.MULTIMODAL 5TH NEWSLETTER

DECEMBER 2013 – WINTER EDITION

Welcome to the fifth 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.

CYCLING CONNECTS – CONFERENCE 2014



* SAVE THE DATE * on May 22-23, 2014 in Rostock, Germany

The Hanseatic City of Rostock as Lead Partner of the South Baltic EU-project abc.multimodal together with partners organizes the conference: „Cycling connects – Cycling promotion in the South Baltic and beyond“.

Focus of this event is not only laid on the South Baltic area, but also on giving best-practice examples from Europe as well as presenting activities by the EU, the Federation & federal states and other EU-cycling projects. In addition to interesting lectures, an exhibition and inspiring workshops will complete the event.

Come to the cycling-friendly Hanseatic City of Rostock on May 22 – 23, 2014!

More information will be provided in February 2014 on the project’s website.

GDANSK: 1ST CYCLING MONITOR INAUGURATED



Gdansk has mounted its first cycling monitor. It measures the extent of cycling and serves to visualise the constantly increasing number of cyclists. The cycling monitor will also help promote bicycles as a common means of transportation. The installation of the cycling monitor is accompanied by a promotional campaign that is carried out in extensive

cooperation with the media. The first cyclists to be counted by the newly installed monitor won attractive prizes. Please find further information and pictures here:

www.abcmultimodal.eu/gdansk.html

KALMAR: CAMPAIGN FOR SAFE CYCLING



This fall, Kalmar conducted a campaign for good bike lights to improve road safety. If more cyclists use bike lights this increases both their own safety and that of other cyclists. Also, increased safety will hopefully help increase the number of cyclists.

The campaign was carried out on two consecutive evenings in cooperation with the Kalmar Police.

Read more here: <http://www.abcmultimodal.eu/events-kalmar2.html>

GDANSK: 4TH CONGRESS OF ACTIVE MOBILITY



To promote, disseminate, and exchange ideas and good experiences with maintaining a high quality of life by improving active mobility like cycling and walking, was the main idea behind the Fourth Congress of Active Mobility. The event was hosted at Gdansk's Amber Expo Exhibition and Convention Centre on September 12th and 13th.

The Congress, which has become an established event for representatives of administration, politics, initiatives, and experts in related areas attracted over three hundred participants this year. See a video and more information here: www.abcmultimodal.eu/conferences.html

ROSTOCK: 2ND CAR FREE CLIMATE ACTION DAY



After the great success of the first car-free climate action day in 2012, the event was organized once again this year. In keeping with the motto "Free streets – Open spaces. Insights. Visions." the main road "Lange Straße" was transformed again into a colorful, car-free area on the 15th of September, 2013. The road and the parking space were

closed to cars all day. Instead, the participating clubs, associations, culture and sport enthusiasts used it as a space for exhibiting their various ideas and for offering hands-on interactive activities to the public. See a video and further information here: <http://www.abcmultimodal.eu/event-rostock.html>

GDANSK: NEW CYCLING-FRIENDLY TRAFFIC SIGN



Gdansk has created a new traffic sign which reminds motorists of the need for leaving space for cyclists and for keeping safe distance while overtaking them. The signs have already been attached at over 100 locations. Mutual attention between car drivers and cyclists improves road safety. Further Information and pictures find here:

www.abcmultimodal.eu/campaign-gdansk.html

STUDY TRIP: CYCLING AND SUSTAINABLE URBAN DEVELOPMENT IN FREIBURG AND BASEL



In September 2013 a group of 22 experts from Rostock, Gdansk, Kalmar and Karlskrona took part in a two day study trip to Freiburg (Germany) and Basel (Switzerland). Both cities are very ambitious to promote cycling as a part of their multimodal transport system. The participants could experience the spirit of sustainable urban development during their walk and guided cycling tour in Freiburg. In Basel many innovative measures to improve bicycle traffic were presented. Read more about the study trip to Freiburg and Basel here:

www.abcmultimodal.eu/study-trips.html

SOUTH BALTIC EDUTAINMENT DAY 2013



Over 400 school students from Denmark, Lithuania and Poland got inspired during the South Baltic Edutainment Day 2013 on 18th September 2013 in Gdansk. Several South Baltic projects came up with innovative ideas following the main theme of the maritime cross-border co-operation in keeping with the tagline “Catch the South Baltic winds in your sails, explore, discover, get inspired!”. The abc.multimodal team presented folded bicycles, used on daily basis by the City of Gdansk officials, as an example how to integrate bikes into the multimodal transport system.

GOOD PRACTICE: 10 CAMPAIGNS, 5 EVALUATIONS



The ABC-project presents 10 good practice examples for PR campaigns to promote cycling and multimodal mobility: "[No ridiculous car trips](#)", "[Southeast Sweden Pedals](#)" and "[Cycling heroes](#)" from Sweden, "[Brains on: Engines off](#)", "[Cycling City Munich](#)", "[Rostock is getting on](#)" and "[Cycling City Councillors](#)" from Germany and "[Bike Fridays](#)", "[Gdansk Bike Fashion](#)" and "[Bicycle Festival and Picnic](#)" from Poland. www.abcmultimodal.eu/good_practice_campaigns.html

Moreover 5 good practice examples for evaluations are presented on the website:

"[Evaluation No ridiculous car trips](#)" from Sweden, "[Evaluation Brains on](#)", "[Evaluation Cycling City Munich](#)", "[Cycling Climate Test](#)" from Germany and "[Evaluation Bike Fridays](#)" from Poland.

CYCLING CAMPAIGN: I BIKE KALMAR



Kalmar City is looking for new ways to encourage cycling and make cycling more attractive. Their newest idea is "I bike KLR".

They use their unique bicycle icon in a well-known phrase "I love ..." and just substitute the bicycle icon for the heart. This phrase was first used in Copenhagen. Read more about cycling campaign in Kalmar here:

<http://www.abcmultimodal.eu/campaign-kalmar.html>

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The ABC-partners wish you a nice winter time! Best regards

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