



Behaviour Change

Cyclists' Motivation

Daily Physical Activity

Active Urban Planning

European Cycling Challenge

The biggest European urban cyclists' competition

May 1-31, 2016

How can a communication campaign be exciting and inclusive, as well as useful to urban planning?

It's easy: just take the most efficient urban means of transport, mix it with the competitiveness that everyone has, add a bit of local pride and a good dose of technology and it's done!

The European Cycling Challenge is a team competition among urban cyclists that takes place every year May, 1-31. It is open to all people traveling by bicycle in participating cities.

To participate, just track all your bike trips with the free Cycling365 App, and help your city increasing its mileage.

The European Cycling Challenge is promoted by the *City of Bologna* and the *SRM - the Local Mobility Authority of Bologna*. There are three main objectives:

- reducing car trips;
- encouraging people to change their lifestyle in favor of a more active mobility;
- collecting GPS data that is useful to urban planning.

Behaviour Change

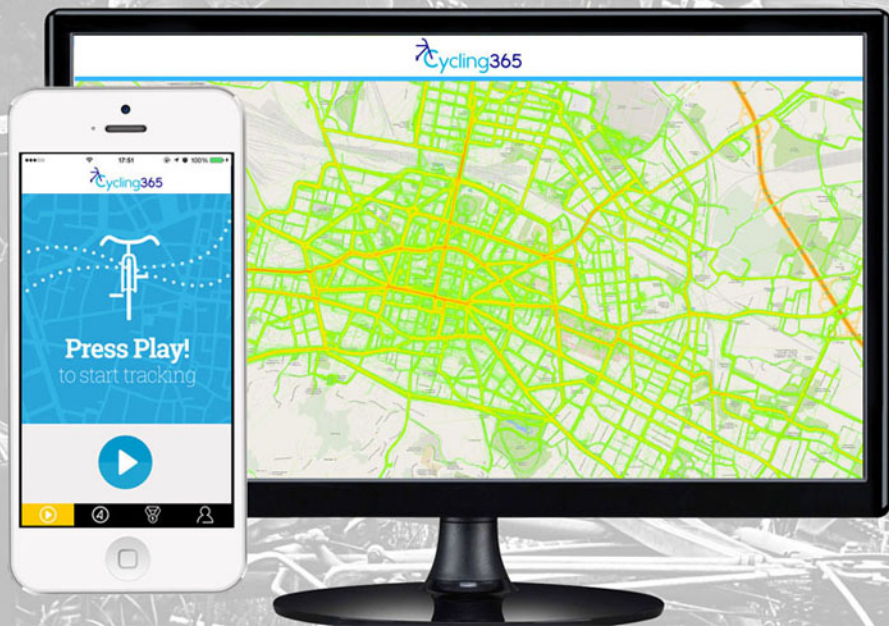
Get people to play with cycling,
and raise their willingness
to use the bicycle instead
of polluting vehicles.



Active Urban Planning

Collect crowdsourced GPS data on cyclists' behaviour and plan your cycle network.

 Cycling365



Cyclists' Motivation

Challenge European cities on bicycle commuting, create a social and smart community of cyclists and share the fun.



"Among the many ways by which we can make a city suitable for cyclists, I choose to contribute by engaging people and by creating new communities. I show them that cycling is a smart and enjoyable way of rediscovering public spaces. ECC is the perfect tool to achieve this goals."
Federico, Associazione Rebike - Roma (IT)

"ECC makes the home-to-work commuting enjoyable. Who would have thought?" *Giuseppe*
"I started riding following my colleagues' example and I haven't stopped." *Melody*
"For me, the European Cycling Challenge is a goal to be reached together with my friends." *Neva*
Bologna team (IT)

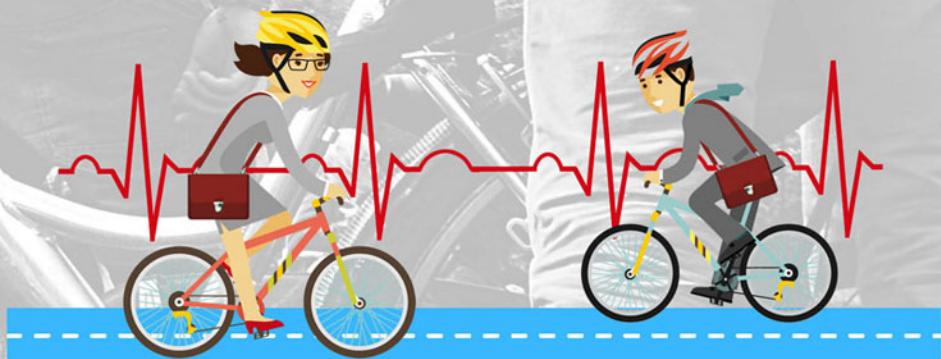


"ECC was much more than a challenge from the first time we took part in. It is an involving way to unite cyclists' community, to listen to their needs and solve problems that cycle users face in their daily lifes."
Laima, Kaunas City Municipality (LT)



Daily Physical Activity

Make commuting an opportunity for daily physical activity and stay healthy.



Join the ECC2016 in 4 steps

Your city



Register your city
in the ECC2016



Invite your citizens
to join in



Get benefits
from the campaign



Plan your
bicycle city

Your cyclists



Sign in the free
Cycling365 App



Join your team



Ride and track
your trips



Challenge your
colleagues and other
cities to ride more

Winner of the
CiViTAS
AWARD 2013

EUROPEAN CYCLING CHALLENGE



SRM Reti e Mobilità
Local Mobility Authority
Bologna - ITALY



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www.cyclingchallenge.eu



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