



ARTICLE FROM THE BOOK:

Cyclists & Cycling Around the World – Creating Liveable and Bikeable Cities

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Published by Fondo Editorial, Pontificia Universidad Católica del Perú, 2013

ISBN: 978-612-4146-55-8

7. Cycle Advocacy and Education

This chapter contains six articles about promoting cycle culture and includes experiences from cycle advocacy groups about organising citizens' movements and building up a large cycling organisation. The spotlight is also turned on the significance of civil partnerships and on marketing cycling as mainstream. The last two articles describe various ways of motivating children to cycle through games and training so that they end up as competent cyclists of the future.

In her article ***Cyclists' grass roots democracy***, Lake Sagaris emphasise the importance of strategic participation in cycle advocacy. Lake goes for a long-term, strategic approach and discusses how cycling inclusivity can be kept on the public agenda long enough for substantial change to occur. Lake emphasises the importance of mobilising what she calls "ecologies of actors", for example, interested politicians, committed technical people and many other groups. She emphasises the importance of these groups of actors, all of whom must be mobilised to achieve not only tactical successes but above all long-term strategic goals. She cites the eight-year long struggle in the Santiago arts district of Bella Vista to exemplify the application of the approach she advocates to cycling inclusivity to reclaim the streets of a neighbourhood for its citizens. She emphasises the importance of a cycling master plan, stating that even though the toolbox is similar, every city must find its own solution according to local needs and conditions.

In their article ***Cycling organisation***, the authors Burkhard Stork and Kolja Oppel write about lobbying for cyclists in Germany. They highlight the difficult position of the bicycle in relation to the large automotive manufacturing industry and its powerful lobby. The need for a counterbalance to the ADAC automobile club in the form of a bicycle lobby led to the founding of The German Cyclists' Federation, ADFC, in 1979. The goal was to attract 10,000 members. Today, there are 135,000 members and it is the biggest cycling organisation in Europe. ADFC's goal is to promote public interest in cycling with a focus on lobbying activity. The authors emphasise that the basis for the power and influence of the ADFC is a large membership, which they gain by offering many different services for their members, including for example certification of Bed+Bike to establish a network of cycle-friendly accommodation for bicycle tourists. ADFC is however, facing some major challenges such as lack of young adult members and volunteers.

In his article **Cycle promotion campaigns**, Carlos Romero Sánchez tells his readers about getting people to pedal in Guadalajara. He paints a picture of many groups coming together to develop a city which will be sustainable, accessible, fair and democratic. Since 2004, when “Vía RecreActiva” Sunday was introduced, there has been a *before* and *after* in the world of urban mobility in Guadalajara. This event has developed to the extent that every Sunday 60 km of streets are closed to car traffic and are given over to pedestrians and cyclists with 200,000 users. Carlos describes how a wide range of activities have contributed to the further development of cycling in Guadalajara. These include a Master Plan on Urban Non-Motorised Mobility, a City Council for non-motorised mobility and the Bkt bicipública, a private initiative for city bikes for loan. Carlos gives a detailed explanation as to how the various civil society organisations work together and in partnerships towards their common goal of promoting the urban use of bicycles as everyday transportation.

In his article **Branding cycling**, Mikael Colville-Andersen describes marketing of cycling as mainstreaming - a good thing. Mikael outlines one of the great needs of our times – to market cycling energetically and so gain acceptance for it in the public’s mind as a natural form of transport for modern urbanites. He sees the bike as key to solving the liveability equation in our cities. Mikael warns against branding which uses the 1970s mindset with its focus on the environment, and advises us to focus on the bike as an effective transport tool. He sets four goals for promoting urban cycling: “A2Bism”, lowering the speed limit for cars to save lives and redemocratising urban cycling as a transport form for all. The last goal is marketing and branding urban cycling using mainstream marketing techniques in order to sell cycling like any other product. In addition, he points out that the shaping of our streets and public spaces in the future needs proper design not just traffic engineering. Infrastructure is important but marketing the bike is as important as inventing and developing it – if not more so.

In her article **Cycle events**, Jessica Tantaleán recounts her experience with teaching children for a bikeable Lima. Working in the City of Lima, Jessica Tantaleán sees the education of children in cycling as key to developing this form of transport in the future. The special programme for Non-Motorised Transport, CICLOLIMA has been developed to strengthen sustainable mobility. Jessica describes how various programmes have been introduced and coordinated in Lima, starting often on the streets and in the parks – a real hands-on approach – to educate both the children and the parents in learning a different attitude to cycling. Lima carried out the pioneering project “Humanising Transport”, known as “ZOOM” funded by the World Bank from 2005-2008. This programme was continued in the School Education Programme “BiciCole” focusing on children between 9 and 12. The children have the opportunity to use their bike with their parents on CICLODIA, every Sunday, when the main avenue is turned into a recreational bikeway closed for cars. As the programmes have developed, more

and more people have become interested and now the Ministry of Education is keen to spread the programmes out on a nationwide basis.

In their article ***Cycle training for Children***, Mai-Britt Kristensen and Loa Bendix encourage readers to take a child's perspective and make it fun. Working with children in the Danish Cyclists' Federation, their motto could be "Catch them young." If effort is not put into producing a new generation of (very) young cyclists, the number of adult cyclists could drop sharply within a generation. The approach to teaching young children is through play. If it is fun, they will learn. The Danish Cyclists' Federation has developed a concept known as "Cycling games" for children from 2-12 years, which started with a booklet "20 Cycling Games." Then a mobile bicycle playground was developed consisting of various challenges such as bumps, seesaw, and others. There are also campaigns to encourage children to bike to school as well as training in traffic safety. Mai-Britt and Loa state the key to a strong, blossoming cycle culture is to start early, take the kid's perspective, focus on team spirit, and make cycle training fun.