

Danube Cycling Ambassadors

Presented by: Jitka VRTALOVA, Partnership for Urban Mobility
THE DANUBE REGION TRANSPORT DAY 2021, December 17, 2021

Project co-funded by the European Union funds (ERDF, IPA, ENI)



Marketing strategy

The structure



19/12/2021

Photo: Partnership for Urban Mobility



Danube Cycle Plans MARKETING STRATEGY:



Stakeholder Inspiration Scheme
Guideline for the Identification of Danube Cycling Ambassadors
<http://www.interreg-danube.eu/approved-projects/danube-cycle-plans>

PP1 CZ: Partnership for Urban Mobility
WP T-COM
Author: Jitka Vrtalova, Jaroslav Martinek
Version 2.0
CORR: Verracor
Date: 05.01.2021



A stream of cooperation
Project is co-funded by the European Union

Danube Cycle Plans COMMUNICATION PLAN



<http://www.interreg-danube.eu/approved-projects/danube-cycle-plans>

PP1 CZ: Partnership for Urban Mobility
WP T-COM
Author: Jitka Vrtalova
Version: 13.0
Date: 02.12.2020

A stream of cooperation

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Two parts of the brain How we perceive the reality

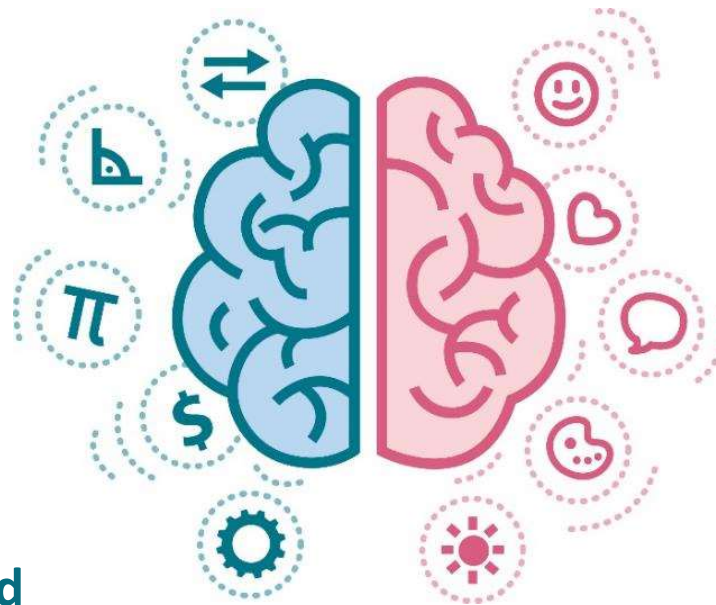
According to the **WHO**, 71% of deaths are due to non-communicable diseases (NCD), also known as "**lifestyle diseases**". These are mainly caused by:

- smoking
- lack of physical activity
- alcohol drinking
- unhealthy diet.

Up to 5 million deaths a year could be averted if the global population was more active.

Rational
...less than you expected

Intuitive
60-90 %



Who are Danube Cycling Ambassadors? What is their mission?

*„Without a strong ambassador,
strategy
is just a piece of paper.“*

(Source: Participant of a SUMP seminar)

Who are Danube Cycling Ambassadors? What is their mission?

- People motivated to engage in the process of improving the position of cycling and active mobility in their countries
- Covering all necessary stakeholder groups in cycling transport development (e.g. mayors, employers, teachers, engineers)
- Motivating stories: expressed by short videos



Main Goal = raise awareness among target groups about the importance of cycling and active mobility in urban areas.

Who are Danube Cycling Ambassadors?

What stories they tell



- Vision and objectives
- Benefits of cycling
- Recommendations



Who are Danube Cycling Ambassadors?

How to involve them in activities

- Stakeholder inspiration scheme
 - National Cycling Working Groups (NCWG)
 - National Cycling Conferences
 - Inspiration Events
 - Mentoring system

Introducing Danube Cycling Ambassadors

STEP 2: From Stakeholders to Ambassadors

	Strategy	Hard Measures	Soft Measures
Local level			
National level	 	 	
Transnational level	 		

Cycling Ambassadors

SK: National Recovery Plan 2021-2027



Andrej Doležal, Minister of Transport and Construction of the Slovak Republic



Peter Klučka, DCP Mentor



Interreg 
Danube Transnational Programme

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DANUBE CYCLE PLANS - SLOVAKIA IS PLANNING MASSIVE INVESTMENTS IN BICYCLE TRANSPORT; EUROPEAN SUBSIDIES WILL HELP.

17-02-2021

Slovak Minister of Transport Andrej Dolezal announced that the Slovak National Recovery Plan envisages 600 million euros for the modernization of railway infrastructure, 100 million euros for the support of bicycle transport and 50 million euros for electromobility (especially in public passenger transport). Railway stations should become transfer centres, connected to the public transport and bicycle traffic. From the package for the renovation of buildings, an additional 200 million euros should therefore go to the renovation of railway station buildings.

Cycling Ambassadors

CZ: Urban Mobility

Jihlava City:
How to reduce car traffic by 14 %?



Watch [here](#): YouTube

Cycling Ambassadors

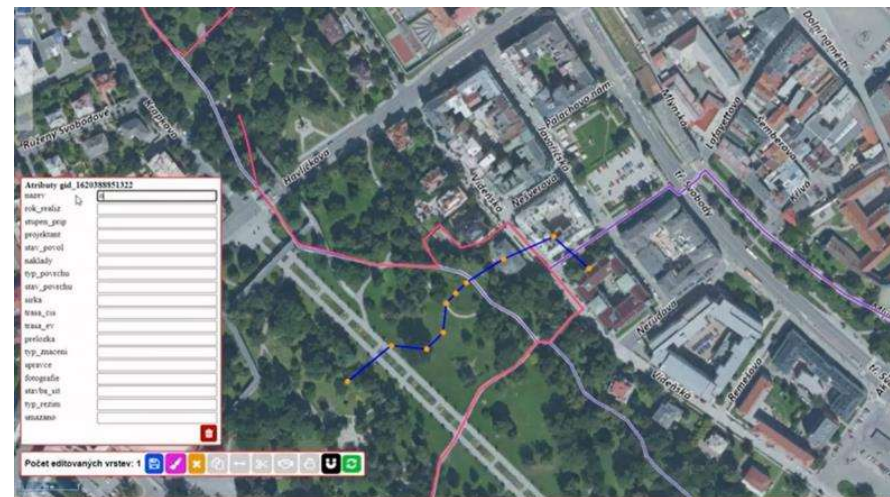
CZ: Cyklovize2030

Do you want to have cycleways? We do...



Watch [here](#): 

...and we know where and how!

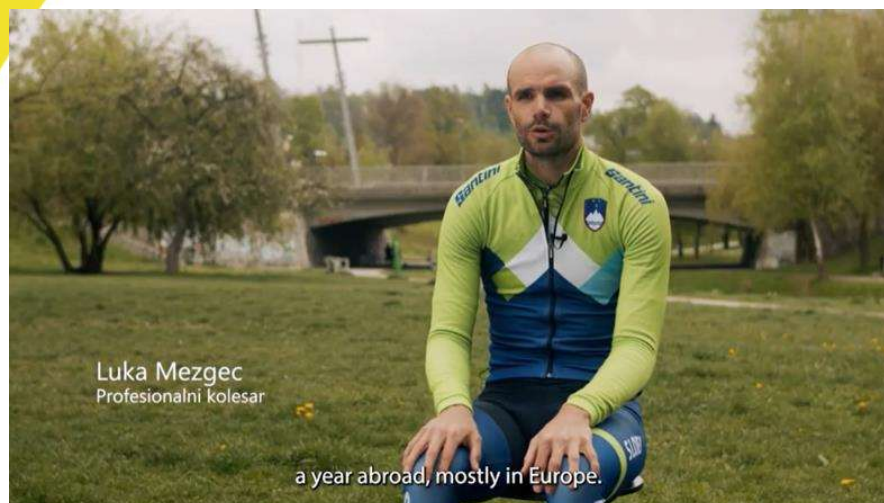


Watch [here](#): 

Cycling Ambassadors

SL: Safety and tourism

Luka Mezgec, professional cyclist



Watch [here](#): 

Maša Klemenčič, Slovenian Tourist Board



Watch [here](#): 

Cycling Ambassadors

SL: Financing and Urban Development

Darko Trajanov, the General Director of the Directorate for sustainable mobility and transport policy



Watch [here](#): 

Dr. Janez Koželj, Vice-Mayor of Ljubljana



Watch [here](#): 

Cycling Ambassadors

RO: Tourism

DANUBE CYCLE PLANS - IONUT MAFTEI, ROMANIA: I MADE A CHOICE TO BE A DANUBE CYCLING AMBASSADOR

26-11-2021

Hello! I am Ionuț Maftei from Bike in Time and I'm in charge of promoting cycling tourism in Romania and I also organize bike-trips in different historical regions of the country.

What can you tell us about the existing infrastructure for cycle tourism in Romania (accommodation, boarding houses, tourist objectives, roads for cyclists, etc.)?

I think we are pretty well as regards accommodation, gastronomy, historical and cultural spots but less in terms of their signage. Regarding cycling infrastructure, we use what we have already and we are happy, so our tourists.

What reactions did you notice from the people living in the localities you pass by, when they see you and your tourists riding your bicycles in a group?

People are very friendly, especially in the rural areas and they are very happy to see guests.

Which regions of Romania are most often chosen for cycle tourism?



Watch [here](#):



Cycling Ambassadors

EU: Health

DANUBE CYCLE PLANS - INTERVIEW WITH THIAGO HERICK DE SA, WORLD HEALTH ORGANIZATION

23-11-2021



DANUBE CYCLE PLANS - INTERVIEW WITH MARIA JOSÉ ROJO, POLIS

13-12-2021

With **Maria José Rojo**, a Project Manager – Coordinator for Active Travel and Health at **POLIS**, we have talked about 'ideal cities', the connection between active travel and health, the importance of cycling infrastructure and much more.

Two Danube Transnational Programme projects, the **SABRINA** and **Danube Cycle Plans** project (a few words about both projects are below), dealing with cycling have joined forces and prepared a series of interviews with people working in the mobility and transport field, with the focus on cycling. We have asked them about their opinion on different topics connected to more cycling, safer cycling infrastructure, promotion of cycling, etc. Visit the webpages of both projects to read the interviews which will be joined also in the capitalization newsletter published in December 2021 (subscribe [HERE](#)).



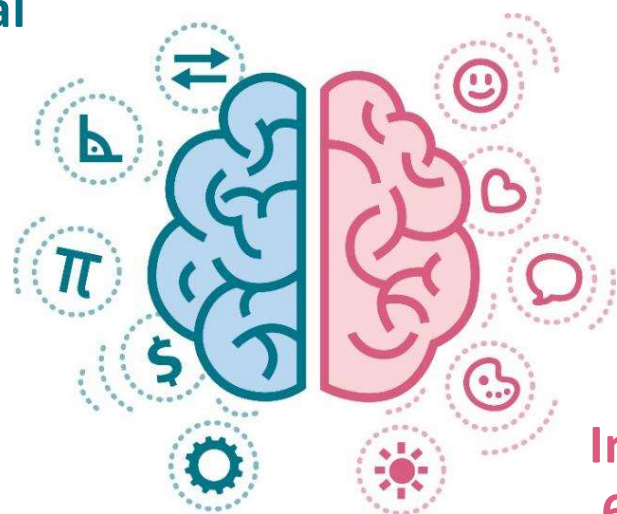
Maria José Rojo is a Project Manager – Coordinator for Active Travel and Health at POLIS, the leading network of European cities and regions working together to develop innovative technologies and policies for local transport.

Maria José started working at POLIS in 2019. She is currently working on several European Union projects such as MOMENTUM (Modelling of emerging transport solutions), ReVeAL (Vehicle access regulation for improved livability) and SPROUT (Sustainable policy response to urban mobility transition). She focuses on the relation between mobility and health, with a focus on the active modes of transport: walking and cycling. Prior to joining POLIS, she worked as a researcher for the Polytechnic University of Madrid and New York University. Besides, she worked as an urban planner for the United Nations Human Settlements Programme (UN-Habitat) and several offices across Latin America and Spain.

Maria holds a PhD in sustainable urban planning, a postgraduate diploma in human settlements, and a master's degree in urban planning and architecture from the Polytechnic University of Madrid, Spain. She is Spanish, living in Brussels, Belgium.

Who are your ambassadors telling their stories?

Rational



Intuitive
60-90 %



Contact



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<https://www.interreg-danube.eu/danube-cycle-plans>



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