



Title:

Cooperation between actors in the field of cycling

Authors:

Lise Bjørg Pedersen

More information:



Cooperation, partnerships and networks are vital in the world today - also in the field of cycling. Strong and influential partnerships can be an instrument in placing the bicycle on the political agenda. When trying to promote cycling, corporation between actors with different approaches to cycling can be extremely helpful. Some players are obvious partners, for example the cyclists organizations, the bicycle producers and the ministry for transportation. But the non-obvious partners must also be considered. These could be health associations, environmental organizations, traffic safety organizations and consumer organizations. In Denmark there are various successful examples of cooperation between actors in the field of cycling. One of them is a network called Cycling Embassy of Denmark.

The idea to establish Cycling Embassy of Denmark was inspired by business clusters and the power in interdisciplinary networks. Today the Cycling Embassy consists of a dynamic group of members ranging from local authorities in the most cycling friendly municipalities in Denmark to private consulting companies working architecture and infrastructure, private companies producing parking facilities, bicycles and lights, the national tourism organization, the bicycles retailers organization, the national cyclist organization and finally the cancer association.

It is a challenge to bringing together actors, who are not usually partners. Some might even be business competitors because they sell or produce the same kind of products, but they have the same general interest in promoting bicycling. Local authorities on one hand can also have a conflict of interests with the private companies, but at the same time they can have a common interest in developing new solutions together. Even though the new ways to interact can be challenging it also creates new possibilities, open doors to influential political partners and brings innovative solutions into the world. Cycling Embassy of Denmark has existed in app. one year and the experiences are already many. Cycling is of common interest to several subjects and crosses the borders of issues like transportation, health and environment which make cross-cooperation especially valuable.