Cities all over the world are facing challenges related to the effects of decades of car-orientated city planning; congestion, air pollution, noise, obesity, CO2-emissions, lack and poor quality of space. Re-)introducing the bicycle into the urban transportation system is one of the solutions to all these challenges and a cornerstone of creating a sustainable and livable city.

In Denmark, we have 100 years of experience planning cycle-friendly cities, developing cycling infrastructure and cycling campaigns. And people from all over the world come to Denmark to experience the cycling culture and learn the secret behind it. So, in 2009, the Cycling Embassy of Denmark was founded to make it easy for politicians, planners, engineers, architects, journalists, NGO etc. all over the world to access this know-how and help cities around the globe make cycling an important part of their urban transportation.

Who we are
The Cycling Embassy of Denmark (CED) is a comprehensive network of almost 50 members who work professionally with cycling in private companies, local authorities (on both a local, regional and national scale), and non-governmental organizations. The members of the CED represent the latest knowledge of all areas related to cycling. Our competencies include planning bicycle and people-friendly cities, creating synergy between cycling and public transport, building safe infrastructure for cyclists like cycle tracks and bicycle bridges, developing successful campaigns and municipal policies that motivate people of all age groups to cycle, designing urban furniture like bicycle pumps, bike counters, and bicycle parking facilities, and much more.

What the CED can do for you
You can tap into our know-how from your desk, visit us in Denmark, or have us come visit you in your own city. Depending on your needs, we can help you put cycling on the political agenda, create cycle-friendly cities and get people cycling.

Check out our website which is full of know-how, data and examples of successful cycling promotion, follow us on social media, sign up to our newsletter, attend our masterclass, book a guided bike tour in one of our member cities, book a speaker for your event, or team up with one of our members on your projects. In short: Let us help you make cycling part of everyday life in your city.

We look forward to working with you.

Marianne Weinreich
Chairman of the Cycling Embassy of Denmark
CYCLING IN DENMARK

CHARACTERISTICS

Denmark has app. 5.7 million inhabitants

Male cyclists count for 47% and female for 53%

Cycling accounts for 26% of all trips less than 5 km and 16% of all trips

Trip purpose

- Workplace: 34%
- Education: 12%
- Errand: 15%
- Leisure time: 37%
- Business: 2%

On average, Danes cycle 1.6 km a day

The citizens of Denmark’s three largest cities bike significantly more.

- Copenhagen: 3.0 km a day
- Aarhus: 2.5 km a day
- Odense: 2.4 km a day

49% of all children aged 11-15 cycle to school

ECONOMICS

For every km travelled by bicycle instead of by car society gains approx. 1€ in terms of health benefits.

People cycling in the capital region means:

1: Annual savings of approx. 215 million €
2: 1.1 million fewer sick days

In 2009-2014 more than 268 million € was invested in 338 bicycle projects – both infrastructure and campaigns – across Denmark with the help of the Danish national Cycling Fund.

INFRASTRUCTURE

Danish separated bicycle tracks are clearly segregated by a curb.

Sources:
The Danish National Travel Survey, The Capital Region of Denmark’s Regional Cycling Report 2016, Denmark- on your bike!
BOOK OUR MEMBERS
FOR WORKSHOPS AND EVENTS

Do you need arguments to convince your decision makers, knowledge on how to promote cycling, or simply an inspiring keynote speaker for your conference, you can find it at CED. We are happy to assist you!

WORKSHOP: The city council of Xining
The city council of Xining, the largest city on the Tibetan Plateau, wanted to turn their city into a bike-friendly city with e.g. 600 km of cycle lanes. But how do you estimate the required width and capacity of the lanes with limited prior experience? How do you use traffic registration as the foundation for the best investments? These were some of the questions answered in a training program developed by CED members, Municipality of Copenhagen and HOE360 Consulting, for the council in order to prime the staff for the future work.

KEYNOTE: Cycling promotion in Denmark
Chairman of the Cycling Embassy of Denmark, Marianne Weinreich /Weinreich Mobility at cycling conference in London.

EVENT: Cycling Games in Colombia
World Bike Forum in Colombia wanted inspiration on how to spark a bicycle culture among the youngest citizens. They teamed up with CED member Urban Cycle Planning. 480 children aged 3-5 from 40 kindergartens joined the event.

PANEL DEBATE: Saint Petersburg, Russia
CED member, Municipality of Aarhus represented by Pablo Cells, attending panel debate in Saint Petersburg, Russia, on how to create a bicycle culture.

Visit www.cycling-embassy.org for more information
DANISH SOLUTIONS
GO ABROAD

Even though Denmark is a small country, our innovative bicycle solutions inspire big-scale solutions all over the world.

CYCLING WITHOUT AGE - A GLOBAL MOVEMENT
It started out as a one-man idea in 2012. Today, the Danish organization Cycling Without Age has a world-wide network of app. 1,200 locations in over 250 cities in 30 countries. 8,000 volunteers across the globe offer free bike rides in rickshaws to local nursing home residents giving elderly people a better life through life-affirming experiences shared with others.

“It makes me smile in the morning that today someone somewhere will be heading out for a wonderful ride,” says founder Ole Kassow, “and my dream is that one day these rickshaws will be the focal point for community engagement, compassion and relationship-building in all nursing homes around the world. It’s a crazy ambition, but as soon as you have tried it, its magic, you’re hooked.”

INSPIRATION FROM DENMARK TRANSFORMED TIMES SQUARE
The City of New York wanted to give its citizens the greenest, greatest city in the world. But they needed experience, inspiration and concrete tools to reimagine New York as a more liveable city. So, they teamed up with CED member Gehl. Their analysis helped pave the way for a number of bicycle lanes and pilot projects such as the closing of Times Square for car traffic, a project which was later made permanent.

From Copenhagen to China
The Cycle Serpent, a 235-metre long bridge in Copenhagen served as direct inspiration for an 8-km long bicycle skyway in Xiamen, China.
If you are working with cycle promotion and seeking know-how and inspiration, our website www.cycling-embassy.org is the place to go. A gateway to the latest, Danish know-how on a wide range of areas of expertise in terms of cycling, you’ll find everything from technical articles, data and examples of cycling promotion.

Visit www.cycling-embassy.org and dive into know-how on everything from children’s campaigns to winter maintenance.

History shows:

**Mobility and liveability grow hand in hand**

*Klaus Bondam, CEO, Danish Cyclists’ Federation*

History has proven that strategic and visionary urban planning can make a cycling culture flourish along with public transport and road infrastructure. Like the rest of the developed world, the cars slowly took over in Denmark in the 1950s and 1960s. Areas in cities that are car-free today were characterized by dense traffic and car parks in the 1960s.

Today, Danish cities are among the most liveable in the world thanks to a unique interaction between urban planners and politicians willing and courageous enough to make the necessary strategic choices. As early as 1947, a visionary urban plan for the region of Copenhagen was published; the so-called ‘Finger Plan’ stating that the distance between housing, jobs, and green areas should be as short as possible and reachable by public transport.

Also an efficient cooperation between the many private and public stakeholders in the transport sector contributes to the ongoing development of a transport system fitted for safe, secure, and active mobility all over Denmark. So safe, that almost 50% of Danish school children aged 11-15 bike to school.

Combinations of bicycle and public transport play a more and more crucial role in Denmark. Collaboration between various stakeholders helps secure smart and effective commuter behaviour with intermobility not reliant on an individual car-culture, but combining various modes of transportation for the greenest, fastest, and healthiest commute.

This flexibility makes it easy to use the bike for the first or last mile of daily trips and as a result 50% of the cycled kilometres in Denmark are either to work or education. We call it ‘everyday cycling’. In Denmark, we have learned from the motor vehicle congestion suffocating cities throughout the world; the solution is not more room for cars, but less. Innovative and sustainable urban mobility planning will in time pay for itself tenfold – bigger highways do not.
SEE FOR YOURSELF

The best way to learn about the Danish bicycle culture and our solutions is to experience them first-hand. Get inspiration from Danish experts on how to spark or accelerate cycling in your own city by participating in our masterclass, or join the Cycling Embassy of Denmark on a guided bike or study tour.

MASTERCLASS

Our masterclass combines presentations, hands-on workshops and site visits. By incorporating participants’ local challenges into the mix, the masterclass inspires and prepares participants to develop or strengthen cycling in their own cities.

“The best thing was the immersion with Copenhagen’s top thinkers and practitioners who care about and have expertise in mobility in sustainable cities.”

Participant, 2015

“The most important thing was the learning process and the knowledge gained throughout the process of the seminar, lectures, site visits and workshops gave us ideas to work on solutions to be applied in our cities.”

Participant, 2015

GUIDED BIKE AND STUDY TOURS

Join us on a guided tour in CED member cities, or visit us on an exclusive study tour combining bike trips and lectures tailored to your needs.

Chicagohagen

Once the stomping grounds of Al Capone, Chicago’s ambition was to become the number one cycle city in the U.S. So, they journeyed to Copenhagen to seek counsel and inspiration from members of the CED on how to become “Chicagohagen.”

“The best part of the trip was seeing first-hand the positive effects that cycling has on the quality of life in Denmark. Seeing world-class bicycling infrastructure sparked my imagination on infrastructure improvements that can be made in my own country.”

Harry Osterman, Alderman, Chicago, 2012

Go to www.cycling-embassy.org for further information and booking.
DID YOU KNOW?

35 times around the world - that’s how many people cycle every day in Copenhagen

32 % of supermarket and street level shop turnover is bought by bike in Copenhagen

Four out of ten Danes own a car

Nine out of ten Danes own a bicycle

26 % of all Copenhagen families with two children own a cargo bike

75 % of bicycle traffic continues throughout winter

Cyclists in Copenhagen ride 4.9 million km between each casualty

When we build a bicycle track, bicycle traffic increases 10-20 % - some places it almost doubles - and car traffic is reduced locally 9-10 %

The recommended minimum width for a Danish cycle track is 1.7 – 2.2 meter

In 2016 the number of cyclists crossing the city centre of Copenhagen exceeded the number of cars

For every time people in the Capital Region of Denmark bike 1,200 km the number of sick days is reduced by 1

35 % of all danish cyclists wear helmet

There are more than 12,000 km of cycle tracks and lanes in Denmark

Odense’s National Cycling City project 1999-2002 resulted in
20 % increase in cycling
20 % less accidents
2,100 extra years of life
248 million € in saved health costs

Results from the Mass Experiment in 2012 indicate that children who cycle or walk to school are much better at concentrating in school compared to children who arrive to school by car, bus or train. The positive impact of cycling or walking to school even turned out to be greater than the importance of eating breakfast.