LET US PROMOTE CYCLING IN CITIES AROUND THE WORLD TOGETHER
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Cities all over the world are facing challenges related to the effects of decades of car-oriented 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 liveable city. The Cycling Embassy of Denmark’s mission is to help facilitate this change in cities across the globe.

In Denmark, we have 100 years of experience planning cycle-friendly cities, developing cycling infrastructure and cycling campaigns. The members of the Cycling Embassy of Denmark work professionally with cycling. Our competencies include planning bicycle-friendly and liveable 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. We want to share that knowledge to help you boost cycling in your city.

TRY CYCLING IN COPENHAGEN – IN VIRTUAL REALITY
During 2017, the CED launched a number of new materials such as our virtual reality film of a bike ride through Copenhagen. So, do you want to inspire your decision makers and show them what it is like to live in a bikeable and liveable city but don’t have the option of bringing them all to Denmark to try for themselves? Try the Cycling Embassy of Denmark’s virtual reality film and let your decision makers, urban planners and citizens in your country or city experience the Danish bicycle culture firsthand on a virtual bike ride around Copenhagen.

Our VR-film takes you around the city, showing examples of the worlds’ best bicycle infrastructure and giving you a sense of what it is like to live in a liveable city.

The VR-film will be a great activity for car-free days, European Mobility Week, conferences and other events that focus on sustainable urban development where it can motivate decision makers to put cycling on the political agenda and citizens to cycle more. Write to info@cycling-embassy.org for further information.

“Even though Denmark is a small country, our innovative bicycle solutions inspire cities all over the world. Our website www.cycling-embassy.org is your gateway to the latest, Danish know-how on cycling. Do you want more hands-on counselling, our experts are ready to work with you in your city too giving you arguments to convince your decision makers, knowledge on how to promote cycling, or simply an inspiring keynote speaker for your conference. So, team up with the world’s best cycling consultants and manufacturers, and let’s put cycling on the political agenda together.

- Marianne Weinreich, Chairman of the Cycling Embassy of Denmark

KEY RESULTS 2017

"Even though Denmark is a small country, our innovative bicycle solutions inspire cities all over the world. Our website www.cycling-embassy.org is your gateway to the latest, Danish know-how on cycling. Do you want more hands-on counselling, our experts are ready to work with you in your city too giving you arguments to convince your decision makers, knowledge on how to promote cycling, or simply an inspiring keynote speaker for your conference. So, team up with the world’s best cycling consultants and manufacturers, and let’s put cycling on the political agenda together.

- Marianne Weinreich, Chairman of the Cycling Embassy of Denmark

Participant at CIVITAS Forum 2018 cycling through Copenhagen in virtual reality at the Cycling Embassy of Denmark’s stand.

- Morten Kabell, Mayor of Copenhagen’s Technical and Environmental Administration hands over CED’s Leadershıp Award for Cycling Promotion to Philippe Christ.

Marianne Weinreich,
Chairman of the Cycling Embassy of Denmark

The Danish Ambassador to Poland, Ole Egebjerg Mikkelsen, takes a virtual bike ride around Copenhagen at an event in Warsaw.
CYCLING AND THE CHALLENGES OF AUTOMATED VEHICLES

The emergence of the autonomous vehicle has the potential to further enhance our traffic systems. But it also poses a number of challenges to our bicycle culture both in terms of safety, public health, and livability in our cities. So before the summer holidays, expert from the two leading cycling countries, Denmark and the Netherlands, met at a joint workshop. We discussed how we can best integrate the autonomous vehicle to maximize its benefits while limiting the potential problems, and how we can maintain and strengthen our bicycle cultures and harvest all the positive effects of cycling alongside this new form of mobility.

The workshop was hosted by Henk Swarttouw, the Netherlands’ Ambassador to Denmark, Ole Moesby, Denmark’s Ambassador to the Netherlands, Dutch Cycling Embassy and Cy cling Embassy of Denmark. The purpose of the workshop was to agree on a number of recommendations that were shares at Velo-City 2017 in Arnhem and Nijmegen.

The workshop resulted in the following recommendations:

- Keep focus on humans, both when it comes to city planning and developing automated vehicles. Cities need to decide which city they want for the people living there and not let the car manufacturers decide for them. And the car manufacturers need to focus on how the technology can serve humans best – not the other way around.

- Keep talking about how passive transport is a big problem because it causes massive health problems for us humans. As humans we need to move around – on foot or by bike.

- We need more research in human behaviour related to automated vehicles. Studies so far have shown that humans react differently to self-driving cars than cars driven by other humans. The human factor is very important.

- Encourage the active mobility community to engage with the ITS world and the car manufacturers and start influencing the development instead of standing on the outside worrying.

The CED and the Dutch Cycling Embassy will continue their dialogue and focus on this topic in the years to come.

EU-STRATEGY

At Velo-city 2017, the European Cyclists’ Federation (ECF) handed over a draft strategy for cycling in the “EU Cycling Strategy. Recommendations for Delivering Green Growth and an Effective Mobility System in 2030” to EU Commissioner for Transport Violeta Bulc. The ECF had included a broad group of stakeholders within European cycling, transportation, and political communities, e.g. the Cycling Embassy of Denmark (CED), the European Transport Safety Council (ETSC), the German Development Agency (GIZ), and the Community of European Railway and Infrastructure Companies (CER). The Cycling Embassy of Denmark contributed to the chapter on behavior change which is an important effort if we are to reap all the potential benefits of increased cycling in the EU.

Reports show that around 8% of EU citizens use cycling as their primary mode of travel. However, the national figures vary greatly across Europe, from rates of 1% or less in Cyprus, Malta, and Portugal to 36% in the Netherlands. A collective strategy for all member states on cycling can unlock socio economic benefits of cycling worth billions of Euros, e.g. in terms of health, infrastructure, and mobility, to name a few. The potential for more cycling in the EU is high, especially when it comes to travelling over short distances. It is estimated that approx. 20% of all car rides in the EU are shorter than 2 km and 40% of rides are shorter than 5 km. In addition, 51% of all motorized transport of goods (in cities) could be replaced by cargo bikes. A collective strategy will help the EU deliver on objectives, and the CED is proud to have taken part in drawing up the strategy.

NEW PUBLICATION FROM THE CED

The CED also launched a new publication with new facts and figures on cycling in Denmark, cases on how Danish bicycle solutions have been exported to other cities and much more. The publication is available for download on CED’s website.

The hosts of the Dutch/Danish workshop on autonomous cars. From the left: Ole Moesby, Denmark’s Ambassador to the Netherlands, Mirjam Borsboom, Director of the Dutch Cycling Embassy, Marianne Weinreich, Chairman of the Cycling Embassy of Denmark, and Henk Swarttouw, the Netherlands’ Ambassador to Denmark.
True to tradition, the CED was well represented at this year’s Velo-city conference that took place in Arnhem and Nijmegen in the Netherlands in June. Over 40 Danish experts attended the conference and shared the experiences at a number of presentations, panel debates etc.

Leadership Award for Cycling Promotion
Every year, the CED awards an organization or individual with their Leadership Award for Cycling Promotion. In previous years, the award has been given to an individual. This year, however, the Cycling Embassy of Denmark chose to honor the City of Oslo for their outstanding efforts in pushing the cycling agenda. Their ambitious goals, plans for a car-free city center and significant investments in cycling infrastructure in the coming years show that this city is serious about cycling.

Mayors’ Debate
The CED also hosted a debate at our stand at the exhibit. Recently, a number of cities have appointed Bicycle Mayors who work as independent cycling advocates bringing together local authorities, communities and citizens. In other cities, politically elected Mayors have dedicated their main political focus to increase cycling via investments and policy. The CED brought a panel of leading Mayors and Bicycle Mayors together to discuss the advantages of each approach and how the two functions can work together to reach their common goal of increasing cycling in our cities. The panel consisted of Morten Kabell, Mayor for Technical and Environmental Affairs in Copenhagen, Paul de Rook, Alderman of traffic and transport and Vice-mayor of Gröningen, Anna Luthen, Bicycle Mayor of Amsterdam and Sarah Imm, Bicycle Mayor of Sydney. Philippe Crist from the International Transport Forum at OECD served as moderator.

Chairman of the CED, Marianne Weinreich, presenting the award to May Andrine Gran who received the award on behalf of the City of Oslo.

2017 has been an exciting year. The CED is evolving both in terms of an increasing number of members and new strategic consideration but also in the shape of new partnerships with other organisations like Dutch Cycling Embassy and the UCI, Union Cycliste Internationale. Much more is in store for 2018, and we look forward to continuing all the constructive dialogues in the new year. So lastly, we would like to extend a warm thank you to all of our cooperators abroad, the many people who visited us here in Denmark, and all our followers on the social media. Thank you to all of you for your support and interest in our organization. We look forward to continue sharing our work with all of you in the coming year!

Executive Committee
Cycling Embassy of Denmark
Marianne Weinreich, Weinreich Mobility
Marie Kastrup, City of Copenhagen
Niels Hoë, HOE360 consulting
Lone Andersen, City of Frederiksberg
Sten Sødring, Gottlieb Paludan Architects