

Who are Cycling Ambassadors?

Presented by: Jitka VRTALOVA, Czech Partnership for Urban Mobility
RADGIPFEL 2022: 13th Austrian Cycling Summit 2022, April 5, 2022, Vienna



Do you remember yesterday?



Two parts of the brain

How we perceive the reality

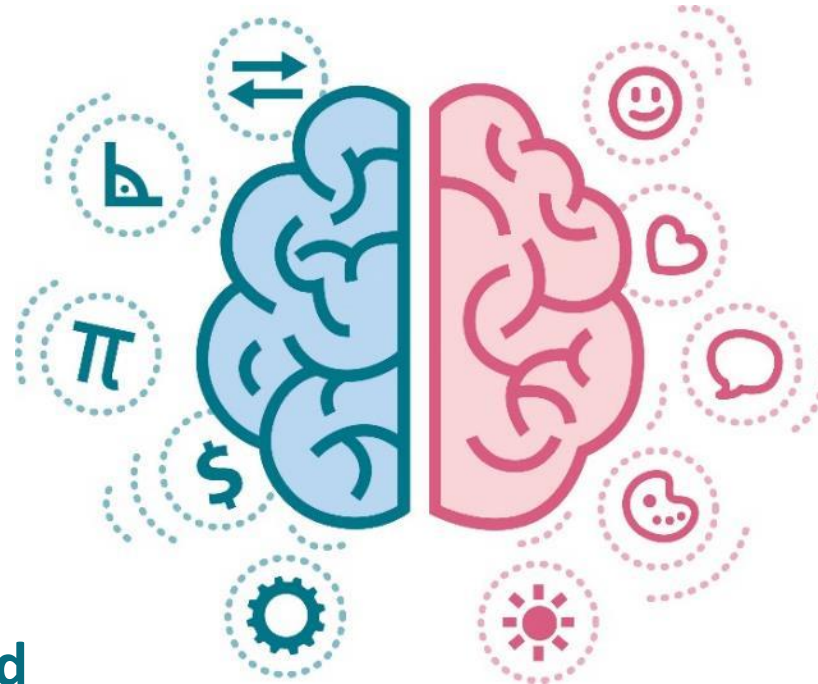
According to the **WHO**, 71% of deaths are due to non-communicable diseases (NCD), also known as "**lifestyle diseases**". These are mainly caused by:

- 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



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 & National Cycle Plan



Mgr. Martin Kupka

Ministry of Transport of the Czech
Republic
Minister

„I'd like the Ministry of Transport to start presenting itself as not only a ministry of major highway or railway constructions, but also as a ministry of active mobility, including walking and cycling“

„The goal of increasing the importance of active mobility is part of the Urban and Active Mobility Concept 2021-2030; now it is time to focus on actual implementation of the previously proposed measure“

Cycling Ambassadors

CZ: Urban Mobility & National Cycle Plan

CITY

17-18 May 2022 | Jihlava
EA Business Hotel Jihlava

Changers
2030



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



Jihlava

More at www.citychangers.eu (Czech)

konference2022.citychangers.eu/en (Czech, English)

Watch [here](#): 

Cycling Ambassadors

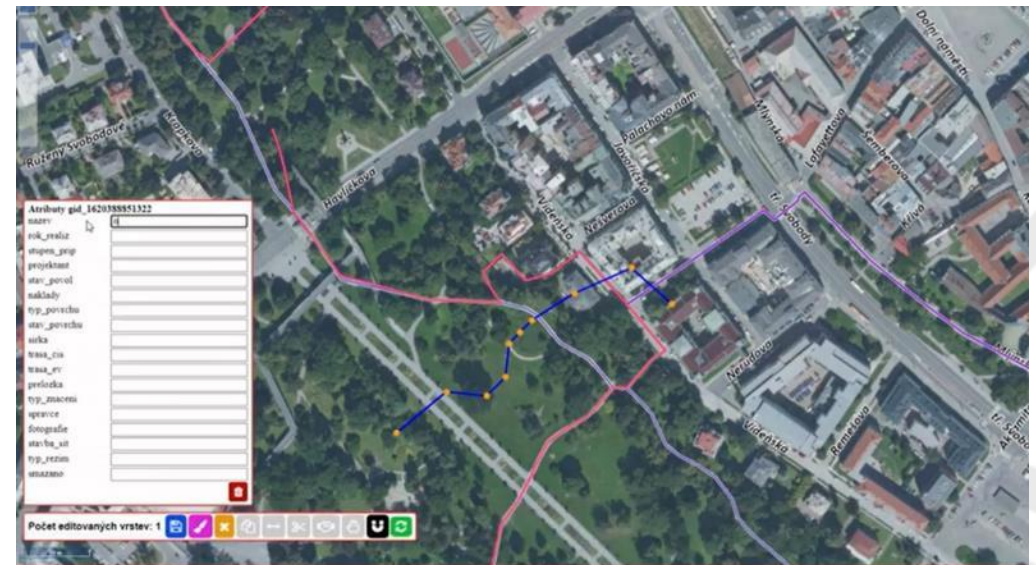
CZ: Cyklovize2030

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

HU: Lifestyle & mindset

Ónodi Eszter – actress who has changed the lifestyle



Watch [here](#): 

Zoltán – how to change life with BUBI shared bikes



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 Maștei 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 & other benefits

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

23-11-2021



DANUBE CYCLE PLANS - INTERVIEW WITH MATTHEW BALDWIN

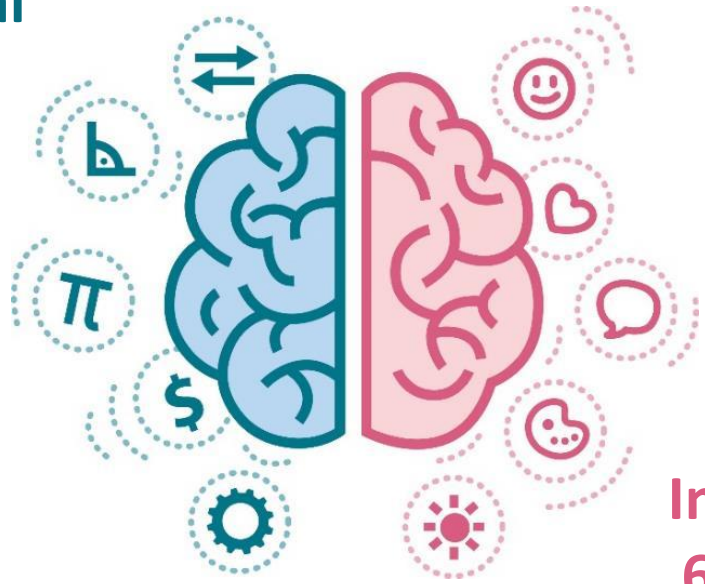
15-12-2021

With **Matthew Baldwin**, a deputy Director-General in European Commission's Mobility and Transport Directorate-General, we have talked about new decade of Action for Road Safety, trains and bicycles, sustainable mobility and much more.

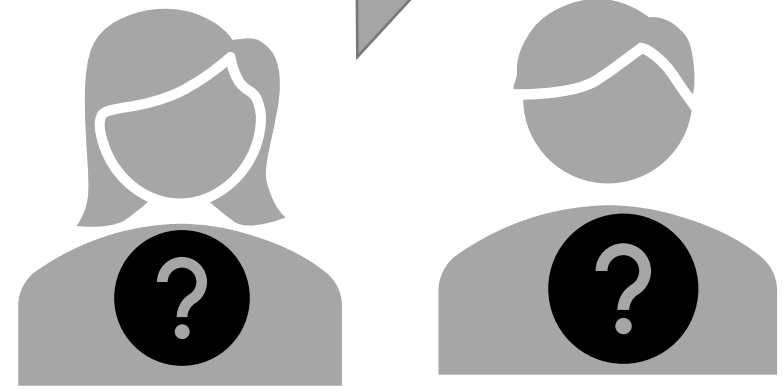
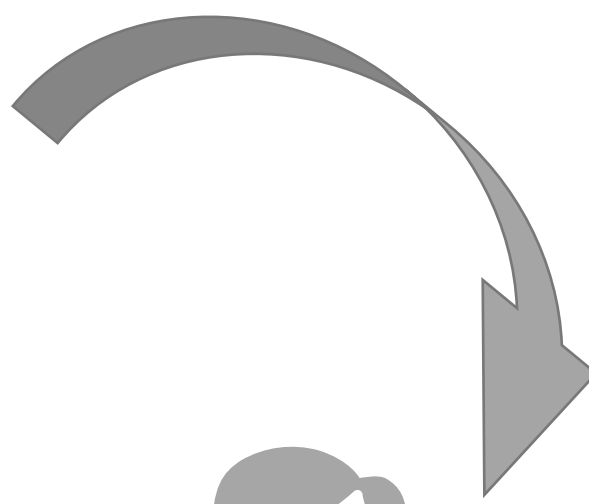


Who are your ambassadors telling their stories?

Rational



Intuitive
60-90 %



Contact



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Partnership for Urban Mobility



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



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