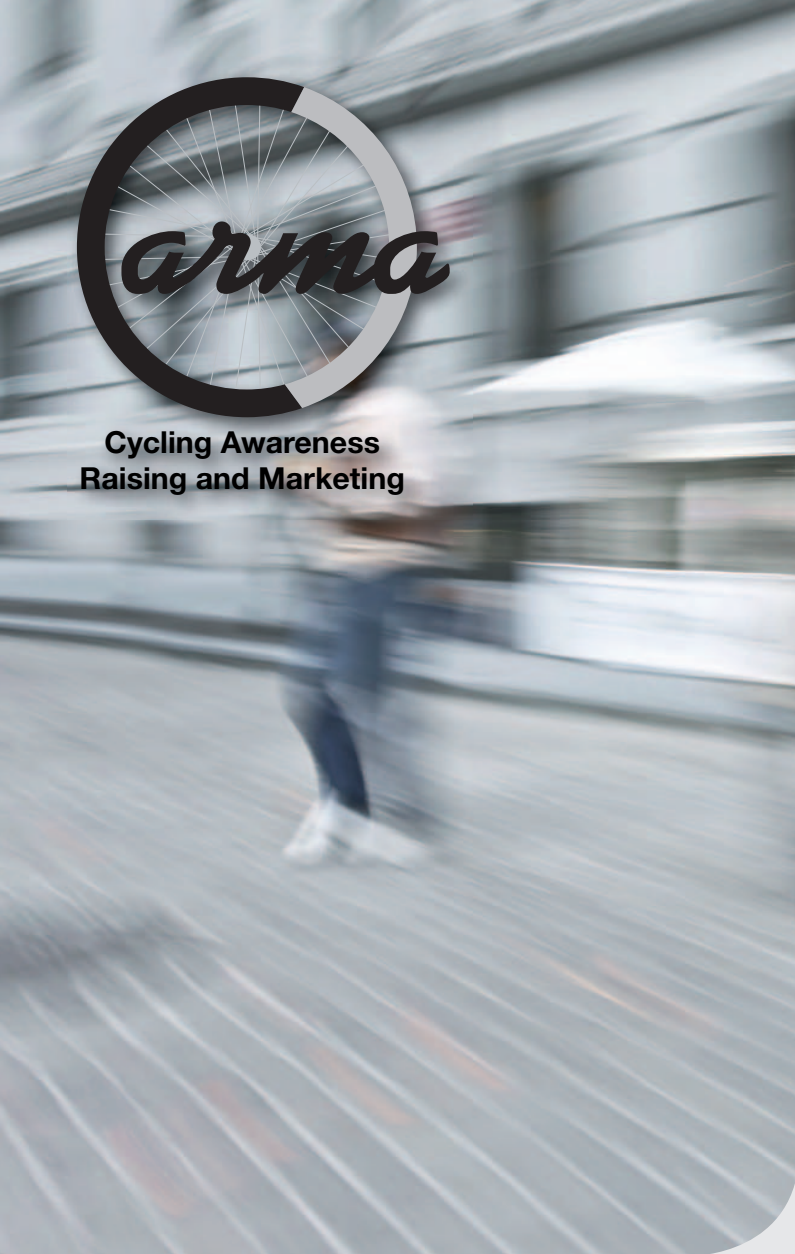


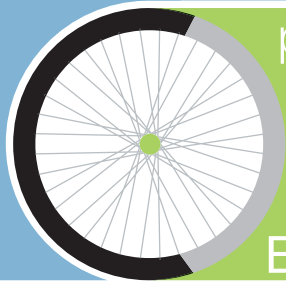


Cycling Awareness  
Raising and Marketing



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## *What is Carma?*

**CARMA** (Cycling Awareness Raising and MArketing) is an innovative communication project initiated by six European cities who wish to take communication of cycling and traditional mobility management to the next level and go from mass communication to refined and more adapted communication tools. The participating cities are Budapest, Gothenburg, Eindhoven, Kensington & Chelsea, Parma and Riga.

CARMA is a target group oriented cycling communication project, which focuses on better cooperation with the selected target groups and on the integration between communication and infrastructure initiatives on cycling. The aim of CARMA is to develop new methods for cost-efficient marketing of cycling which lead to increased cycling. This will be of particular importance for new member states where cycling infrastructure today is not developed to a sufficient extent and many of the resources will naturally be focused on building infrastructure. The CARMA project output and training material will help European cities to find ways to target groups that are willing to change behavior and focus resources.

### **AN INNOVATIVE APPROACH**

Why is cycling accepted in some social communities and cultures and not in others?

The image of cycling varies between cities and countries in Europe. In some countries, there is no image problem, whereas in others cycling is only used for recreation and sport. This means that there is a need for **new and deeper knowledge** and understanding, particularly about what is behind peoples' choices when it comes to modes of transport. To understand this, the cities need information on a more individual level.

CARMA will develop **Target group identification maps**, that will be an efficient tool in the future decision making process for cities, in order to target different social communities and increase the understanding of where these groups live and how to approach them. This will help cities to identify to whom the communication is directed and where the resources should be spent.

The target group identification map is a software in which cities are able to both insert their basic geographic data (from city planning maps) and demographic data and the conditions of cycling infrastructure. The demographic data can be compared and classified in accordance with the cycling profiles developed by the project. **The aim of this map is to provide the cities with an innovative way of identifying where different types of people live, how many they are and what preconditions exist for cycling in different areas.** By doing so, cities can focus their communication efforts to those areas with high numbers of potential cyclists, and with good preconditions for safe cycling. The aim is to open up for other cities in Europe to use the map in order to identify their own target groups.



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## Who are Carma's partners?

### **CITY OF GOTHENBURG**

*"The City of Gothenburg has as a priority target to increase cycling in relation to car driving. During many years the City has attempted to increase cycling in a variety of ways such as better infrastructure for cycling and media campaigns. Despite all efforts cycling did not increase as expected. The City felt a need to better understand the factors behind peoples' choice of transport mode and to refine its methods of increasing the modal split of cycling. Thanks to Carma, the City of Gothenburg wishes to get better knowledge about its targets groups regarding who they are and which their driving forces are. In order to reach the target groups and to approach them in their social context, we will find new tools and new communication strategies by learning and by sharing experiences with our partners."*

**Jonas Åker Zeander, Local project manager City of Gothenburg**

Gothenburg is Sweden's second largest city with 500.000 inhabitants. The city has the advantage of being both a strong purchaser and an authority but it has also an informative and communicative role. The City of Gothenburg uses all its different roles for the development of sustainable transport solutions for the future and this in a broad collaboration with as many partners as possible.



### **HUNGARIAN CYCLISTS' CLUB**

*"At the Hungarian Cyclists' Club we feel that cycling is becoming a more and more important mode of transport. However this phenomenon is only due to underground movements, civil power, fashion, etc. - but not encouraged and helped by local and national governments. We feel the lack of a common and well-established policy or communication strategy concerning the issue of cycling. This causes a lot of difficulties in infrastructure development, conflicts between participants of everyday traffic, and creates obstacles for the individual will to cycle. With help of CARMA we aim to involve the Municipality of Budapest in a cycling-friendly communication. Joining forces with the local government, communication in the transportation field may become much more effective helping to maintain, strengthen and "officialize" a development that has been going on for the recent years."* Péter Wolf, Hungarian Cyclists' Club

Hungarian Cyclists' Club (Magyar Kerékpárosklub - MK) is the most significant civil organization in the Hungarian cycling society and affiliated organization of ECF (established in 2002). The main goal of its activity is to popularize cycling as a mode of transport, raise its significance, and create its culture.



photo: Gabor Varga



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## CITY OF EINDHOVEN

*“Improvements of cycling infrastructure, the cycling image of our city and making cycling more sexy and appealing are foreseen missions, but marketing and communication are underestimated in the cycling community and especially from the city’s point of view. I see cycle improvements as a big plus. As former city center entrepreneur I acknowledge the power of marketing. Working for the innovation agenda of Brainport Eindhoven, together with my colleague executives, I also want to show in the European arena that we can bring innovative changes and improve results by better and more targeted marketing. That is important in a time of budget cuts. See it as another way of saving: “Improving impacts by better aiming, so to speak”.*

**Joost Helms, Vice Mayor of Eindhoven**

By population Eindhoven is the fifth-largest city in the Netherlands. The city is known for its ‘green’ character and has many parks. The surrounding countryside is packed with nature reserves, cycling and hiking routes, and camping and holiday resorts. Eindhoven has 140 kilometers of cycle paths and many additional kilometers of cycle lanes. This in combination with the mild climate and flat topography, gives a high potential for cycling. Political priorities on mobility have been set to improve the public urban transport system and to improve cycling in the city.



## ROYAL BOROUGH OF KENSINGTON & CHELSEA

*“We have targets to increase cycling in Kensington and Chelsea in the next ten years. We have some infrastructure to support cycling, such as a cycle hire scheme and cycle parking in key public places, but this is limited compared to many other European cities. There is limited opportunity to increase provisions for cyclists*



*in the narrow Kensington and Chelsea road network without encroaching on parking facilities for private vehicles. The Council therefore aims to increase cycling through marketing and raising awareness amongst residents of the benefits of cycling. Many of our partners in this project have a lot more experience in behavior change, particularly with regards to cycling. We therefore feel there is much we can learn from our partners and hopefully some of our own lessons we can share”.*

**Kathryn King, Local Project leader Kensington & Chelsea**

The Royal Borough of Kensington and Chelsea is one of the smallest London boroughs at 1.213 hectares in area. It is also the most densely populated local authority in England and Wales, with 131 people per hectare. The borough is home to 160.000 people and has a highly urban, multicultural population. While seven wards in the borough are amongst the least deprived in the country, two wards are amongst the ten percent most deprived in England. Ethnic minorities make up over fifty percent of the population, and over 102 languages are spoken.



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## CITY OF PARMA

*“The CARMA project came at just the right time to integrate Parma’s efforts. We decided to join the CARMA project first of all because it is important to share experiences on cycling mobility at European level; beside this, we also have taken into account the high cycling experience of the other cities participating and the specificity of the measures comprised in the project”.*  
Arcangelo Merella, Infomobility Managing Director



Parma is a city in the Northern Italy with about 182.000 inhabitants. It is one of the most important cities in the region (Emilia Romagna) and has a very strong industrial history. The city has a strong tradition of cycling too: an official paper of the European Commission, DG Environmental, Nuclear Safety and Civil Protection - “Cycling: the way ahead for towns and city”, shows that the modal split on cycling amounts to 19%, placing Parma in the second position in Italy. Parma has therefore a good cycling starting point: a well built cycling infrastructure of more than 100 km length, a rooted cycling culture among citizens and the political will to refine even more cycling conditions, with measures such as the improvement of the cycling network, the increase of the services related to cycling (intermodality between bike and public transports, bicycle racks), and also efforts against the risk of theft.

## RIGA CITY COUNCIL TRAFFIC DEPARTMENT

*“The project focuses on target group oriented cycling communication. Cycling as an alternative mode of transport becomes more and more popular in Riga even if at this moment there are not enough separate cycle paths in the city. The route network is under its development. Some of the project goals, to improve the image of the city and bicycle as a mode of transport, to increase the individual will to cycle- are actual and significant for Riga too. The aim of Riga is to be a cycling friendly city, and we know that with development of the infrastructure it is possible to do a lot in promoting cycling by active communication with people to promote the understanding of the cyclists as a full scale traffic participant using also the already existing infrastructure. The CARMA project gives a big input on this”.*  
Olita Sproge, International Project Manager Riga City Council Traffic Department

The Riga City Council (RCC) is a municipality of 713.000 people and has local authority powers according to the Law on Local Governments. RCC Traffic Department is responsible for maintenance, repair, construction and development of traffic infrastructure which includes cycling infrastructure.





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#### CLICKUTILITY

*“CARMA represented a real opportunity to share information on cycling culture with other European cities and to know more about other countries’ cycling communication strategies. We believe that this innovative approach on cycling marketing will be able to give an important contribution in terms of perspectives change on cycling marketing and communication, not only among CARMA Consortium’s partners, but also in other European cities.”*

**Carolina Vastola, Clickutility**

ClickUtility srl is an Italian marketing communication and consulting company specialized in the Sustainable Mobility and Local Public Services field. Its main areas of activities are: Events and Manager Training, Marketing and Communication B to B, Consulting and Support of Local Administrations in European projects management.

#### ISIS - ISTITUTO DI STUDI PER L'INTEGRAZIONE DEI SISTEMI

*“ISIS has been consistently working on impact and process evaluation for over a decade, always trying to increase the effectiveness and the user-friendliness of a method that presents real challenges when applied in living laboratories such as our cities. Having coordinated the project SPICYCLES (IEE 2006-2009), which addressed multifaceted initiatives promoting urban cycling (including marketing campaigns), CARMA presented an opportunity to continue expanding exposure to an increasingly popular means of sustainable transport, and to further knowledge on the efficacy of communication in influencing travel behavior.”* **Mario Gualdi, ISIS**

ISIS is an Italian private research and consultancy firm supporting public and private policy makers in the formulation, monitoring and evaluation of energy, transport and environmental policies and decisions.

### *CARMA's key concepts.*

- ▶ Cycling awareness raising
- ▶ New approach on cycling marketing
- ▶ Information on a more individual level
- ▶ Identification of cycling profiles
- ▶ Connection of “cycling profiles” with local and geographical settings
- ▶ Target group identification maps
- ▶ Repeatability of the project

### *To know more about the project*

Please visit [www.cyclingcarma.com](http://www.cyclingcarma.com) or contact us:

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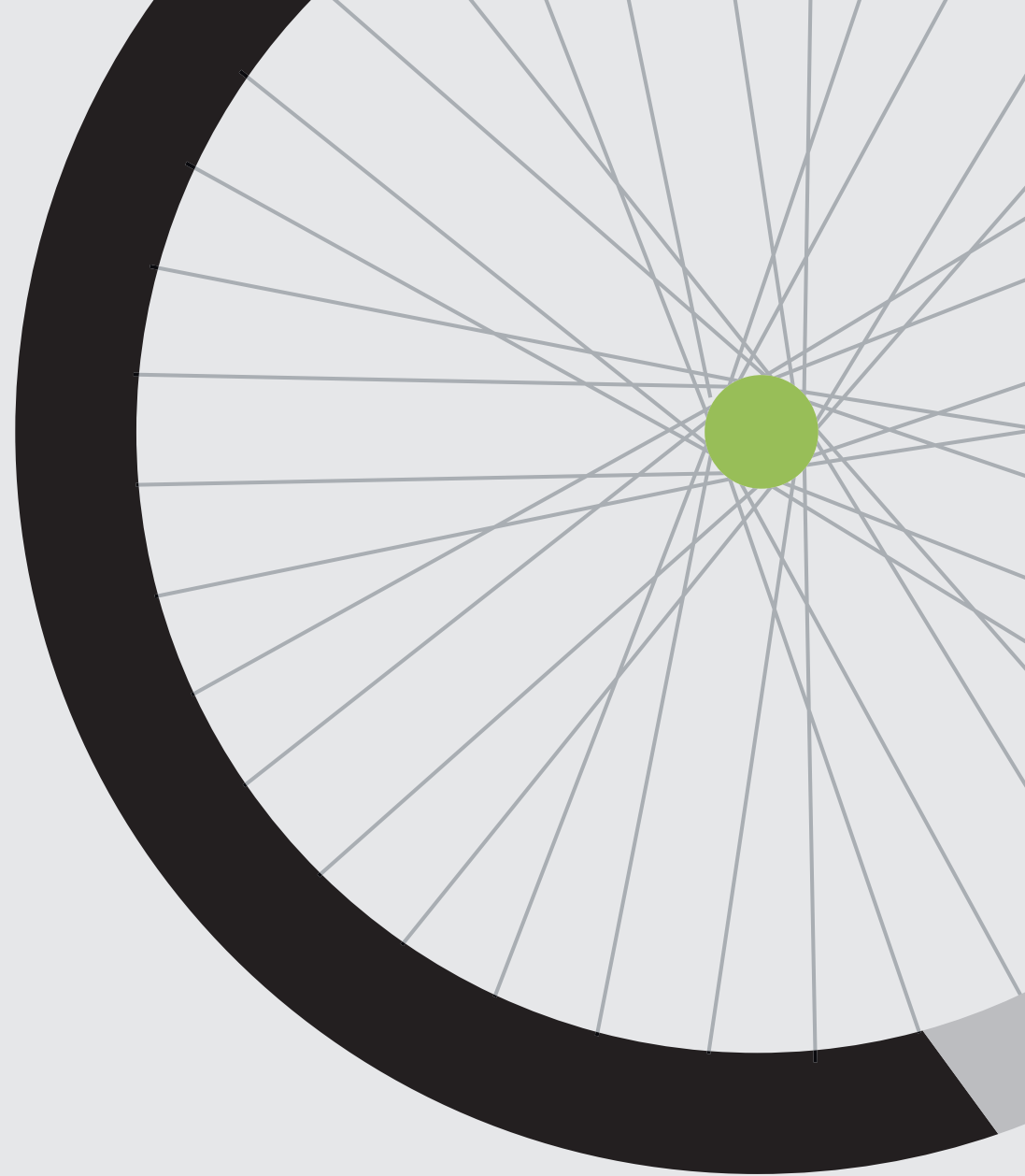
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