

## Title

Bike to Work

## Short description

Bike to Work (Do práce na kole) is a team competition for employees of companies and other entities. Teams of at least 2 and maximum of 5 members who plan to regularly bike to work throughout (each) May are eligible to join the competition. The Bike to Work competition offers several competition categories including the number and total length of bike trips, and also targets employers because they can significantly motivate their employees to use bicycles in order to commute to work. Each participant receives a T-shirt (made from organic cotton) with a logo of the competition. The competition is accompanied by various activities promoting the goals of the competition – benefits of cycling to work – and making the competition richer and more vibrant. Last year's competition (i.e. 2016) has seen a substantial growth both in number of participants (approximately by 1/3) representing 600 new companies, and also 4 more cities have joined. Gradually, the Bike to Work has become a country-wide campaign that motivates people to change their commuting mode and potentially also their lifestyle to the benefit of healthier environment and better quality of life in Czech cities.

## Topic

Moving – Active mobility

## Characteristics (type, level)

Local/Regional intervention

## Country/Countries of implementation

Czech Republic (*but similar initiatives also in place elsewhere*)

## Aims and Objectives

The project's goal is to motivate as many people as possible to learn to use a bike as a regular commuting mode. From 2016 also runners, walkers, skaters, skateboarders, long boarders and wheelchair users can join the campaign.

## Target Group

General public – regular commuters

## Status

Ongoing

## Start and Completion dates

2011 – to date

## Lifestyle and Behavior Change

Bike to Work competition motivates people to substitute their daily commuting travel modes for active ones during the campaign. During the month-long active commuting they may find this transport mode a viable alternative and change their regular travel behaviour.

### Effects on:

<b>Health and Wellbeing</b>	Regular active travel contributes to better health, and cyclists (walkers, runners, skaters etc.) jointly contribute to cleaner air (by reducing emissions from their transport) and more pleasant, safer and healthier cities where they live and work.
<b>Vulnerable populations</b>	Cycling (walking, running etc.) is generally a low cost transport option, therefore socio-economic status groups may be able to participate in the campaign relatively easily. Also vulnerable groups tend to have less physical activity, so they may benefit more from switching to active transport mode.
<b>Environment</b>	The Bike to Work campaign has demonstrated positive environmental effects, including less CO <sub>2</sub> and air pollutant emissions from commuting (approx. 341 tonnes of CO <sub>2</sub> and 9 kilograms of fine particulates saved in 2016), and also fuel savings.

### Initiated and/or implemented by

The initiative was initiated by a Prague based NGO active in non-motorized transport, AutoMat, and to large extent inspired by similar initiatives in US and Western Europe.

### Stakeholders and sectors involved

- AutoMat is a Prague based NGO established in 2003 that promotes better quality of life in cities, advocating public and active transport and people centered urban planning
- Bike to Work partners (firms, cities, support the campaign financially, by promotion, or by donation of presents for competitors
- cycling ambassadors – representatives from supporting embassies (Dutch, UK) who promote the campaign
- commuters taking part in the Bike to Work competition
- firms competing for “The Cyclo-employer of the Year” title

### Financial support

A mix of proceeds from registration fees, donations, and volunteers.

### Evidence-base

Rather limited, the practice was inspired by similar initiatives that tend to be presented as promising/good practices.

### Main activities

Bike to Work is a team competition for companies and institutions. Teams of at least 2 and maximum of 5 members that regularly bike to work throughout (each) May compete for various prizes. Last year 10,800 participants from 1,825 companies and other institutions in 27 cities joined the competition.

Employers may compete for special prizes “The Cyclo-employer of the Year” and “The Best Company-wide Competition” in their provision of cycling facilities for their employees.

### Evaluation

All participants are invited to fill in a short feedback survey during each year’s competition. A more in-depth evaluation using both survey and reported activity data is underway.

### Main results

Over 2.3 million kilometres were ridden by participants on bikes (foot, longboards etc.) during May 2016. Preliminary results from in-depth evaluation suggest that the effect of increased biking during May (+40 km/week on average) does not endure after the competition ends. Incidentally, last year the organizers have started to promote continued biking until end of September in a long-term follow-up competition “Let the firms pedal”.

### Key success factors and barriers

Perhaps the key success factor is that Bike to Work is promoted as an environmental initiative that contributes to cleaner air and more livable city. The key barriers are financial (limited funds for organizational support), lack of cycling infrastructure in most cities and perceived risk of biking in such cities.

### INHERIT Perspective

This initiative has been chosen for inclusion because of its potential to improve both health through increasing physical activity levels and local environment by reducing emissions from transport. In a broader perspective by changing travel behavior it has potential to deliver a healthier local environment and, more widely, to contribute to global environmental sustainability.

Drive to Work is promoted as an intervention that makes change to the environmental STATE and at the same time it has a clear influence on EXPOSURE through promoting active mobility and consequently aiming to change BEHAVIOUR.

### More information

- Campaign webpage: <http://www.dopracenakole.cz/en/>
- Bike to Work – final report 2016: [http://www.auto-mat.cz/wp-content/uploads/Bike-to-Work\\_2016-final-report-2.pdf](http://www.auto-mat.cz/wp-content/uploads/Bike-to-Work_2016-final-report-2.pdf)

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