

## Title

**The winter cyclist**

## Short description

Every autumn/winter since 2010, Gävle in Sweden has run a campaign in order to make motorists become cyclists during the winter. The purpose is to show that cycling works as a mode of transport even in winter, and to make people contribute to improving public health and reducing pollution.

After applying for the campaign, suitable participants are selected and given instructions. The deal is to bike to and from work at least three days a week. The participants are given studded bike tyres, a bicycle saddle cover and a reflective vest for free. The participants give continuous feedback about the state of the bicycle tracks and report their trips in a mobile phone application.

Since the campaign started six years ago (6 campaigns so far), over 400 motorists have had the chance to become winter cyclists of which 83% still bikes at least once a week. An estimated 200 000 km of traveling by car was transferred to bike and about 35 tons of carbon dioxide was saved. Other effects were more efficient snow removal from bicycle tracks and a better dialogue with the citizens.

## Topic

Moving

## Characteristics (type, level)

Neighborhood, Local/Regional Intervention, Private, Public

## Country/Countries of implementation

Sweden

## Aims and Objectives

The purpose is to show that the bicycle is a possible mode of transport even in winter and to make people contribute to improving public health and reducing the impact on climate.

## Target Group

Motorists, driving to work every day (participants)

## Status

6 years and ongoing every winter season (7th campaign currently running in 2016/17).

## Start and Completion dates

Performed every winter since 2010

## Lifestyle and Behavior Change

Better health, positive and individual impact on climate change, contributing to less air pollution and noise. Saving money.

**Effects on:**

<b>Health and Wellbeing</b>	More physical activity, less exposure to air pollution and noise, safer city environment with less cars, fewer accidents, positive impact on climate change (indirect)
<b>Vulnerable populations</b>	In the long run, people feel safer biking in the city, when more bikes are around (safety by numbers). Less pressure to “afford” a car and hence, money saved. Since the campaign is interactive (forum, meetings during the campaign) this could lead to better integration.
<b>Environment</b>	Less air pollution due to fewer car trips, smaller CO2-footprint (has been calculated from these campaigns). Effects on climate due to less emissions.

**Initiated and/or implemented by**

Region Gävelborg (consisting of a number of municipalities)

**Stakeholders and sectors involved**

Municipalities, County administrative board, local public transport company, University of Gävle

**Financial support**

Region Gävelborg

**Evidence-base**

Nothing stated but it is obvious that increased physical activity leads to better health

**Main activities**

Those accepted to participate (mainly all-year-around motorists), signed a contract to cycle at least 3 days a week. The participants received studded tyres, a bicycle saddle cover, a

reflective vest and a bicycle computer (or mobile application) for free. The participants report the state of the bicycle tracks (snow clearance) and the distance cycled every day.

### Evaluation

Interviews, questionnaires, forums, meetings

### Main results

Since the campaign started six years ago, over 400 motorists have had the chance to become winter cyclists of which 83% still bikes at least once a week. An estimated 200 000 km of traveling by car was transferred to bike and about 35 tons of carbon dioxide was saved. Other effects were more efficient snow removal from bicycle tracks and a better dialogue with the citizens.

### Key success factors and barriers

Easy to implement. Dedicated participants and freebies.

### INHERIT Perspective

This project has the potential to improve health through increasing physical activity levels and decreasing exposure to air pollution and noise. It has the potential to contribute to global environmental sustainability by decreasing car traffic and hence, air pollution emissions and noise. It has a clear emphasis on changing behaviour and raise awareness. It may have an effect on vulnerable groups by creating less pressure to “afford” a car and hence, money saved. Since the project has interactive parts (meetings etc), it may lead to some form of improved integration/social engagement.

### More information

<http://www.regiongavleborg.se/vintercyklisten/> (web site available in English)

<https://skl.se/download/18.3f360f81154baabbb53538e0/1464265327515/Dag+2+Block+3+Love+JohanssonVintercyklisten.pdf>

### Contact

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