


Field of Action 1: Information, Communication, Motivation

AF1.MS3: Information on cycling for new employees or those switching from motoring to cycling

Implementation effort: 

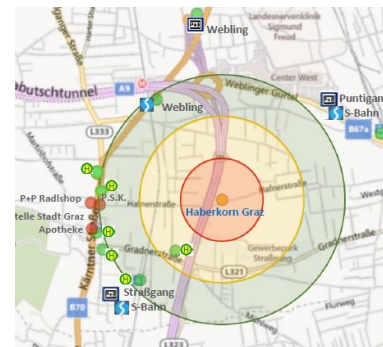
Costs: € € €

Acceptance: 

Description:

The start of a new job is also the time to think about the best way to commute and hence is also the best time to start to cycle to work. But also other motorists that would like to switch and commute to work by bike need appropriate information:

- Individual trip planner
- Map of area around the company
- Information about internal bicycle infrastructure
- Information about internal bicycle funding schemes
- Contact data of the internal bicycle coordinator
- Information about health benefits of cycling
- Information about proper behaviour in road traffic
- Basic information regarding „Bicycles and Bicycle Equipment“



Wir rufen alle Mitarbeiter auf, am 22. September das Auto Zuhause zu lassen. Für jeden freien Parkplatz gibt es einen Blumentopf.

Ziel ist es, einen blühenden Parkplatz zu erschaffen.

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Tips for implementation:

- Produce information materials with appealing design
- Attach / hand over additional bicycle-related voucher
- Offer small presents (e.g. saddle cover) for new users...

Save time and money by:

- Make contact with local bicycle NGOs and relevant administrations to receive all necessary information