


AF1.MS6: Rewards for cyclists

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Through appropriate measures cycling employees are rewarded for and motivated to continue to cycle to work.

Examples are:

- Cyclists of the week / cyclist of the month (a photo of a cycling employee is taken weekly / monthly and he receives a small gift)
- Small Give-aways like saddle covers, bicycle bells, reflectors, etc., are distributed among cyclists
- Vouchers for a healthy snack / lunch



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Tips for implementation:

- Organise sponsoring for presents / gifts
- Make internal bicycle coordinator responsible for the procurement of the rewards

Save time and money by:

- Order large numbers of “Give-aways” in one go – ideally with the company logo –to save money!