


AF2.MS4: Funding – financial support for cycling

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

Continuous financial support for the promotion of bicycle transport is necessary to guarantee long-term usage bicycles.

The following measures can be funded:

- Offer company bicycles (branded) for employees at a reduced price
- Subsidize the purchase of bicycles and equipment
- Offer reductions/discounts or vouchers for bicycle retail shops
- Refund/subsidize bicycle maintenance
- Rent bicycle parking boxes / parking facilities at public transport stations
- Subsidize combined use of PT and bicycle
- Subsidize folding bikes and Park&Bike
- Fund rental bikes (cargo bikes, tandem, trailer)



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Tips for implementation:

- Offer branded company bicycles that support the sustainable image of the company and serve as advertising medium
- Offer reward systems for staff members that do not commute by car (Parking Cash Out)
- Monitor and evaluate how funds are spend

Save time and money by:

- Use revenue from the parking management to promote cycling
- Check out national and regional funding opportunities