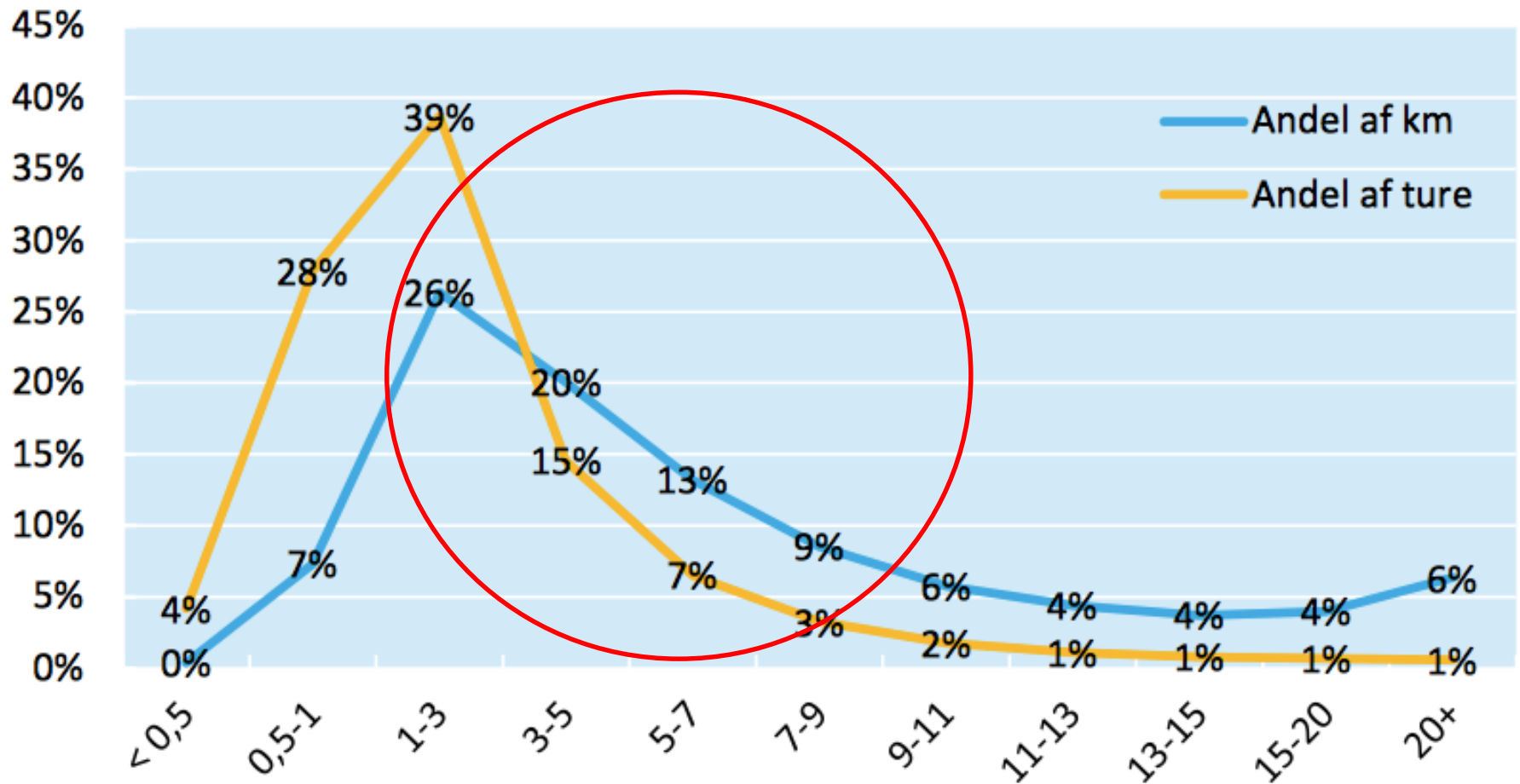




FROM CAR TO BIKE

**GATE
21**

Share of Cycling trips and km on different distances



Kilde: Transportvaneundersøgelsen – Faktaark om cykeltrafik i Danmark, DTU (2013)

THE POTENTIAL

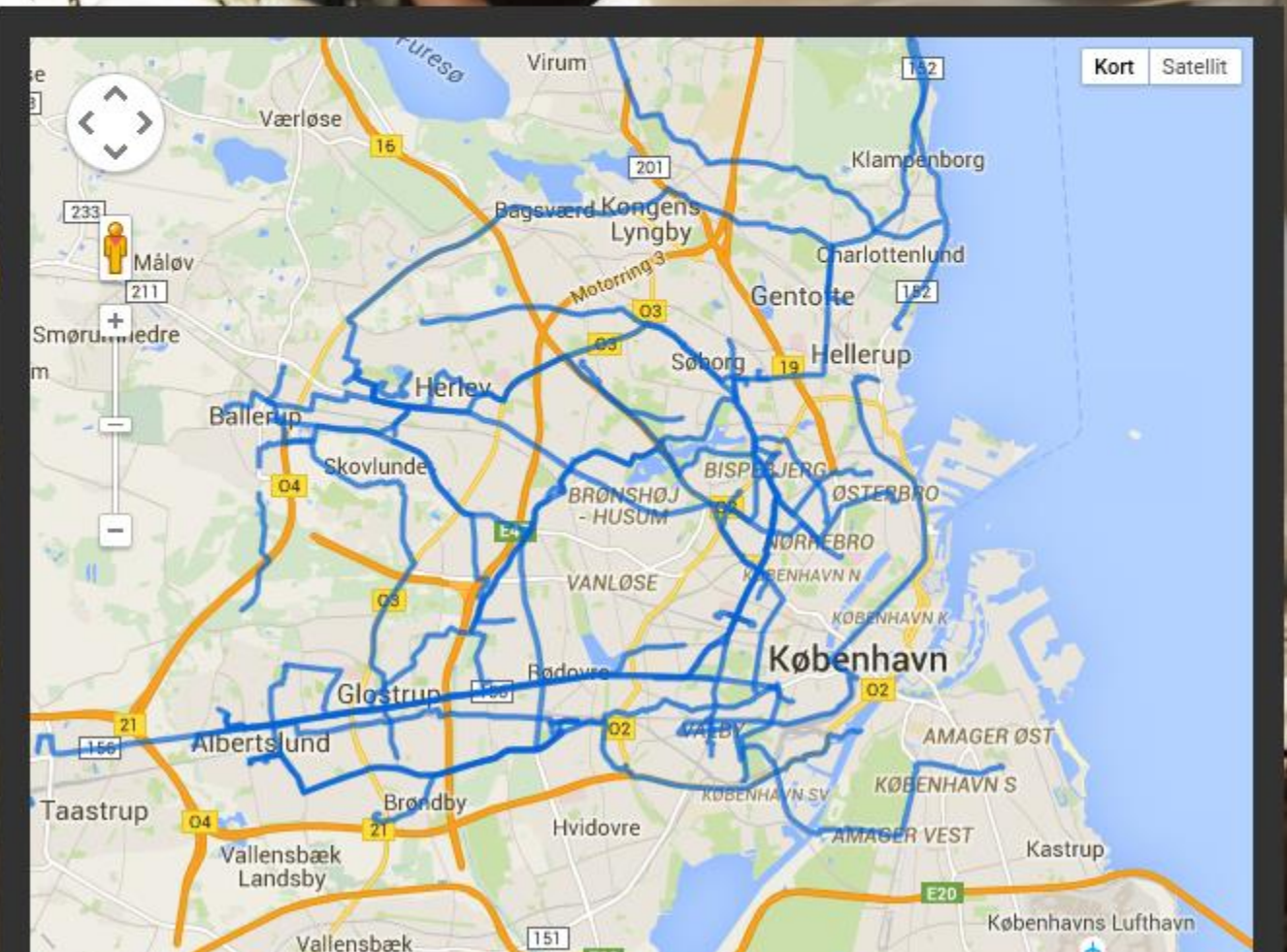
28% of all commuters have less than
10 km to work

WE NEED A
DISRUPTION

THE CAMPAIGN



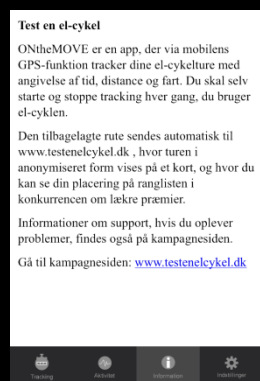
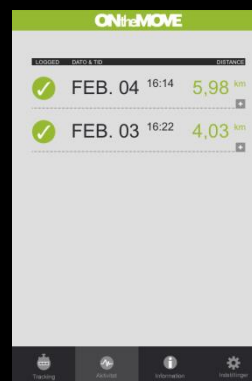
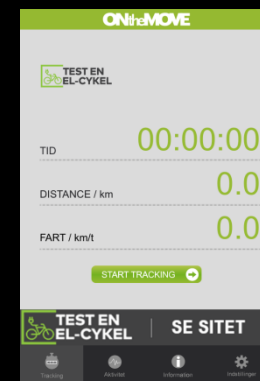
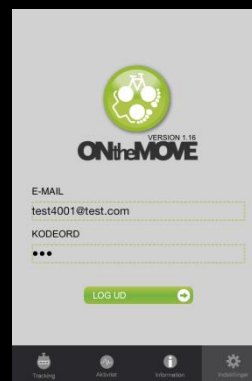
Er du deltager i "Test en elcykel" [kan du hente app'en her!](#)



AKTUELT HEAT
SAMLET RANGLISTE
Sorter efter **Kilometer**

- 1 **Kazem**
Hvidovre & Amager Hospital 7
- 2 **Flemming Hellebek**
Gentofte Hospital 5
- 3 **Karl Pedersen**
Albertslund 7
- 4 **Marijanne Sabrina Siff Bager**
Albertslund 6
- 5 **Peter Svale Andersen**
Bispebjerg & Frederiksberg Hospital 6
- 6 **Jan Lund**
Ballerup 6
- 7 **Jeppe Goll**
Gentofte 4
- 8 **Anne Mette Lade Rasmussen**
Hvidovre & Amager Hospital 6
- 9 **Annette Sørensen**
Bornholms Hospital 6
- 10 **anne dorthe nielsen**
Albertslund 5









Test en Elcykel



Marianne

Startside

Find venner



TEST EN
EL-CYKEL

UDVIKLET AF GATE 21

Test en Elcykel
Fællesskab



👍 Synes godt om

+ Følg

💬 Besked



Tidslinje

Om

Billeder

Synes godt om

Videor



130 personer synes godt om dette

Anna Thormann og Anja Puggaard



Inviter vennerne til at synes godt om denne side

OM



👤 Fællesskab for dig, der gerne vil cykle mere

🌐 <http://www.testenelcykel.dk/>

📄 Impressum

📝 Opslag

🖼️ Billede/video



Slå op



Test en Elcykel

7. maj kl. 13:58 · 🌐

Lige nu har Kazem fra Amager-Hvidovre Hospital den gule førertrøje med

WHAT HAPPENED

”First day as an e-cyclist. Compared to the car it was a long, cold and wet trip with no radio.

On the other hand, my cheeks are red, my legs are warm, I have wind in my hair and my mood is great – not a bad start”

Pia Holm, Søborg

TODAY AT 12.00

HEAT 4 COMPETITION CLOSE

THIS MORNING

KAZEM: 3454 KM

FLEMMING: 3348 KM

- 43 KM – 45 KM A DAY

RESULTS

SURVEYS

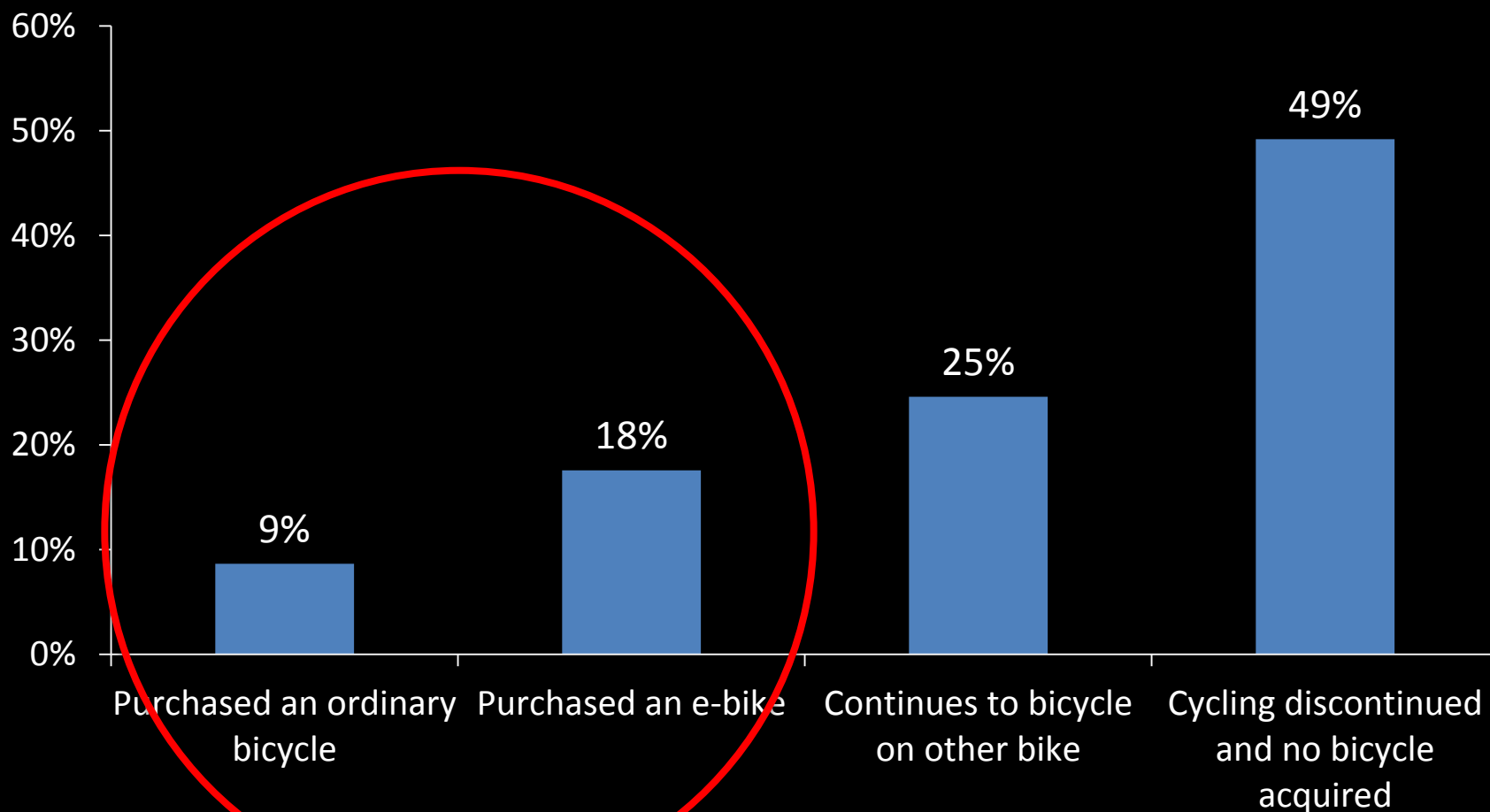
BEFORE, AFTER,
3 MONTHS AFTER

675 PARTICIPANTS

47% continues to cycle to work
minimum one day per week

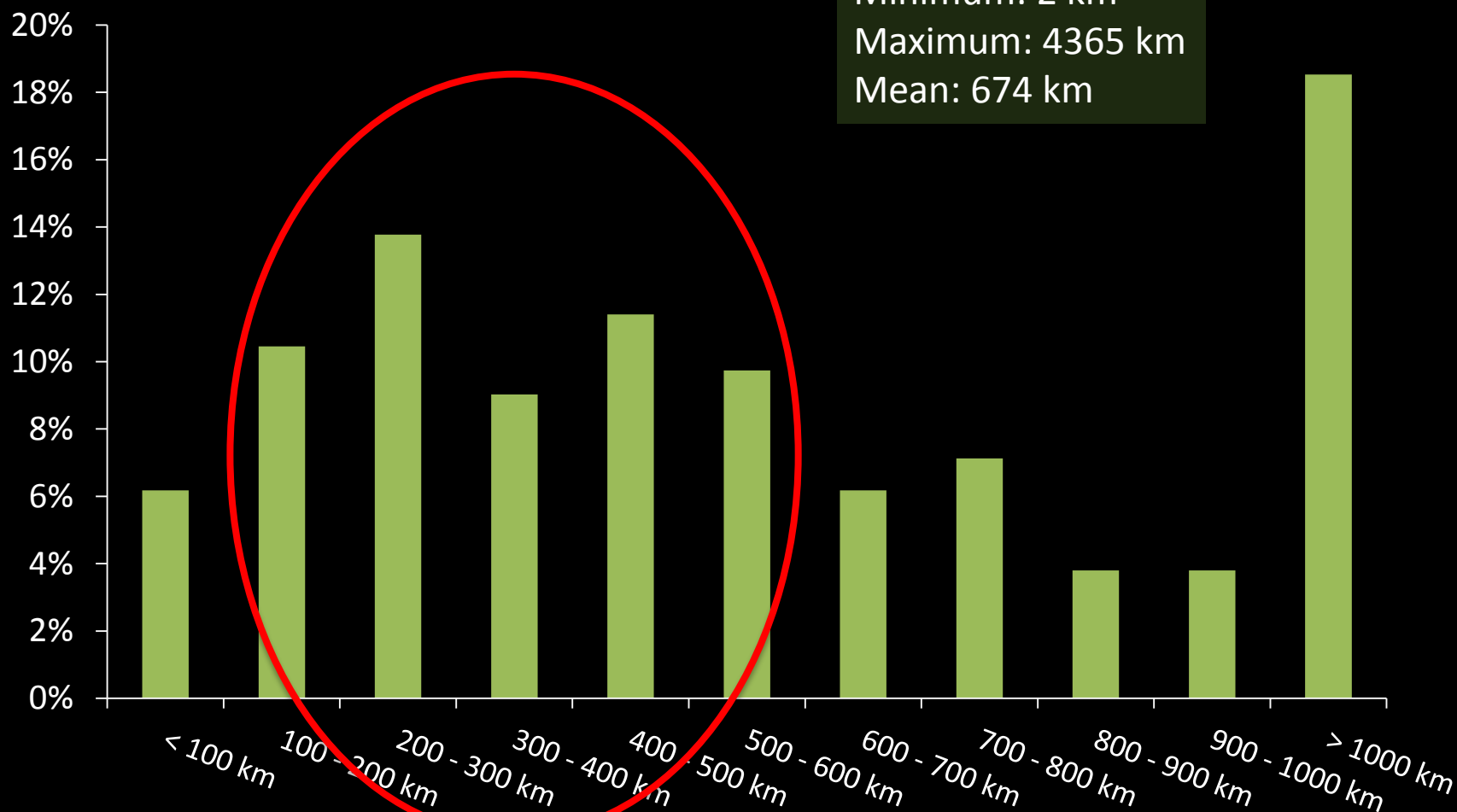
35% cycle 3-5 days per week

Did the participants acquire a bike?



Cycling during the 3 months

Minimum: 2 km
 Maximum: 4365 km
 Mean: 674 km



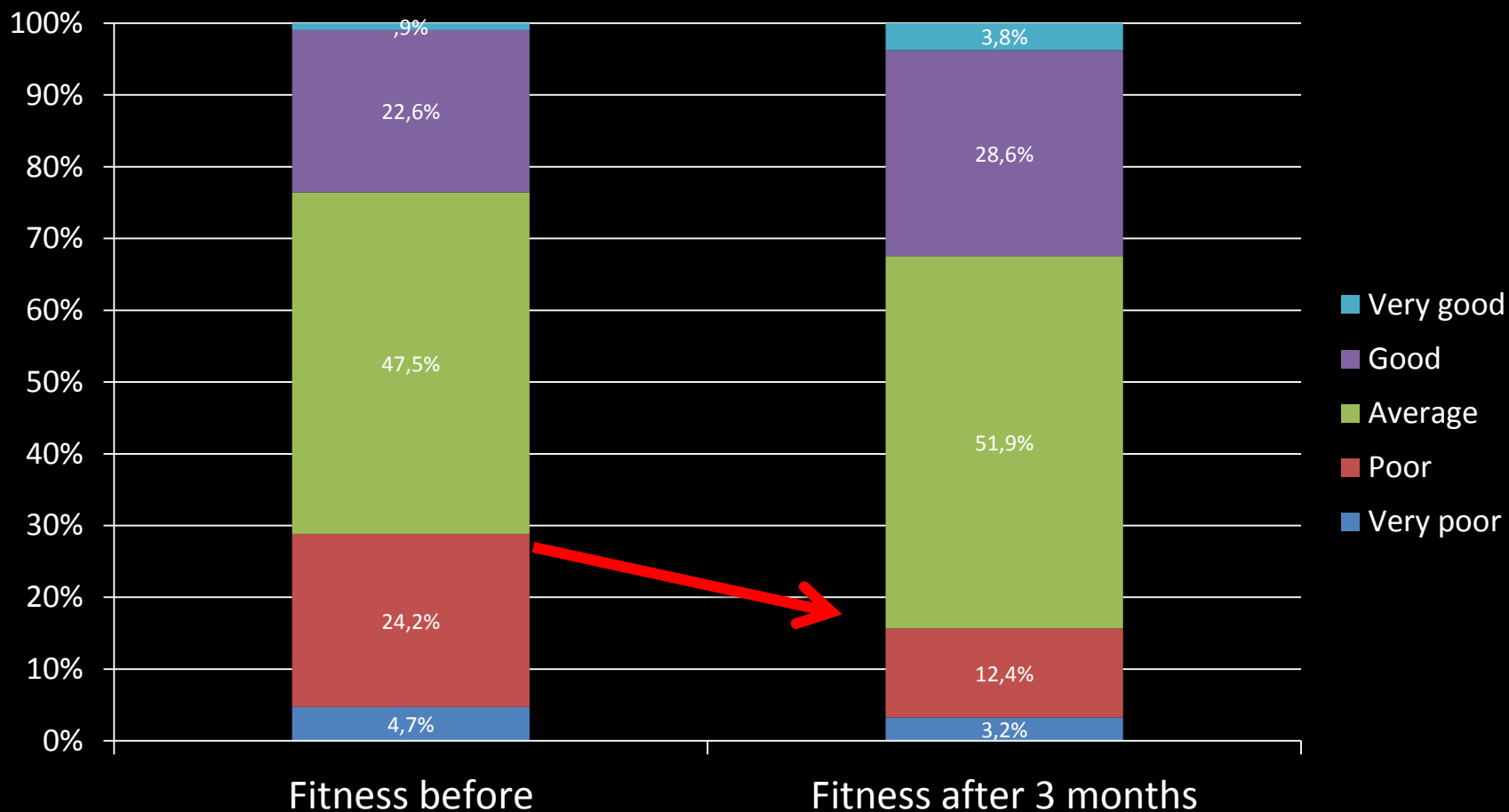
25%

Made use of the free bike service

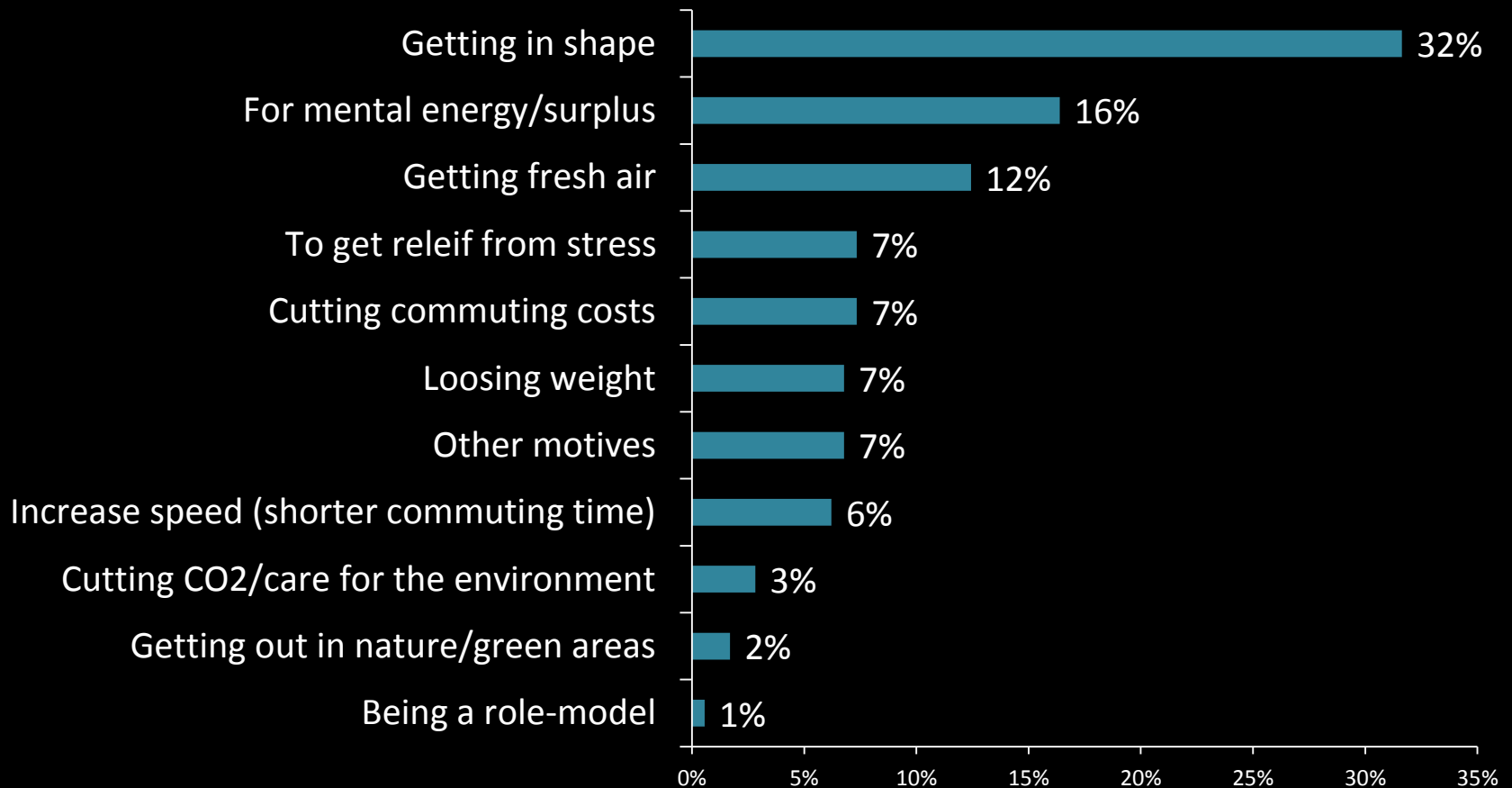
78%

Were satisfied with the bike

Self-assessed fitness



What motivates continued cycling after the experiment?



Other= transport/functionality, parking, personal freedam etc.

HABITS CAN BE CHANGED

Our Test cyclist are very happy

- Will this work in your country?
- How can you use these experiences?