Happy people - happy politicians - happy planners: How to use BIKE KITCHEN as a communication platform
Whom do you address as planner? Politicians? What relationship do politicians and inhabitants have?
good bicycle infrastructure: wish vs. reality
It’s about people and emotions. So: how can we make people happy?

Yeah! That’s Fahrvergnügen!
Society is various.
But all people have one thing in common...
People love things which are easy.
People love things which solve their problems.
Politicians follow new trends in society to gain votes
BIKE KITCHEN is a do-it-yourself bicycle workshop where you can use facilities, and get advice.
Don’t try to convince politicians directly. Make your inhabitants happy. The politicians will follow!
When the workshop isn’t light and clean it might scare away potential users.
Why is a good design profile så important?
Because it attracts people!
Keep it simple!
Focus on your customers needs.
It's about people, not about the technical stuff. Make it social and including.
Think win-win: Fill empty stores, hire ERASMUS+ trainees, collaborate with the student union etc.
Selvhjelpsverksted med stor pågang

Media loves stories about people!
Especially in the dead summer season
Donate old gear - we lend it out to new users!
(TURBO at Tromsø municipality, Norway)
Submit completed applications to the Portland Gear Hub at 155 Washington St. Portland, ME 04102.

Date: __/__/__

Bikes for All Mainers Program Application

Participants will be required to:
1. Attend and pass a bicycle skill test to demonstrate ability to ride a bicycle before the program begins. 
   YOU MUST BE ABLE TO SAFELY RIDE A BICYCLE TO PARTICIPATE IN THE BIKES FOR ALL MAINERS PROGRAM.
2. Attend two Bikes for All Mainers Mechanic courses (offered twice/month from 9am-12pm at Portland Gear Hub)
3. Attend two Bikes for All Mainers Traffic Skill courses (offered twice/month from 9am-12pm at Portland Gear Hub)
4. Volunteer 4 hours at the Portland Gear Hub or the Bicycle Coalition of Maine.

All program requirements should be completed in a one-month period. Failure to complete ALL requirements within a timely manner will result in participant being dropped from the program and needing to reapply.
Ages 18+, Available spots are limited to four participants per session. Applicants will be chosen based on application date, availability, and willingness to commit to the program. If the program is full, you may be placed on a wait list.

Will you be able to meet all of the above program requirements? YES NO

«Earn a bike»:
bicycle skill test + mechanic course = get a used bike for free!

Portland gear hub
www.campketcha.org

Other approaches to low cost - high impact projects
- it’s about people
- show advantages
- trend in society
Give advantages to your inhabitants - make it cool and sexy - initiate new trends in society
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Green mobility Norway
We do the creative stuff :)