



Active Mobility: Cycling Ambassadors



Facts & Figures

Organisation:

The initiative started at the Dutch Department of Infrastructure and Water Management.

Target groups:

Companies in their role as employers.

Duration:

The initiative started march 2018. In November 2018 was the official kick-off with the first companies. The initiative is expected to end at the end of 2021.

Contact for more information:

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Description of the initiative

15 companies of different sizes and different sectors are the cycling ambassadors of the secretary of state.

The role of the cycling ambassadors is to be an example in their region and sector of what a company can do to promote cycling (for commuting and work-related) among their employees.

An additional initiative is the bicycle-mission. Companies that participate in the 'bicycle-mission' make a pledge to raise their number of bicycle commuters with 10%.

The bicycle stimulation activities are funded by the companies themselves. The ministry has funding for creating and organizing the network and campaigning activities for the bicycle-mission.

Impact

The cycling Ambassadors contribute to our goal to raise the number commuters that cycle on a regular basis.

Implementation of the initiative

- Recruiting companies as ambassadors
- Stimulating and supporting initiatives from the ambassadors
- Working visits to the ambassador companies by the State Secretary to stimulate the cooperation.
- Giving ambassadors a media platform
- Starting campaign for the bicycle mission

Lessons learned

It is very effective when companies learn from other companies what they can do to promote cycling among their employees.

Being a cycling ambassador puts sustainable mobility on the agenda of the CEO. Because cycling is commonplace in the Netherlands companies do not always realise how good their bicycle facilities and arrangements are. And how much cycling brings them in terms of fitter and healthier employees, less need of space for car-parking and being an attractive employer. The Cycling ambassadors share their knowledge & experiences to inspire similar companies.