


The following overview shows examples of different types of campaigns that have run over the past 5 years, national as well as local. Contact the campaign sender for further information and inspiration

CAMPAIGN	SENDER	AIM	TARGET	CONCEPT	IMPACT
<p>We bike to work</p> 	Danish Cyclists' Federation and Firmaidrætten, (the national sports organization for the promotion of sports at workplaces)	Encourage more people to bike to and from work; Focus on the environment, health and congestion	Adults	You sign up as a team. The idea is to bike to and from work as often as possible in a given time period. The strength of the campaign is derived from the sense of community in the workplace	Between 80,000-110,000 participate annually. 8% of the participants are new cyclists. This is the equivalent of around 10,000 new cyclists joining the campaign every year.
<p>Tail wind on the cycle tracks</p> 	City of Odense	Persuade passenger car commuters to choose to cycle rather than drive	Adults	100 drivers are supplied with free e-bikes over a 6-month period	The evaluation showed that around half the participants used the e-bike instead of the car 4-5 times a week. Roughly two thirds of the participants continued to bike or e-bike rather than drive at the final evaluation three months after the conclusion of the campaign. The campaign was thus highly successful in getting drivers to bike
<p>Welcoming campaign (tilflytterkampagne)</p> 	City of Copenhagen	Encourage newcomers to cycle	Adults	Every year Copenhagen experiences a population turnover of 10%. New residents receive a kit welcoming them to cycling Copenhagen. The kit includes a cycle route map, cycle track tips, and a set of bike lights.	Not evaluated at time of printing
<p>Snabelræs</p> 	City of Aarhus	Let small children have fun learning to bike	Adults	Get more kids biking; day care centres and child minders can order a free visit from a Snabelræs bus. The bus contains: a small group of trained instructors who play cycle games with the children; 10 striders (small bikes without pedals); helmets; and the Snabelræs mascot, Snabel Elephant. The aim of the visit is to provide children, parents and educators with ideas and inspiration to continue integrating bike games and cycling into the children's daily lives	Snabelræs visited over 30 Aarhus institutions in 2010. In addition Snabelræs was awarded GF insurance company's road safety prize in 2011.
<p>Spacey from Cyclos</p> 	City of Frederiksberg	Get school children to bike to and from school	Years 0-5	The campaign is introduced by a task force who distribute flyers to parents containing: campaign information and good advice on children cycling; a board game poster; and a schedule in which the children are to note down their bicycle journeys and helmet use. The children are also given a small present which includes a competition booklet. The children are urged to jump on their bikes to hand in the booklet, if possible with Mum and Dad.	Not evaluated at time of printing
<p>Cycling proficiency tests</p> 	The Danish Road Safety Council and Trygfonden in collaboration with local police and schools	Teach school children traffic rules and road safety behaviour	Years 3 - 6	Schools are urged to give annual cycling proficiency tests in Years 3 and 6. The test is both theoretical and practical and tests the children's basic traffic skills.	
<p>Distribution of "monster" reflectors</p> 	Trygfonden	Encourage more children to remember to wear reflectors	Day care centre and school children	Every year Trygfonden donates 1 million reflectors to the country's schools and day care centers. The children can help design the year's reflectors via the internet.	The risk of getting hit by a car in the dark is reduced by 70% if you are wearing a reflector.
<p>Mind the side streets</p> 	Danish Road Safety Council and the regional road safety committees	Encourage cyclists to be more vigilant in non-signalized intersections	Adults and children	Nation-wide TV spots and outdoor work followed up locally by marking selected intersections with the "Mind the side streets" symbol.	