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What part of the brochure did we focus on?



Who is the target group?



What has been done to communicate with the target group?



CPH Cycling guidelines

- #1 Keep right at all times
- #2 Raise your hand up high before you stop
- #3 Give hand signals to the left or right before turning
- #4 Watch over your left shoulder before overtaking cyclists
- #5 Always overtake other cyclists on the left
- #6 Do not ride against the traffic flow or on sidewalks/pavements, pedestrian crossings or pedestrian streets
- #7 Cycling is not allowed in parks in central Copenhagen
- #8 To turn left at an intersection you must first cross to the opposite right corner of the intersection where you stop and wait for the traffic light to change before continuing
- #9 A short ring on the bell is often a signal that a cyclist wants to pass – so please keep to the right
- #10 From dusk to dawn, bicycles must be equipped with bicycle lights front and rear



About the site



How the video and site fit together



Copenhagen on Wheels

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Purpose



Dramaturgical elements





The hardest problem we encountered?



Organization of work on location?



Team canvas

