



# Cycling Cities III: Getting more people to cycle



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Interreg Europe  
Policy Learning Platform



Low carbon  
economy



**Interreg  
Europe**

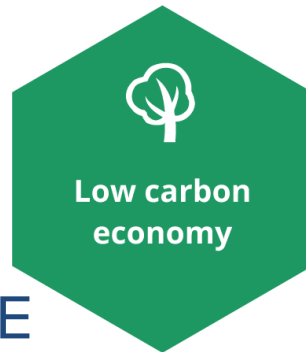


European Union | European Regional Development Fund



# INTERREG EUROPE Projects

19 interregional cooperation projects with ca. 150 partners are working in the area of cycling and active mobility



EUCYCLE  
MATCH-UP  
PE4Trans  
CYCLEWALK  
REFORM  
INTENSIFY  
SchoolChance  
OptiTrans

DEMO-EC  
RESOLVE  
LAST MILE  
SMART-MR  
CISMOB  
TRAM  
REGIO-MOB



ECOCYCLE  
OUR WAY

ThreeT  
UL2L



# What is the Policy Platform about?

## Four services for interregional learning



delivered through

Online portal



Expert teams





# Cycling Cities – a webinar trilogy

## **Strategic planning for cycling:**

21 January 2021 from 14:00 to 15:30 PM

<https://bit.ly/2MG1raq>

## **Infrastructure Development:**

28 January 2021 from 14:00 to 15:30 PM

<https://bit.ly/2YB3RYY>

## **Getting more people to cycle:**

4 February 2021 from 14:00 to 15:30 PM





# Agenda



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- **Welcome & Introduction**
- **Keynote: Increasing sustainable mobility by changing the behaviour of schoolchildren towards cycling (lessons from SCHOOL CHANCE project)**
  - Albert Palomo, Department of Territorial Sustainability Catalunya Regional Government
- **Good practice pitches**
  - Steve Coucheman, Bike Traffic Office of Canton Zurich: 'Cycling exam for school kids & new online platform'
  - Maria José Rojo, POLIS: 'Influencing employees' mobility behaviour'
  - Tom Geens, Pro Velo: 'Bike training in the Brussels Capital Region'
- **Panel Discussion**
- **Wrap up & Conclusions**