



# How to turn a city into a cycling city?

## Cycling Cities Webinar Series IV: Cargo bikes for the last mile

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Interreg Europe Policy Learning Platform  
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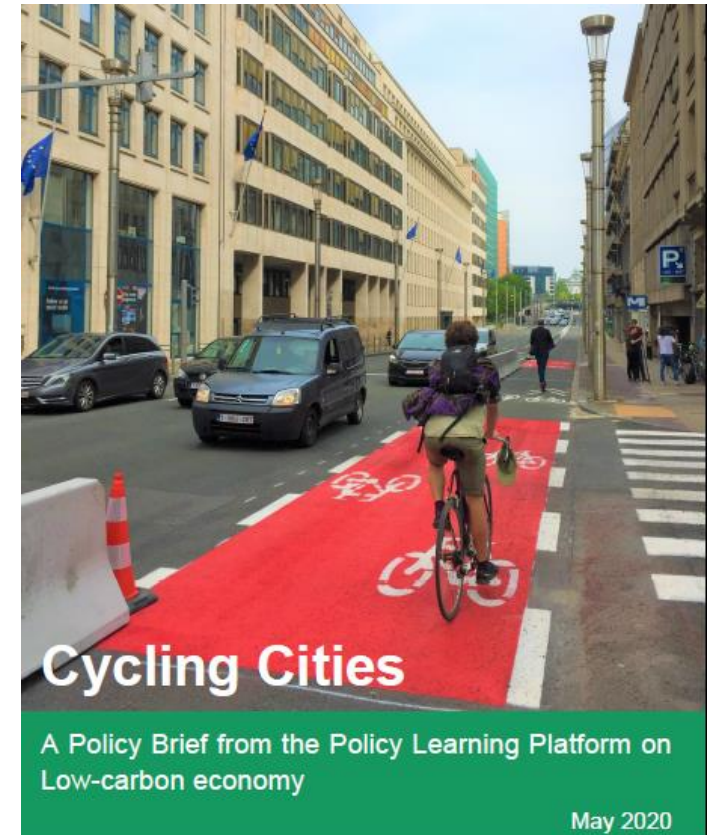


Cycling is among the key topics of the INTERREG EUROPE mobility projects and subject of many services of the Policy Learning Platform

# How to transform a city into a cycling city?

3 main success factors:

- A dedicated cycling **strategy**
- Safe, continuous and attractive **infrastructure**
- Effective awareness raising & **behaviour** change measures



Download here:  
<https://tinyurl.com/3vftj4py>

# A dedicated cycling strategy as part of a SUMP

- A coherent strategy, not a collection of individual measures
- It's a demonstration of political commitment
- With a long-term vision, beyond the election term: > 10 years
- With SMART targets (specific, measurable, achievable, realistic, timely) and intermediate milestones
- Embedded in an integrated transport and urban planning policy: cycling as part of a SUMP
- Aiming at reducing car-use, not walking or public transport



# Safe, continuous & attractive infrastructure

- A coherent network linking the different parts of the urban functional area with clear visuals to explain and communicate the network
- Linking the cycling paths to rail transport, allowing for a convenient and safe modal shift
- Safe bike parking at modal interconnectors and for residential areas
- Physical barriers to protect bike lanes from motorised vehicles
- Dedicated cycling & walking streets
- Speed limits



# Awareness raising & behaviour change measures

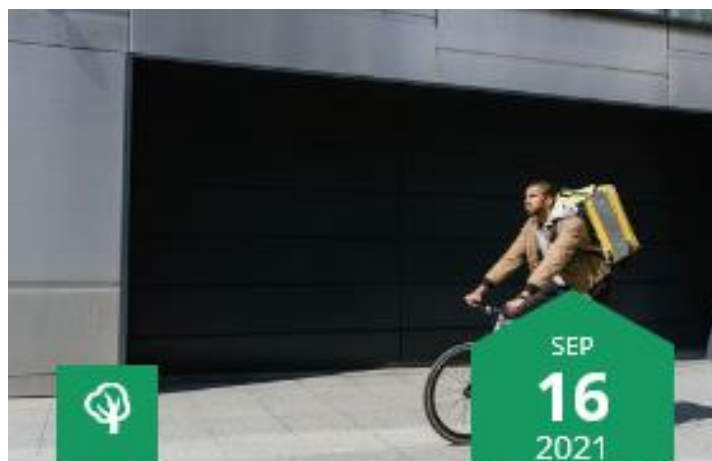
- Raise awareness about the benefits of cycling
- Understand individual motivators and tune your behaviour change actions accordingly
- Teach good habits early at schools
- Use incentives & disincentives to change behaviour
- Use e.g. 'car-free-day', cycling campaigns, etc. to disrupt daily mobility habits
- Work with employers to influence commuters
- Make the use of the car uncomfortable (but make sure to build up a comfortable alternative in parallel)



# The Cycling Cities webinar series



- Cycling Cities I - **Strategic planning for cycling:** - watch the recording.
- Cycling Cities II – **Infrastructure Development:** - watch the recording.
- Cycling Cities III – **Getting more people to cycle:** - watch the recording.



Cycling cities IV: Cargo bikes for the last mile



Cycling cities V: Cost-benefit comparisons of bicycles...

📅 Register here:  
<https://bit.ly/3IYrvLZ>

# Agenda

## Keynote:

- Tom Assmann, Researcher at the Otto von Guericke University Magdeburg, Faculty of Mechanical Engineering, Institute for Logistics & Materials: **‘Setting up cargo bike hubs’**

## Good practice pitches

- Gordana Kolesarič, Traffic Department, Municipality of Maribor: **‘Last mile delivery by cargo bikes in urban areas’**
- Frank Adenstedt, Head of Mobility Department, District of Grafschaft Bentheim, Germany: **‘The “Grafschafter Cargo Bike“ financial support scheme ’**
- Hayley Roche, Milton Keynes Council, Senior Transport Planner – Walking, Cycling and Smarter Travel: **‘E-cargo bikes good for businesses and beyond’**

## Panel Discussion



Low-carbon  
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**Low-carbon  
economy**

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