



DELIVERABLE 5.8

COMMUNICATION AND DISSEMINATION

From

VeloCittà

to

Bike Share Cities

WP 5: Communication & Dissemination

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Project coordinator: DTV Consultants (The Netherlands)

www.velo-citta.eu



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Objectives WP 5: Communication & Dissemination

WP5 had, as its overall scope, to co-ordinate the dissemination of the project and to provide support to all local sites with as objectives: 1. To spread the knowledge of the project and of its contents across Europe in the broadest way; 2. To directly communicate to the main target groups and key actors in a tailored way; 3. To disseminate the results to potential multipliers. 4. To guarantee the continuous availability of information on the Bike Sharing Workspace, also after the duration of the project.

In this work package Velo Mondial has concentrated most of its activities. Even though bike sharing is a widely used mode, still there was no concentration of knowledge at the beginning of the project. Velo Mondial has gathered hundreds of articles and documents and published them online on our own website, via twitter, face book, LinkedIn and at conferences, webinars and all other means of dissemination available. All these efforts were aimed at making cities more confident in dealing in an effective way with bike share. Working with POLIS Working Group on bike share was effective in engaging many cities in one go and so was working with Bike+ in the UK and with the North American Bike Share Association (NABSA). This culminated in the highly successful bike share conference in Rotterdam, where the foundation was laid for the new platform 'Bike Share Cities'.

Major activities

Even though bike sharing is a widely used mode, still there was no concentration of knowledge at the beginning of the project. Velo Mondial has gathered, analyzed, summarized and published - and will continue to publicise in the context of exploitation - close to 200 articles and documents and published them online on our own website, via twitter, face book, LinkedIn and at conferences, webinars and all other means of dissemination available. Velo Mondial is in that sense a highly effective networking organisation, that uses personal contacts (like the Velo Mondial database with over 7500 relevant addresses) as an dissemination tool during meetings, gatherings, by phone, webinars etc.

Also the city partners used the information provided by WP5 in Face Book, Twitter en LinkedIn pages, and in conferences like Southwark at the [Leicester Conference](#). A number of conferences was used to disseminate the news VeloCittà has developed; like POLIS, ECOMM, CiViTAS, Velo City, meetings of project partners and partner city conferences. This resulted in a good base for follower cities and a growing interest in our highly successful final conference.

In 'Bike Share Cities' cities will work together and in particular this platform would:

- Develop capacity and spread best practice, initially in Europe
- Study in depth bike-share systems and disseminate results
- Support tender document generation
- Organize online and offline meetings to ensure progress in quality bike share
- Liaise with the bike share providers and broker connection to cities
- Liaise with bicycle user groups; get their hands on knowledge and experience
- Liaise with cities and other platforms all over the world and develop cooperation

Main achievements

Overall: VeloCittà put Bike Share on the European agenda resulting in the groundwork for a platform on 'Bike Share Cities', working with international organisations in order to promote bike share. Specific: Gathering and publishing focused information on bike share, making bike share a better accessible mode of transport in policy terms; the development of a database



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with hundreds of articles on bike share; the creation of a animated info graphic on 10 Golden Rules for Bike Share Cities.

Web-site: Inform about the number of visitors, downloads, etc.

Close to 4000 unique visitors consulted the website reading 14,344 web pages in 5,770 sessions. Especially close to the second half of the final year the attention was rising. This was as planned, aiming at the final conference and gathering as much momentum for the final conference as possible and raising attention for the exploitation opportunities for the project. The incorporated webmail attracted dozens of enquiries that were always promptly answered.

The Workspace attracted 759 people in 1005 sessions consulting 2,152 times one of our documents. The business channel LinkedIn for VeloCittà had 1097 followers, Twitter 55 direct and 754 through Velo Mondial, FaceBook 436 followers.

Internal Events

Title of event	Related work package/task	Date	Place	Type of participants	No of participants	Partner
Consortium Meeting	WP1	April 8-10 2014	Amsterdam	Consortium partners	25	DTV/VM
	WP1	September 12, 2014	Ghent Belgium	Sander Buningh	1	DTV
	WP1	September 12, 2014	Ghent Belgium	Pascal van der Straaten	1	DTV
Coordinators meeting	WP1	July 1-2, 2014	Brussels Belgium	Willem Buijs	2	DTV
	WP1	October 3, 2014	Venice Italy	Sander Buningh		DTV
Final Conference	WP5	November 30 - December 1 2016	Rotterdam	Consortium partners, city reps university, user groups	150	DTV
Webinar	WP5	October 16, 2014	Online	Consortium partners City reps, university, user groups	15	DTV
Telco Fact Sheet Students	WP2	October 21, 2014	Online	Consortium partners	8	Choice / VM
Webinar	WP5	March 12, 2015	Online	Consortium partners	8	VM
Teleconference	WP1	May 11, 2015	Online	Consortium partners	8	DTV
Teleconference	WP1	December 15, 2015	Online	Consortium partners	8	DTV
	WP1	February 18, 2016	Brussels Belgium	Renske Martijnse		



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Teleconference Fact Sheet Pedelecs	WP2	February 25, 2016	Online	Consortium partners	8	Choice / VM
Teleconference	WP1	March 9, 2016	Online	Consortium partners	8	DTV
Teleconference	WP1	April 5, 2016, 2016	Online	Consortium partners	8	DTV
Teleconference	WP1	April 19, 2016, 2016	Online	Consortium partners	8	DTV
Teleconference	WP1	April 12, 2016	Online	Consortium partners	8	DTV
	WP1	June 1-3, 2016	Athens Greece	Renske Martijnse	1	DTV
Teleconference	WP1	June 23, 2016	Online	Consortium partners	8	DTV
Teleconference	WP1	July 12, 2016	Online	Consortium partners	8	DTV
Project meeting exploitation	WP5	September 15, 2016	Breda NL	DTV / VM	4	VM
Webinar	WP2	October 19, 2016	Online	Consortium partners	8	Choice / VM
Consortium Meeting	WP1	March 25, 2015	Krakow	Consortium partners	25	DTV/Krakow
Consortium Meeting	WP1	October 28-30, 2014	London	Consortium partners	25	DTV/Lambeth Southwark
Consortium Meeting	WP1	March 9-11, 2016	Padua	Consortium partners	25	DTV/Padua
Consortium Meeting	WP1	October 4, 2016	Burgos	Consortium partners	25	DTV/Burgos

External meetings & events

Place	WP	Date	Occasion	Presence	Partner	Present
Florence Italy	WP5	7-05-14	Ecomm Florence	300	VM	cities consultants /
Ljubljana Slovenia	WP5	3-06-14	Cycle Cities Follower Cities	25	VM	cities consultants /
Gdansk Poland	WP5	9-09-14	Cycle Cities Follower Cities	25	VM	cities consultants /
Piraeus Greece	WP5	10-11-14	Cycle Cities Follower Cities	75	VM	cities consultants /
Izmir Turkey	WP5	19-11-14	Embarq Seminar	250	VM	cities consultants /
Leeuwarden NL	WP5	10-02-15	World Winter Cycling Congress	250	VM	cities consultants /
Brussels Belgium	WP5	4-03-15	POLIS Working Group on Bike Share Follower Cities	30	VM	cities consultants /



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Krakow Poland	WP5	25-03-15	Cycle Cities Follower Cities	25	VM	cities consultants /
Utrecht NL	WP5	20-05-15	ECOMM Utrecht NL	300	VM	cities consultants /
Nantes France	WP5	3-06-15	Velo City Follower Cities	800	VM	cities consultants /
Pittsburgh USA	WP5	11-09-15	City Of Pittsburgh Follower Cities	25	VM	cities consultants /
Madrid Spain	WP5	28-09-15	City of Madrid speech Follower Cities	150	VM	cities consultants /
Ljubljana Slovenia	WP5	6-10-15	CIVITAS Forum Follower Cities	350	VM	cities consultants /
Brussels Belgium	WP5	18-11-15	POLIS Working Group on Bike Share Follower Cities	30	VM	cities consultants /
Brussels Belgium	WP5	17-02-16	POLIS Working Group on Bike Share Follower Cities	30	VM	cities consultants /
Brussels Belgium	WP5	18-02-16	PTP Final event Follower Cities	250	VM	cities consultants /
Houston Texas USA	WP5	7-03-16	Preparation Final Conference / Follower Cities	250	VM	cities consultants /
Larnaca Cyprus	WP5	17-05-16	Cyprus Follower Cities	75	VM	cities consultants /
Athens Greece	WP5	31-05-16	ECOMM Athene Follower speeches Cities	350	VM	cities consultants /
London United Kingdom	WP5	22-09-16	Southwark Conference Follower Cities + BikePlus Leeds	350	VM	cities consultants /
Turin Italy	WP5	10-11-16	University Turin Follower Cities	75	VM	cities consultants /
Rome Italy	WP5	17-11-15	City of Rome Mobility meeting	150	VM	cities consultants /

All dissemination took place through the channels of VeloCittà, [Website](#), [Face Book](#), [LinkedIn](#), [Twitter](#) and through the channels of the partners. The only printed booklet was the Program Booklet. All other material is digital:

The first document the project worked on was the [Market Segmentation Report](#)

The [Fact Sheet On Organisation and Financing of Bike Share Schemes](#) describes models of organisation of a bike share scheme, it describes the essential areas of expertise and gives



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organisational recommendations. It also deals with various financing sources, describes some case studies and provides recommendations on the financing of a bike share system. Also this Fact Sheet is available in various languages: [English](#), [Spanish](#), [Italian](#), [Hungarian](#) and [Polish](#).

The [Fact Sheet On Policy and Political Involvement](#) includes information on bike share policy and planning, on bike share at a strategic level (including recommendations) as well as bike sharing from an urban planning point of view. Also political recommendations are included. The Fact Sheet is available in various languages: [English](#), [Spanish](#), [Italian](#), [Hungarian](#) and [Polish](#).

VeloCittà made a report on [political perceptions on barriers and drivers related to bike sharing](#). The content of this document is based on the responses from city politicians to a detailed questionnaire that went out to all project cities and also to three other European cities as well (so 9 in total). This was designed specifically to ensure that the voice and their experiences of politicians were included in this project and heard at the widest level. After all, the politicians take the overall responsibility for decision-making, including the financial aspects.

VeloCittà designed a [Political Statement on The Support for Bike Sharing in Our Communities](#). It was signed by 20 politicians from 15 cities, in 8 different EU countries. Nine of the politicians publically signed the document on stage at our European Bike Share Conference on 30.11.2016 in Rotterdam (also VeloCittà's final event). We offered the Statement, which includes a call for action, cooperation and funding, to the European Commissioner for Transport, as well as the Chair of the Committee for Transport and Tourism of the European Parliament. [Signed Political Statement of Support](#)

Initially, VeloCittà also made [separate Fact Sheets for the 5 target groups that we focused on: tourists, residents, commuters, students and employees](#). However, towards the end of the project we felt having one [integrated Target Group document](#) would be of more use to other cities or operators dealing with bike share marketing and campaigns. The integrated reports describes the various target group requirements, how bike sharing benefits from them, the challenges each brings along and how to address the various target groups in marketing efforts. Also, the campaign activities of all VeloCittà sites are described and can serve as an example to other cities. It is available in [English](#), [Spanish](#), [Italian](#), [Hungarian](#) and [Polish](#).

Download the [Final Report](#) here, for an overview and summary of the entire project.

The VeloCittà [Final Evaluation Report can be found here](#). It includes both impact and process evaluation, not only of the marketing campaigns, but also of the political involvement, the knowledge centres and all other elements of the project. It was based on the [project evaluation plan](#) that was delivered in the first few months of the project.

VeloCittà produced [Ten Golden Rules for Bike Share Schemes](#). Both as a written report, and as an animated video. The ten golden rules relate to financing and political aspects, to public transport, marketing, scale, maintenance and stakeholders. Click the link for this short and informative document! [10 Golden Rules Video](#)

VeloCittà produced Fact Sheets on all our 6 participating bike share schemes (BSS). You can find information on "the story of the BSS", challenges, stakeholders, target groups and campaign key messages, offers, figures and results. Click on the links to download the Fact Sheets of: [Bicibur in Burgos \(Spain\)](#), [City Bike Szeged \(Hungary\)](#), [GoodBike Padova \(Italy\)](#), [Wavelo in Krakow \(Poland\)](#) and the London Cycle Hire Scheme (UK) in the [Borough of Southwark](#) and the [Borough of Lambeth](#)



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Newsletters: [VeloCittà Newsletter 1](#), [VeloCittà Newsletter 2](#), [VeloCittà Newsletter 3](#), [VeloCittà Newsletter 4](#), [VeloCittà Newsletter 5](#), [VeloCittà Newsletter 6](#)

The VeloCittà [Project Folder](#) describes the project in 4 pages.

To spread the word on our large final event - the First European Bike Share Conference 30.11.2016 - we designed an [e-postcard with an invitation and "save the date"](#). It was translated in all project languages. Program booklet printed 150 copies

Digital [Program Booklet](#) with:

- [Presentation Nicole Freedman USA](#)
- [Presentation Jim Moore Ireland](#)
- [Presentation Alberto Castro Spain](#)
- [Presentation - Burgos \(text only\) & Burgos Pechakucha slides](#)
- [Presentation - Krakow \(text only\) & Kraków Pechakucha slides](#)
- [Presentation - Padua \(text only\) & Padua Pechakucha slides](#)
- [Speech Councillor Langenberg Rotterdam](#)
- [Introductory project presentation \(text only\)](#)
- [Presentation Szeged \(text only\) & Sund Szeged Pecha Kucha slides](#)

[Live drawn conference minutes](#) (visual recording)

Here you can find the [Project Dissemination Plan and Design Guidelines](#).

In the Work Space you will find:

- [Content search](#) Search with key words
- [Case Studies](#) Students, Residents, Tourists, Employees, Commuters
- [Contact search](#)
- [E-course](#): Course 1: The basics of bike sharing

Contributions and articles to journals, magazines,

- [What are \(un\)successful bike sharing systems in Europe and what could Amsterdam learn from them?](#) An intern for Velo Mondial Bob Brandjes studied (un)successful bike sharing systems and published this in a master thesis. This research focused on the five European cities in VelloCittà plus the City of Copenhagen. Velo Mondial provided access to the European cities in this research and supported the research process. The acquired knowledge within the VelloCittà project, secondary data and explorative research, are the base towards a vision towards the possibility for a Bike Share Systems in Amsterdam.

- Press release announcing Rotterdam Conference a.o. by [ISSINOVA](#)
- Exhibitor [invitation letter](#)
- Press release on [Successful Rotterdam Conference](#)
- Press release on [Political Statement of Support](#)
- Announcing setting up the [Platform for City Bike Share](#)

Assessment of the performed work

What worked well

In the end all worked out very well. The chosen communication and dissemination efforts put Bike Share much more prominent on the European and world agenda. The much bigger than anticipated presence and enthusiasm at the Final Conference in Rotterdam, the signed



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political support and the interest in the setting up of a Platform for Bike Share Cities supports this.

What could be done better next time

Webinars can serve well, if prepared well with a great introductory speech and prepared questions; also a webinar cannot last more than 45 minutes before the attention span fades. The same goes for teleconferences. In terms of timing, the conference came a bit early in relation to the end results of the project. Nevertheless working with an agenda booklet that bridged the information gap as well as possible was a good solution. For Communication and Dissemination tasks it is always grappling with time and effort to deal with results that come in late.

Translations should be made sparsely and mostly focusing on messages that will be used locally. A general effort to translate ‘the entire website and all deliverables’ will most likely turn out to be ineffective.

The stress at the end of the project was well balanced with extra energy towards the not planned agenda booklet and the animated info-graphic on the 10 Golden Rules on Bike Share Cities.



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About VeloCittà:

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of the most effective available operational solutions with regard to organisational and financial aspects as well as political involvement. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu or send an email to info@dtvconsultants.nl

Partners:



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