

The PRESTO consortium

The PRESTO consortium consists of European experts in cycling and urban transport who will support the cities in the implementation of their local activities. The cities are:

Bremen (Germany), **Grenoble** (France), **Tczew** (Poland), **Venice** (Italy) and **Zagreb** (Croatia).

The European networks and experts coming together to advise the cities, to set up the training programme and to disseminate the project's achievements are: the European Cyclists' Federation (ECF), the European Two-wheel Retailers' Association (ETRA), the European city network Polis, the German Cyclists' Federation Bremen Branch (ADFC-HB), Ligtermoet & Partners and the Pomeranian Association for Common Europe (PSWE). The PRESTO project is coordinated by Rupprecht Consult GmbH.



Contact

For further information: www.presto-cycling.eu
(Subscribe to our mailing list and receive the PRESTO newsletter!)

or contact the project coordinators:

Rafael Urbanczyk: r.urbanczyk@rupprecht-consult.eu
+49 (0)221 60 60 55 16

Michael Laubenheimer: m.laubenheimer@rupprecht-consult.eu
+49 (0)221 60 60 55 23

PRESTO Promoting cycling for everyone as a daily transport mode
is supported by the European Programme Intelligent Energy-Europe

Intelligent Energy  **Europe**

www.presto-cycling.eu

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.



Cycling: a daily transport mode for everyone



Intelligent Energy  **Europe**

www.presto-cycling.eu

PRESTO is a project to promote cycling in Europe

- **Cycling is the most energy efficient urban transport mode, and it is non-polluting.**
- **Bicycles are a fast, flexible and very cost-effective means of transport.**
- **Cycling is good for you, helping to keep you healthy and active.**
- **Increased uptake in cycling enhances the liveability of cities.**

In some European cities, cycling is already a significant transport mode, but cycling still has a huge potential that has yet to be activated. PRESTO will remove likely barriers and help to develop a real cycling culture in European cities.

Presto



Five European cities - with varying levels of cycling mode share - provide an ideal arena to address the undeveloped potentials of cycling.

PRESTO activities in these cities focus on improved infrastructure planning and targeted promotion to encourage the use of bicycles (including pedelecs).

Bremen (Germany)

Cycling Innovation and Large Scale Events

Bremen already has a very good bicycle mode share (20% of all trips are made by bicycle), but continued information and planning is key to maintaining or even increasing this share. Local activities in Bremen focus on the planning of bicycle parking for large scale events; specific promotional campaigns for large cycle-friendly events; bicycle festivals; bicycle counters with CO₂ reduction display, and pedelec demonstrations.

Grenoble (France)

From Occasional Cycling to Daily Cycling

The local activities in Grenoble are designed to increase the rather low share of bicycle trips (3%). Activities include the development of design principles for urban cycling; bicycle festivals; the creation of an explicit promotional strategy for daily cycling, and pedelec demonstrations.

Tczew (Poland)

Cycling Across Generations

The cycling mode share of only 2% in Tczew offers a number of ways in which to tap the full potential of cycling in the city. Activities include the planning of a bicycle lane network, promotional measures for multi-generational cycling, and pedelec demonstrations focussing on usage within professional contexts.

Pedelecs are electrically assisted pedal bicycles on which you have to pedal to get moving. Pedelecs differ from e-bikes which have a motor which can function independently of whether you pedal or not.

Venice (Italy)

Connecting Everybody to the Bicycle

In Venice, the cycling mode share is fairly high (17%), but there is still room for improvement. The focal points of the Venice activities are: the analysis of accident black spots and proposals of solutions for them; the development of a new and extended bicycle path plan; activities to encourage children to travel to school by bicycle; city events and the promotion of pedelecs.

Zagreb (Croatia)

Getting Ready as a Cycling City

In Zagreb, the bicycle mode share is extremely low (<1%). Thus, the development of bicycle infrastructure (lanes and parking) and the promotion of cycling (including electrically assisted pedal cycles) as an alternative, attractive and cost-effective transport mode are at the centre of local activities. Campaigns will target students who have high potential to take up cycling and form part of the basis of a cycling culture in Zagreb.

PRESTO works on 3 thematic pillars

Promotion

In order to help to change attitudes towards cycling, information is of key importance. Targeted information and other soft measures will encourage people to get on their bikes, and they will begin to appreciate the possibilities and opportunities available for cyclists. In this way, people will change their perceptions, and a real cycling culture can become a reality.

Infrastructure Planning

Well-planned infrastructure is key in increasing cycling uptake. PRESTO will give advice in order to develop sound plans for practical and safe cycling conditions.

Promotion of Pedelecs

Pedelecs provide the choice of cycling to those who may not normally be considered within standard cycling promotion schemes: such as the elderly, or people who live in very hilly areas. Promotion of pedelecs among these groups will enlarge the audience for the uptake of cycling.

How you can benefit from PRESTO

In the long term, PRESTO aims to create the basis for a European knowledge centre of cycling expertise. PRESTO will provide a range of information material on cycling, and opportunities for stakeholders to take part in training events:

- **implementation factsheets on different cycling issues in six languages**
- **three policy guidelines for each of the PRESTO pillars**
- **on-site training events in the 5 PRESTO cities**
- **e-learning classes**
- **an e-learning tool that will be ready for use after the end of the project**

All materials and training events will cover the problems encountered in cities with different levels of cycling from "starter" cities with very little cycling know-how and "climber" cities to "forerunner" cities which are already leading European cycling cities.

Do you have cycling expertise?

Join the PRESTO pool of experts!

PRESTO aims to establish a European knowledge centre of cycling expertise.

Visit the website for more information or contact the coordinator.



www.presto-cycling.eu

