



Welcome at the:

CYCLE HIGHWAY ACADEMY 3: SELLING & PROMOTING

A vibrant, sunlit backyard scene featuring a wooden fence, green grass, and leafy trees. The text is overlaid on this background.

HOW TO GET A YIMBY

(YES IN MY BACKYARD)

FOR CYCLE HIGHWAYS

Interreg



EUROPEAN UNION

North-West Europe

CHIPS

European Regional Development Fund

Cycling the fast lane

OUR GOAL

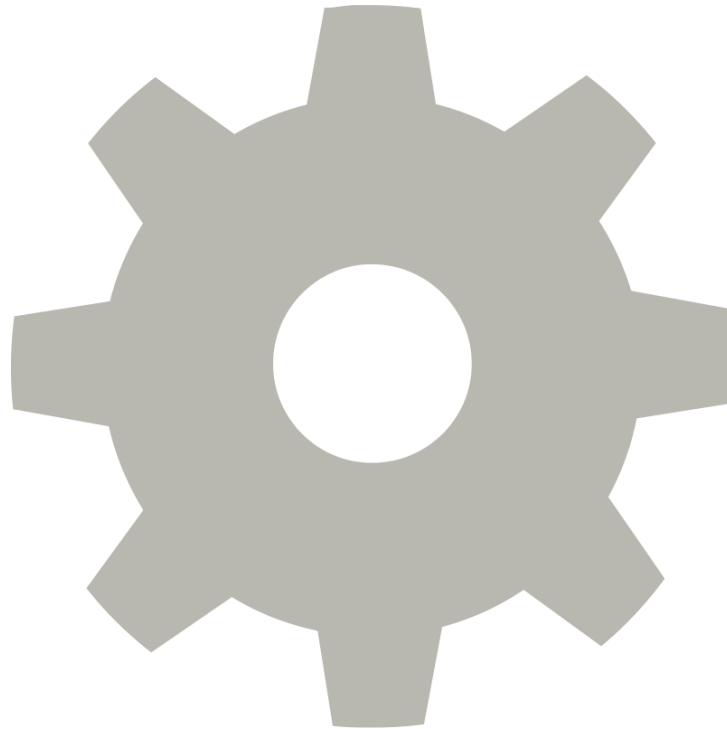


REDUCING
CO₂

MORE
PEOPLE
COMMUTING
BY BIKE

OUR BENEFITS

LESS CO²



CHEAPER,
HEALTHIER AND FASTER
COMMUTING

INNOVATION
AND MORE JOBS

OUR OBJECTIVES

JOINT
cycle highway
STANDARDS
and
SOLUTIONS

INCREASED
USE
of cycle
highways

DISSEMINATION
in North West
Europe and
beyond

OUR DEMONSTRATIONS

Comber
Greenway

Cycle
Highway
Arnhem-
Nijmegen

Bicycle
Highway
Hart van
Brabant

Cycle
Highway
Leuven-
Brussels

Frankfurt
Airport
Region

“BUILDING”
the bicycle
highway as a
new mobility
product in
Europe

Enabling
COMMUTERS
to increase
their usage of
cycle
highways

Exploring the
cycle
highway’s
FUTURE ROLE
in people
transport

Long term
effects:
PLANNING
cycle highway
oriented
development

www.cyclehighways.eu



Join our Bicycle Highway Academy!

Agenda Wednesday 28-02-2018

12:00-13:00	Registration and welcome - LUNCH
13:00-13:30	Introduction and meet the CHA participants
13:30-14:30	Keynote speaker Michael Adler, Essen – RS1
14:30-14:45	<i>Break</i>
14:45-16:15	Business case: calculating your own CH benefits and savings <i>(20 min) Overview of different tools (FBV, ECF)</i> <i>(60 min) Luc Int Panis (VITO) one specific tool and practical exercise</i> <i>(10 min) Feedback of every work group about case (NHTV collects feedback)</i>
16:15-16:30	<i>Break</i>
16:30-17:45	Selling your cycle highway to local decision makers <i>ECF & Radboud University: Interactive training session</i>
17:45-18:00	Recap of the first day
18:41	TRAIN (Hauptbahnhof) –S9 SPOOR 7
19:00	Restaurant – former brewery- Dampfbierbrauerei Borbeck, Heinrich- Brauns-Straße 9-15, 45355 Essen

Agenda Thursday 01-03-2018

- 08:30-09:00 Registration and welcome.
- 09:00-09:30 **Product & Service CH catalog (Bert Celis, FBV)**– demo & discussion
- 09:30-10:15 **VR Living Lab (Lisette, NHTV):** Branding your cycle highway by VR.
- 10:15-10:30 *Break*
- 10:30-14:00 Cycling Excursion with stop for lunch, bikes from bike rental system
- Short introduction (30 min, by RVR on the RS1)
 - Moving to excursion point by tram (30 min)
 - Cycling excursion on RS1 by 2 groups for traffic safety (- 90min. with Walking Lunch at Café)
 - Return to RVR by train (60 min.)
- 14:00-16:15 **Campaigning:** Increasing the cyclists on your cycle highway
- Intro by Jolanda Smit (30 min), “Fietstest” (30 min), a case about behaviour change (Steven Fagard, PFB) and Campaigning in Kortenbergh (Koen Frederix, Mobiel21, 15 min), Sustrans, Campaigning – Champions Model (60 min)
- 16:15-16:45 FEEDBACK FORMS, Conclusions & recommendations

PARTICIPANTS



Who's who