BikeLife+

A project proposed to the EU-programme LIFE+, call 2012.

We would like to invite organisations, towns and regions all over Europe to join our activities as cooperation-partners.

## Project description

Car traffic in Austria is still on the rise and the environment suffers from exhaust fumes, noise and land use by cars.

Recently, initiatives arose to promote the use of bicycles for short distance commute (5-8km). The projects often target bigger cities, but the potentials of the suburban sprawl and small cities are neglected. We want to launch an information and communication campaign to reach a reduction of CO2-output by covering some to the daily mobility needs by the use of bicycles and pedelecs in small cities and suburban sprawl.

The core target group are young adults between 18 and 40 years of age, who are living in parts of the country with a suburban character, which means also a good infrastructure of public transportation.

We chose this group, because they are involved in a lot of changes in life, like picking up a profession or founding a family. These stages in life a seen by the project partners as an occasion also to have the possibility to change mobility patterns. Furthermore, the target group is an important role model for their kids.

Core Actions will be:

* Analysing the “bicycle-behaviour” of our target group
* Carrying out an information campaign using a broad variation of media and individual marketing
* Finding “Bicycle ambassadors”, who act as testimonials and role models
* Celebrating a BikeLife-Day with actions in small and mediums sized towns
* Evaluate the effects of our information and communication campaign

We can provide the experience, the designs, the tools and public relation activities to our supporting partners. We would also like to learn from the experience of our partners. There would be no financial contribution for the project itself, although we would like to do some activities together with you (like the BikeLife-Day), which would probably request a budget on your side.

If you are interested, all you have to do is, to provide us a letter of intent to support the project. Please contact us! We keep you updated and the start of the project would be July 2013.

We are still in the planning phase, so feel free to make suggestions or share your experience with us!

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Best regards

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