

## **Velo-city 2013: Press Information**

### **The Sound of Cycling: The City of Vienna is energetically hitting the pedals for the Velo-city conference in June 2013**

- **The program for the world's biggest cycling-themed conference has been agreed on**
- **330 experts from 5 continents**
- **240 discussion panels, seminars and workshops**
- **Early bird bonus for registrations until 15 March**
- **Cycling Visionary Awards: looking for innovative ideas**

**Vienna, 12 March 2013: From 11 to 14 June, the Austrian federal capital Vienna will be the international hub of cycling. The motto "The Sound of Cycling – Urban Cycling Cultures" was adopted by Vienna to organise the Velo-city 2013 conference together with the European Cyclists' Federation (ECF) at Vienna City Hall. 330 experts and city representatives from five continents will meet with the expected approx. 1,200 international guests who will participate in 240 seminars, workshops and discussion panels, making Velo-city 2013 the world's biggest cycling-themed conference. With the newly developed competition "Cycling Visionary Awards", the organisers are moreover inviting the submission of creative and innovative concepts relating to urban cycling. A multi-faceted program of side events including the Vienna Cycling Week, a fashion show, bicycle races, a cycling picnic and networking meetings offers manifold possibilities for all bicycle enthusiasts to join in.**

Vienna is considered one of the leading "smart cities" not least due to its innovations in traffic and transport planning. "Vienna has declared 2013 the 'Year of Cycling' in the Austrian capital and is working to implement numerous infrastructure-related measures to make urban cycling more attractive. By 2015, we aim to increase the share of cycling on all cycle ways of Vienna from currently six to ten percent. To attain this goal, we need creative ideas and an international exchange of knowledge. For this reason, we are particularly happy that Vienna will host this year's Velo-city conference. In this way, we can benefit from the experts' know-how and pass on our own knowledge as a leading metropolis in the field of transport development to other cities", as Vice Mayor Maria Vassilakou commented at the Velo-city Conference Executive Committee Meeting. Manfred Neun, President of the European Cyclists' Federation, added, "For the international developments in cycling and urban mobility infrastructure, cities like Vienna are very important because they take up on new trends, promote creativity and innovative ideas and develop their own typical cycling cultures and communities. This boosts the popularity of cycling even further. We are especially delighted that the Velo-city conference will take place in one of Europe's great capitals of culture. Intense preparations are already underway."

#### **The Velo-city 2013 program: cycling as a driver of urban traffic and transport planning**

At the Velo-city conference, which will reflect the motto "The Sound of Cycling – Urban Cycling Cultures", over 330 experts from the fields of urban planning and urban development, politics, science, health, architecture and interest groups as well as NGOs will encounter an expected total of 1,200 participants from all over the world. The list of speakers includes such prominent names as e.g. Siim Kallas, Vice-President of the European Commission, José Viegas, Secretary General of the International Transport Forum at the OECD, Howard Wolfson, Deputy Mayor of New York, Hep Monatzeder, Vice Mayor of the City of Munich, and Amanda Ngabirano, urban planner and scientist



from Uganda. Austrian experts such as Alec Hager, managing director and spokesman of Radlobby Österreich, or Georg Hauger, scientist at Vienna University of Technology, will likewise share their know-how.

Alongside transport and urban planning, environment, health, energy and economy, key topics of the conference will comprise the (further) development of cycling-friendly cities and diverse cycling cultures. The event will be inaugurated on 11 June by the Mayor of Vienna, Michael Häupl, and Vice Mayor Maria Vassilakou together with ECF President Manfred Neun and the Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management, Niki Berlakovich. Participants registering not later than by 15 March will pay a reduced early-bird rate for their tickets.

### **“Mayors’ Panel Discussion”: mayors discuss successful models of traffic and transport planning**

Modern urban development needs sustainable and farsighted policies, especially where future-oriented traffic and transport planning is concerned. The Velo-city Mayors’ Panel Discussion on 12 June will involve the greatest number of mayors and vice mayors of metropolises of both Europe and the world (including New York, Bratislava, Prague, Copenhagen, Stockholm, Munich and Stuttgart) of any meeting in the past 25 years. The politicians will discuss topical issues of contemporary eco-friendly mobility in cities and urban agglomerations. Once more, Vienna will present itself as a platform for the exchange of know-how and implementation models.

### **“Cycling Visionary Awards”: submit creative ideas for urban cycling now**

Cycling is one of the keys to a new conception of urban mobility. The most innovative and creative approaches to urban and traffic/transport development promoting cycling and cycling cultures will be honoured by the Velo-city conference with the “Cycling Visionary Awards”. Until the end of March, young and committed individuals from all over the world may submit entries in five categories. The range of potential topics is very wide, as they extend from research and development or social projects to urban planning and even embrace art, culture, fashion and design. In excess of 50 submissions from a great many countries have been submitted so far. The deadline for submitting entries is 31 March. Winners will receive free tickets to participate in the Velo-city conference in Vienna and are given the possibility of presenting their contributions to an international audience.

### **Velo-city 2013 side events: Vienna invites you to the Cycling Week with a cycling fashion show, film nights and a bicycle picnic**

Numerous events and networking meetings aimed at Vienna’s population are scheduled to take place during the Year of Cycling. Thus the Vienna Cycling Week will be organised around the Velo-city conference from 8 to 15 June in City Hall Square. A multifaceted program composed of cycling tours, film nights, a bicycle picnic, a cycling fashion show, bicycle races and many other events will offer a new angle on the city both for the participants in the Velo-city conference and for bicycle enthusiasts.

### **The Velo-city conference series**

Velo-city conferences serve as a global communication and information platform aiming to address decision makers in order to improve the planning and provision of infrastructure for the everyday use of bicycles in urban environments. Velo-city conferences typically bring together more than 1,000 planners, architects, engineers, social marketers, businessmen/women, industry representatives, academic researchers, environmental activists, managers and administrative experts to share their know-how and establish networks with the aim of delivering benefits to cycling worldwide. The European Cyclists’ Federation (ECF) is the initiator and co-organiser of the Velo-city conferences.



**Conference application and registration:** [www.velo-city2013.com](http://www.velo-city2013.com)

**Information on Velo-city 2013 and program:** [www.velo-city2013.com](http://www.velo-city2013.com)

**Submissions for Cycling Visionary Awards:** [www.velo-city2013.com/Visionary Awards](http://www.velo-city2013.com/Visionary_Awards)

**Media accreditation:** [www.velo-city2013.com/Journalist Registration](http://www.velo-city2013.com/Journalist_Registration)

**Photos and video statements:** [www.velo-city2013.com/Press Corner](http://www.velo-city2013.com/Press_Corner)

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