

Velo-city 2013: Press Release

Vienna inaugurates Velo-city 2013, the world's biggest bicycle-themed conference

- In keeping with the motto **“The Sound of Cycling”**, Vienna welcomes **1,200 experts** from all continents.
- **330 speakers** will make urban cycling cultures the number one topic of **400 discussions, seminars and workshops**.
- 60 outstanding, international projects to promote cycling cultures will be honoured with **Cycling Visionaries Awards**.
- All of Vienna is keen on cycling and will share in the multifaceted **Velo-city side events and the Vienna Cycling Week**.
- During the **Year of Cycling 2013**, new infrastructure-related measures promote cycling in the city.

Vienna, 11 June 2013: Vienna inaugurates Velo-city 2013, the world's biggest bicycle-themed conference: from 11 to 14 June, this large-scale event reflecting the motto “The Sound of Cycling – Urban Cycling Cultures” will be organised by the City of Vienna in co-operation with the European Cyclists' Federation (ECF). 1,200 experts from all continents will discuss the future of cycling, and 60 outstanding, innovative projects aiming to promote cycling cultures will receive awards.

“Velo-city 2013 unites 1,200 international experts from the fields of urban planning and urban development, politics, science, health and architecture as well as from numerous advocacy groups and NGOs in Vienna. We are very happy about this extraordinary interest, as it makes Vienna the host of the world's biggest bicycle-themed conference“, Mayor Michael Häupl welcomed the guests of Velo-city 2013.

“Vienna is one of the leading ‘smart cities’ and aims to increase the modal split share of cycling from currently six to ten percent by 2015. 2013 was declared the Vienna Year of Cycling, and we are implementing numerous infrastructure-related measures to render cycling in the city even more attractive. This calls for creative ideas and an international exchange of knowledge. We are also delighted to honour 60 outstanding, international projects that aim to promote cycling cultures with the Cycling Visionaries Awards. One thing is already certain: the conference participants and the City of Vienna share one common goal – to promote cycling all over the world. We expect an extremely interesting know-how exchange and will share our knowledge as a leading metropolis in the field of transport development with other cities“, Deputy Mayor Maria Vassilakou stated during her inauguration address.

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 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.”

Austria switches to the bike

“Cycling is a booming sector – and that’s a good thing! In my capacity as Federal Minister for Transport, I believe it is high time to abandon entrenched conflicts. Rather, I place my hopes in the peaceful, equitable and respectful coexistence, as well as the maximum safety and security, of all road users. The new set of legal provisions for cycling traffic provides for more space, greater safety and clearcut rules“, was the position taken by Doris Bures, Federal Minister for Transport, Innovation and Technology.

“It is high time to switch to the bike to make sure that we will be able to change over to sustainable energy use in traffic as well. The implementation of the Austrian Cycling Master Plan has already entailed the increase of the modal split share of cycling from five to seven percent on a national scale. Courtesy of measures such as the *klima:aktiv mobil* counselling and subsidy programs, we are very confident about attaining our goal of a ten-percent modal split share for cycling by 2015. This makes Austria one of the fastest-growing cycling countries in Europe“, Nikolaus Berlakovich, Federal Minister of Agriculture, Forestry, Environment and Water Management, stated during the Velo-city inauguration ceremony.

Conference registration: www.velo-city2013.com

Information on Velo-city 2013 and program: www.velo-city2013.com

Media accreditation: http://velo-city2013.com/?page_id=3720

Photos and video statements: http://velo-city2013.com/?page_id=22

<http://www.flickr.com/photos/velocityvienna/sets/>

Twitter: @VeloCityVienna #VC13 #CyclingVisionaries

Facebook: www.facebook.com/VeloCityVienna

The Velo-city conference series

The Velo-city conferences serve as global communication and information platforms to provide decision-makers with ideas and impulses for the planning and implementation of cycling infrastructure in urban environments. Every year, the Velo-city conferences bring together more than 1,000 planners, architects, engineers, social marketers, businesspeople, industry representatives, academic researchers, environmental activists, executives and administrative experts in a selected metropolis to share their know-how and establish networks for the promotion of cycling worldwide. The European Cyclists’ Federation (ECF) is the initiator and co-organiser of the Velo-city conferences.



VELO-CITY 2013
THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11 - 14

For inquiries

Michaela Muttenthaler and Doris Passler

Grayling Austria

International Media Relations

press@velo-city2013.com

+43 664 149 24 99

Andreas Baur

Press officer of Deputy Mayor Maria Vassilakou

andreas.baur@wien.gv.at

+43 664 831 74 49

Chloé Mispelon

Communications officer of European Cyclists' Federation asbl

c.mispelon@ecf.com

+32 2 880 92 81