Program

VELO-CITY 2013
THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11-14
Saturday 8 June 2013

Weekend and Leisure Tours

**A Cycling Tour to the Salzkammergut**
Cycle through this earthly paradise that seems plucked from a picture book. Visit the Salzkammergut’s 76 lakes, whose crystal clear water takes on as many shades of blue. Ascend magnificent mountains with lush alpine pastures and witness the bizarre rock formations of the 3,000 m high Dachstein range. Refresh in cultural centres such as Gmunden and St. Wolfgang or the Imperial town of Bad Ischl.
Tour offered on 8 and 16 June

**Fabulous Wachau Cycling Tour**
Enjoy a beautiful boat trip on the Danube from Krems to Spitz, where your guided cycling tour through the unforgettable Wachau begins. A wine tasting is included.

Sunday 9 June 2013

**Tweed Ride and Bicycle Picnic Freudenau**
Start: 12.00 Rathausplatz
Time: 12.00–19.00, more information: [http://fahrradpicknick.at/](http://fahrradpicknick.at/)

Weekend and Leisure Tours

**Cycling to Vineyards and to the Lower Austrian Exhibition**
An abandoned railroad line passes through then gently rolling hills around Wolkersdorf and is a treat for bicyclists interested in history and adventure. Visit the Lower Austrian Exhibition at Wolkersdorf Castle as well as the cellar-lined roads in Grossengersdorf and Pillichsdorf, and enjoy the included cellar tour and wine tasting.

**Fabulous Römerland-Carnuntum Cycling Tour**
This guided cycling tour of Römerland Carnuntum features the beautiful vineyards of a thriving wine region plus a taste of what life was like on Baroque estates and in ancient Roman times.
Monday 10 June 2013

Bike Yoga
Enjoy a relaxed start of your conference day. Bring your bicycle.
Time: 07.30–08.30
Location: Rathaus Park

ECF Network Meetings

Exclusive 'Scientists for Cycling' Network
The Science Behind Doubling Cycling In Europe
Time: 10.15–17.30
Location: Vienna University of Technology, Festsaal
Contact: s4c@ecf.com
Detailed program:
http://www.ecf.com/projects/scientists-for-cycling/

Exclusive 'Cities for Cyclists' Workshop
City Cycling, Political Leadership, City Networks
Time: 10.15–17.30
Location: Vienna University of Technology, Böcklsaal
Contact: cfc@ecf.com
More information:
http://www.ecf.com/projects/cities-for-cyclists/

ECF Networks Reception
Time: 18.00
Location: Vienna University of Technology
ECF Networks Cities for Cyclists, Scientists for Cycling, Cycling Industry Club. An Invitation by the City of Vienna and the European Cyclists’ Federation.

Annual National EuroVelo Coordination Centres and Coordinators’ Meeting
Creating a Sustainable European Cycle Route Network
Time: 10.30–19.00
Location: Palais Niederoesterreich
Contact: Ed Lancaster, e.lancaster@ecf.com

European Bicycle Coordinators’ Meeting
Time: 14.00–18.00
Location: Federal Ministry of Environment
Contact: Martin Eder, martin.eder@lebensministerium.at

VeloStyle
Bike Fashion Show
Local and international fashion designers show their latest elegant, stylish and trendy VeloStyle fashion.
Time: 21.00
Location: Karlsplatz

Leisure Tours

Traisen Valley E-Bike Tour
Take a bicycle tour to the Danube, visit the monastery of the Augustinian Canons, and walk through the vineyards of the Traisen Valley. Ernst Hackl, a local wine guide, will share with you many interesting stories about this region and its inhabitants.
Contact and registration: www.lower-austria.info/portal/en/kampagne.asp?tt=NOEWKAMP_R5&id=140701

History Cycling Tour in the Vienna Woods
Visit the romantic vineyards of the Thermenregion and enjoy lunch at Freigut Thallern. Take a tour to the Laxenburg Castle Park and the Franzensburg, visit a vine tavern (Heuriger); a traditional snack is included.
Contact and registration: http://www.lower-austria.info/portal/en/kampagne.asp?tt=NOEWKAMP_R5&id=140565
07.30–08.30 Bike Yoga

Enjoy a relaxed start of your conference day.
Bring your bicycle.
Location: Rathaus Park

08.30–11.30 Technical and Cultural Excursions

- Vienna: Towards a Smart City
- Vienna Water Tour
- Hot Spots Grand Tour
- Bicycle Rules on the Road
- Urban Research Bicycle Tour
- A Bicycle Tour of Vienna’s Architecture

Registration online. Assembly: Rathausplatz/Felderstrasse

12.00–13.00 Expo Reception

Welcome
Kevin Mayne, ECF, Belgium/United Kingdom

13.00–14.30 Conference Opening:
The Sound of Cycling Urban Cycling Cultures

Master of Ceremony: Monika Jones

Michael Häupl, Mayor, City of Vienna, Austria
Maria Vassilakou, Deputy Mayor, City of Vienna, Austria
Niki Berlakovich, Federal Minister for Environment, Austria
Doris Bures, Federal Minister for Transport, Austria
Manfred Neun, President of the ECF, Belgium/Germany

Keynote by
Philippe Crist, OECD International Transport Forum, France

14.45–15.00 Cycling Visionaries Awards Ceremony

Chair: Monika Jones
Award Ceremony for the winners of the Cycling Visionaries Awards

15.00–15.30 Coffee Break

15.45–17.15 Lectures

Cycling: Mass Culture or Subculture?
Chair: Martin Blum, City of Vienna

Cycling Histories and Cycling Cultures in Europe in the 20th Century
Anne-Katrin Ebert, Technical Museum Vienna, Austria

Shift Happens! Critical Mass at 20
Daniel Mourek, Nadace Partnerstvi, Czech Republic
LisaRuth Elliot, Critical Mass 20th Anniversary Welcome Committee, USA

Mass Culture, Subcultures and Multiculturalism: How Theory Can Help us Understand Cycling Practice
Peter Cox, University of Chester, United Kingdom

Designing Better Bicycle Infrastructure **
Chair: Tadej Brezina, Vienna University of Technology

What Do You Get for € 133 Million?
Mia Stampe Lagergaard, Henrik Nejst, Danish Road Directorate, Denmark

There is Always Room for Cycle Infrastructure!
Philip Loy, London Cycling Campaign, United Kingdom

Can a City be Successful Without Segregated Infrastructure? Brussels is Proving Sceptics Wrong
Ulric Schollaert, Ministry of the Brussels Region, Belgium

** Infrastructure relevance
Cycling Cities in Southern and Eastern Europe
Chair: Morten Kerr, ECF

The Bicycle Boom in Serbia
Mirko Radovanac, Yugo Cycling Campaign, Serbia

Who Thinks of Budapest as a Cycling City?
David Vitezy, Virág Bencze-Kovács, BKK Centre for Budapest Transport, Hungary

How to Push Through Traffic Calming Measures in a Car-Oriented City: The Case of Prague's District Karlín
Tomas Cach, City of Prague, Czech Republic

15.45–17.15 Podium Discussions

Global Bicycle Policies and Cultures
Chair: Monika Jones

Bicycle Transportation in a Developing Economy
Osita Benjamin Chidoka, Corps Marshal and Chief Executive, Federal Road Safety Corps, Nigeria

Active Transport Master Plan for Tema and Ashaiman in the Greater Accra Region in Ghana
Magnus Lincoln Quarshie, Delin Consult Limited, Ghana
James Amoo Gottfried, Ministry of Roads and Highways, Ghana
Tom Godefrooi, Dutch Cycling Embassy, Netherlands

Tell Us What You Do With Your Bike: The Identikit of the Italian Cyclist in the First National Survey of Italian Cyclists
Andrea Scagni, FIAB, Italy

Health Benefits and Cycling Economy
Chair: Francesca Racioppi, WHO

Can the Economic Quantification of the Health Benefits of Cycling Support Changes in Policy and Practice? The WHO Health Economic Assessment Tool (HEAT) for Cycling
Christian Schweizer, World Health Organization, Switzerland
Nick Cavill, Cavill Associates, United Kingdom
Robert Thaler, Federal Ministry of Environment, Austria

An Economic Analysis of Passive Versus Active Mobility
Bas de Geus, Vrije Universiteit Brussel, Belgium
John Parkin, London South Bank University, United Kingdom
Harry Rutter, London School of Hygiene & Tropical Medicine, United Kingdom

The 6 Billion Euro Campaign: How to Get More EU Co-Funding for Cycling Between 2014–2020
Adam Bodor, ECF, Belgium/Hungary

15.45–17.15 Round Tables

Different Cultures, Different Views on Cycling: How to Promote Cycling in a Multicultural Neighbourhood of Amsterdam Nieuw West
Gerrit Faber, Fietsersbond Amsterdam, Netherlands

A City Administration Torn Apart or Building Bridges Between Politicians, Cycling Advocates, and Budget?
Ursula Zappe, City of Vienna, Austria

Measuring the Impact of Bicycle Marketing Messages
Thomas Krag, Sidsel Birk Hjuler, Thomas Krag Mobility Advice, Denmark

How Smart Cities Can Benefit from (Bi)cycle Urbanism
Florian Lorenz, Smarter Than Car, Austria
Shannon Bufton, Smarter Than Car, China

How Do We Get Children and Youngsters to Integrate the Bicycle into Everyday Life? A Nationwide Campaign
Sibylle Waltert, Philipp Schweizer, Pro Velo Switzerland

Austria Cycles to Work: Perceptions and Achievements of the Campaign’s First Three Years
Beatrice Stude, Radlobby IG Fahrrad, Austria

A Car is 1.9m Wide. How Much Extra Space Does It Really Need? **
Alistair McDonald, City of Yarra, Australia

Cycling Connects, Cycling Promotes: What Cycling Can Do for Your City, Region, Company, or Institution
Thomas Möller, team red Deutschland GmbH, Germany
André Muno, Climate Alliance, Germany

** Infrastructure relevance
WORKSHOPS

15.45–17.15 Workshops

**How to Keep the Helmet Debate Constructive**
Chair: Käthi Diethelm, ECF

The Bicycle Helmet Discussion: How Can We Keep It Constructive? Examples from Around the World, Breakout Session and Group Participation
Sue Knaup, One Street, USA
Ceri Woolsgrove, ECF, Belgium
Christian Juhra, University Hospital Münster, Germany
Vicente Hernandez, University of Seville, Spain
Ricardo Marques, University of Seville, Spain
Cris Peck, CTP – The National Cycling Charity, United Kingdom

**SUMP Workshop**
Chair: Jörg Thiemann Linden, Difu

Planning for People! Cycling as Part of Sustainable Urban Mobility Plans
Jörg Thiemann-Linden, Difu, Germany
Bernard Gyergyay, Siegfried Rupprecht, Rupprecht Consult, Germany

**Creative Bicycle Parking Solutions** **
Chair: Wencke Hertzsch, Vienna University of Technology

Creative Cycle Parking Solutions
Anthony Lau, Cyclehoop, United Kingdom

Meine Fahrradgarage: Future Bicycle Parking in the City
Herbert Bork, stadttand GmbH, Austria
Wencke Hertzsch, Vienna University of Technology, Austria

Flex-parking: Bicycles and Cars Can Share the Same Parking Space
Niels Hoé, HOE360 Consulting, Denmark

LIGHTNING TALKS

15.45–17.15 Lightning Talks

**Campaigns and Cycling Initiatives**
Chair: Frans van Schoot, ECF

UWSA Ice Riders Take on Winnipeg: How One University Cycling Initiative is Making Strides in North America’s Hardest Climate
Daniel DeGagné, University of Winnipeg, Canada

The Bicycle Store as Community Hub: How For-profit Social Enterprise Supports Itself by Nurturing Growth and Diversity in Local Bicycle Culture
Michael Bennington, Forth Floor Distribution, Canada
Beth Savan, University of Toronto, Canada

Untold Kings of a Growing Online Bicycle Community: Convert Online Communities into Offline Critical Mass
Cosmin Popan, Portocalamecanica.ro, Romania

The Female Body Image in Public Space: Stories of Women Learning to Ride Bicycles in Santiago, Chile's Bici Mujer Project
Patricia Vargas, Macleta, Chile

Inspiring Young People to Cycle. The ADFC Youth Bicycle Festival
Roland Huhn, ADFC, Germany

Love London Go Dutch: Why are Dutch Standards important for Cycling Policy Development in Other Cities and Countries?
Roelof Wittink, Marjolein de Lange, Dutch Cycling Embassy, Netherlands

** Infrastructure relevance
Tuesday
11 June 2013

17.30–18.30  Urban Cycling Cultures
Chair: Monika Jones

From the Seed to the Forest: The Birth of New Cycling Cultures in Vienna
Alec Hager, Chairman Radlobby IG Fahrrad, Spokesman of Radlobby Austria

Bicycle Choreography: How Remastering Our Cities Through Design Can Transform and Modernise Our Urban Culture
Mikael Colville Andersen, CEO Copenhagenize Consulting, Denmark

20.00  Vienna Bicycle Bell Concert &
21.00  VeloStyle Bike Fashion Show

A world premier in Vienna. 1500 bicycle bells, one maestro and a grooving crowd will produce excellent rhythms and sounds. This is the Sound of Cycling! Afterwards enjoy local and international fashion designers showing their latest elegant, stylish and trendy VeloStyle fashion.
Location: Karlsplatz
07.30–08.30  Bike Yoga

Enjoy a relaxed start of your conference day.
Bring your bicycle.
Location: Rathaus Park

8.30–10.00  Cycling is a City Changer

**Chair:** Kevin Mayne, ECF

**Towards a Smarter Future: Cycling is a City Changer**
Maria Vassilakou, Deputy Mayor City of Vienna, Austria

**Developing a Cycling Culture in the City of Munich: Ideas, Successful Approaches and Challenges for the Future**
Hep Monatzeder, Deputy Mayor City of Munich, Germany

**Mobility and Sustainability: The Role of Cycling in Addressing Key Urban Challenges**
Shipra Narang Suri, Vice-President, International Society of City and Regional Planners (ISOCARP), India

10.00–10.30  Coffee Break

10.30–12.00  Lectures

**Smart Cycling**
Chair: Melissa Smiley, Data Driven Detroit

**ITS Vienna Region, AnachB.at and Traffic Information Austria VAO: Intelligent Transport Systems for Cyclists**
Hans Fiby, ITS Vienna Region, Austria

**How 1800 Volunteers Built an Online, Free-to-use Bicycle Route Planner in the Netherlands**
Bas Hendriksen, Fietsersbond Utrecht, Netherlands

**Realistic Micro Simulation of Bicycle Traffic. Improving the Simulation of Cyclist Behavior in the Software Program VISSIM**
Niels Tørsøl, City of Copenhagen, Denmark
Rasmus Albrink, COWI A/S, Denmark

10.30–12.00  Podium Discussions

**A Kaleidoscopic View on Cycle Use**
Chair: Monika Jones

**Lessons Learned Through Training Immigrant Women in the Netherlands to Cycle**
Angela van der Kloof, Mobycon, Netherlands

**Diversity of Cycle Policies**
Ida Sabelis, VU University, Netherlands
A Diversity of Machines  
Peter Cox, University of Chester, United Kingdom

Chances, Difficulties and Special Needs of Older Cyclists  
Carmen Hagemeister, University of Dresden, Germany

Pedestrians & Cyclists: Partners or Adversaries?  
Hosted by the City of Munich  
Chair: Brigitte Jilka, City of Vienna

Partners or Adversaries? Pacifying the Conflict Between Cyclists and Pedestrians: A Controversial Issue **  
Bernadette-Julia Felsch, City of Munich, Germany

Stadtviertelkonzept Nahmobilität: How Citizens Can Participate in Planning Neighbourhoods for Pedestrians and Cyclists  
Paul Bickelbacher, Paul Bickelbacher Transport Planning, Germany

10.30–12.00 Round Tables

How San Francisco is Tripling Bicycle Mode Share in Six Years!  
Timothy Papandreou, San Francisco Municipal Transportation Agency, USA

Cycling is the Best Medicine: A Prescription for Healthier Lifestyles in Leuven, Belgium  
Ine Bosmans, Marjan Frederix, Mobiel21, Belgium

A Decade of Watchdogging the Prague Cycling Scene, or: How Auto*Mat Has Slowly Transformed Public Space and Traffic Behaviour **  
Vit Masare, Auto*Mat, Czech Republic

Sharing Multi-use and Cycling Infrastructures With Personal Mobility Devices  
Jean-François Bruneau, Université de Sherbrooke, Canada

Two Empowering Campaigns by Capitalizing on Individual Observations and Experiences in the Streets of Brussels  
Remco Ruiter, Pro Velo Brussels, Belgium

10.30–12.00 Workshops

Regional Development and European Cooperation: The Future of Cycling Tourism  
Chair: Adam Bodor, ECF

European Cycle Routes and Cycle Tourism: How to Establish, Organise and Operate National Coordination Centers and Manage Individual Routes Sustainably  
Adam Bodor, ECF, Belgium/Hungary

The Booming Business of Cycling-Friendly Service Schemes: Is Cooperation at a European Level Necessary? If so, is it Possible to Establish a European Standard?  
Daniel Mourek, Nadace Partnerstvi, Czech Republic

From Labs to Lanes  
Hosted by Austrian Universities  
Chair: Markus Mailer, University of Innsbruck

Research and Cycling: Mind the Gap!  
Markus Mailer, University of Innsbruck, Austria
Tadej Brezina, Vienna University of Technology, Austria
Georg Hauger, Vienna University of Technology, Austria
Michael Meschik, University of Natural Resources and Life Sciences Vienna, Austria
Regine Gerike, University of Natural Resources and Life Sciences Vienna, Austria

Police as Bicycle Advocates  
Joachim Schalke, ADFC, Germany

How To Get Journalists To Talk About Cycling: Learning From Other’s Experiences  
Chloé Mispelon, ECF, Belgium

A Closer Look at Bicycle Culture: Is Austria Really so Different From the Netherlands?  
Martijn Kiers, David Suppan, FH Joanneum, Austria

** Infrastructure relevance
10.30–12.00 Lightning Talks

Chair: Camille Thomé, Départements & Régions cyclables

Public Participation and Cycling Policy: A (Social) Media Based Approach to Create New Cycling Cultures
Andrej Klemenc, REC Slovenia, Slovenia

Qualifications of Bicycle Teachers and Teaching Assistants
Christine Rhodes, Christian Burmeister, Verband der Radfahrer moveo ergo sum, Germany

Are Cyclists Good Customers?
Marie Kåstrup, City of Copenhagen, Denmark

Can We Reach a 75 % Modal Share for Cycling? And Do We Want To? Experiences from CHAMP Cycling Cities
Groningen, Bolzano, and Örebro
Vincent Meerschaert, Traject Mobility Management, Belgium

‘Haute Couture’ Bicycle and Marketing Mix: An Innovative Method to Promote a Bicycle Sharing System in Bordeaux
Annie-Claude Sebban, Vélophonie, France

Shopping by Bike: A Large Potential for Sustainability
Heidi Schmitt, Stephan Landgraf, Argus Styria Radlobby, Austria

13.30–15.00 Mayors’ Panel Discussion How Cities Support Their Cyclists in Different Ways

Chair: Monika Jones

Maria Vassilakou, Deputy Mayor of Vienna, Austria
Milan Ftáčnik, Mayor of Bratislava, Slovakia
Per Ankersjö, Vice Mayor of Stockholm, Sweden
Tomáš Hudeček, Vice Mayor of Prague, Czech Republic
Ayfer Baykal, Vice Mayor of Copenhagen, Denmark
Howard Wolfson, Deputy Mayor of New York, USA
Hep Monatzeder, Vice Mayor of Munich, Germany
Jacques Garreau, Vice President Nantes Metropole, France
Roman Bartha, Siemens, Austria

15.15–16.45 Lectures

Frocks on Bikes: Mainstreaming Women’s Cycling
Chair: Hanna Posch, PlanSinn

Women and Bicycles: A Historical Perspective
Bente Knoll, Consulting Office of Sustainable Development, Austria

Frocks on Bikes: Mainstreaming Women’s Cycling in New Zealand
Christina Bellis, Sustainability Trust, New Zealand

The Pottering Phenomenon: The Feminization of Bicycling in Japan?
Peter Smith, Utsunomiya University, Japan
A Route Map for Cycle Tourism
Chair: Daniel Mourek, ECF

Linkage and Promotion: The Way We Create Cycling Cities in Taiwan
Hsin Wen Chang, Hung Nien Hsieh, Chung Hua University, Taiwan

Releasing the Potential of Danish Cycle Tourism: A Collaborative Effort Across Sectors and Industries
Jesper Pørksen, Danish Cyclists’ Federation, Denmark

Classification of ADFC Premium Cycle Routes: The Story of a Qualification Process
Wolfgang Richter, Raimund Jennert, ADFC, Germany
Mandy Schwalbe-Rosenow, Büro Radschlag GbR, Germany

Cycling Advocacy: Cycling Against Boundaries
Hosted by ARGE Radlobby Wien
Chair: Kevin Mayne, ECF

Volunteers of Cycling Advocacy: Cycling Against Boundaries!
Ana Pereira, MUBi – Associação pela Mobilidade Urbana em Bicicleta, Portugal

San Jose Bike Party: A Convergence of Bicycle Cultures
John Brazil, City of San Jose, USA

Mental Barriers in Cycling Politics and Planning: Ideas and Solutions for Bicycle Advocates
Mirko Javurek, i fahrrad Oberösterreich, Austria
Tadej Brezina, Radlobby Niederösterreich, Austria
Heidi Schmitt, Argus Styria Radlobby, Austria

Are E-Bikes a Smart Solution?
Chair: Ceri Woolsgroove, ECF

E-Bikes Included! Experiences and Strategies of Smart (E-) Cyclists
Sandra Wegener, Michael Meschik, University of Natural Resources and Life Sciences Vienna, Austria

Reviving Public Transportation in Rural Areas by Linking Express Buses and Electric Bikes
Caterina Kaup, University of Applied Sciences Wismar, Germany

E-Bicycles: Benefit or Risk? Results from the Project SEEKING – SAFE E-BIKING
Peter Saleh, AIT Austrian Institute of Technology, Austria

15.15–16.45 Podium Discussions

Marriage Counseling: How Bicycles and Public Transport Can Make It Work **
Chair: Michael Szeiler, Rosinak & Partner

Bicycles and Tramways. Can They Coexist Without Problems?
Roland Pfeiffer, City of Bern, Switzerland

Cycling Initiatives by the Innsbruck Transport Authority IVB
Thomas Hillebrand, Innsbruck Transport Authority, Austria

Bicycles and Public Transportation in Prague: Combining Various Forms of Mobility
Tomáš Prousek, Prague Integrated Transport Authority, Czech Republic

The Next Cycling Cities
Chair: Monika Jones

Championing Cycling in the Car-Mad Balkans: How to Remain a Living Laboratory for Shared Space? The Case of Shkodra
Entela Shkreli, GO2 ngo, Albania
Nektar Duma, Municipality of Shkodra, Albania

From a People’s City to a Car City and Back Again: Lessons from Reykjavik on How the Boom and the Crash Years Have Affected Cycling Culture
Gísli Marteinn Baldursson, City Councillor for Reykjavík City, Iceland

Planning for a Cycling Culture: The Story of Stavanger
Monica Johansen, City of Stavanger, Norway
Helmer Berre, Stavanger Chamber of Commerce, Norway

** Infrastructure relevance
15.15–16.45 Round Tables

Innovative Cycling Solutions: The Cycle Craft Cargo Bike and the S.W.O.P Bicycle Box
Alexander Wolf, Cyclecraft, Austria
Jürgen Ohrhallinger, S.W.O.P. Box Team, Austria

Compulsory Cycle Helmet Regulation in Spain: Analysis and Perspectives
Ricardo Marques, Vicente Hernandez, University of Seville, Spain

How Can We Achieve Efficient and Effective Integration of Bicycles with Public Transport? **
Klemen Gostic, Institute of Traffic and Transport Ljubljana, Slovenia

The Rise of Pedelecs: How Can We Improve Road Safety for E-bikers? **
Reinhard Jellinek, Austrian Energy Agency, Austria
Bernd Hildebrandt, Austrian Road Safety Board, Austria

Target Group Specific Promotion of Cycling in Vienna
Herbert Schachenhofer, Snizek + Partner Verkehrsplanung, Austria

Pedelec Rental Systems: Experiences from the EU Projects Elmos and Go Pedelec
Janette Heidenreich, Rostocker Straßenbahn AG, Germany
Thomas Lewis, Energieautark Consulting GmbH, Austria

The Beer Approach, or: How to Use Body Energy as a Planning Tool
Martin Niegl, komobile w7, Austria
Nikolaus Ibesich, Umweltbundesamt, Austria

Watch Where You're Going! Using POV Cameras as a Cycle Advocacy Tool to Prepare New Cycle Commuters
Kah Chan, Victoria University of Wellington, New Zealand

15.15–16.45 Workshops

Trouble in Paradise **

10 Cycling Mistakes of the Dutch and the Danes, and How You Can Avoid them!
Niels Tørsløv, City of Copenhagen, Denmark
Herbert Tiemens, Bestuur Regio Utrecht, Belgium

Can’t We All Just Get Along? Resolving the Walking-Cycling Conflict **

Interactions Between Pedestrians and Cyclists: How to Solve Emerging Conflicts
Alberto Castro, Sustainable Mobility Consultant, Austria

15.15–16.45 Lightning Talks

Beyond Infrastructure – A Plea for the Importance of Communication
Michael Adler, Fairkehr, Germany

Public Transport and Bicycles: Can a City be Top Class in Both?
Alain Groff, Florian Mathys, City of Basel, Switzerland

How Can Bikes and Public Transport Ideally Benefit From Each Other? Positive Experiences and Different Perspectives From Urban Switzerland
Julian Baker, Kontextplan AG, Switzerland

Electrically-Assisted Bikes: A Way of Mainstreaming Cycling to Work?
Sally Cairns, TRL, United Kingdom

** Infrastructure relevance
Leaving the Red Lights Behind! Green Waves for Cyclists in Congested Cities **
Felix Beyer, Rosinak & Partner ZT GmbH, Austria

A Journey Through European Bike Cartography: Results and Questions
Jerónimo Jablonski, University of Salamanca, Spain

16.45–17.15 Coffee Break

17.15–18.45 Breaking Mental Barriers
Chair: Monika Jones

Free-Range Kids: Why Does an Old-Fashioned Childhood Sound So Radical?
Lenore Skenazy, Founder of ‘Free-range Kids’, Writer and Journalist, USA

The Fear of Cycling: Why Do People Think Cycling is Dangerous, and What Can We Do About It?
Dave Horton, Sociologist and Writer, United Kingdom

The Relationship Between Physical Fitness, Executive Functions, and Intelligence
Sabine Kubesch, Human Biologist, Director of Mind, Brain and Sports, Institut Bildung plus, Germany

20.00 Garden Party

Wednesday evening all conference participants are invited to a dinner garden party at Hübner’s Kursalon. This party will be the perfect occasion to meet and establish new contacts. Enjoy some tasty cuisine, a Johann Strauss Concert and groovy clubbing music.
Doors open: 19.30

** Infrastructure relevance
07.30–08.30 Bike Yoga

Enjoy a relaxed start of your conference day. Bring your bicycle. Location: Rathaus Park

8.30–10.00 Cycling Benefits

Chair: Monika Jones

title tba
Ursula Zechner, Ministry of Transport, Innovation and Technology, Austria

Cycling: The Best Investment for Combining Economic Benefits and Quality of Life
Manfred Neun, President ECF, Germany

Why You Want More than Money from the Bicycle Industry
Randy Neufeld, Director of SRAM Cycling Fund, USA

10.00–10.30 Coffee Break

10.30–12.00 Lectures

Let the People Ride: Public Bike Sharing Schemes
Chair: Burkhard Stork, ADFC

From Vienna to Paris and Beyond: Developing Self-Service Bicycles to Accelerate Urban Biking Practice and Sustainable Mobility
Albert Asséraf, JC Decaux, France

Citybike Wien: One of the Oldest and Most Modern Public Bicycle Sharing Systems
Hans Erich Dechant, Gewista Werbe GmbH, Austria

Bubi® or Not to Be? Preparing and Launching the Bike Sharing Scheme for Budapest. Curiosities and Lessons Learnt
László Vértesy, Virág Bencze-Kovács, BKK Centre for Budapest Transport, Hungary
Péter Dalos, Trenecon-Cowi Consulting and Planning Ltd, Hungary

A Look at a Hundred Bike Sharing Cities Across the World: Similarities and Differences
Oliver O’Brien, University College London, United Kingdom

A Tale of Three Aspiring Cycling Cities
Chair: Gregor Stratil-Sauer, City of Vienna

Presenting Nantes: Velo-city 2015
Hadrien Bedok, City of Nantes, France

10% Less Car Traffic in 10 Years: How Can Basel’s Transport Policy Achieve it? How Drastic Does Transport Policy Need to Be?
Hans-Peter Wessels, Canton Basel City, Switzerland

Strengths and Challenges of Cycling in Historic Cities: The Case of Florence, Italy
Valerio Parigi, FIAB, Italy

Getting Ready for Velo-city 2014: Adelaide
Chair: Raimund Stabauer, ECF

The Importance of Place and the Changing Role of Government
Peter Smith, Adelaide City Council, Australia
Michael O’Brien, Minister for Finance and Road Safety, South Australia

Taking a Citizen-Centric Approach to Creating a Cycle-Friendly State
Rod Hook, Department of Planning, Transport and Infrastructure South Australia, Australia

Is the Niche Market of Cycle Tourism Appropriate for Your Community? Success Stories from Australia
Christian Haag, Bicycle South Australia, Australia

Towards a Smart City
Chair: Thomas Madreiter, City of Vienna

Establishing a Mobility Agency in Vienna: An Important Contribution to Greening Urban Mobility
Bernhard Engleder, City of Vienna, Austria

Zurich Invites You to Cycle: Zurich’s New Bicycle Master Plan
Urs Walter, City of Zurich, Switzerland
Program
Thursday
13 June 2013

Systematic Evaluation and Monitoring Approaches for Cycling Programmes: The Bicycle Master Plan of Zurich and the Cycling in Switzerland Programme of SwitzerlandMobility
Thomas Götschi, University of Zurich, Switzerland
Lukas Stadtherr, Swiss Mobility/Velobüro Olten, Switzerland

Master Plan „Bicycle Traffic in Munich“: Implementation and First Results
Elisabeth Zorn, City of Munich, Germany

10.30–12.00 Podium Discussions

Cycling and Urban Development: A Political Podium Discussion
Chair: Monika Jones

Increasing Cycling in the City of Gothenburg. An Important Prerequisite for Sustainable Travelling
Anneli Hulthén, Mayor and Chairman of the City Executive in Gothenburg, Sweden

Cycling: An Indispensable Tool of Sustainable Urban Development. The Case of Gdańsk
Maciej Lisicki, Deputy Mayor of Gdańsk, Poland

The Gradual Systematic Approach of Ljubljana to Reverse Urban Sprawl and Make Cycling Part of the City’s DNA
Janez Kozelj, Vice Mayor Ljubljana, Slovenia
Blaz Lokar, ZaMestoPoDveh, Slovenia

How Safe is Cycling? **
Chair: Michael Meschik, University of Natural Resources and Life Sciences Vienna

Public Health Costs of Road Safety
Christopher Peck, CTC, the national cycling charity, United Kingdom

Don’t Drink and Ride: Alcohol, Cycling and the Consequences
Christian Juhra, University Hospital Münster, Germany

Increasing Cycle Safety at Urban Intersections
Jean Emmanuel Bakaba, German Insurance Association, Germany

10.30–12.00 Round Tables

Keep the Wheels Moving: The Contribution of Bicycle Repairers to the Bicycle Economies of so-called Developing Countries
Barbara Gruehl Kipke, Modern Mobilty, Germany
Patrick Kayemba, FABIO, Uganda

To Pay or Not to Pay, That’s the Question: A New Phase in Bicycle Parking in the Netherlands
Wim Bot, Fietsersbond, Netherlands

Can Monetary Incentives Balance Asymmetric Travel Demands in Public Bicycle Sharing Systems? An Agent-based Simulation
Florian Waldner, University of Vienna, Austria

Cycalicious Green Washing: How Do High Quality Media Products Seem to Promote Cycling as a Modern, Urban, Desirable Mode of Transportation While in Fact Serving Opposing Economic Interests? Discover Hidden Truth!
Alec Hager, Radlobby IG Fahrrad, Austria

Defying Poverty with Bicycles: How to Succeed with Your Own Social Bike Business Program
Sue Knaup, One Street, USA

Empowering Women: SkirtBike and Rotada de Altura
Andreea Toader, SkirtBike, Romania
Fernanda Viguri Trejo, Mujeres En Bici, Mexico

The Economic Benefits of Cycling in Cities: Do Cyclists Block Traffic or Enhance General Accessibility and Productivity of Urban Businesses?
Wolfgang Rauh, Austrian Federal Railways, Austria

Market Research for Bicycle Traffic: The Measurable Importance of Bicycle Traffic in Everyday Life and Tourism
Michael Vieten, Ingenieurgesellschaft Stolz mbH, Germany
Andrea Tiffe, Mandy Schwalbe-Rosenow, Büro Radschlag GbR., Germany

** Infrastructure relevance
**Program**

**Thursday**

13 June 2013

### 10.30–12.00 Workshops

**B** Who Doesn’t Like Carrots? Stimulating Positive Behaviour in Cyclists  
Chair: Henk Hendriks, Fietsersbond

Seducing Cyclists with B-Track-B: How to Stimulate Cycling with Modern Behavioural Economics  
Troels Andersen, Municipality of Frederica, Denmark  
Henk Hendriks, Fietsersbond, Netherlands

Why Young People Reject Cycling: A Pilot Study of Negative Factors and Proposed Measures to Increase Bike Use Among Youths  
Martin Dolleschel, City of Basel, Switzerland

**C** Are E-bikes the Future or a Trojan Horse?  
Chair: Walter Vogt, IBC

Is the E-Bike a Trojan Horse? The Implications of the Rise of Electric Bicycles  
Walter Vogt, University of Stuttgart, Germany  
Ruud Ditewig, Municipality of Utrecht, Netherlands  
Ton Daggers, IBC, Netherlands

Electric Bicycles and the New Frontier of Urban Cycling: Four Years of E-Bike Development Policies in Chambery  
Nicolas Mercat, Inddigo-Altermodal, France

### 13.30–15.00 Lectures

**Infrastructure: Design and Maintenance**  
Chair: Tadej Brezina, Vienna University of Technology

Exploring the Planning And Designing of Cycle Infrastructure Through the Use of a Graphical Framework. The Wellington Case Study  
Jack Jiang, AECOM, New Zealand

Maintaining Bicycle Traffic During Major Road Construction Projects  
Vinzenz Saurugger, ZIS+P Transportplanning, Austria

Cyclists and Road Work Zones  
Hillie Talens, Crow, Netherlands

### 10.30–12.00 Lightning Talks

**Chair: Doretta Vicini, FIAB**

Sustainable Web Solutions for Cycling Tourism: How to Ensure Integration and Cooperation Between Different Technical Approaches  
Ed Lancaster, European Cyclists’ Federation, Belgium

Justifying Investments of EuroVelo Routes Through Monitoring, Evaluation, and Impact Assessment: Is a European Standard for Comparison Possible?  
Christian Weinberger, ecoplus, Austria

Is There A Difference Between E-Biking And Biking?  
Dominik Allemann, ETH Zurich, Switzerland  
Moritz Meenen, ElectricFeel Mobility Systems, Switzerland

**Bicicletas Integradas de Bogotá**  
Diego Altana Espinosa, BiBo, Colombia

**Cycling Tourism and Public Transport Systems in South Tyrol/Italy: A Challenge with Smart Solutions**  
Hugo Götsch, Südtirol Rad – Bici Altoadige, Italy

**Cycle Tourism Using Pedelec in the Heritage Island of Okinawa**  
Haruhiko Yamasaki, Ryukyukokusaikogyo Co Ltd, Japan  
Hirotaka Koike, Utsonomiya Kyowa University, Japan

**Creating Remarkable Cycling Campaigns**  
Chair: Wigand von Sassen, City of Munich

**Karma on the Cycle Tracks: Results From a Campaign to Promote Good Cyclist Behavior**  
Line Groot, City of Copenhagen, Denmark

From the Brand to the Campaign: Effective Marketing to Promote Cycling  
Martin Blum, Mobility Agency Vienna, Austria

Too Small for Cycling Promotion? Successful Model Strategies in Small and Medium Sized Swiss Cities  
Julian Baker, Kontextplan AG, Switzerland

**Infrastructure relevance**
Back to the Future: Cycle Logistics and Advanced Sustainability
Chair: Mikael Colville-Andersen, Copenhagenize Consulting

Reality & Vision: Using Cargo Bikes for Last Mile City Centre Logistics
Rob King, Outspoken Delivery, United Kingdom

Shopping by Cycle Can Be Amazingly Easy with SPAR's Bike&Buy Campaigns in Vienna and Graz
Susanne Wrighton, FGM-Amor, Austria
Franz Hoelzl, Spar Salzburg, Austria

Are Cargo Bikes Compatible with Conventional Transport Modes as Delivery Vans in the Urban Area?
Ton Daggers, IBC, Netherlands

Move 25 % of Goods by Cycle in European Cities
Randy Rzewnicki, European Cyclists' Federation, Belgium

13.30–15.00 Podium Discussion
No Bikes on the Balcony! Giving Bikes a Home **
Chair: Peter Smith, City of Adelaide

How Can We Implement Underground Bike Parking in Historic Cities? Lessons Learnt from Dutch Case Studies
Herbert Tiemens, Bestuur Regio Utrecht, Netherlands
Laura Kok, City of Utrecht, Netherlands

No Bikes on the Balcony: How to Improve the Quantity and Quality of Private Bike Parking in a High Density Cycling City
Antje Hammer, City of Basel, Switzerland

Stimulating Cycling Through Bicycle-Friendly Housing Projects
Michael Szeiler, Rosinak & Partner ZT GmbH, Austria
Markus Schuster, Herry Consult, Austria
Werner Windisch, Gesiba, Austria

13.30–15.00 Round Tables
The Bicycle Playground: Building Bicycle Culture, Kids' Style
Mai-Britt Kristensen, Danish Cyclists' Federation, Denmark

Inspiration for Designing Cycle Infrastructure: A Plea for A Quality Leap in the Design of Cycling Infrastructure. Tested on an Actual Case in Vienna **
Stefan Bendiks, Artgineering, Netherlands

The Dublin Public Bikes: Impact Upon the Thinking of Those Living Near Bike Stations and Additional Unpredicted Ripple Effects in the City
Damien Ó Tuama, Trinity College Dublin, Ireland

Making Cycling Part of a School's DNA: Experiences from Two Schools in Odense, Denmark
Marianne Weinreich, VEKSØ Mobility, Denmark

Bike Sharing Integration by Multimodal Trip Planning
Francisco J. Peñarrubia, SCOLAB Software Claborativo, Spain

How User Response and Behavior Changes After the First Years of a Bike-Share Scheme: The Experience of a Rural Bike-Share System in Austria
Helmut Lemmerer, Vienna University of Technology, Austria

Bike Sharing Systems in Integration with Public Transport: Second Phase of the Evaluation of German Model Projects
Thorsten Koska, Wuppertal Institute for Climate, Environment, Energy, Germany

BikeCityGuide: An Urban Cycle Navigation App Designed for Cyclists, by Cyclists
Daniel Kofler, BikeCityGuide, Austria

** Infrastructure relevance
13.30–15.00 Workshops

**Aspern: A CityLab on Bicycles and Large Scale Urban Development in Vienna**
Chair: tbc
Cycling in Aspern: A CityLab About the Creation of a Modern Bicycle Policy in a New Urban Development
Claudia Nutz, Wien3420 Aspern Development AG, Austria

Cycling is Central in Central Europe
hosted by SRAM
Chair: Radomíra Jordová, Transport Research Centre Brno
Current Challenges in Urban Cycling in Serbia: The Case of Novi Sad
Vladimir Mrkajic, Civil Society Organization Novi Sad Cycling Initiative, Serbia

Cycling is Central: Transnational Ideas, Projects, and Experiences from Central MeetBike, National and Local Bicycle Promotion
Radomíra Jordová, Transport Research Centre Brno, Czech Republic
Gerd-Axel Ahrens, Dresden Technical University, Germany

**Does Social Media Work?**
Chair: Christian Rupp, Mobility Agency Vienna

Mobilisation Through Internet, Social Media, and Apps for Cycling in the City of Vienna
Christian Rupp, Mobility Agency Vienna, Austria

10,000 Followers on Facebook: How to Get Them, How to Engage Them, and How to Use Social Media to Change Our Cities?
Marko Gregovic, Cyclists’ Union Croatia, Croatia

13.30–15.00 Lightning Talks

Chair: Wolfgang Gerlich, PlanSinn

Rio’s Cycling Culture: Strategies, Challenges, and Solutions for Integrating the Public and Private Sectors with Social Organisations
Maria Lucia Navarro, City of Rio de Janeiro, Brazil

Can Transport be Both Sustainable and Profitable?
Combining Bicycles and Diesel-Powered Vehicles in Logistics that Act as Advanced Warehouses
Julio Loureiro, Unigranrio, Brazil

Why Local and Regional Authorities are Driving Cycle Culture Forward in France in the Départements & Régions Cyclables
Camille Thomé, Départements & Régions cyclables, France

Cyclists Accidents in Limited One-Way Streets in Brussels Region **
Benoît Dupriez, Belgian Road Safety Institute, Belgium
Frederik Depoortere, Brussels Mobility, Belgium

Does a Reduction in Road Capacity Lead to a Reduction in the Traffic Volume? **
Eoin O’Mahony, AECOM, Ireland

Cycling Monitors, Cycling Campaigns: How Cities With Developing Cycle Cultures Can Launch and Evaluate Marketing Concepts and Campaigns
Thomas Möller, radplan nordost, Germany
Steffen Nozon, Hanseatic City of Rostock, Germany

** Infrastructure relevance
15.10–16.45  Speed Dating: Dating Cycle

Chair: Monika Jones and Wolfgang Gerlich, PlanSinn

The Dating Cycle gives you the opportunity to meet several experts in the cycling business. Every presentation lasts eight minutes - then you hear a bicycle bell, and the audience circulates to another speed dating presentation. Get prepared well and get ready to exchange business cards!

Refreshments will be served during the Speed Dating Session.

17.15–20.00  Vienna Bicycle Corso

Vienna Bicycle Corso – WienerRADcorso
This will be Vienna's Greatest Bicycle Parade – Don't Miss It!
Start: Rathausplatz

20.30  Bicycle Exhibition

Tour du Monde. Fahrradgeschichten. Bicycle Stories
The Famous Embacher Bicycle Collection
Museum of Contemporary Art, MAK, Stubenring 5
Museum für Angewandte Kunst, MAK
SPEED DATING: DATING CYCLE  
Thursday  
13 June 2013

Cycling Cities, Regions and Cycling Policies

1. Benefits of the Austrian Cycling Master Plan  
   Martin Eder, Federal Ministry of Environment, Austria

2. Cycling Consulting for Different Players in Austria  
   Helmut Koch, komobile Gmunden GmbH, Austria

   Heike Bunte, University of Dresden, Germany  
   Jürg Zryd, Future Bike CH, Germany

4. Competition ’Bicycle-Friendly Municipality 2012’ in Austria  
   Manuel Pröll, Austrian Road Safety Board, Austria

5. Graz ’99: A Post-Velo-city Success Story  
   Helmut Spinka, City of Graz, Austria

6. The Importance of the Districts for Cycle Traffic in Vienna  
   Susanne Reichard, Mobility Agency Vienna, Austria

7. Mountain Biking In and Around the Alpine Capital Innsbruck  
   Eva Lang, Markus Maier, Ferdinand Pospischil, University of Innsbruck, Austria

   Rainer Kolator, ZT-Büro Kolator, Austria

9. Tirol auf D’Rad, Tyrol on Bike: A Success Story of Rural Cycling  
   Ekkehard Allinger-Csollich, Provincial Government of Tyrol, Austria

10. Is Innsbruck Becoming the Cycling Capital of Austria?  
    Thomas Neyer, Markus Maier, Ferdinand Pospischil, University of Innsbruck, Austria

11. Cycling is Serious Business: How the Business Sector Can Contribute to Cycling Strategies and Solutions  
    Roelof Wittink, Dutch Cycling Embassy, Netherlands

    Gerhard Abel, Planet Architects ZT GmbH, Austria

13. How to Decide Which Cycling Benefits are Best for Your Municipality  
    Uwe Petry, Büro VAR

Studies and Research

14. Future Cycling in an Old Metropolis: How a Cycle Highway Network Can Take Cycling in Vienna to the Next Level  
    Jeroen Reuser, FH-Joanneum, Austria

15. Reconceiving the Bicycle: How User Demand for Cycles as Multifunctional Utility Vehicles Can Be Met  
    Valentin Vodev, Design Studio  
    Valentin Vodev, Austria

16. BeCycle: Or How to Motivate Young People to Ride a Bike  
    Gabriele Bürger, Vienna University of Technology, Austria

17. An Analysis of the Current Situation and Effects of Bicycle Commuting in Japan  
    Mio Suzuki, Tokyo Institute of Technology, Japan

18. Cycling Economy in Austria  
    Ernst Miglbauer, Invent, Austria

    Simone Feigl, University of Applied Sciences FH Joanneum, Austria

20. Students’ Attitudes Towards Increased Cycling in the City of Zagreb  
    Željka Pavlović, Matija Vugler, City of Zagreb, Croatia

21. Introduction of a Method to Develop a Bikeability Map: The Case of Graz, Austria  
    Sylvia Titze, University of Graz, Austria

22. A Weather-Dependent Bicycle Forecast Model for Vienna  
    David Moosbrugger, University of Natural Resources and Life Sciences Vienna, Austria

23. Insecurity and Accident Risks of Cyclists: A Case Study Approach  
    Christopher Schlembach, Austrian Road Safety Board, Austria
SPEED DATING: DATING CYCLE
Thursday
13 June 2013

Media and Communication

Online-Bicycle-Calculator Shows the Cost-Savings for Companies
Markus Schuster, Herry Consult GmbH, Austria

Let’s Talk about IT: How Cycling Cities Can Help Cyclists and Bicycles Join the Conversation
Angela van der Kloof, Mobycon, Netherlands

The Bicycle as a Motivating Factor in Public Participation: Cycling Advocacy Groups Within the Local Agenda 21 Process in Vienna
Anna Trauner, Lokale Agenda Wien Landstrasse, Austria

Com-oVer: A Community-Related Traffic Service for Optimizing Planning of Bicycle Infrastructure and Improved Routing
Mario Lange, ABC Consulting, Austria

SMILE: Simply Mobile, Making Future Integrated Mobility Real
Stefan Gara, ETA Umweltmanagement GmbH, Austria

Vienna’s Bike-Sharing System: Developing a Computer-Aided Bike-Redistribution System
Hans Erich Dechant, Gewista, Austria
Markus Straub, AIT, Austria

Hardware and Infrastructure

klima:aktiv mobil Cycling Academy: Field Trips to Best Practice Examples of Cycling Infrastructure
Judith Schübl, Austrian Energy Agency, Austria

Nextbike Bike Sharing System in Rural Austrian Territories
Gerald Franz, Niederösterreichische Energie- und Umweltagentur, Austria

International Business: Bike Sharing System
Sebastian Schlebusch, nextbike GmbH, Germany

Determining Future Bicycle Parking Requirements in Vienna
Birgit Grosse, Snizek+Partner, Austria

Opening One-Way-Streets for Cyclist: Cheap and Easy Measures to Improve Urban Cycling Conditions
Andrzej Felczak, Argus, Austria

Developing a 30% Cycling Culture with Low-Cost Infrastructure
Richard Mann, Transport Paradise, UK

Green Wave for Cyclists: The Smartphone Approach
Robert Schönauer, mobimera, Fairkehrstechnologien, Austria

Combining Bicycle Traffic With Public Transport: Problems and Solutions for the Southern Vienna Region
Judith Löschl, Vienna University of Technology, Austria

An Unusual Bridge for Bicycles in Vienna
Michael Schwarz, City of Vienna, Austria

Bicycles, Bicycle Art and Accessories

flapcap: A Stay-Dry Saddle, No Cleaning or Drying Necessary
Lukas Steger, flapcap (startup), Switzerland

The Most Flexible and Cost-Efficient European E-Bike Rental Solution
Andreas Lohner, Lohnerwerke

Vienna’s D.I.Y.CycleCinema: Open Air Screenings Powered by Modified E-Bikes
Andreas Reiter, Cycle Cinema Club, Austria

RadArt: Yes, This is Art, But it’s Also a Bicycle!
Hanspeter Willi, Pro Velo Graubünden, Switzerland

Winter Maintenance of Cycle Paths
Martina Ableidinger, City of Vienna, Austria

Removing Wrecked Bicycles
Nicole Aigner, City of Vienna, Austria

Smart Upgrading of Cycling Infrastructure
Daniel Elias, nast consulting ZT GmbH, Austria

Flapcap: A Stay-Dry Saddle, No Cleaning or Drying Necessary
Lukas Steger, flapcap (startup), Switzerland

The Most Flexible and Cost-Efficient European E-Bike Rental Solution
Andreas Lohner, Lohnerwerke

Vienna’s D.I.Y.CycleCinema: Open Air Screenings Powered by Modified E-Bikes
Andreas Reiter, Cycle Cinema Club, Austria

RadArt: Yes, This is Art, But it’s Also a Bicycle!
Hanspeter Willi, Pro Velo Graubünden, Switzerland
Bikes Speak Up! A Do-It-Yourself Session on How to Design, Produce and Attach Messages That Let Others Know: Bicycling Rules!
Roland Alton, University of Applied Sciences Vorarlberg, Austria

Light Up Your Bike! Improving the Safety and Image of Cyclists
Stephan Landgraf, Argus Styria Radlobby, Austria

Take a Brake! Bicycle Trailer with Power Brake
Christian Steger-Vonmetz, Steger-Vonmetz, Austria

The Vienna Mechanics' Bike from 1930 to 1980
Richard Hollinek, Werner Schuster, Publishing Company Hollinek, Austria

Promotion and Financial Support for E-Bikes in Austria
Iris Ehrnleitner, Ministry of Agriculture, Forestry, Environment and Water, Austria

Children and the Urban Transport Tipping Point: Schulterblick’s Interactive Approach to Cycle Training and Education
Robert Fuchs, Schulterblick, Austria

Mobility Management at the Food Store Company SPAR with a Focus on Cycling
Hannes Glavanovits, SPAR Austria, Austria

30 km/h: Making Streets Liveable. A European Citizens’ Initiative
Heike Aghte, EUGENT, Germany

RadlBörse (Bike Exchanges): A Community-Based Approach to Recycling Used Bicycles and Saving Raw Materials
Martina Gura, ARGUS Radlobby Tyrol, Austria

Healthy and Bicycle-Friendly School Roads: A Manual of Structural Ideas Promoting Active Transportation for Schools
Simon Rask, Danish Cancer Society, Denmark

RadRettung: Free Bike Safety Checks Throughout Vienna!
Gudrun Pollack, Radlobby IG Fahrrad, Austria

KinderRadSpass: A Joyful Program to Motivate Kids to Cycle
Patrice Hershbain-Blondin, Radlobby IG Fahrrad, Austria

BiskleteBinelim: Cycle Training for Female Immigrants in Vienna
Sonja Debenjak, Radlobby IG Fahrrad, Austria

Klasse auf D’Rad, Classes on Bikes: Mobilizing Young People to Use Their Bikes
Martina Abraham, Klimabündnis Tirol, Austria

How the City of Vienna Tried to Make Road Users Acknowledge Each Other: The Backstage Story of the 'Tschuldigen' Campaign 2012
Christine Chaloupka-Risser, Factum OG, Austria

To Kindergarten by Bike
Karin Ausserer, Factum OG, Austria

How to Improve Bicycle Festivals: The Case of Ljubljana 2012
Janez Bertoncelj, City of Ljubljana, Slovenia

MOBILITY Workshop: A UNESCO project of the Decade of Education for Sustainable Development
Klaus Renoldner, Argus, Austria

Cycling Tourism

7 Years of the 'Week of Cycle Tourism’ Along Prague-Vienna Greenways
Christian Schrefel, Radlobby Lower Austria

Asset Management for Towpaths: High Quality Cycling Infrastructure as a Base for Interregional Tourism and Income in the Danube Region
Markus Hoffmann, Vienna University of Technology
Sylvia Gleitsmann, Niederösterreich Tourismus, Austria

Austrian Cycling is Riding High: 14 Certified Routes with Cycle-friendly Accommodations
Philipp Ausserweger, Cycling Tours in Austria

Interregional Bicycle Routes in Carinthia
Volker Bidmon, Provincial Government of Carinthia, Austria

Assessing Bicycle Tourism in the North-East of Austria, Including Cross-Border Bicycle Traffic With the Czech Republic
Oliver Coufal, University of Natural Resources and Life Sciences, Vienna, Austria
**Cycling Visionaries Awards**

<table>
<thead>
<tr>
<th>ID</th>
<th>Title</th>
<th>Organizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>71</td>
<td>Bicycles for Life: Promoting Cycling as a Vital Component of Urban Sustainability</td>
<td>Melisa Gómez, La Ciudad Verde, Colombia</td>
</tr>
<tr>
<td>72</td>
<td>Romania Bike Fest Bucharest</td>
<td>Raluca Fiser, Green Revolution</td>
</tr>
<tr>
<td>73</td>
<td>Cargo Bike Collective Vienna: How to Facilitate an Autonomous Cargo Bike Transport</td>
<td>Konrad Berghuber, Lastenradkollektiv Wien, Austria</td>
</tr>
<tr>
<td>74</td>
<td>Tel-O-Porter: A Shared Bike Trailer Boosting Bike Sharing Schemes</td>
<td>Udi Rimon, Industrial Designer, Israel</td>
</tr>
<tr>
<td>75</td>
<td>WOOM: The Growing Bicycle For Children</td>
<td>Christian Bezdeka, Studio Bezdeka, Austria</td>
</tr>
<tr>
<td>76</td>
<td>CYCLODEO – Virtual Bike Rides: Visually Sharing Cycling Experience on the Web</td>
<td>Samir Bendida, Cyclodeo, Netherlands</td>
</tr>
<tr>
<td>77</td>
<td>Tapping Traffic: Embracing the Power of Smartphones and Counting Bikes and Pedestrians Everywhere</td>
<td>Anders Swanson, Green Action Centre Winnipeg, Canada</td>
</tr>
<tr>
<td>78</td>
<td>Mais Amor Menos Motor: Mobility and Bicycle Culture in Rio de Janeiro</td>
<td>Gabriela Binatti Souza, Transporte Ativo, Brazil</td>
</tr>
<tr>
<td>79</td>
<td>Cargo Bicycle Counts: The Benefits of Cargo Bicycles in Rio de Janeiro</td>
<td>Ze Lobo, Transporte Ativo, Brazil</td>
</tr>
</tbody>
</table>

**Departure Cycling Affairs**

<table>
<thead>
<tr>
<th>ID</th>
<th>Title</th>
<th>Organizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>80</td>
<td>Bicycle Poetry – Borracce di Poesia: Urban Cycling and Rhymes</td>
<td>Alessandro Ricci, Borracce di Poesia, Italy</td>
</tr>
<tr>
<td>81</td>
<td>Velonautica TV: Documenting New Cycling Cultures</td>
<td>Friedrich Grünzweig, Velonautica, Austria</td>
</tr>
<tr>
<td>82</td>
<td>Recicleta: Recycling and Donating Unused Bicycles</td>
<td>Alejandro Vera, Recicleta, Chile</td>
</tr>
<tr>
<td>83</td>
<td>'Auto'-Mobile Beijing: The Comeback of Beijing’s Bicycle Culture</td>
<td>August Liu, MIT, United States</td>
</tr>
<tr>
<td>84</td>
<td>Ljubljana Bike Base Initiative</td>
<td>Borut Sočan, Trimo Urban Crash Team, Slovenia</td>
</tr>
<tr>
<td>85</td>
<td>VELOcité: Ride Your Bag, Accessories for Urban Cycling</td>
<td>Eva Blut, Austria</td>
</tr>
<tr>
<td>86</td>
<td>pneuMU – pneuMatic Umbrella: An Inflatable Rain Cover for Every Situation</td>
<td>Magdalena Brunner, Austria</td>
</tr>
<tr>
<td>87</td>
<td>Grr-Grr-Bike: A Smartphone Game Designed to Increase Political Support for Bicycle Projects by Connecting Players with Local Bike Advocacy Groups</td>
<td>Andy Nash, GreenCityStreets.com, Austria</td>
</tr>
<tr>
<td>88</td>
<td>flip*light – Slap Bracelet With Interactive Maneuver Indicator</td>
<td>Florian Novak, Austria</td>
</tr>
<tr>
<td>89</td>
<td>Box: A Locker System for Bicycles</td>
<td>Rodrigo Pérez, perezramerstorfer design &amp; creative studio, Austria</td>
</tr>
<tr>
<td>90</td>
<td>Vienna Swing Bike: A Pop-up Band Event</td>
<td>Erik Norden, Austria</td>
</tr>
<tr>
<td>91</td>
<td>Raddepot – Bicycle Storage: An Exceptionally Compact Micro-Architecture. Protecting Bicycles from Theft, Vandalism &amp; Bad Weather</td>
<td>Wolfgang Enzinger, Raddepot S&amp;E GmbH, Austria</td>
</tr>
<tr>
<td>92</td>
<td>Easy Ride: An Easy Way to Take Your Bike on the Metro</td>
<td>Christian Nuhsbaumer, Velobase Nuhsbaumer Fox Gesbr, Austria</td>
</tr>
</tbody>
</table>

**SPEED DATING: DATING CYCLE**

**Thursday**

**13 June 2013**
07.30–08.30  Bike Yoga

Enjoy a relaxed start of your conference day.
Bring your bicycle.
Location: Rathaus Park

8.30–9.45  Cycling – A Smart City Approach

Chair: Monika Jones

The Alliance Between Public Transport and Alternative Modes: A Way Forward
Alain Flausch, Secretary General UITP International Association of Public Transport, Belgium

The Role of Cycling in Sustainable Urban Development
Georg Hauger, Vienna University of Technology, Austria

Sharing the Road No Matter Its Form and Design: A Cycling Story from Kampala to Inspire the Rest of the World
Amanda Ngabirano, Urban Planner and Scientist at University of Makere, Uganda

9.45–10.15  Coffee Break

10.15–11.45  Lectures

Changing Bicycle Cultures
Chair: Ursula Zappe, City of Vienna

Fresh Wind: The Cycling Strategy for Vorarlberg. Why Vorarlbergers Cycle Twice as Much as the Average Austrian?
Gernot Kiermayr, Vice Mayor of Bregenz, Austria
Martin Scheuermaier, Provincial Government of Vorarlberg, Austria

From Sidewalks to Main Streets: Changing Bicycle Usage Patterns in Japanese Cities
Hirotaka Koike, Utsunomiya Kyowa University, Japan

Towards a Culture of Excellence in Constructing Cycling Infrastructure in a Previously Car-Dominated City: How a Public Administration is Searching for New Standards in Cycling Infrastructure and Working With User Groups
Bruno Coessens, Fietsersbond, Belgium
Frederik Depoortere, Brussels Regional Government, Belgium

The Sound of Cycling: Visual and Musical Bicycle Echoes
Chair: Andrea Weninger, Rosinak & Partner

The Sound of Cycling: The Politics of Performing Bicycles, Bodies, and Cities through Sound
Frauke Behrendt, University of Brighton, United Kingdom

The Role of the Bicycle in Films and Artwork: An Approach with Moving Pictures
Christine Dérijaz, Film editor, Switzerland
Andrea Weninger, Rosinak & Partner ZT GmbH, Austria

Bike for Bread. A 26’ Documentary on the Hard-Working Bread Delivery Cyclists in the Chaotic Streets of Cairo, Egypt
Claude Marthaler, Cyclonaute, Switzerland

Overrun by Success **
Chair: Marie Kåstrup, City of Copenhagen

HELP! Too Many Bikes! Can the Dutch City of Groningen Increase Cyclings’ Mode Share from 50% to 65% by 2020 While Also Making Bikes Less of an Inconvenience for Everyone Else?
Jaap Valkema, Erwin Tollenaar, City of Groningen, Netherlands

Using Cycle Super Highways to Improve Non-Motorized Mobility in State Municipalities
Ulrich Malburg, Ministry of Transport North-Rhine Westphalia, Germany

Overrun by Success: What Strategies Do We Need to Deal with Large Amounts of Cyclists in Our Cities?
Burkhard Horn, Senate Department of Urban Development and the Environment, Germany

** Infrastructure relevance
PROGRAM
Friday
14 June 2013

Kids on Bikes: The Future of Cycling
Chair: Ulla Thamm, Rosinak & Partner

From Chaos to Order: The Role of the School Mobility Manager
Alessandro Meggiato, Municipality of Reggio Emilia, Italy

Escolas de Bicicletas – The Fantastic New Bicycle Schools of Sao Paulo, Brazil
Mikael Colville-Andersen, Copenhagenize Consulting, Denmark

Promoting Behaviour Change to Children by Engaging Parents as Decision Makers, Volunteers, and Cycle Champions. Experience and Evidence from Scotland
Nathan Kaczmarski, Cycling Scotland, United Kingdom

10.15–11.45 Podium Discussion

Alternative Realities and the Culture of Survival: Bicycles in Car-Dominated Environments
Chair: Monika Jones

Witnessing the Golden Age of the Bicycle Kingdom Beijing. Bicycle Livelihoods and Urban Systems
Liman Zhao, Founder of Smarter Than Car, China

Cycling Promotion in a Car-Oriented Environment: Is the Peaceful Coexistence of Different Road Users Feasible in Cyberspace and in Real Life?
Piotr Kuropatwinski, University of Gdańsk, Poland

Carma: Compensate for the Bad Karma Generated by the Car
Pedro Ribeiro, Carma, Portugal

10.15–11.45 Round Tables

I Walk the Path You Cycle: Coexistence Between Pedestrians and Cyclists in Urban Areas
Janez Bertoncelj, City of Ljubljana, Slovenia

Public Bikes and Public Transportation: Formal and Informal Links
Ricardo Marques, Vicente Hernandez, University of Seville, Spain

Daily Cycling Goes Rural: Two Cycling Scientists on Action Research for Rural Cycling Culture
Evelyn Eder, University of Natural Resources and Life Sciences Vienna, Austria
Tadej Brezina, Vienna University of Technology, Austria

Cyclists’ Viality as an Oppressed Behaviour, Or: Cyclists’ Way to Interact with Public Space as an Oppressed Behaviour
Pedro Malpica, University of Seville, Spain

30 km/h in Cities. Both for Cars and Bicycles!
Erik Kjærgaard, Atkins Danmark, Denmark

How to Justify Planning Choices for Improving Bicycle Network: Applications of Brutus Simulation Model in Bicycle Infrastructure Planning and Impact Assessment
Kari Hillo, Strafica Ltd, Finland

How to Manage Bicycle Parking in Dense Urban Areas Without Building Expensive Bike Parking Stations. The Case of Bern, Switzerland
Roland Pfeiffer, City of Bern, Switzerland

Seamless Transport is Smart
Hosted by UITP, Combined Mobility Platform
Chair: Caroline Cerfontaine

Beyond Simple Addition: Bicycle Parking Solutions at Railway Stations in the Netherlands
Folkert Piersma, Marieke Zwaneveld, Lesley Valies, Prorail, Netherlands

Attention Public Transport Authorities! Portable Bicycle Coops: How to Create Value for Public Transport Authorities in Offering Coop Programs with Cyclists’ Associations and Industry Partners
Uwe Weissflog, inMotion mar.com, Germany
Markus Schildhauer, ADFC, Germany
Bernhard Fink, Münchner Verkehrs- und Tarifverbund, Germany
Ritualize Cycling!
Chair: Karl Reiter, FGM

Ritualize Cycling! What New Rituals Can be Created to Promote Cycling?
Karl Reiter, FGM Austrian Mobility Research, Austria

Central and Eastern Europe Cycling Strategies
Chair: Matthias Grätz, Baltic Environmental Forum

Bicycle Planning as Part of a Sustainable Mobility Culture in Central and Eastern Europe: Skills and Competences
Matthias Grätz, Baltic Environmental Forum, Germany
Thomas Hefter, Institute for Social-ecological Research, Germany

Czech Cycling Cities and Czech National Cycling Strategy: Initiative of the Charter of Uherske Hradiste
Jaroslav Martinek, Radka Zakova, Centrum Dopravního výzkumu, Czech Republic

10.15–11.45 Lightning Talks
Chair: Martin Eder, Austrian Federal Ministry of Environment

Cycling in Istanbul: Current Situation, Future Trends, and Ways to Increase Ridership
Topuz Kiremitci, Technical University of Istanbul, Turkey

Vancouver Transportation 2040: Setting a New North American Standard for Cycling Facilities
Douglas Scott, City of Vancouver, Canada

‘s-Hertogenbosch was Named the 2011 Dutch Cycle City of the Year and What Other Cities Inside and Outside the Netherlands Can Learn?
Arnold Bongers, City of s’-Hertogenbosch, Netherlands

Cycling as the Key to Urban Growth: The Case of Stockholm
Anton Västberg, City of Stockholm, Sweden

What’s Cycling Got to Do With It? Differences in the Complete Streets Planning Process in Canada’s Two Most Populous Cities: Toronto and Montreal
Ryan Anders Whitney, Toronto Centre for Active Transportation, Canada

City of Antwerp: From a Car City to a Cycling City 2012
Kris Peeters, City of Antwerp, Belgium

12.00–13.30 Lunch

13.30–15.00 Panel Discussion
Mobility Policies & Cycling in the European Union and Its Member States
Chair: Bernhard Ensink, ECF

Siim Kallas, Vice-President of the European Commission, Estonia/Belgium
Michael Cramer, Member of the European Parliament, Germany/Belgium
Marijke van Haaren, President of the Dutch Cyclists’ Union, Netherlands
Mathieu Grosch, Member of the European Parliament, Belgium
Ulrich Syberg, Federal Chairman of ADFC, Germany
15.00–15.10  Departure Cycling Affairs Award

Chair: Monika Jones

15.10–16.15  Closing Ceremony

Chair: Monika Jones

Adelaide Aspires to Be the Best Cycling City in the Southern Hemisphere
Stephen Yarwood, Lord Mayor City of Adelaide, Australia
Michael O’Brien, Minister for Finance and Road Safety, Australia

Handover to Adelaide
Maria Vassilakou, Deputy Mayor City of Vienna, Austria
Manfred Neun, President ECF, Belgium
Michael O’Brien, Minister for Finance and Road Safety, Australia
Stephen Yarwood, Lord Mayor City of Adelaide, Australia
Jack Buckskin, Australia

Closing
Andrea Weninger, Velo-city Program Director, Rosinak & Partner, Austria
Wolfgang Dvorak, Velo-city Conference Director, City of Vienna, Austria

16.30–19.00  Technical and Cultural Excursions

- Go West! Cycling Solutions in the West of Vienna
- Vienna Water Tour
- Hot Spots Grand Tour
- Enjoy the Sights: Vienna City Tour
- Vienna DIY Bicycle Cultures
- Street Art Bicycle Tour

Registration online. Assembly: Rathausplatz/Felderstrasse

21.00  Bike Film Night

For cineasts and bicycle lovers! Free entrance!
Watch a special selection of bicycle short films, including cool sounds from the turntables late at night.
Sigmund Freud Park, Votivkirche
Bike Film Night
For cineasts and bicycle lovers! Free entrance!
Watch a special selection of bicycle short films, including cool sounds from the turntables late at night.
**Time:** 21.00
**Location:** Sigmund Freud Park, Votivkirche

Bike Polo: Vienna Radhaus Polo Masters
**Time:** 15 and 16 June, Saturday: 8.00–20.00
**Location:** Rathausplatz

Velo-city 2013 goes Seestadt Aspern
Open bicycle laboratory, bicycle picnic, bicycle fleamarket, Crazy Bikes and Gold Sprint Competition
**More information:** www.aspern-seestadt.at
**Time:** 11.00–15.00
**Location:** Technologiezentrum aspern IQ and PUBLIK

Family Bike Rides (rally) to seestadt aspern
**Assembly**
- Rathausplatz, 10.00
- Arenapark, 10.00
- Margaretenplatz, 10.00
- Wallensteinplatz, 10.00
- Donauinselplatz Schulschiff, 10.00

Belgrade Bicycle Festival
**Time:** 15–16 June 2013
**Contact** Ralph van der Zijden (Ralph@ibikebelgrade.com), www.ibikebelgrade.com

**Weekend and Leisure Tours**

**Five Senses Tour – Bucklige Welt**
an overnight on 15 June is possible
Explore the marvelous scenery of the Bucklige Welt, enjoy an Allgäuer organ concert in the town of Grimmenstein, and let your cares melt away at Asia Linsberg, a thermal spa.
**Contact and registration:** www.lower-austria.info/portal/en/kampagne.asp?tt=NOEWKAMP_R5&id=140702

**Mountain Bike Tour: Just Beyond the Gates of Vienna**
This mountain bike tour combines a look into Vienna’s world famous art and culture with a sampling of its scenic countryside and regional culinary delicacies.
**Contact and registration:** http://www.lower-austria.info/portal/en/kampagne.asp?tt=NOEWKAMP_R5&id=140567

**Iron Curtain Trail Tour (Austria-Hungary) with Michael Cramer, Member of European Parliament**
Cycle along the Iron Curtain Trail in the Sopron area and enjoy a ride through history, politics and nature.
**For more information and to register, please send an e-mail to bettina.mueller@elitetours.at (full name, gender, date of birth, nationality)**
Sunday 16 June 2013

Bike Polo: Vienna Radhaus Polo Masters
Time: 15 and 16 June, Sunday: 8.00–18.00
Finale at 16.00
Location: Rathausplatz

In Velo Veritas
Historic Bicycle Race
Time: 14.00–19.00
Location: Wolkersdorf (castle), Lower Austria
More information: www.inveloveritas.at

Weekend and Leisure Tours

Bicycle Tour to the Lost Sea
Cycle along the Danube Island, enjoy views of the rolling hills of the Weinviertel (Wine District), and discover the Lost Sea at Fossil World. Highlights include the world’s largest oyster reef and the world’s biggest fossil pearl.
Contact and registration: http://www.lower-austria.info/portal/en/kampagne.asp?tt=NOEWKAMP_R5&id=140564

A Cycling Tour to the Salzkammergut
Cycle through this earthly paradise that seems plucked from a picture book. Visit the Salzkammergut’s 76 lakes, whose crystal clear water takes on as many shades of blue. Ascend magnificent mountains with lush alpine pastures and witness the bizarre rock formations of the 3000m high Dachstein range. Refresh in cultural centres such as Gmunden and St. Wolfgang or the Kaiser town of Bad Ischl.
Tour offered on 8 and 16 June

Belgrade Bicycle Festival
Time: 15-16 June 2013
Contact Ralph van der Zijden (Ralph@ibikebelgrade.com), www.ibikebelgrade.com
Contact:
Program Director Andrea Weninger
and Ulla Thamm

program@velo-city2013.com
0043 1 544 07 07 74