


# Organizations and cycling campaigns at the Gdańsk University of Technology

2014

 **University**  
Gdańsk University of Technology

**Country**  
Poland

**Location**   
City Center

**Size**   
Number of students [2015]: approx. 23800  
Number of employees [2015]: approx. 2750

**Mobility Organizational Structure**   
None

## Summary

The student organization "Rowerem na PG" (Cycle to GUT) was founded in April 2014 by a group of students of architecture. The organization brings together cycling enthusiasts, both students and academic staff / lecturers. This association participates in many actions, such as the European Cycling Challenge, and is the organizer of local promotional campaigns such as „Jazda na PG – piknik rowerowy” (Cycle to GUT - bicycle picnic), "Politechnika na rowery i rolki" (University for bicycles and rollerblades), „Kręcimy kilometry dla Politechniki Gdańskiej" (Kilometers for Gdańsk University of Technology) and "PoGaDętki 2014".

## Aims

- Promoting cycling among staff and students of Gdańsk University of Technology as an environmentally friendly and economical means of transport.
- Encouraging the use of bicycle while riding to university.
- Changing the cycling image of the Gdańsk University of Technology.
- Increasing the safety of bikes left in the parking lot.
- Educating about safe cycling.
- "Healthy" competition between European cities, integration, fun within the ECC.

## Stakeholders

- University authorities.
- Vice-rector for Development and Quality of GUT.
- Bicycle shop Wysepka - promotional activities, co-financing prizes.
- Rower Partner - bicycle rental point - promotional activities, co-financing of prizes.
- Południk 18 cafe - promotional activities, co-financing prizes.
- Bike Belle online store - discounts for participants.
- Radio Gdańsk - media patronage
- City of Gdańsk.
- Authorities and members of the Rowerem na PG organization.

## Background

Not available.



## Description

"The Rowerem na PG organization grew out of the informal cycling movement of the university community. It was created during the seminar by Dr Sławomir Ledwoń from the Department of Urban Planning and Regional Planning of the GUT Architecture Department. The students were supposed to comprehensively look at the cyclist's situation on the GUT campus and offer specific solutions. The result of the seminar is a comprehensive study - "Bicycle Infrastructure Concept for Gdańsk University of Technology", containing a number of proposals for implementation at the GUT, which would improve the availability of university for two-wheelers fans [...] The activities of a group of dozens were really comprehensive: an inventory of the current situation on the campus and indication of existing barriers in road traffic, review of foreign solutions, survey of the cycling environment needs, locations and designs of covered bicycle storage rooms and bicycle stands. Part of the work also involved creating a marketing strategy for the university's cyclist community. From that, the Rowerem na PG brand, its logo and fanpage on Facebook formed. Rowerem na PG also organizes events for the integration of cyclists and the promotion of this form of movement. The first event organized by Rowerem na PG was a bicycle picnic." [2]

"As part of the cycling campaign, the student organization Rowerem na PG organized the competition "Kręć kilometry dla Politechniki Gdańskiej" under the ECC, in which the main prize - a valuable bike - was funded by the Rector of Gdańsk University of Technology. The competition was addressed to students and graduates of our university. The fierce rivalry has begun on May 1. Students went around the city, from Jelitkowo

to Orunia, Chełm or Morena. There were few places in Gdansk that our cyclists did not reach. And so, on May 31, it turned out that our students had traveled 42576 kilometers, overtaking the University of Gdańsk and the Gdańsk Medical University. The first place in the competition "Kręć kilometry dla Politechniki Gdańskiej" was taken by Sylwia Ławrów from the Faculty of Electronics, Telecommunications and Informatics, with the score of 1873 kilometers. As a reward, the student received a trekking bike. Alicja Szpręga (Faculty of Electronics, Telecommunications and Informatics) was second, with 1661 kilometers. The third on the podium was Konrad Gajewski (Faculty of Electrical and Control Engineering). The winners of the second and third place received GUT promotional gadgets." [4]

"Rowerem na PG is a site dedicated to people using a bike, not only as a means of transport to the university, but also as an expression of their lifestyle or personality." The main idea of this student organization is to promote a healthy and economical lifestyle - cycling - to both students and employees of the Gdańsk University of Technology. These goals are achieved by creating events, preparing small gifts for bike users, organizing competitions and happenings, and, above all, working for specific and practical solutions for bicycle users. Thanks to the Rowerem na PG initiative, numerous bike stands were created; repair stations, equipped with tools to perform basic repairs were build; entry through the gates to the area of university has been facilitated and barriers have been shortened. The organization also submitted its proposals to the university's Civic Budget. "



## Indicators

- Number of bicycles left in the parking area of the University.
- Number of bicycle stands on campus.
- Number of people who took part in organized happenings / events.
- Number of people supporting the action „Kręcimy kilometry dla Politechniki Gdańskiej”.
- Number of people belonging to the Rowerem na PG organization.
- Number of likes on Facebook.
- ECC statistics, number of kilometers traveled, number of participants.



## Results

- Shortening the barriers and marking the way for bicycles makes it easier for two-wheelers to enter through the gates of the University.
- Ensuring safe places for leaving one's bicycle encourages the use of this means of transport.
- Promotional products are able to attract many participants, both during organized events and spontaneous actions, e.g. handing out gifts for students arriving by bicycle to the university.
- Repair stations, in which everyone can pump their tires for free or perform a quick repair, are a great idea; this type of action encourages using a bicycle every day, as it helps to keep it in good condition.
- Organizing events or debates, where everyone is able to comment on their adventures associated with cycling expeditions (and the possibility of receiving a prize for the best story) is able to attract a larger number of recipients.
- Publishing bicycle trivia and solutions that make life easier for cyclists online encourages people to follow the fanpage and to be interested in changing their means of transport to bicycle.
- Building new bicycle parks and service stations encourage students and employees to use bicycles
- More and more people commuting to the university choose a bicycle, which increases the demand for parking spaces for cyclists at the campus.
- The University promotes cycling and supports bicycle organizations and encourages more and more students and employees to use bicycles by building new parking spaces for cyclists.



## Expense

Value not known, range:

- Printing leaflets and posters.
- Purchasing promotional gadgets.
- Purchasing prizes.
- Purchasing bicycle stands.
- Changing the length of entry barriers.
- Marking bicycle routes with paint.



## Financing

- Gdańsk University of Technology.
- Bicycle shop Wysepka.
- Rower Partner - bicycle rental point.
- Południk 18 cafe.
- The funds in the budget of the City of Gdańsk for financing all types of active mobility initiatives.



## Lessons Learnt

- Grassroot initiatives integrate the academic community.
- Social networking sites play an important role in popularizing information about planned events, completed activities and achieved results.

 Pictures



Fig. 1. Effects of the Rowerem na PG initiative - shortened barriers at the entrance gates



Fig. 2. Effects of the Rowerem na PG initiative - repair stations



Fig. 3. Effects of the Rowerem na PG initiative - bicycle stands



Fig. 4. Winners of the "Kręć kilometr dla Politechniki Gdańskiej" contest [4]



Fig. 5. Award ceremony of the "Kręć kilometr dla Politechniki Gdańskiej" contest [4]

 Pictures



Fig. 6. Pictograms and logos related to the promotion of cycling [5]

 Links

- <https://www.facebook.com/roweremnapp/>
- <http://www.pg.edu.pl>
- [https://pg.edu.pl/aktualnosci/-/asset\\_publisher/hWGncmoQv7K0/content/ludzie-nie-wiedza-co-traca?](https://pg.edu.pl/aktualnosci/-/asset_publisher/hWGncmoQv7K0/content/ludzie-nie-wiedza-co-traca?)
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 Contact person

Not available.