

# European Cycling Challenge

2012

 **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

In 2015, the European Cycling Challenge cycling challenge was won by the city of Gdańsk, whose inhabitants covered around 450,000 kilometers. In 2016, the inhabitants of Gdańsk were first again, with around 828,000 kilometers. In 2017, in the cycling competition of European cities, Gdańsk inhabitants cycled 831 497 kilometers altogether, defeating 38 European cities, which gave it the titles of cycling European champion and the most cycling European city. The success was also influenced by the participants that commuted to and from the Gdańsk University of Technology, who jointly produced 48,354 kilometers, which is about 6% of the sum total. This project has influenced the development of the mobility of a given segment, for example in the form of renovation and the creation of new parking spaces for bicycles. In addition, Gdańsk organized a large promotional campaign among its citizens. Two new campaigns have been created, "Kręć kilometry dla Gdańska" (Cycle for Gdańsk) and "Kręć kilometry dla Politechniki" (Cycle for the University). Numerous awards have been prepared for a hundred of the best participants and for the most "cycling" company groups. Participants were awarded with a bicycle and cycling accessories. Everyone who traveled over 1000 kilometers received a commemorative cycling T-shirt.

## Aims

- Increasing the popularity of a bicycle as a means of transport in the city.
- At least a temporary change in transport behavior to a greener one.
- Increasing the ecological awareness of campaign participants.

## Stakeholders

- City Hall in Gdańsk.
- Authorities of the Gdańsk University of Technology.
- Authorities of other universities.
- Authorities of companies.

## Background

Not available.



## European Cycling Challenge 2012



### Description

The first edition of the European Cycling Challenge took place in May 2012. Seven European cities took part in the action, and other countries joined in the subsequent years. As part of the campaign, each trip is localized by means of GPS, smartphone for cyclists and the Endomondo internet platform, which made it possible to share data in real time. The main stimulus that influenced the popularity of the campaign was the competition and rivalry among cyclists. ECC has also become an important instrument for local authorities. Thanks to the given challenge, specific data on the number of people using a bicycle and their needs have been identified. Participating cities had for the first time the possibility to collect a lot of detailed data on commuting to work and mobility on a bicycle.

Gdańsk first took part in the 3rd edition of ECC in May 2015. As part of this edition, a local campaign "Kręć kilometry dla Politechniki" was created. This competition was addressed to students of the Gdańsk University of Technology. The organizer of the competition was the Student Organization "Rowerem na PG" in agreement with the Rector of the Gdańsk University of Technology Prof. Henryk Krawczyk, Doctor of Engineering, Full Professor

at GUT. The main goal of the competition was to promote a healthy lifestyle and to encourage students to use the bicycle as the main means of transport in the city. To participate in the campaign, one had to:

- Register on the website <http://cyclingchallenge.eu/pl>.
- Download the free mobile application "Cycling365".
- Choose the team - "Gdańsk".
- Choose a university group - Gdańsk University of Technology.

Then ride the bicycle throughout May and record all the journeys (for work, shopping, leisure) using the application. Only the routes covered in the city of Gdańsk area counted in the competition. Three students from Gdańsk University of Technology who traveled the largest number of kilometers were awarded.



### Indicators

- Number of people cycling to / from GUT.
- Number of bicycles left in the parking lot.
- ECC statistical data from the years 2015-2017.
- Number of people with increased awareness of an ecological and healthy lifestyle.



### Results

The European Cycling Challenge significantly influenced the participants' awareness. In addition, the involvement of many companies influenced the popularity of a given challenge, e.g. in the form of free breakfast activities, which resulted in an increase in the number of participants in the ECC program. This in turn contributed to a significant reduction in pollution and noise. The program's publicity and the size of the campaign allowed for the renovation and construction of new parking spaces for bicycles on GUT, thanks to which it is possible to safely leave a bike, e.g. under a roof.



### Cost

Not available.



### Financing

Not available.



### Lessons Learnt

- Promotional campaigns significantly increase the popularity of the project.
- A well-organized European campaign can affect the development of infrastructure of workplaces, schools and universities.
- Number of parking spaces for bicycles and the improvement of their quality have an impact on the number of participants in the competition.
- Involvement of workplace authorities and schools affects the success of the action.
- Number of participants has an impact not only on the development of the campaign but also on the improvement of environmental conditions.
- It is worth to organize similar actions for the sake of the inhabitants' environmental awareness.
- GUT's participation in the competition also allowed the Gdańsk University of Technology authorities to observe the need to develop individual parking lots for bicycles and their service areas.



### Pictures



Fig. 1. Men's bicycle "Gdańsk" [2]



Fig. 2. Gifts for the participants of the "Kreć dla Gdańska" campaign

 Pictures


Fig. 3. Winners of the "Kreć kilometry dla Politechniki Gdańskiej" competition



Fig. 4. New parking spaces for bicycles in front of the GUT Main Building

 Links

- [www.cyclingchallenge.eu/](http://www.cyclingchallenge.eu/)
- [www.civitas.eu/content/shaping-mobility-tomorrow?\\_ga=1.233837086.1656423355.1483118270](http://www.civitas.eu/content/shaping-mobility-tomorrow?_ga=1.233837086.1656423355.1483118270)
- [www.gdansk.pl/wiadomosci/Krec-kilometry-dla-Gdanska-od-1-maja-pracujemy-na-trzecie-zwyciestwo-w-ECC,a,76593](http://www.gdansk.pl/wiadomosci/Krec-kilometry-dla-Gdanska-od-1-maja-pracujemy-na-trzecie-zwyciestwo-w-ECC,a,76593)
- [www.pg.edu.pl/aktualnosci/-/asset\\_publisher/hWGncmoQv7K0/content/okrazyli-swiat-rowerami?p\\_p\\_auth=vDOiwCD0&redirect=http%3A%2F%2Fpg.edu.pl%2Faktualnosci%3Fp\\_p\\_auth%3DvDOiwCD0%26p\\_p\\_id%3D101\\_INSTANCE\\_hWGncmoQv7K0%26p\\_p\\_lifecycle%3D0%26p\\_p\\_state%3Dnormal%26p\\_p\\_mode%3Dview%26p\\_p\\_col\\_id%3Dcolumn-1%26p\\_p\\_col\\_count%3D1](http://www.pg.edu.pl/aktualnosci/-/asset_publisher/hWGncmoQv7K0/content/okrazyli-swiat-rowerami?p_p_auth=vDOiwCD0&redirect=http%3A%2F%2Fpg.edu.pl%2Faktualnosci%3Fp_p_auth%3DvDOiwCD0%26p_p_id%3D101_INSTANCE_hWGncmoQv7K0%26p_p_lifecycle%3D0%26p_p_state%3Dnormal%26p_p_mode%3Dview%26p_p_col_id%3Dcolumn-1%26p_p_col_count%3D1)

 Contact person

Not available.