

The Danish Bicycle to Work Campaign 1999

An Efficient Combination of Lottery and Cycling

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Summary

The Danish Bicycle to Work campaign held in 1999 had 55,750 participants. The campaign lasted for 3 weeks in the late summer and the average distance cycled per participant was 115 km, a total of more than 6 million km. The campaign was set up as a lottery where those who carried out a certain amount of cycling could win travels, bicycles and bicycle accessories. The fee for taking part was DKK 20 (2.68 Euro). The main motivating factors were collegial relations and positive aspects about cycling, while environmental considerations had only a minor role. An evaluation shows big satisfaction and a general change from car use to cycling, also after the campaign, among the participants. It was the second time a nation wide bicycle to work campaign was carried out in Denmark. The number of participants in 1998 was 30,000.

1. Background

“Vi cykler til arbejde” (we bike to work) is the name of a nation wide bicycle to work campaign carried through by Dansk Cyklist Forbund (Danish Cyclist Federation) and Danmarks Firmaidrætsforbund (Danish Association for Employees’ Sport).

The aim of the campaign is to make people use the bicycle as a means of transport in connection with their journey to work and to focus on the benefits of using a bicycle.

The campaign is inspired by the Norwegian 'Sykle til jobben' campaign. Good experiences from local campaigns carried out in Holstebro 1996 and Copenhagen 1997 made Dansk Cyklist Forbund try the concept on a national scale in 1998 with a considerable success and repeat the success in 1999. This paper gives details about the 1999 campaign and its participants. A continuation of the campaign in 2000 is planned.

2. Basic Facts about the Campaign

The campaign lasted for three weeks, 23rd August to 12th September 1999. The target group for the campaign was employees working all over Denmark.

It was teams, usually set up of people working at the same place, that took part in the campaign. A team should have a contact person and consist of between 4 and 16 persons.

The price for taking part was DKK 20 (EUR 2,68) per participant. A team, thus, should pay between DKK 80 and DKK 320 depending on its size.

Each team received a form to fill out about actual travel behaviour to work in the campaign period, namely whether the team members did go to work and whether they used the bicycle in connection with their journey to work. The number of kilometres cycled per team member was also asked for.

All participants furthermore received a magazine describing, among other issues, how to get themselves and their bicycle in shape for the start of the campaign. The contact persons, one per team, furthermore received 4 newsletters.

By the end of the campaign the contact person should report back about the total number of working days, cycling days, kilometres travelled and the actual number of team members.

Those teams who managed to use the bicycle at least half the number of days they went to work did take part in a lottery about travels abroad (to Bali), bicycles and bicycle accessories. The chance of winning was proportional to the number of cycling-days for the teams and everybody in the winning team got a travel to Bali. The same teams got a diploma about their participation in the campaign.

The campaign had some financial support from the Danish state but the major part of the income came from users and municipalities paying the secretariat for services in connection with the campaign.

3. Recruitment of Participants



One and the same picture was used on all folders, flyers, posters and diplomas concerning the campaign.

Recruitment of participants was done in several ways:

- * by sending out newsletters to teams from the 1998-campaign
- * by sending out flyers and folders to selected employers all over Denmark
- * by sending out folders with a covering letter from the mayor to selected employers in several municipalities
- * by local activities and events directed towards employees or cycle users
- * by press coverage mainly achieved by sending out press releases about the campaign and local and national events
- * by a homepage (www.vicykler.dk) about the campaign

Municipal backup to the campaign made it possible to send out invitations signed by the mayor to employers in several municipalities. In about 10 of these places special forms, bearing the name of the municipality, was made for reporting about the daily behaviour of the participants. In several cities the campaign was launched by offering free breakfast to potential participants at major cycle routes. There was, on top of this, a number of supporting activities around in the country (local competitions, identification of the most bicycle friendly employer, local newsletters).

Teams could send their enrolment by mail, fax, email or by using the homepage. Almost 50% enrolled via the homepage which saved a considerable amount of work typing in teams in the

campaign secretariat. 71% of those, who took part in the 1998-campaign, re-enrolled for the 1999-campaign.

4. Results

5,309 teams with 55,750 participants paid, took part and reported back by the end of the campaign. They reported altogether to have cycled 6.2 million kilometres.

Several data can be extracted from the database. To mention a few:

The participants cycled 9.5 km per day, corresponding to a distance to work or train of 4.7 km. The participants cycled 90% of their working days and those teams which reported about the distance cycled in average 115 km during the campaign.

The teams represent about 3,000 different employers in 184 of the 275 Danish municipalities.

The number of participants varied a lot between the different municipalities. A high number usually reflects local activities in connection with the campaign. In the most successful municipalities more than 6% of all employees took part, with a maximum of 7.2%. 26 municipalities had a coverage of at least 3%.

5. Who did Take Part - and Why?

An evaluation of the campaign was made by sending questionnaires to the participating teams. 2000 questionnaires were sent out, 800 came back and were included in the analysis.

The age distribution of participants is rather even with most being between 30 and 60 years old. The average age was 42 years.

The sex distribution shows however that considerably more women than men took part in the campaign (61 and 39%, respectively).



The questionnaire asked for the most important motivation for taking part in the campaign as well as the best positive with it.

So far as the primary motivation is concerned the answers were as follows:

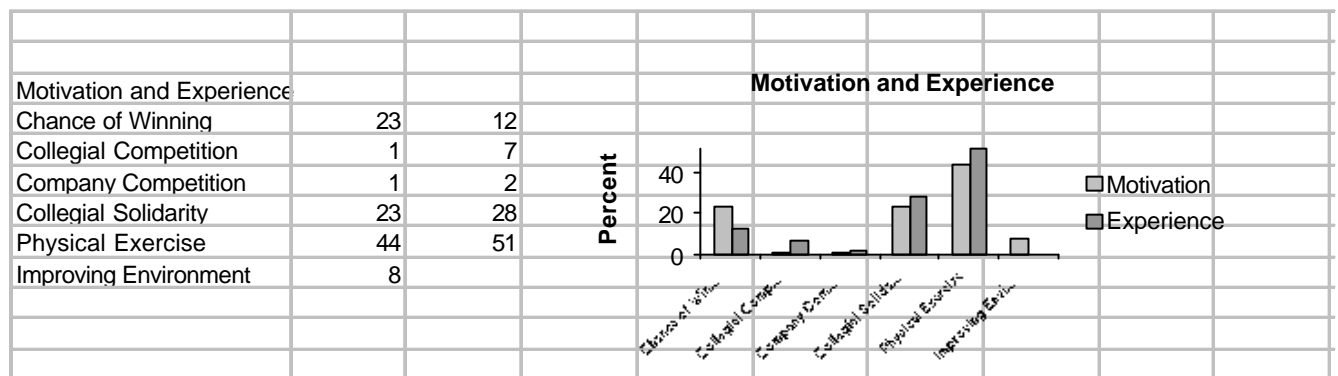
Chance of Winning	23%
Collegial Competition	1%

Company Competition	1%
Collegial Solidarity	23%
Physical Exercise	44%
Improving Environment	8%

The answers concerning the best experience were distributed as follows:

Collegial Focus Point	28%
Collegial Competition	7%
Company Competition	2%
Excitement About Winning	12%
Fresh Air	17%
Physical Exercise	25%
Well Being	9%

A comparison of the responses about of motivation and best experience is shown in the following graph. The three last items of best experience are added together as they all regard to the actual cycling.

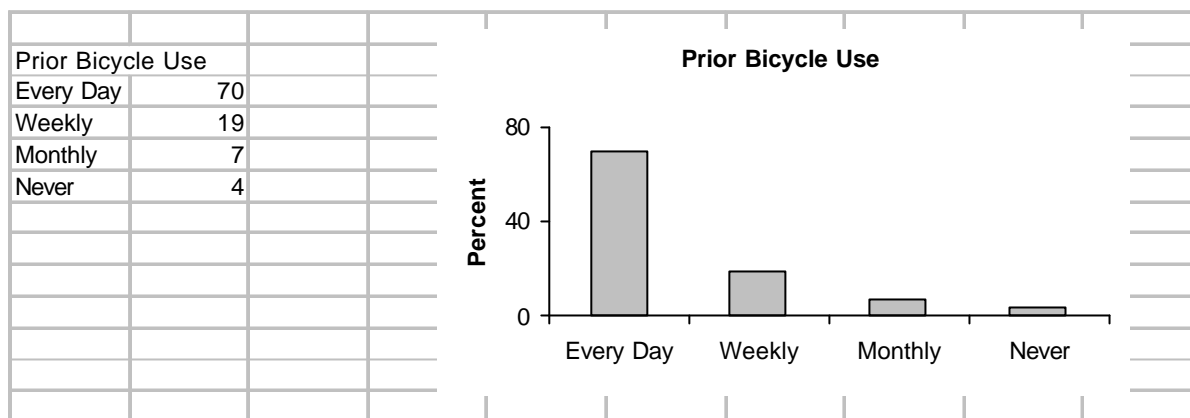


Collegial matters show to be important in motivation and even more important as a good experience from taking part in the campaign. This is true also for the physical exercise and the other positive aspects related to cycling. The competition and chances of winning has some influence but is, according to the participants, not the most important.

Environmental issues have a significantly smaller importance as motivating factor, and competition with other companies is mentioned as the most important only by a few.

6. Changes of Transport Behaviour

A significant part of the participants did already use the bicycle to and from work before the campaign.



70% used the bicycle consequently to and from work before the campaign while 4% never did.

Those who did not use the bicycle before the campaign used the following means instead:

Walk	14%
Public Transport	14%
Car	69%
Other	3%

61% of those, who used the car to work before the campaign, claim to use the bicycle more for all purposes (not only home-work) after the campaign. And 37% of them state they use the bicycle more often than the car to work.

45% of those, who never biked to work before the campaign, has continued their cycling to work after the campaign. This figure is based on small numbers, but is still remarkable.

25% of the participants state that they used the bicycle more during the campaign than normally.

And 25% of those, who also took part in the 1998-campaign, and who used the car before, say they used the bicycle more for everyday purposes since then.

The evaluation also shows a migration to the groups with more frequent bicycle use to work.

So far as combination of public transport is concerned 14% used this before the campaign and 11% during the campaign. There is, thus, a net change to cycling over the full distance. This may reflect lack of information about the fact that the combination of bike and bus or train is “legal” for those taking part.

31% of the participants say the campaign has strengthened the collegial solidarity at their place of work.

In general there is a big satisfaction about taking part in the campaign.

Experience	
good	32
really good	68



7. Discussion

The results of the evaluation point into the same direction as several other studies: Once people who normally don't use the bicycle have had a positive experience with it, they tend to use it more often in the future.

Other studies also, as it was confirmed by the evaluation, point on physical exercise as a more important motivating factor than environmental considerations.

The set-up of the campaign, however, also manages to use collegial contacts to the benefit of more cycle use and the campaign does on the other hand increase the collegial solidarity.

Criticism has been raised against using long distance travels as a carrot for CO₂-saving activities. The campaign's award of sending 16 people to Bali did result in an emission of 37 tonnes of CO₂ or 0.7 kg per participant. This corresponds to driving 5 kilometres in a new car. If, thus, the annual use of cars per participant is reduced with 5 km the campaign will be in CO₂-wise balance. The figures indicated above indicates an effect in saving car-kilometres which is more than an order of magnitude (e.g. 10 times) better than that.

It should be mentioned that those who already cycle probably do not cycle more or use less car due the campaign. On the other hand they are made happy by the positive interest into their transport behaviour. This reinforces their modal choice.

8. Conclusion

The combination of a lottery and a cycling campaign directed towards teams of employees has a significant positive effect on bicycle use and health. It also results in a reduction in CO₂-emissions from car use.

References

- Evaluering af Kampagnen Vi cykler til arbejde 1999, Morten Rasmussen, Dansk Cyklist Forbund, February 2000.