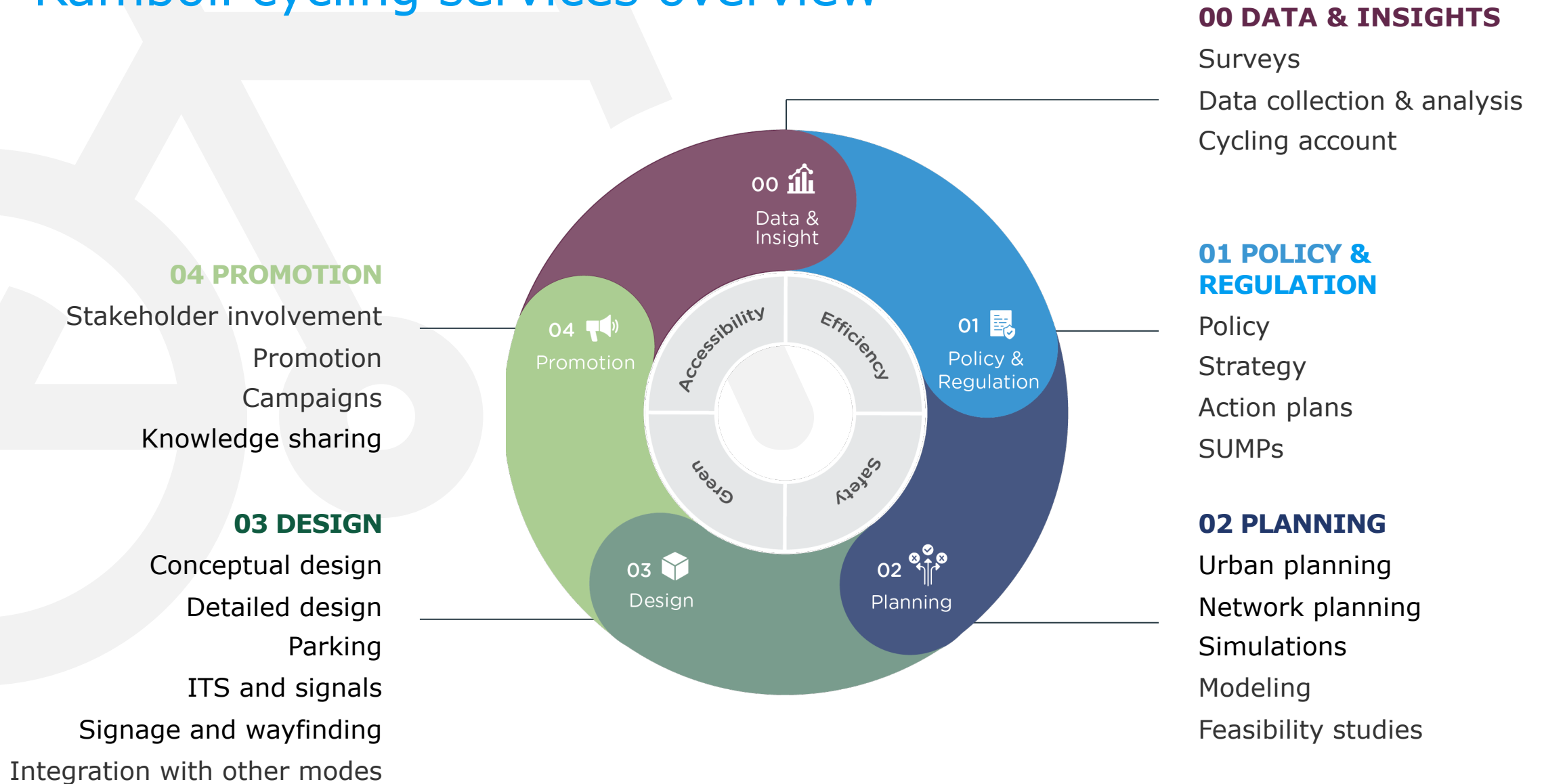


Ramboll cycling services overview



04 Promote

References

04 Promote

Build it and they will come – but this is not enough.

Often the barrier for changing a habit is the 15 cm between our ears.

To **normalize cycling** we need to promote cycling as a normal **everyday activity that everybody can do** regardless of gender, style, age or income.

Often communication is not enough – having people **try it out** very important key to behavior change.

Examples of services Ramboll offer for this phase are:

- Citizen involvement
- Branding campaigns
- Behavior change measures and activities



Active School Travel

DLR (Greater Dublin), Ireland

Challenge

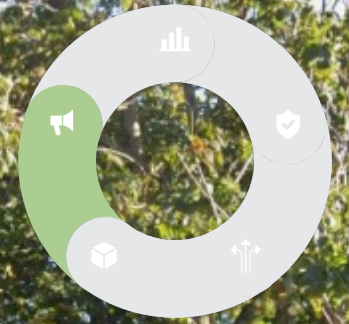
Negative perception of 'reckless cyclists' led to resistance to proposed Active School Travel routes.

What we did

Public engagement and promotion. We showed that there were also families with children all over the county who would like to cycle as long as their concerns about safety would be met.

Effect

Change the perception of cycling in DLR County so that more more children would get a chance to walk and cycle to school.



Active travel to work

Oslo, Norway

Challenge

An increase in bicycle share during the pandemic and a new everyday life back in the office has led to more people being active to and from their workplaces. Cycling has become the new normal where more people cycle all year round. The pressure on each employer to facilitate and make it easy for their employees to continue being active has therefore increased.

What we did

Rambøll carried out a large survey of how well many of the municipality's workplaces are adapted for active work travel. The survey includes a travel habits survey of the employees as well as a physical inspection of the workplaces. Based on the survey, Rambøll has subsequently recommended measures.

Effect

The insight from this survey and the measures proposed will help workplaces to prioritize and implement measures so that more people can choose to be active to and from work.

