



BIKE TO WORK 2016

FINAL REPORT

NEWLY FOR WALKERS & RUNNERS

BIKE TO WORK 2016

The sixth year of the Bike to Work competition livened up the streets of dozens of Czech and Moravian cities and towns in May 2016. 2016 has been – in many aspects – a break-through year. Apart from cyclists, this year, runners and walkers have joined the competition for the very first time, and so the number of competitors has exceeded ten thousand for the first time in its history – also thanks to the inclusion of these new participants. The total of 10,800 employees from 1,825 companies and institutions in 27 participating cities tried to get to work on bike or on foot during the whole month of May, and do something good for their health, the team spirit as well as the environment of their respective cities.

The Bike to Work competition, inspired by developed European countries, motivates employees in companies and institutions to cycle to work and from this year on, to use other environmentally friendly means of transport. Furthermore, the competition encourages employers to create necessary conditions for these active employees, such as showers, changing rooms, safe bike stands etc. Anyone who can make up a team of at least 2 and maximum 5 members and regularly bikes to work with their colleagues in May can participate in the competition. During the competition month, the competitors write down their trips into a form on www.dopracenakole.cz and those who bike to work most regularly or cycle the greatest distance have a chance to win prizes. People can also participate in creative categories. The Cyclo-Employer of the Year award can be won in each of the participating cities by those companies who provide the best conditions for cycling to work.

Bike to Work is organized by Auto*Mat in cooperation with local organizers from 27 participating cities (see table on pages 13 and 14).

THE MAIN 2016 FIGURES

10,800 participants

1,825 companies and institutions

27 participating cities

2.3 million environmentally-friendly kilometres, of which:

- 2,103,099 km by bike (22, 177 cycling trips)

- 161,535 km by foot (54,204 walking trips)

EMISSIONS OF THE MOST HARMFUL PULUTANTS SAVED²:

9.3 kg fine dust particles

(they bind carcinogenic substances and get directly to blood circulation)

341,506.8 kg carbon dioxide (the main greenhouse gas)

187.7 kg volatile organic compounds (VOC)

1,640.5 kg carbon monoxide

ONE THOUSAND REASONS WHY CYCLE TO WORK!



auto*mat

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EUROPEAN CUP OF CYCLING

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Mediální partner
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Radio Wave

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ROZ 102

Partners
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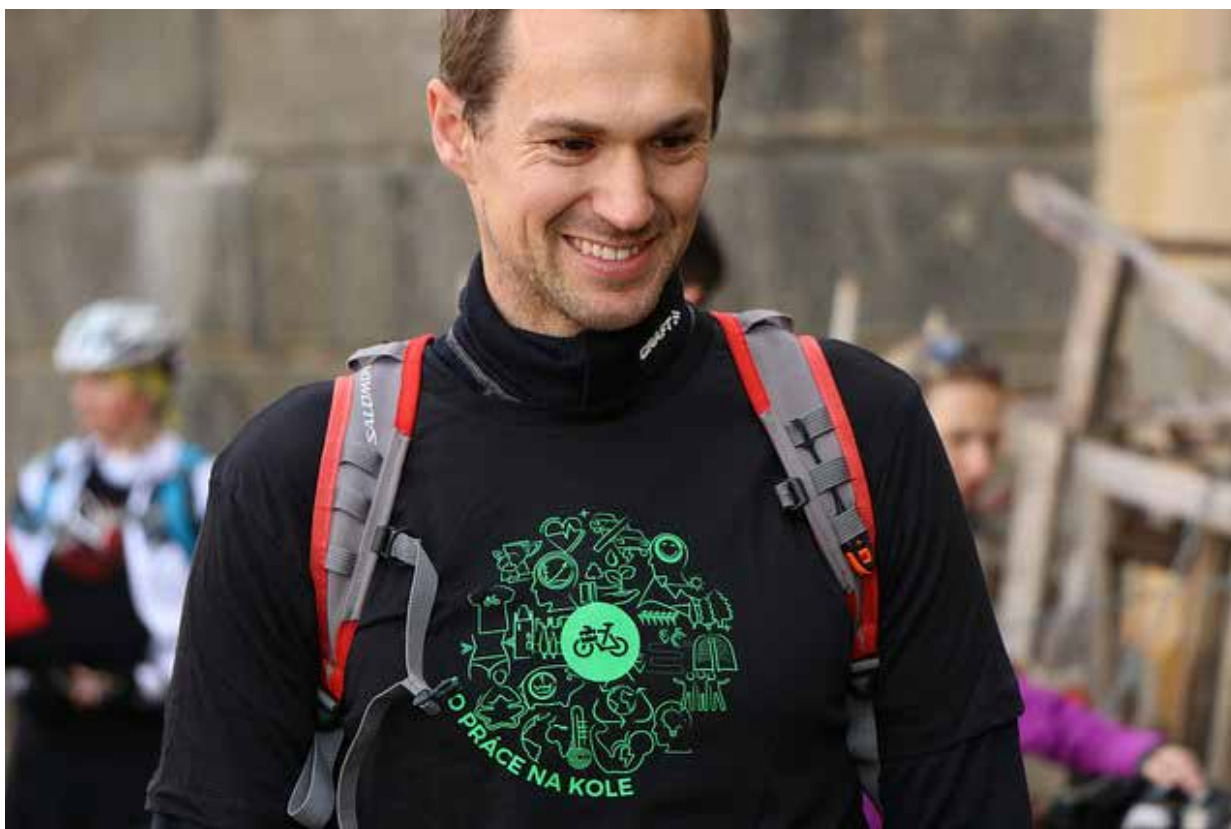
Partners
ING

Partners
RSJ

Partners
citybikes

Akce se koná pod záštitou radního hl. města Prahy Petra Dolínka.

The centrepiece of this year's graphic face of the competition was a circular "mandala" consisting of several colourful images symbolising reasons why to cycle to work. Its aim was to show, together with the "One thousand reasons why to cycle to work" motto, that regardless of motivation – which can be pragmatic (saving money, greater performance, better health) or more idealistic (cleaner air in cities for future generations etc.) – there are always countless good reasons why to cycle to work.



The colourful mandala adorned campaign T-shirts which were distributed to all participants.



For the first time this year, participants could also purchase a cycling jersey with a special competition design.

PROMOTION ACTIVITIES

OPENING PRESS CONFERENCES AND BIKE RIDES



Bike to Work was kicked off on March 9 with a press conference in andel's by Vienna House Prague (the winner of the 2015 Cyclo-Employer of the Year category in Prague) and was attended by the well-known economist Tomáš Sedláček, the main media face of Bike to Work 2016, the representatives of TNT – the general partner, and the representatives ABRA Software – the national partner and patron of the “Aby firmy šlapaly” (Companies that Run Well) category³. In the majority of participating cities, the campaign started with Big spring bike ride.

CYCLING AMBASSADORS



The Bike to Work opening was also supported by the Dutch ambassador. The Embassy of the Kingdom of the Netherlands has acted as the competition's national partner for the sixth time. On March 9, Mr Ed Hoeks kicked off the bike rides in Říčany and participated in the opening press conference. The first half of 2016 was also the time of the Dutch EU Presidency in the EU Council with cycling and sustainable transportation as its top priorities. More EU presidencies with such priorities!



A female delegation from the Norwegian embassy came to support the Bike to Work competition in Jindřichův Hradec.

BIKE RIDES IN CITIES AND TOWNS

Big spring bike ride are traditional April events that open the cycling season and encourage people to join the Bike to Work competition in May. The 2016 bike rides were held in the following cities and towns: Brno, České Budějovice, Hranice, Jihlava, Jindřichův Hradec, Nové Město nad Metují,



People in České Budějovice enjoyed a stylish and sun-lit bike ride.

Nový Jičín, Olomouc, Ostrava, Otrokovice, Praha (Prague), Třebíč, Říčany and Žďár nad Sázavou. People enjoyed a special prank bike ride in Přerov, the “Opening of cycling paths in the Zlín region” event in Zlín and Otrokovice and in Uherské Hradiště, they “cycled to vineyards”.



In spite of the rain, the bike rides in Prague was very nice.

BREAKFAST FOR CYCLISTS

Just like last year, Auto*Mat – in cooperation with the Prague City Hall – rewarded Prague cyclists for their environmentally friendly way of getting to work. On several April mornings, Auto*Mat's volunteers distributed an apple, a sweet, the Bike to Work leaflet and materials related to the Clean Footprint campaign (www.cistoustopou.cz) to cyclists and pedestrians alongside Prague cycle paths and invited them to join the May competition.



T-SHIRT EVENTS

In May, each participant could make use of a variety of events and get something for free provided he or she wore a campaign T-shirt. Apart from the traditional “coffee on T-shirt”, they could get, for example “a swimming pool on T-shirt”, “an ice-cream on T-shirt”, “service on T-shirt” or an “exhibition/concert on T-shirt”. Each city or town came up with something different.



Traditionally, in Prague, most people came to pick up their free coffee at the embankment near Palacký square.

ANNOUNCEMENT OF WINNERS/ CLOSING PARTIES

Closing events and the ceremonial announcement of the results were scheduled for the beginning of June. Organizers prepared a different accompanying programme and original prizes for the winners in each city or town. The best performers and the most creative participants received bikes, kick scooters, travel trips, cycling accessories, vouchers and a lot more for their environmentally friendly and sustainable way of getting to work (cycling, running, walking) during the whole month.



Photos from closing events in České Budějovice, Znojmo and Liberec. In Liberec, Bike to Work ended in style: participants could enjoy a bike trial show and the winners received beautiful glass medals and cups from the local competition supporter, Preciosa, from Jablonec.



In Brno, the winner received a gorgeous bike from Cyklospeciality. In Prague, the winner obtained a weekend for two in Karlovy Vary from andel's by Vienna House Prague.

RESULTS

The highest number of kilometres per head was achieved by Bike to Work 2016 participants in Otrokovice – 396 km/month. Moreover, Otrokovice has the second highest percentage of participating inhabitants (after Jindřichův Hradec) and, last but not least, the best Cyclo-Employer of 2016 – Continental Barum – is located there too.

City	Number of Competitors	Number of Kilometres	The proportion of participants out of the total number of citizens (in %)
Brno	1,595	301,852	0.42
Břeclav	130	18,404	0.52
České Budějovice	462	66,110	0.50
Hradec Králové	193	43,198	0.21
Hranice	61	15,452	0.32
Jablonec nad Nisou	95	15,478	0.21
Jihlava	415	82,009	0.82
Jindřichův Hradec	269	38,346	1.22
Karviná	113	22,572	0.19
Kladno	10	3,424	0.01
Liberec	228	45,656	0.22
Nové Město nad Metují	60	14,558	0.61
Nový Jičín	193	39,649	0.81
Olomouc	512	117,868	0.51
Ostrava	426	109,418	0.14
Otrokovice	203	80,396	1.10
Pardubice	682	116,557	0.75
Plzeň	514	94,954	0.30
Prague	3,601	693,097	0.28
Přerov	209	45,090	0.46
Rychnov nad Kněžnou	31	5,311	0.27

City	Number of Competitors	Number of Kilometres	The proportion of participants out of the total number of citizens (in %)
Říčany u Prahy	53	8,997	0.39
Třebíč	35	6,396	0.09
Uherské Hradiště	68	14,921	0.27
Ústí nad Labem	234	34,290	0.25
Zlín	245	52,856	0.32
Znojmo	61	7,075	0.18
Žďár nad Sázavou	40	7,349	0.18
Participants who withdrew from the competition	78	-	-
All CR cities	10,816	2,101,283	-

THE BEST MALE PERFORMER

Martin Vašák, Brno – 2,922 km

THE BEST FEMALE PERFORMER

Vlasta Štochlová, Praha – 2,190 km



Vlasta Štochlová (in the middle) won not only in the Performance category but she also received the main country-wide Creativity prize – a kick scooter YEDOO City New – for her impressive photo-gallery created from her beautiful snapshots on and from the way to work on her bike (<http://www.dpnk2016.wix.com/dpnk2016>).

CYCLO-EMPLOYER OF THE YEAR IN CR

Continental Barum Otrokovice

The title of Cyclo-Employer of 2016 in the Czech Republic, an annual Newsweek subscription and an OP Tiger print voucher was awarded to Continental Barum from Otrokovice. This company truly deserves the title. Barum organises a motivational company-wide competition with valuable prizes and there are over 700 company bikes in use on the company's premises. Additionally, some technicians and maintenance specialists have kick scooters at their disposal. Furthermore, Barum employees can use five chip system bike rooms that are electronically monitored and more are being built. There are showers and changing rooms on each floor of the administrative building, including lockers for bike helmets. Mr. Libor Lázníčka, Barum's director personally talks to the employees to find out what challenges they face when cycling to work and he promised to discuss the most problematic areas with the local authorities as well as contribute financially in order to resolve them.



Barum motivates its employees to regularly cycle to work with a company-wide competition where participants can receive valuable prizes. Barum employees can use five chip system bike rooms that are electronically monitored and more are being built. In Barum, people have not only lockers for their clothes but also lockers for their bike helmets!



Left: Libor Lázníčka, director from Continental Barum s.r.o, receives the main prize from the Zlín coordinator: Newsweek's annual subscription and an OPTiger print voucher for a print of a hundred of T-shirts.

Right: Jindřiška Czwartynská from Mibcon (the Prague's Cyclo-Employer of 2016) receives a well-deserved prize (Philips LCD screen from MMD) from the competition's coordinator Iva Nevečeřalová.

For more results in local categories please see <http://dpnk2016.dopracenakole.cz/cs/souteze/>

The best Cyclo-Employer of 2016 in Prague is Mibcon a.s. The company not only motivates its employees to bike or walk to work (they have an all-year-round motivational competition with valuable prizes) but also its customers: everyone who cycles to Mibcon receives an organic cotton towel with Mibcon's logo.

MEDIA IMPACT

Media continued to be interested in the Bike to Work competition in 2016 as well. The main media partner was Česká Televize for the second time. Other media partners were: Vpress (Velo, Cykloturistika and 53x11 magazines), Newsweek, media companies MEC and Lagardere Active CR (Evropa 2, Frekvence 1, YouRadio), Radio 1 and Radio Wave.

In total, **over 300 media outputs** informed about Bike to Work 2016 in press, radio, web or on TV.

The main voice and face of the campaign was Tomáš Sedláček, a well-known economist and journalist, who provided interviews on Radio 1 and Radio Wave.

Promotion Bike to Work 2016 video spots were to be seen on ČT and Prima i-vysílání (online broadcasting), in Aerofilms cinemas (Aero, Bio Oko, Světozor – in Prague, in Hradec Králové and Brno) and in other cinemas in Nový Jičín, České Budějovice and Jindřichův Hradec.

Number of views of promotion spots on YouTube: 12,000.

A promotion audio spot with the voice of the well-known moderator Alexander Hemala was repeatedly broadcast by Radio 1, Radio Wave, Frekvence 1 and Evropa 2 in April.

Billboards: 40 JC Decaux kiosks in Prague and 20 citylights in Prague.



POLITICIANS ON BIKE

The campaign was also supported by the minister of transport, Dan Ťok, who cycled on the Vltava embankment to work on the second day of the competition and who signed up for the competition together with other teams from the Ministry. Other politicians joined, too: Petr Dolínek from Prague City Hall who is responsible for the transportation system and also acts as deputy mayor, Robert Pelikán, minister of justice, Petr Štěpánek, mayor of Prague 4 and Jan Čížinský, mayor of Prague 7. Based on this, Blesk, a daily newspaper, informed about politicians cycling to work.

BUDGET

COSTS

Type of Cost	Amount
Material (T-shirts, transport)	956,213
Personal costs	1,414,330
Web and graphics	98,370
Overhead costs	256,488
Production costs	195,908
Other services	35,672
Print	25,000
Total	2,981,981

INCOME

Type of Income	Amount
Participation fees	2,143,581
Financial gifts	207,554
Contributions from cities/towns	119,000
Sale of services (partners)	282,231
Grants	221,000
Total	2,973,366

CONCLUSION

The campaign in its sixth year saw a huge year-on-year increase in participants (more than one third). As opposed to last year's 7,200 participants, this year, 10,800 competitors put the campaign T-shirt on. Also, four new cities joined the competition, namely Třebíč, Žďár nad Sázavou, Rychnov nad Kněžnou and unofficially Most as well as more than 600 new companies many of whom significantly improved their infrastructure for those who wish to cycle to work. According to the questionnaire filled in by 1,600 competitors, 30 % participants reduced the usage of their cars thanks to the competition and 42 % respondents say they intend to continue cycling to work throughout the year. During May, the main competition month, Bike to Work competitors made as many environmentally friendly kilometres as if they went around the Earth 57 times, saving tonnes of harmful substances (see page 3).

During the sixth year of its existence, the Bike to Work competition has become a country-wide phenomenon which changes peoples' transportation habits, thus dramatically impacting the quality of life in the cities and towns of the whole country. "We are really happy about this and at the same time it is a huge commitment for the future. The bigger the impact of the competition, the more important it is to maximally harness its potential and continually enhance it in order to achieve healthier environment and a better and happier life in cities for us all," says the campaign's manager Iva Nevečeřalová from Auto*Mat.



THANK YOU TO PARTNERS

We would like to thank all partners without whom it would not be possible to organise the competition. They are, above all,:

General partner TNT Express,

who, apart from a financial contribution, distributed starter packs with T-shirts to all participants all over the Czech Republic for the 4th year.

OP Tiger,

who, as usual, printed and packed all competition T-shirts.

National partner ABRA Software,

who, apart from a financial support, sponsors a summer follow-up of the competition entitled „Aby firmy šlapaly“ (Companies that run well).

Embassy of the Kingdom of the Netherlands,

who, as usual, supports the competition financially as well as by promoting it in the participating cities.

The main media partners:

Česká televize (Czech Television), Vpress publishing (Velo, Cykloturistika, 53x11), MEC media agency, Lagardere Active ČR media agency (YouRadio, Frekvence 1, Evropa 2), Newsweek, Radio Wave and Radio 1.

We also thank all local partners and donors of prizes listed on the www.dopracenakole.cz website under individual cities.

General partner



National partner



Media partners



Local partners



THANK YOU TO LOCAL COORDINATORS

from the municipalities of

- Břeclav/ coordinator: Lukáš Hlavinka
- Hradec Králové/ coordinator: Karel Šimonek
- Karviná/ coordinator: Jan Šimerda
- Liberec/ coordinator: Vladislav Rozsypal
- Nový Jičín/ coordinator: Michaela Mrklovská
- Přerov/ coordinator: Jiří Janalík
- Říčany/ coordinator: David Michalička
- Třebíč/ coordinator: Lucie Floriánová
- Znojmo/ coordinator: Marta Skoumalová
- Žďár nad Sázavou/ coordinator: Radka Remarová

organizations

- Nadace Partnerství (Brno)/ Anna Petříková, Martin Gillár
- Civis novus (Jindřichův Hradec)/ Lenka Michalcová
- Connect (Olomouc)/ Jiří Skarka
- CykloBudějovice (České Budějovice)/ Lukáš Bajt, Petr Klika
- Cyklozlín (Zlín, Otrokovice)/ Jana Vybíralová
- Ostravou na kole (Ostrava)/ Michal Bača
- Ekologické centrum Klubko (Uherské Hradiště)/ Petra Kraváčová
- SK ASK ČR Klub cestovatelů (Plzeň)/ Eva Haunerová
- Slyby – chyby (Jihlava)/ Petr Stejskal
- Hranická rozvojová agentura (Hranice)/ Micheala Škrobánková

and cities/towns

- Kladno/ Miroslav Šíma
- Nové město nad Metují/ Jaroslav Rohulán
- Pardubice/ Veronika Dočekalová
- Rychnov nad Kněžnou/ Tomáš Kasper
- Ústí nad Labem/ Jaromír Veselý
- Znojmo/ Marta Skoumalová

AND LAST BUT NOT LEAST, A CYCLO-POEM

(one of the contributions in the Creativity category)

Do práce na kole Vlasta - Třebíč

Znám mnohá místa,
kde najdu klid
a spoustu příběhů,
jak se dá žít.

Vnímám je pokorně
naslouchám pozorně.

Chci se jen vézt
na každé z cest.

Na kole do práce
může být legrace,
umění žít,
vychutnat klid.

Cycling to Work Vlasta - Třebíč

I know many places,
where I can find peace
and many stories,
how to live.

I watch them humbly
I listen carefully.
I just want to ride my bike
on every path.

It can be fun
to bike to work,
it's about art of life,
enjoying the peace.

² missions are calculated based on the CI2 research centre methodology

³ Aby firmy šlapaly ("Companies that run well") was a special competition category which lasted until the end of September. Its was sponsored by ABRA Software – see www.abfirmyslapaly.cz



WWW.DOPRACENAKOLE.CZ