

Strategic objectives:

- promote use of bicycle (especially for new generation);
- promote new bicycle paths (especially between municipalities).
- increase bike sharing

The actions proposed started from EGS project by liceo “N.Tron”. From EGS forum a work group on sustainable mobility and, in particular, on “bicycle mobility” was born. This work group involved important local stakeholders. This project-event proposed specific activities to send out “strong” messages:



Our “strong” messages:

- FOR CHILDREN: cycling is healthy and fun!
- BOYS/GIRLS: cycling is “glamour” and lets have fun with friends;
- And important attractions/opportunities for:

- CYCLISTS: flea market, bicycle repair, bike test, anti-theft marking/chip
- LOCAL ASSOCIAZIONI: to promote their activities to many people;
- NEIGHBORS MUNICIPALITIES: for a common policies to promote bicycle (round table and shared initiatives)

## **Event 1: “Illuminate a monument with bicycle”**

Schio participates in the National venture “M’illumino di meno”, a radio campaign on energy saving ( <http://caterpillar.blog.rai.it/milluminodimeno/> ) with a singular team competition: illuminate a famous monument of Schio with bicycle(February 18, 2011).

VIDEO OF THE EVENT:

[http://www.youtube.com/watch?feature=player\\_detailpage&v=ppxYOg6-R64](http://www.youtube.com/watch?feature=player_detailpage&v=ppxYOg6-R64)

## **Event 2: Festival 2011 (May 7- 8 2011)**

Locations: City of Schio / garden suburb bicycle paths

A remarkable public event to promote use of bicycle, involving as many stakeholders as possible.

Main public activities and results:

1. Meeting between professional cyclists and students;
2. Acrobatic bicycle contest and student bike party; >> 20 acrobat-bikers and up to 2000 people
3. flea market of bicycle accessories;
4. Bicycle repair shop and lessons about bicycle;
5. Bike test, anti-theft marking and/or chip; >> 222 marks
6. relay race in bicycle paths;
7. “Bimbinbici” (kids on bicycle) >> 550 participant
8. busker on bicycle;
9. little “Giro d’Italia”; >> 1517 cyclist + 2300 pedestrians
10. road safety education for cyclist.

And 28 new bike-sharing card, 20 exhibiting and....bicycle everywhere!

