

Bologna, 25th October 2016

Dear Mayor/Deputy Mayor,

the City of Bologna is pleased to invite your city to take part in the next edition of the **European Cycling Challenge**, which will take place throughout the month of May 2017. For the sixth year in a row, European cities will challenge against each other in using bicycles as a mode of daily urban transport.

The European Cycling Challenge is a successful follow up of the CIVITAS Mimosa European Project, which saw in the past edition the record number of 52 cities from 18 different countries competing against each other, with 46,000 cyclists and 4 Million km cycled in a month.

The participating cyclists, each tracking their own bike trips to work, school, shops, etc. with a free GPS-based smartphone app, contribute to the total number of km cycled by their city-team. The different on-line leaderboards, both on a European level (among cities) and locally (among participants and companies/schools), are updated in real time and are a fun way to measure oneself against one's fellow citizens, colleagues and friends as well as against the participating cities.

This fun way of real time monitoring gave birth to an even more entertaining way of mutually involving citizens through word of mouth and social networks.

The benefits for the cities involved are various:

- **behavior change:** the Challenge is a useful tool to help reduce urban car traffic, getting people to play with cycling and raising their willingness to use the bicycle instead of polluting vehicles,
- **cyclists' motivation:** cities are able to play with their citizens, creating a social and smart community of cyclists,
- **daily physical activity:** the Challenge makes commuting an opportunity of daily physical activity and well-being,
- **active urban planning:** the Challenge has an extremely important technical value in verifying existing cycle networks and in planning future ones, by providing to cities crowdsourced GPS data, which allow to identify the most common routes used by cyclists for getting around.
- **self-promotion:** the Challenge has had a spin-off effect so far, by promoting each city locally and internationally by press and social medias, by awarding ceremonies with European Commission's delegate, participation to international conferences and scientific papers issued.

The **CIVITAS Awards** for public participation assigned by the European Commission in 2016 and in 2013 (<http://civitas.eu/content/shaping-mobility-tomorrow>), and the increasing number of participating cities through the years have underlined the strategic role the Challenge plays in **promoting the use of bicycles as a mode of urban transport**.

The City of Bologna and the SRM, the Local Mobility Authority – as organizers of the Challenge - are confident that the 2017 edition will confirm the results obtained so far in terms of participation and visibility, offering the participating cities an opportunity to dialog with their own citizens on the issues of sustainability and the use of bicycles as a mode of urban transport.

For all these reasons, we are proud to invite your City to join in the 2017 edition.

As for past years, participation in the Challenge requires signing an agreement and making a payment of 1,000.00 € as participation fee which covers the technical costs of managing the web and mobile platforms which are used to track routes and display results. The use of the tracking app, as previously stated, is absolutely free for participants. The supply of GPS data is optional, and if required it foresees an additional fee of 1,000.00 €. Discounts on GPS data are foreseen for members of POLIS Network, EURO CITIES and CIVITAS Cities.

If you require any further information or clarifications please consult www.cyclingchallenge.eu, or contact the SRM at +39.051.361328 or write to ecc@srm-bologna.it.

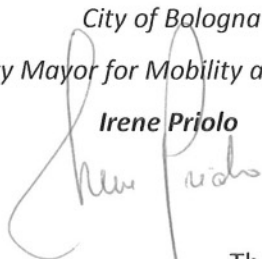
Preliminarily, and in a completely non-binding manner, all cities interested in taking part in the Challenge are kindly requested to fill in the attached form and send it back to the SRM by December 31st, 2016.

Otherwise it is possible to fill in the online form which can be found on the website.

We look forward to seeing your city participate in the 2017 edition, yours sincerely.

City of Bologna
Deputy Mayor for Mobility and Transport

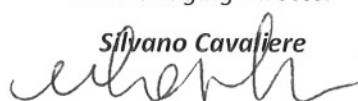
Irene Priolo



SRM – Reti e Mobilità

The Managing Director

Silvano Cavaliere



The European Cycling Challenge is supported by _____