



How to turn a city into a cycling city?

Cycling Cities Webinar Series V: Cost benefit analysis of bicycles versus cars

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Interreg Europe Policy Learning Platform
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**Interreg
Europe**



European Union | European Regional Development Fund

The Policy Platform



Four services for interregional learning

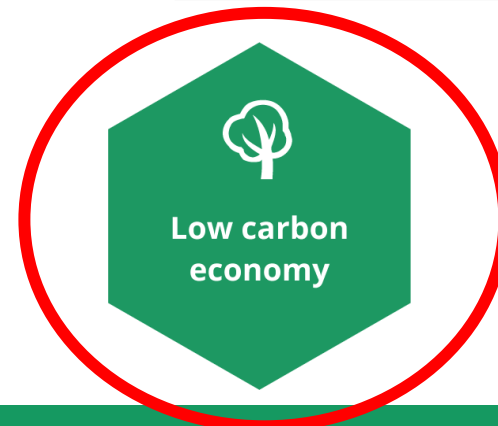


delivered through

Online portal



Expert teams





Expert support

What can the Policy Learning Platform do to support your city / region in your mobility transition?



Peer reviews

- 2-day onsite or online meetings
- Team up with 4-5 peers from other regions for input and feedback
- Only for regional and local authorities
- *e.g. Kilkenny gets a peer review on car-restrictive policies in city centres;*
- *e.g. Warsaw got a peer review to introduce a logistics strategy into their SUMP*

- 2-hour online or onsite meeting
- Team up with 2-3 peers from other regions for input and feedback
- For any type of organization
- *e.g. NWRDA gets a matchmaking on e-bus operational management*

Matchmaking sessions

Policy helpdesk

- Individual written reply by email from PLP expert
- *e.g. Sicily got feedback on their methodology to assess cost of car use*

The Cycling Cities webinar series



- Cycling Cities I - **Strategic planning for cycling**: - [watch the recording](#).
- Cycling Cities II – **Infrastructure Development**: - [watch the recording](#).
- Cycling Cities III – **Getting more people to cycle**: - [watch the recording](#).
- Cycling Cities IV – Cargo bikes for the last mile: - [watch the recording](#).



Cycling cities V: Cost-benefit comparisons of bicycles...

Agenda



Low-carbon
economy

2 keynotes:

- Marie Kåstrup, City of Copenhagen, Head of the Bicycle Program; Cycling Embassy of Denmark, Vice Chair
- Michael Meschik, University of Natural Resources and Life Sciences Vienna, Institute of Transport Studies, senior lecturer and researcher, author of study “Why Transport Policy should Favor the Bicycle Instead of Car Traffic”

2 discussants:

- Maria José Rojo, POLIS, Coordinator for Active Travel and Health
- Holger Haubold, European Cyclist Federation, Director - intellectual Property & Data Collection, author of the ‘EU cycling economy report



**Low-carbon
economy**

www.interregeurope.eu/policylearning/

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