

CREATING A LIFETIME OF CYCLING

The LIFE CYCLE partnership of 10 groups in 9 countries aims to make cycling the natural means of daily transport. Together, public health and city officials, transportation experts and cyclists groups focus on changing sedentary lifestyles into active ones by adding physical activity to daily routines. Promoting a physically active lifestyle, LIFE CYCLE fights the growing obesity and overweight trends. LIFE CYCLE is all about cycling, from kindergarten through retirement. From early childhood, cycling becomes an enjoyable part of life. Later kids get to school by bike. Then bike-to-work, bike-to-shop. Part of the EU's Public Health Programme, LIFE CYCLE will produce a manual showing how to carry out tested actions so that you too can create a lifetime of cycling. ■



CINDI HOSTS LIFE CYCLE DEVELOPMENT MEETING

Concluding the capacity building phase of LIFE CYCLE, the partnership held its 2nd meeting in February concentrating on discussions, adaptations and optimisations of partners' actions & the first version of the LIFE CYCLE intervention manual. Each action was presented and elaborated in workshops. Each action and the final steps to take were summarised for the entire consortium. The communication strategy, including the LIFE CYCLE newsletter and website were discussed. Design and content of the newsletter were decided and the tasks for the first edition delegated to partners. There will be general project newsletters as well as national versions. The next partnership meeting takes place in autumn. ■



LIFE CYCLE SLOVENIA: KIDS, COMPETITIONS & BIKE TO WORK

Starting in Spring 2009, the main LIFE CYCLE activities in Slovenia will be a collaboration with, and improvements to existing projects. LIFE CYCLE Slovenia will foster kindergarten age cycling through play, and promote youth cycling competitions. For adults there will be a cycle to work campaign and safe biking lessons. Cycling events and various games on important days like the Car Free Day will be organised for all ages & whole families. They aim to indirectly influence cycling infrastructure. Two geographical samples are included in the project, one urban and one rural. The city district of Bežigrad in Ljubljana forms the urban group and the rural one is a small town called Beltinci in the Prekmurje region. ■

LIFE CYCLE HUNGARY: CYCLE TO WORK IN BUDAPEST

The Hungarian Cyclists' Club has started its first "Cycle to Work!" action on April 6. Employees qualify for sweepstakes prizes by cycling to work at least 8 times during the 5 week campaign. The title of "company cycling the most" is at stake, as well as a competition for the group reporting the greatest distance covered by bike. More than 8000 people took part in the pilot in autumn 2008. There are great expectations that there will be even more people biking to work this time instead of taking the car. The Ministry of Transport, Telecommunication and Energy is cooperating with the Hungarian Cyclists' Club on this LIFE CYCLE action which will be held again in autumn 2009. ■

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