We look forward to meeting you in our orange Dutch Cycling Pavilion! Chat with the world’s leading cycling experts, get inspired by innovative cycling solutions, share knowledge and experiences. The Netherlands has over 40 years of experience in bicycle policy and practical bicycle solutions and we’re keen to share this expertise to help you achieve a safer and more utilized bicycle network in your city.

More information www.dutchcycling.nl
send a mail to info@dutchcycling.nl
or give us a call +31 (0)15 251 6561

Cycling for everyone!

The Dutch Cycling Embassy is part of Connekt, the independent network for smart, sustainable and social mobility.

ADVERTISEMENT
WELCOME TO THE ARNHEM AND NIJMEGEN REGION!
Welcome to Arnhem & Nijmegen

Thinking of cycling, you think of The Netherlands. The Dutch cycle an awful lot: to their jobs, to school, to do some shopping or just for fun. It doesn't matter who you are or where you’re from, everyone cycles. Preferably every day, because we absolutely love it, especially in our green Arnhem-Nijmegen region. We are deeply honoured to be your host for Velo-city 2017!

The Arnhem-Nijmegen region literally is the place where The Netherlands begin: the country of great rivers and bridges. The Rhine enters the country in our region and splits into the Waal, Nederrijn and Ijssel. Our region is ‘the land of the cyclists, rivers and bridges’. We are also a very welcoming region in which you can enjoy it all: the beauty and history of the cities Arnhem and Nijmegen and the wide green view of our meadows. But above all we are a true biking region where the cyclists get the maximum amount of space with a broadened network of comfortable regional cycle paths for commuters and recreative cyclists.

These cycle paths are separated from the roads, go through attractive areas and connect the city to the surrounding villages. The past few years, more than 50 kilometres of cycle paths have been built, and lots of changes have been made to make cycling a more comfortable experience. Our region also has a lot of great facilities for sports, health, food and innovation. And, of course, one of the greatest bicycle companies in the world: Gazelle!

Our extraordinary network of cycle paths contributes to the accessibility of the region and was formed by close cooperation between the province of Gelderland, Nijmegen and Arnhem, our villages and the national and local ‘Cyclists Union’. It is therefore a great joy for us both to be able to organise the biggest bicycle conference in the world together. We chose ‘The Freedom of Cycling’ as the Velo-city 2017 motto. The Dutch love their freedom, which means more than being free of war. It is the freedom to be and show who you are, the freedom of movement, to be somewhere you want to be at the moment you like. Cycling is the best way of experiencing that freedom.

For us, a bicycle isn’t an object, it is a way of life. Affordable for everyone, good for the environment, healthy and sustainable. The region cherishes this way of life, which, together with the rivers and bridges, shapes our culture and connects out cities to each other. Now Velo-city unites us even more, both on a national and international level, with more than 80 nationalities at the conference and speakers from 40 different countries.

We would love to share our way of life with you, and are more than proud of the programme we put together for you. With fascinating speakers, an extraordinary exposition, special excursions to for example Amsterdam and much more.

We wish you very inspiring days and a fantastic time in Arnhem and Nijmegen.

Mr. B. Staal
Mayor of Arnhem

Drs. H.M.F. Bruls
Mayor of Nijmegen
Let’s share our knowledge, experiences and strategies – and cycle them around the world!

ECF’s Velo-city Series train calls for the next stop of this annual global cycling summit at the Dutch cities Arnhem and Nijmegen. You can see and experience in The Netherlands excellent cycling infrastructure, you can explore the Dutch approach of using the bicycle in combination with the train – and you can engage in the discussions on the newest trends and the best strategies to get ‘more people cycling, more often’ around the globe, in your country, your region, your city. The last inspiring stops of the Velo-city Series train were at Copenhagen, Seville, Vancouver, Vienna, Adelaide, Nantes and Taipei. Now, back in Europe in the year of the 200th anniversary of the invention of the bicycle in Germany, we hope to deliver an inspiring conference. As the holder of the Velo-city Series and co-organizer of Velo-city 2017 Arnhem-Nijmegen - with the cities of Arnhem and Nijmegen and the province of Gelderland - we aim to achieve the best global cycling summit Velo-city 2017 Arnhem-Nijmegen, with many highlights for all of you. For ECF one of the highlights will be for sure the handover of a blue print of an EU Cycling Strategy to the EU Transport Commissioner. I am sure that this blueprint together with all the presentations, experiences, meetings and networking with people from all continents will find their way around the globe.

Enjoy it all, take it home with you – and keep inspiring our great cycling community!

Bernhard Ensink, Secretary General of the European Cyclists’ Federation

Reuniting the cycling family in the home of cycling: the Netherlands.

The next generation of cycling planning begins here, in the heart of a cycling nation. In this special year, the 200th anniversary of the bicycle, we reunite the cycling family from all over the world in the Netherlands – where cycling has played a crucial role in shaping the two cities we will discover together over the next few days.

Cycling is the freedom of active mobility that people need so much, and this week you will get to discover the freedom of cycling in a multitude of ways: choose an outdoor session or a master class, meet your mentor or your peer at the exhibition, mingle with the cycling industry, be inspired and inspire others in the numerous sessions. We can see clearly now how much cycling is changing our cities in regions: in some places it is taking the centre stage, in others it is just beginning. Whatever the level, through our combined work we bring sustainability to the forefront through cycling. This determination can and does achieve many other things as well – as stipulated in the UN Sustainable Development Goals – that bring prosperity and happiness to our cities and the freedom of cycling to all people around the world. Together, as a cycling family, we’re building up ideas, strength and ambition to promote cycling around the world. Be it a new mobility start-up or your very own mayor, everyone is here. What other conference brings together so many diverse actors, movers and innovators? I hope that this week you take it all in as you move through the conference centres or from one city to the next: a true experience of the freedom of cycling.

See you on the cycle highway!

Manfred Neun, President of the European Cyclists’ Federation
BICYCLES, THE NETHERLANDS

Two terms, two images that are inextricably linked with each other. The Dutch really enjoy cycling. Most Dutch people (84%) own one or sometimes more bicycles. Of the 17 million inhabitants in the Netherlands, 13.5 million are cyclists and they own 22.3 million bicycles in total! There is no other similarly affluent country in the world where bicycles are used so intensively!

The Dutch cycle mainly because they find the bicycle to be a pleasant and reliable means of transport. The spatial development and the infrastructure include safe and comfortable cycling facilities like cycle paths and bicycle parking facilities. It is for a good reason that the Netherlands is cycling country number one!

FACTS AND FIGURES

The Dutch choose the bicycle for a quarter of all their journeys up to a distance of about 7.5 kilometres. That equates to more than 4.5 billion journeys by bicycle each year, and a distance of 15 billion kilometres. On average, each inhabitant of the Netherlands completes 300 journeys by bicycle each year, covering a distance of more than 900 kilometers. Women cycle more often than men and native-born Dutch people cycle more often than immigrants. Those are the facts and figures about cycling in the Netherlands.

These facts also explain why organising Velo-city 2017 in the Netherlands, and more specifically in the Arnhem-Nijmegen region, is a uniquely attractive opportunity for you, us and many others from all over the world to enjoy and learn from each other at Velo-city 2017!
ARNHEM & NIJMEGEN & CITIES & CYCLING

The Arnhem-Nijmegen city region is the second largest urban agglomeration in the Netherlands. With over 700,000 inhabitants and two major cities, it is a dynamic, growing region!

The two main cities of Arnhem and Nijmegen are home to 155,000 and 172,000 inhabitants respectively and play a key role as the economic centers of the region. The Dutch choose the bicycle for a quarter of all their journeys up to a distance of about 7.5 kilometres. Commuters, students, inhabitants and visitors travel to and from these cities in large numbers every day. In conjunction with the surrounding municipalities, the region can best be described as a smoothly-running 'daily urban system'.

Since the last edition of Velo-city in the Netherlands, much effort has been put into the development of the creation of an extensive network of fast cycle routes. These fast cycle routes ideally complement the daily urban system: because they offer greater comfort and are free of obstacles, they allow cyclists to travel much greater distances, especially when using a pedelec or an e-bike.
The fact that the Arnhem-Nijmegen region is unique in terms of cycling is underlined by the presence there of the only bicycle museum in the Netherlands, VELORAMA. Its collection includes a large number of unusual bicycles such as a number of original velocipedes, draisines and penny farthings. There is an excursion which includes VELORAMA where an exclusive exhibition celebrates 200 years of the bicycle in 2017!

Arnhem, Nijmegen and the broad surroundings are characterised by extensive and varied natural areas. Of course a range of cycling excursions will take place here in the next coming days during Velo-city 2017.

Arnheim is known abroad – especially among the former Allies from WWII – for the famous ‘Battle of Arnhem’ and Cornelius Ryan’s book on the subject, which has also been adapted for film, "A Bridge too far" (Richard Attenborough). The eponymous bridge is now called ‘John Frost Bridge’.

At the foot of the bridge is the ‘Airborneplein’, where a roundabout on different levels was created sixty years ago, so that cyclists could safely cross the car network in all directions.

In terms of sustainability in traffic and transport, Arnhem has a unique public transport infrastructure with its electric trolleybuses. Arnhem is the only Dutch city with trolleybuses. People from many cities in the Netherlands and internationally come to Arnhem to evaluate this modern concept, which also involves investment in some journeys without trolley wires.

With a renovated station, Arnhem has one of the most modern transport hubs in Europe. From the station, which was built over a bicycle parking facility with 4,500 spaces, visitors can walk straight into the city center. Besides its hilly surroundings, which are unique in the otherwise flat countryside of the Netherlands, Arnhem is known for its many tourist attractions, natural beauty and flourishing creative industry.

The city of Nijmegen

Nijmegen – the oldest city in the Netherlands with a rich Roman history – has a population of approximately 172,000, of which more than 35,000 are students, and was voted and awarded 'Green Capital of Europe for 2018'. This prize is awarded to the European city making the most effort to create a green, sustainable environment. Nijmegen is a regional employment hub with 92,000 jobs and an emphasis on education, health care and business services.

Nijmegen’s Four Days Marches (in which around 65 nationalities participate) and the accompanying Four Days Festivities are the biggest festivals in the Netherlands.
The impression you get of cycling in the big city is not representative of what cycling in the Netherlands is really like: outside the city, it is a peaceful, rural and well-organised experience.

Cycling for everyone
Generally if you are in good health you can cycle everywhere in the Netherlands. Helmets are not compulsory here. Cyclists who wear helmets do so of their own choice. Children will love exploring the Netherlands by bike. The country is flat, distances are short, but there is a lot to see and to experience along the way and following the route signs of the touristical Junction routes and long distance routes can be fun.

Junction routes and long-distance routes
There are different types of cycle routes. The junction route network for instance covers the whole of the Netherlands. Every junction has a number and an information board which contains an overview map. It also indicates the distance to the next junction. At every junction, you have a choice of several junction numbers to continue your trip. This way you can change the direction and length of your trip at every junction. We recomend you try it.

The Netherlands lives up to its reputation as a great cycling destination, there is no other country in the world where cycling is so well-established. One of the reasons for this is that the infrastructure is geared to cyclists: many roads have separate cycle lanes, cyclists have their own crossings and traffic lights.

Did you know, there are more bicycles than people in the Netherlands? Every Dutch man, women or child owns an average of 1,3 bicycles, which makes in total 22.3 million bikes in our country. And 27 % of all mobility movements are done by bicycle!

A recent research shows that children in the Netherlands are the happiest children in the world... One of the reasons is that at a very young age they learn how to ride their bicycle, so that they are more independent.

City versus countrysde
Cycling in a busy city like our capital Amsterdam, can be hectic at first. Not only cars, pedestrians and other cyclists but also trams share the road. Cyclists in the big cities are often compared to a large flight of starlings: they all move at the same time from the right to the left. Sometimes in unpredictable directions and in sudden accelerations, but inside this flight, they never bump against another!
Climate
The Netherlands has a mild maritime climate. Even though the ‘wet climate’ isn’t too much of a problem, make sure to always bring along your rain gear. The best time for cycling is from May to September. Always check the weather forecast before setting out and plan your trip accordingly so you can enjoy a tailwind instead of having to battle a headwind.

Arnhem and Nijmegen
The region is renowned for its excellent cycling infrastructure for both commuters as tourists. Many people choose the Arnhem Nijmegen region for a cycling holiday. There is even a cycling 4-days festival every year! There are cycling highways and in the cities there are also several connecting streets that are specially assigned for bicycles and where cars are allowed as guests!

Please note: It is wise to always lock your bike; in the cities it is best to lock your bike with a chain lock to a fixed object like a cycle stand or a lamppost.

The Arnhem – Nijmegen region is beautiful and unique. In just a short distance of cycling into the countryside you can see swamps, rivers, forests and hills. Find out for yourself by cycling from the capital of the province of Gelderland, Arnhem to the oldest city in the Netherlands, Nijmegen or vice versa!
TUESDAY JUNE 13TH
09.30 - 11.00 The Official Velo-city 2017 Kick-Off Red Room (V) - Livestream in Yellow Room (S)
11.30 - 12.30 Cycling: the Global, European and Dutch context Red Room (V) - Livestream in Yellow Room (S)
12.30 - 17.00 Parallel Sessions see Programme Overview on page 27
17.00 - 18.00 Plenary Session: People Red Room (V) - Livestream in Yellow Room (S)
18.00 Transfer & Welcome Reception Arnhem

WEDNESDAY JUNE 14TH
09.00 - 10.00 Plenary Session: Bikenomics Red Room (V) - Livestream in Yellow Room (S)
10.00 - 13:25 Parallel Sessions see Programme Overview on page 28
13.25 – 15.15 Train transfer to Amsterdam
15.15 – 21.30 Be an Amsterdammer for a day

THURSDAY JUNE 15TH
09.00 - 10.00 Plenary Session: Infrastructure Red Room (V) - Livestream in Yellow Room (S)
10.00 - 17.00 Parallel Sessions see Programme Overview on page 29
17.00 - 18.00 Plenary Session: Urban Planning Red Room (V) - Livestream in Yellow Room (S)
18.00 Mass Bike Parade City of Nijmegen

FRIDAY JUNE 16TH
09.00 - 10.00 Plenary Session: Governance Red Room (V) - Livestream in Yellow Room (S)
10.00 - 14:15 Parallel Sessions see Programme Overview on page 30
14.15 - 16.00 Closing Plenary Red Room (V) - Livestream in Yellow Room (S)
18.00 Closing Festival Sonsbeekpark in Arnhem
USEFUL INFORMATION

FLOORPLAN VEREENIGING

GROUND FLOOR

FIRST FLOOR

BASEMENT

See page 72 for a map of Nijmegen.
The main registration desk is situated at Venue 1, De Vereeniging. At the entrance of the main Expo tent in front of the building you will find several docks where check-in assistants will help you with your registration, hand out your conference lanyard and a badge holder.

**EXCURSIONS**
(if you have not yet booked your excursions)
At the REGISTRATION DESK you can see if there are any places left for left for the Velo-city 2017 EXCURSION PROGRAMME, which you can book there also upon payment.

**LUNCHES**
Upon registration you will receive a voucher for the provided lunches, the lunch-location indicated on the voucher. You may swap your voucher with other delegates but you need the right voucher for the lunch at the right venue.

On Wednesday all participants that join the excursion to Amsterdam receive their lunch-bag on their way to the station. If you require lunches for additional supporting people, you can also book them at the Registration Desk.

**VELO-CITY 2017 POLO SHIRTS**
The unique Velo-city 2017 Polo Shirts (men and women, sizes S,M,L,XL) are on sale at the Registration Desk for € 24.95.

**PROGRAMME DESK**
In the entrance hall near the speakers- and press registration you will find the Programme Desk. At this desk you can ask everything you want to know about the content of the programme. You can sign-up to be a presenter at a SPEED-DATE SESSION and you can book your OUTDOOR SESSIONS and CROW SESSIONS ‘MEET THE MAKERS’.
Treat it like your own!
Throughout the conference there is a free bike available for you. With your own Velo-city Bike Passepartout you can pick up a bike for the excursions, outdoor sessions and all your trips around the town. Your wristband holds your reservation and the number of days that you reserved the bike. It will also work during the excursion in Amsterdam.
You can pick up the bike (that you reserved upon registration) at the Velo-city bike parking, located between the station and the venues (see map on page 72). It will be open every day from 08.00 hrs.

No reservation? Don’t worry!
Your wristband holds a chip that gives access to the public bikes of nextbike. They are stationed at various locations throughout the city. At nextbike.com you will find instructions and information.

BIKE EMERGENCY?
In case of a flat tire or any other bike emergency, please call +31 (0)6 - 17 39 50 73. Our ‘emergency brigade’ will be at your service right away!

Please take notice of the following:
1. You are responsible for your own bike
2. You will be asked to activate your Velo-city Bike Passepartout online, accepting full responsibility in case of loss, theft or damage
3. Always put your bike in a bicycle rack. At both venues there are enough racks to hold all the free bikes.
4. Your bicycle has to be returned on your departure date, but ultimately on Saturday June 17th at 13:00 hrs.

On Thursday afternoon you can use your Velo-city Bike Passepartout to try different bike sharing systems (see page 107).

Warning:
Dutch bikes vary in brake systems.
Pick a bike with a brake system you are confident with!!

These companies have made it possible for you to enjoy your free bike: Batavus, Radboud University, Bikewerk/Swap, CROW (Living Lab), OV-fiets, nextbike

USEFUL INFORMATION
ENJOY YOUR FREE BIKE

picture Studio Braaf
PUBLIC TRANSPORTATION

Always well-connected
Arnhem and Nijmegen are perfectly connected by the public transport system. There are trains every 10 minutes between the two cities. In both cities the main bus station is located at the central train station.

Outside rush hour, you can take your bike with you on the train. Note: you need to book an extra ticket for the bike! For information about the public transport schedule please visit www.ns.nl and www.9292ov.nl

Buses to welcoming reception
On the first day of the conference Velo-city has arranged buses to take all participants to the Holland Open Air Museum in Arnhem, for the welcoming reception. These buses leave between 18:00 and 18:30 from the van Schaack Mathonsingel (check your map) and will return to Arnhem and Nijmegen at various times.

For the excursions, Velo-city has arranged for transport tickets for all participants by bus. Except for the bicycle excursions and outdoor sessions.
Bike Citizens focuses on cycling promotion, app technology and data analysis for cities. The App utilises the know-how of bike couriers and is specifically designed to meet the needs of cyclists in cities. The navigation algorithm favours cycle-paths and side-streets over busy main roads. With its turn-by-turn navigation, tracking options, voice directions and different bike profiles, it offers users better navigation, orientation and safety. No matter if you want the fastest route from A to B, or to take the family on an easy one through parks and green spaces, the app helps you discover the city by fulfilling your own personal cycling needs.

Velo-city 2017 has incorporated their cycling routes in the bicycle app of Bike Citizens. Download the app and check out our cycling routes, including the excursions routes!
How to Cycle like the Dutch: The Unwritten Rules of the Road

by Meredith Glaser, PhD Candidate at the Urban Cycling Institute, University of Amsterdam with help from Dr. Marco te Brömmelstroet and Planning the Cycling City Summer School alum

www.urbancyclinginstitute.com

If this is your first time cycling in a Dutch city, you are about to have the experience of a lifetime. We developed a list of unwritten rules of the road for cyclists – an attempt to prepare you for this experience (of which nothing can really prepare you but the experience itself). Below is our list, in order from most apparent to least apparent.

You may have heard about the rules of the road according to law. Keep those in mind as you read through our list. They may align, complement or entirely contradict. Nevertheless, we hope to enlighten your upcoming journey or - at the very least - add to the discussion about this complex but beautiful relationship between human, machine and urban environment.

Leave your cycling gear at home. Cycling here is a faster form of walking, so just wear whatever you’re going to wear to the conference.

When you turn, use your hand. It’s easy: point right to go right, point left to go left. And if you want to stop in the middle of the fietspad (bike path), just point down to the curb. No need to make a scene of it, just a limp hand does the trick.

It’s probably going to rain, and you’ll probably cycle anyways. No matter the weather, the Dutch keep cycling (for the most part). Just duck under an awning in a downpour (it won’t last long) or use a poncho. If you want to blend in, cycle while using an umbrella (but... watch the wind when doing so!).

Carry other people on your bike (or ask for a ride on someone else’s). You can use the handlebars, the front frame or rack, or the luggage rack. Gender of the driver or passenger doesn’t matter – ladies often carry men. Try and spot the most acrobatic version!

Cycle side-by-side. Cycling here is social, so ride next to each other and keep the conversation going. Before you separate, say good-bye as you veer away from each other, with just a wave and a glance back at each other.

Merge with unstoppable grace. When merging right onto a street, try to maintain momentum and negotiate the space with on-coming bicyclists without stopping. It might seem like you’re “cutting off” people, but the swarm won’t mind; they’ll make room for you.
Give tourists (and children) space. Just like others will know you are new to this, you will also be able to tell (in time) when others are new. The kind (and color) of bike and a map in hand are dead giveaways, as are subtler hints: the slight tremble of handlebars, the coarse peddling or steering, irregular head-turning or glancing in many directions, or taking a bit more time than usual at turns or stop lights. Giving them a little extra space is a nice gesture because most first-timers are unaccustomed to the ’close-call’ nature of Dutch cycling.

Swarm at a stop light. During rush hour – or any time of the day in Amsterdam – you will rarely be the only cyclist at a stop light. To more effectively move through the green light, cyclists will stack themselves together, as close as possible and also using the pavement to use the full width for maximum capacity. This is great opportunity to briefly people watch, rub elbows with locals, flirt with a stranger, or make a funny face at a baby. But if you’re at the front of the pack ...

Use the bicycle count-down. Waiting at a stop light is a great time to people watch. You’ll probably witness some cyclists (about 15%) crossing against a red light, especially if the light has just turned from yellow to red, if it’s about to turn green – or if the cyclist is skillful enough to maneuver to the head of the pack, instantly and accurately (almost subconsciously) calculate timing and distance from the other moving vehicles against the potential risk of police presence. Nevertheless, use the count-down and when it gets down to 5, ready your pedal. The counter often skips from 5 straight to green. If you start to move later than usual, expect a couple low-grade bike bells ringing behind you. Speaking of bells ...

Use your bell in varying degrees of loudness, and only when really needed (you be the judge). When the situation is dire, 2-3 loud rings is more than sufficient. If it’s more like a wake-up call, you can place your hand on your bell while you ring it 1-2 times, muffling the ringing to a blunt sound. Otherwise, a human noise is also useful, like a whistle or “hallo” in a funny voice. (Now we’re getting to more obscure unwritten rules.)
Take notice of small gestures that communicate what people will do next. A short pause from pedaling may indicate that person is or about to break or turn. A slight head turn to the left may indicate that person will soon make a left turn. A slight veering to one direction (especially when combined with a pedal pause) also might indicate a future turn. All these movements will (in time) register like second nature.

Once this moment occurs (our final unwritten rule) you’ll be on your way to enjoying the flow of the swarm. The swarm can seem hostile to the newcomer; but it’s actually quite forgiving, especially when you’re in the flow. That’s when you’re using all your senses to send and receive information to others and your environment, on a Ninja level. That’s when a sense of oneness might emerge. That’s when the magic happens.

The Urban Cycling Institute at the University of Amsterdam aims to provide a structured academic approach to cycling research, to map the complex relations, understand best practices and foster reciprocal learning between research and practice. Meredith’s research focuses on the transferability of Dutch bicycle planning, policies, and practices to emerging cycling cities.
The Dutch language is a West Germanic language, that is spoken by more than 23 million people, it is mainly found in the Netherlands and Belgium. The official native name for the Dutch language is Nederlands, and it is the native language of the majority of the population of Suriname, and it also holds official status in Aruba and The Netherlands Antilles, which are constituent countries of the Kingdom of the Netherlands. Written Dutch can be quite straightforward to pick up, however Dutch pronunciation can be more challenging.

**USEFUL DUTCH PHRASES**

*Here are some useful everyday Dutch phrases and questions that may help you during your time in The Netherlands. Take a look at the phrases and their translation.*

<table>
<thead>
<tr>
<th>English</th>
<th>Dutch</th>
<th>English</th>
<th>Dutch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello!</td>
<td>Hallo!</td>
<td>Do you speak English?</td>
<td>Spreekt u Engels?</td>
</tr>
<tr>
<td>Hi!</td>
<td>Hoi/ Hi!</td>
<td>Would you help me please?</td>
<td>Kunt u mij helpen?</td>
</tr>
<tr>
<td>Bye!</td>
<td>Dag/ Doei</td>
<td>Where are the toilets?</td>
<td>Waar is het toilet?</td>
</tr>
<tr>
<td>See you later!</td>
<td>Tot ziens!</td>
<td>How much is that?</td>
<td>Hoeveel kost dat ?</td>
</tr>
<tr>
<td>Good morning!</td>
<td>Goedemorgen!</td>
<td>Can I use my debit card?</td>
<td>Kan ik pinnen?</td>
</tr>
<tr>
<td>Good afternoon!</td>
<td>Goedemiddag!</td>
<td>Where can I find . . .</td>
<td>Waar kan ik de . . . vinden</td>
</tr>
<tr>
<td>Good evening!</td>
<td>Goedenavond!</td>
<td>At what time do you open?</td>
<td>Hoe laat gaat u open?</td>
</tr>
<tr>
<td>Here you are!</td>
<td>Alstublieft</td>
<td>What time do you close?</td>
<td>Hoe laat gaat u dicht?</td>
</tr>
<tr>
<td>Please?</td>
<td>Alsjeblieft</td>
<td>Could you talk a bit slower?</td>
<td>Kunt u wat langzamer praten?</td>
</tr>
<tr>
<td>Thanks!</td>
<td>Bedankt!</td>
<td>Could you repeat that please?</td>
<td>Kunt u dat herhalen?</td>
</tr>
<tr>
<td>Thank you</td>
<td>Dankuwel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am sorry!</td>
<td>Sorry!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>See you tomorrow</td>
<td>Tot morgen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>See you</td>
<td>Tot ziens!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excuse me</td>
<td>Pardon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enjoy your meal</td>
<td>Eet smakelijk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheers!</td>
<td>Proost!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>Ja</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Nee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maybe</td>
<td>Misschien</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**DUTCH FOOD**
*Here are some Dutch food suggestions and their translations.*

<table>
<thead>
<tr>
<th>English</th>
<th>Dutch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese soufflé</td>
<td>Kaassoufflé</td>
</tr>
<tr>
<td>French fries with mayonnaise</td>
<td>Friet met mayonaise</td>
</tr>
<tr>
<td>A croquette</td>
<td>Een kroket</td>
</tr>
<tr>
<td>Smoked sausage</td>
<td>Rookworst</td>
</tr>
<tr>
<td>Dutch mini pancakes</td>
<td>Poffertjes</td>
</tr>
<tr>
<td>Syrup waffle</td>
<td>Stroopwafel</td>
</tr>
<tr>
<td>Apple pie</td>
<td>Appeltaart</td>
</tr>
<tr>
<td>Pea soup</td>
<td>Erwtensoep</td>
</tr>
<tr>
<td>Licorice</td>
<td>Drop</td>
</tr>
<tr>
<td>Stew</td>
<td>Stamppot</td>
</tr>
<tr>
<td>Hotch potch</td>
<td>Hutspot</td>
</tr>
<tr>
<td>Dutch Pancakes</td>
<td>Pannenkoeken</td>
</tr>
<tr>
<td>Dough Balls</td>
<td>Oliebollen</td>
</tr>
<tr>
<td>Bitter balls</td>
<td>Bitterballen</td>
</tr>
</tbody>
</table>

**BICYCLE PHRASES**
*Here are some phrases that may help during the conferences.*

<table>
<thead>
<tr>
<th>English</th>
<th>Dutch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle/Bike</td>
<td>Fiets</td>
</tr>
<tr>
<td>Bicycle shop</td>
<td>Fietswinkel</td>
</tr>
<tr>
<td>Bicycle repair shop</td>
<td>Fietsenmaker</td>
</tr>
<tr>
<td>Cycle path/road</td>
<td>Fietspad</td>
</tr>
<tr>
<td>Flat Tire</td>
<td>Lekke band</td>
</tr>
<tr>
<td>Road sign</td>
<td>Verkeersbord</td>
</tr>
<tr>
<td>Roundabout</td>
<td>Rotonde</td>
</tr>
<tr>
<td>Traffic light</td>
<td>Verkeerslicht</td>
</tr>
</tbody>
</table>
Cyclehoop specialise in innovative cycle parking solutions and infrastructure.

We are committed to making cycling safer, secure and convenient by breaking down the barriers to people cycling. Our award-winning products are designed by cyclists, for cyclists and have been installed around the world helping cities become more cycle friendly, healthy and sustainable.

OUR PRODUCTS

- CYCLEHOOPS
- BIKEHANGARS & SHELTERS
- PUMPS & REPAIR STATIONS
- ACCESS & INFRASTRUCTURE
- HOME STORAGE

GET IN TOUCH

www.cyclehoop.com  info@cyclehoop.com  02086991338  Follow us: @cyclehoop
## Conference Programme

### Programme at a Glance

**TUE 13/6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 10:00</td>
<td>Room (V)</td>
<td>Bikenomics [Bikenomics]</td>
</tr>
<tr>
<td>10:30 - 11:30</td>
<td>Room (V)</td>
<td>Tips and Tricks on Behaviour Change [Tips and Tricks on Behaviour Change]</td>
</tr>
<tr>
<td>11:45 - 12:45</td>
<td>Room (V)</td>
<td>What Gets People Cycling? [What Gets People Cycling?]</td>
</tr>
<tr>
<td>12:30 - 14:15</td>
<td>Room (V)</td>
<td>lunch - Film premiere 'Why we cycle' in Yellow Room from 13:00 - 13:50</td>
</tr>
<tr>
<td>14:15 - 15:15</td>
<td>Room (V)</td>
<td>Dutch and Danish: The two leading cycling countries dealing on the challenges of automated driving [Dutch and Danish: The two leading cycling countries dealing on the challenges of automated driving]</td>
</tr>
<tr>
<td>15:30 - 16:30</td>
<td>Room (V)</td>
<td>The Benefits of Cycle Tourism at a Local Level [The Benefits of Cycle Tourism at a Local Level]</td>
</tr>
<tr>
<td>16:30 - 17:00</td>
<td>Room (V)</td>
<td>Managing myths and the governance structures: creating a sustainable and achievable Dutch cycling network [Managing myths and the governance structures: creating a sustainable and achievable Dutch cycling network]</td>
</tr>
<tr>
<td>17:00 - 18:00</td>
<td>Room (V)</td>
<td>Cycling - Made in Austria: &quot;Cycle Competence for Cities&quot; [Cycling - Made in Austria: &quot;Cycle Competence for Cities&quot;]</td>
</tr>
</tbody>
</table>

### Note

- This is a preliminary programme - all session titles, days and times are subject to change.
- Please check back frequently for updates.

### Location

- Room (V): Vereeniging
- Room (S): Stadsschouwburg
- Room (B): Nijmegen
- Room (G): Arnhem
- Room (L): Leeuwarden
- Room (R): Rotterdam
- Location: RijnWaalpad
- Location: Piraeus
- Location: South
- Location: North
- Location: West
- Location: East
- Location: Berlin
- Location: London
- Location: Copenhagen
- Location: Brussels
- Location: Paris
- Location: Milan
- Location: Madrid
- Location: Lisbon
- Location: Barcelona

### Legend

- **Plenary Sessions**: blue
- **External Sessions**: green
- **Bikenomics**: pink
- **S**: location Stadsschouwburg
- **CROW**: brown
- **Urban Planning**: orange
- **VVN**: yellow
- **Governance**: purple
- **Outdoor**: grey
- **Infrastructure**: white

### Transfer & Welcome Reception

- Amsterdam
# Programme at a Glance

## Conference Programme

### Thursday 15 June

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>09:00</td>
<td>Traffic Engineering with Bikenomics</td>
</tr>
<tr>
<td>10:00</td>
<td>10:00</td>
<td>break</td>
</tr>
<tr>
<td>10:30</td>
<td>10:30</td>
<td>Institutional Arrangements for cycling Challenges in Latin American cities</td>
</tr>
<tr>
<td>11:00</td>
<td>11:00</td>
<td>European Funding for Cycling Speed One</td>
</tr>
<tr>
<td>11:30</td>
<td>11:30</td>
<td>European Funding for Cycling Speed One</td>
</tr>
<tr>
<td>12:00</td>
<td>11:45</td>
<td>Break</td>
</tr>
<tr>
<td>12:30</td>
<td>11:45</td>
<td>Break</td>
</tr>
<tr>
<td>12:45</td>
<td>12:45</td>
<td>Change Campaigns</td>
</tr>
<tr>
<td>13:00</td>
<td>12:45</td>
<td>Change Campaigns</td>
</tr>
<tr>
<td>13:30</td>
<td>13:00</td>
<td>Change Campaigns</td>
</tr>
<tr>
<td>14:00</td>
<td>13:30</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>14:30</td>
<td>14:00</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>15:00</td>
<td>14:30</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>15:30</td>
<td>15:00</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>16:00</td>
<td>15:30</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>16:30</td>
<td>16:00</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
<tr>
<td>17:00</td>
<td>16:30</td>
<td>Petei: The Good, the Bad and the Ugly of Shared Cycleability</td>
</tr>
</tbody>
</table>

**Please check back frequently for updates.**

**This is a preliminary programme - all session titles, days and times are subject to change.**

---

**Friday 16 June**

**Early Bird Registration**

**Welcome Reception**

**Outdoor Sessions**

**Closing Ceremony**

**Thank you for a great week!**
<table>
<thead>
<tr>
<th>Time</th>
<th>RED ROOM (V)</th>
<th>YELLOW ROOM (S)</th>
<th>WHITE ROOM (V)</th>
<th>BROWN ROOM (V)</th>
<th>BLUE ROOM (V)</th>
<th>GREEN ROOM (V)</th>
<th>BLACK ROOM (S)</th>
<th>ORANGE ROOM (S)</th>
<th>CROW</th>
<th>VVN OUTDOOR SESSIONS</th>
<th>OUTDOOR SESSIONS</th>
<th>EXTERNAL LOCATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 10:00</td>
<td>Traffic Engineering with a Human Touch</td>
<td>Traffic Engineering with a Human Touch</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
<td>break</td>
</tr>
<tr>
<td>10:30 - 11:30</td>
<td>Position and Image of the Pedalcyclist</td>
<td>Freedom of Children</td>
<td>Improving the experience of public space for cyclists</td>
<td>Valuing Health &amp; Cycling for Polytomorphs: What’s in it for You?</td>
<td>Planning Based on Studies: Creating a Cycling Network in Beginner Countries</td>
<td>Profile of Cyclists</td>
<td>Making cycling Mainstream across Europe: The campaign for an EU Cycling Strategy</td>
<td>Speed Date Cycle Tourism stimulating Urban Cycling</td>
<td>CROW: Meet the makers</td>
<td>Biko Lanes, bike streets and bicycle highways</td>
<td>Route Nijmegen: North</td>
<td>Route Arnhem</td>
</tr>
<tr>
<td>11:45 - 12:45</td>
<td>Designing Cycling Infrastructure for Humans</td>
<td>Managing myths and the media to achieve change</td>
<td>Excellent Cities: cycling as a way to vital, attractive and healthy cities</td>
<td>Cycling the Fast Lane</td>
<td>Cycling - Made in Germany (German Cycling Embassy)</td>
<td>The Role of Governance</td>
<td>Dutch Bicycle Parking</td>
<td>CROW: Meet the makers</td>
<td>Biko Lanes, bike streets and bicycle highways</td>
<td>Route Nijmegen: North</td>
<td>Route Arnhem</td>
<td></td>
</tr>
<tr>
<td>12:45 - 14:15</td>
<td>lunch - Film premiere ‘Why we cycle’ in Yellow Room from 13:00 - 13:50</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14:15 - 15:15</td>
<td>ADM: Planning the Cycling Region</td>
<td>Wise and Smart Cities</td>
<td>All Inclusive Cycling</td>
<td>Cycle Tourism Governance</td>
<td>Innovation in Bikes and Smart Mobility Solutions (MAAS)</td>
<td>From Freeways to Car Highways: Road Authorities</td>
<td>Cycling Officers’ Secrets</td>
<td>CROW: Meet the makers</td>
<td>Networks and Models</td>
<td>Route Nijmegen: North</td>
<td>Route Arnhem</td>
<td></td>
</tr>
<tr>
<td>15:30 - 16:00</td>
<td>Inspiring Cyclists of Tomorrow</td>
<td>Cities and Governance</td>
<td>More Data More Cycling?</td>
<td>Speed Pedelec Debate: Friend or Fiend to the Cyclist?</td>
<td>Managing Success in a Political Environment</td>
<td>The Power of Competition: Benchmarking Each Other</td>
<td>Cycling and Gender-Neutralities of Empowerment</td>
<td>Speed Date Public Bike Sharing</td>
<td>CROW: Meet the makers</td>
<td>Networks and Models</td>
<td>Route Nijmegen: North</td>
<td>Route Arnhem</td>
</tr>
<tr>
<td>16:30 - 17:00</td>
<td>break</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>evening</td>
<td>Maxi Bike Parade - Velo-city Classic through the city of Nijmegen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LEGENDA**
- Plenary Sessions
- People
- External Sessions
- Bikenomics
- CROW
- Urban Planning
- VVN
- Governance
- Outdoor
- Infrastructure
**CONFERENCE PROGRAMME**

**PROGRAMME AT A GLANCE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ROOM</th>
<th>SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-10:30</td>
<td>RED ROOM (V)</td>
<td>The Best of Behavioural Change Campaigns: Governance structures: how to influence decision-making</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>YELLOW ROOM (S)</td>
<td>Effective Cycling Governance from an Executive Perspective</td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>WHITE ROOM (V)</td>
<td>Combining everyday cycling and future-complementary or challenging?</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>BROWN ROOM (V)</td>
<td>BikeNomics: The Local Story</td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>GREEN ROOM (V)</td>
<td>Sharing in Smart: Looking at the Next Generation of Bike Sharing</td>
</tr>
<tr>
<td>12:30-13:00</td>
<td>BLUE ROOM (V)</td>
<td>Behavior Change Workshop BIT</td>
</tr>
<tr>
<td>13:00-13:30</td>
<td>BLACK ROOM (S)</td>
<td>Create a Cycling Culture in Bike-unfriendly Environments</td>
</tr>
<tr>
<td>13:30-14:00</td>
<td>ORANGE ROOM (S)</td>
<td>Mobility as a Service (MaaS)</td>
</tr>
<tr>
<td>14:00-14:30</td>
<td>CROW</td>
<td>Recipes for Making National Cycling Policies a Real Success</td>
</tr>
<tr>
<td>14:30-15:00</td>
<td>VVN OUTDOOR SESSIONS</td>
<td>Speed Date Cycling as a Tool for a More Sustainable and Inclusive Society</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>OUTDOOR SESSIONS</td>
<td>CROW: Meet the makers Bicycle Parking</td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>EXTERNAL LOCATIONS</td>
<td>VVN: Explore Dutch traffic and safety design by bike Route Nijmegen-West Route Nijmegen-South Testbed: Testing cycling equipment by Fietserbonds Dutch Bicycle Centre: the importance of infrastructure</td>
</tr>
</tbody>
</table>

**Note:** Conference programme is subject to changes. Please note that the website version of the programme will be the most up-to-date version. We apologize for any inconvenience as we accommodate last-minute changes.

![Legend](image)
Don’t miss the spectacular opening of Velo-city 2017!

TUESDAY JUNE 13TH AT 09:30 HRS. - 11.00 HRS.

His Majesty the King of the Netherlands shall officially open the Velo-city conference.

AN OPENING SHOW, YOU DON’T WANT TO MISS WITH

- A memorable opening act with BMX stunt performer Rick Koekoek, the brass-ensemble of the Gelders Orchestra, dance from the ‘Arnhemse Meisjes’ (The Arnhem girls)

- A welcome word by the Mayor of Nijmegen Hubert Bruls and the President of the European Cyclists’ Federation (ECF) Manfred Neun

- The Keynote address ‘Happiness and Cycling’ by Leo Bormans, author of the World Book of Happiness, a book that former EU President Herman van Rompuy has sent to all world leaders.

- Conny Czymoch as your moderator. You may remember Conny from her excellent Velo-city 2015 moderation in Nantes.

- And of course the spectacular official opening action!

PRACTICAL INFORMATION

If you want to enjoy the Official opening of Velo-city 2017, you must be fully registered and seated in the Red Room of De Vereeniging before 09.30 hrs! Registration will be open early to avoid queueing, but will close between 09.30 and 11.00hrs.
**THE OFFICIAL VELO-CITY 2017 KICK-OFF**
A show you don’t want to miss, with:
• A memorable opening act (!)
• A welcome by the mayor of Nijmegen Hubert Bruls and President of the European Cyclists’ Federation (ECF) Manfred Neun.
• The Key Note Address from Leo Bormans, author of the World Book of Happiness. A book that former EU president Herman van Rompuy has sent to all world leaders.
• Conny Czymoch as your moderator. Some of you may remember her from Velo-city 2015 in Nantes.

For more information, see page 31. If you want to enjoy the Kick Off of Velo-city, you must be seated in the Red Room of Venue ‘Concert Hall De Vereeniging’ at 09:30 hrs! If you arrive after 09:30 hrs you will be transferred to Venue Schouwburg (Municipal Theatre), which will have a live stream of the programme on a big screen.

**CYCLING: THE GLOBAL, EUROPEAN AND DUTCH CONTEXT**
Bicycling and The Netherlands fit hand in glove. But what is unique about the Dutch context? What can other settings learn from the Dutch (and potentially vice versa)? The Dutch Minister of Environment and Transport, Melanie Schulz-van Haagen provides an overview of the current landscape and future challenges for cycling in The Netherlands. Ruth Oldenziel (Professor, Eindhoven University of Technology and coauthor of Cycling Cities) presents the development of urban cycling and the lances from the European and Global contexts. Kevin J. Krizek (Visiting Professor of Cycling in Changing Urban Region, Radboud University and the University of Colorado) offers an outsider’s perspective to further expose the Dutch cycling landscape, the role of accessibility, and the importance of understanding cultural contexts.

**PEOPLE**
People and Cycling are the centre of our discussion. This session will approach the freedom of movement: the power in being able to move - in both a physical and geographical sense - leading to a discussion on the right to movement, accessibility and how cycling can enable this. Our renowned speakers will dissect the human factor of cycling from physiology to the social aspects of it with focus on social and gender inclusion in different economic and social contexts.

**BIKENOMICS**
This key-note session will focus on bikenomics. Manfred Neun, the President of the ECF will present the latest numbers on the economy of cycling, while Thinley Namgyel will explain how cycling contributes to the Gross National Happines of the country of Bhutan.. Julia Nebrija from Manila will shed her light on the economic meaning of cycling in mega-cities like Manila. Finally Bas Bloem from the Radboud Hospital will illustrate the peculiar connection between Parkinson disease and cycling and he wants to explore the connection between cyling and lowering health care costs.

**THESE SESSIONS will be livestreamed in Schouwburg - Yellow Room**
**TRAFFIC ENGINEERING WITH A HUMAN TOUCH**

Infrastructure is usually as a domain of civil engineering. But what if we see infrastructure as a tool to human transport? Brian Deegan will tell us about the massive success of the London’s Super Cycle highways and the Go Dutch! program, where knowledge is applied on British streets. Marco the Brømmelstroet, the cycling professor, will illustrate how the behaviour of cyclists is fundamentally different from the behaviour of Car drivers and what we can learn from that observation.

- **date** THU 15/6, 9:00-10:00
- **theme** INFRASTRUCTURE
- **format** PLENARY SESSION
- **location** RED ROOM (V)
- **moderator** CONNY CZYMOCH
- **speaker(s)** MARCO TE BRÖMMELSTROET, BRIAN DEEGAN

**URBAN PLANNING**

Active modes and people should be the core for planning healthy, livable, lively, safe and resilient urban environments. Bringing together professionals from various backgrounds, this session will focus on: the importance of sustainable and accessible housing and urban planning on a local level; show the relevance of integrated design of urban areas and mass transportation on a national level with a Dutch example; and the influence urban planning can have on people’s lives on a global level – focusing on the developing world.

- **date** THU 15/6, 17:00-18:00
- **theme** URBAN PLANNING
- **format** PLENARY SESSION
- **location** RED ROOM (V)
- **moderator** CONNY CZYMOCH
- **speaker(s)** SHIPRA NARANG SURI, ROGER VAN BOXTEL, PIER ERINGA, MASI MOHAMMADI

**GOVERNANCE**

The Blueprint document of the EU Cycling Strategy is key to promote and enable cycling in all policies in all levels. In order to ensure the smooth implementation of the strategy, we need good models of governance in place. It is common sense that most of the changes happen in cities but what are the role of different levels for a good cycling governance. Which roles should global, EU, national and regional government play to unlock the potential of cycling?

- **date** FRI 16/6, 9:00-10:00
- **theme** GOVERNANCE
- **format** PLENARY SESSION
- **location** RED ROOM (V)
- **moderator** CONNY CZYMOCH
- **speaker(s)** MARK FREQUIN, ANDRE DZIKUS, VIOLETA BULC

**CLOSING CEREMONY**

René ten Bos, the Dutch national thinker, is a philosopher with a unique approach to governance and bureaucracy. In his oration he will focus on the merits and dismerits of bureaucracy and governance. In the second part of the presentation Philippe Crist will start a discussion on the application of this knowledge on cycling practice.

*For more information on the Closing Ceremony, see page 62.*

- **date** FRI 16/6, 14:15-16:00
- **theme** -
- **format** PLENARY SESSION
- **location** RED ROOM (V)
- **moderator** CONNY CZYMOCH
- **speaker(s)** RENE TEN BOS, PHILIPPE CRIST

*These sessions will be livestreamed in Schouwburg - Yellow Room.*
CYCLING INFRASTRUCTURE BUILT BY PEOPLE

The case of the RijnWaalpad

This session focuses on the good, the bad and the funny of the Dutch way of building cycling infrastructure. At the RijnWaalpad, the typical Dutch triangle of cycling advocates, politicians and civil servants worked at its best. So, with its governance structure as tell tale story, we explore the positives, the risks and the good take-away practices of developing new cycling infra in an open planning process.

Topics that will be addressed: How to use an (economic) crisis to kickstart your cycling dreams. How to bridge the cultural differences between opinionated cycling advocates and mainstream politicians? What to expect when civil servants take the lead in developing a whole new level of cycling infrastructure?

date TUE 13/6, 14:15-15:15
theme INFRASTRUCTURE
format LECTURE
location YELLOW ROOM (S)
moderator HERBERT TIEMENS
speaker(s) REINERT AUGUSTIJN, SASKIA KLUIT

REAPING ECONOMIC BENEFITS OF LOWER CONGESTION THROUGH MORE CYCLING

Congestion is one of the main challenges cities are facing. Decision-makers often do not take into account the value of active mobility to solve this problem or think cycling and walking even makes the problem worse. However, there is more and more that active modes actually contribute to lower congestion, if implemented and modelled well. Experts will present how this evidence can be used. The focus on congestion can be explained from an economical point of view: cycling investments have a good return on investment. As an entrepreneur, Ruud Koornstra, Energy commissioner of the Netherlands, has been able to use the principles of economics to instigate sustainable behaviour.

date TUE 13/6, 15:30-16:30
theme BIKENOMICS
format LECTURE
location YELLOW ROOM (S)
moderator KEVIN MAYNE
speaker(s) JAN-BERT DIJKSTRA, MORTEN KABELL, RUUD KOORNSTRA

CYCLING THROUGH BARRIERS AROUND THE WORLD

The bicycle is an amazing tool for resilience. Different stories from different corners of the world will be told in this session to show how cycling can play a big role to overcome barriers in different cultures and contexts. From Afghan women on bicycles to the challenges in cycling in mega cities like Manilla and Mumbai, the bicycle will be central in this session as the resilient tool to connect and empower.

date WED 14/6, 10:30-11:30
theme PEOPLE
format LECTURE
location YELLOW ROOM (S)
moderator CONNY CZYMOCH
speaker(s) SHANNON GALPIN, JULIA NEBRUIJA, FIROZA SURESH

IMPLEMENTING DUTCH INSPIRED CYCLING

The Dutch are well know for their massive use of bikes. Some might say this is impossible in other countries, but in this session you will learn how they implement Dutch inspired cycling overseas. Which elements work and which don’t? How can you adjust Dutch cycling to your specific situation? How do you create support from the general public?

date WED 14/6, 11:45-12:45
theme INFRASTRUCTURE
format LECTURE
location YELLOW ROOM (S)
moderator AMANDA NGABIRANO
speaker(s) CLYDE LOAKES, JONATHAN GILES, ROBERT KWOK, FIONA CAMPBELL, ALISON MILLS
FREEDOM OF CHILDREN
Some studies show that Dutch children are the happiest on earth. Could this have something to do with the freedom they have while cycling? Marieke Dubbleman, a mom of 4 kids from the Utrecht suburb Leidsche Rijn will give you a look into her life as she manages her family day-to-day. Her children ride Leidsche Rijn on their own, to school, sports or to friends. Kristina Jasiunaite from World Bicycle Relief will tell about the freedom they bring when distributing bicycles and Paul Robison gives children their passport to freedom with cycling lesson in the UK.

MANAGING MYTHS AND THE MEDIA TO ACHIEVE CHANGE
From newspaper headlines, to an outcry online - the public and media perception of “cyclists” can be a challenge. Mark Ames from Strategic Cities and Mark Treasure from the Cycling Embassy of Great Britain will examine how these perceptions can be influenced to obtain positive outcomes. Mark Treasure will explain the importance of language, and the role that media can play in perpetuating unhelpful myths. Mark Ames will share how the media production process works and offer strategies for combating negative coverage. Together they’ll offer advice on how to deliver your cycling projects - even if the media is hostile.

WISE AND SMART CITIES
We are living in the information age. Tech is developing rapidly. Self-driving cars are around the corner. ITS solutions are enhancing traffic flow and apps are changing our lives. What is the role and function of cycling in the future? Do cyclists need to make room for cars or will cars take less space in the city? In short: in which direction are our cities going to develop? In this panel 6 experts from around the world shed their light on these developments, whether we should be enthusiastic, careful or just tech-wise...

CITIES AND GOVERNANCE
Cities and regions around the world are continuously evolving. Partnerships between government, academia and industries are changing, adapting to a new timeframe. Executive representatives from their cities of Oslo, Paris, Zwolle and Nijmegen and the German State of Baden-Württemberg will present their ongoing journey towards the 21st century. How are they re-organizing the governmental structures and where do they look for inspiration and guidance?
GOVERNANCE STRUCTURES: how to influence decision making
In this thought-provoking meeting professor Arnoud Lagendijk will take the audience deep into the undercurrents of governance and policy manipulation. How are decision being made and how are the decision makers being influenced? What is the role of power games, community outreach or are there other forces at work? Practitioners from London, Copenhagen, the Netherlands and the US will present their experiences with the process of advocacy and decision making on cycling.

<table>
<thead>
<tr>
<th>date</th>
<th>Fri 16/6, 10:30-11:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>theme</td>
<td>GOVERNANCE</td>
</tr>
<tr>
<td>format</td>
<td>LECTURE</td>
</tr>
<tr>
<td>location</td>
<td>YELLOW ROOM (S)</td>
</tr>
<tr>
<td>moderator</td>
<td>ARNOUD LAGENDIJK</td>
</tr>
<tr>
<td>speaker(s)</td>
<td>ARNOUD LAGENDIJK, KEVIN MAYNE, BRIAN DEEGAN, HEATHER BARRAR, HARRY VAN DE POL, MARIE KASTRUP</td>
</tr>
</tbody>
</table>

EFFECTIVE CYCLING GOVERNANCE FROM AN EXECUTIVE PERSPECTIVE
Good governance models are key to seamless development of cycling. Therefore, different government bodies need to be aligned for cycling projects to be implemented in an effective manner. On this note, we invite chief executives of municipalities and other governmental sectors to discuss their role in cycling governance and how governance can vary depending on different governmental structures.

<table>
<thead>
<tr>
<th>date</th>
<th>Fri 16/6, 11:45-12:45</th>
</tr>
</thead>
<tbody>
<tr>
<td>theme</td>
<td>GOVERNANCE</td>
</tr>
<tr>
<td>format</td>
<td>LECTURE</td>
</tr>
<tr>
<td>location</td>
<td>YELLOW ROOM (S)</td>
</tr>
<tr>
<td>moderator</td>
<td>CLARISSE LINKE</td>
</tr>
<tr>
<td>speaker(s)</td>
<td>FLOOR VERMEULEN, OWEN KEEGAN, GEERT RITSEMA, MIKLOS BERENSCI, MICHEL SCHEFFER, LIM DONG GUK</td>
</tr>
</tbody>
</table>
Velo-city 2017 will be an interactive conference, built around several innovative sessions designed to engage the audience.

PROGRAMME DESK
In the entrance hall near the speakers- and press registration you will find the Programme Desk. At this desk you can ask everything you want to know about the content of the programme. You can sign-up to be a presenter at a SPEED-DATE SESSION and you can book your OUTDOOR SESSIONS and CROW SESSIONS ‘MEET THE MAKERS’.

Sessions will be in the following formats:

**LECTURES**
Lectures feature three to five presentations (10-15 minutes each). The presentations cover a wide range of topics and are combined with questions and discussion. Lectures are the most traditional session format.

**ROUND TABLE DISCUSSIONS**
Round table discussions consist of in-depth discussions led at each table by a different speaker. The speaker hosting the table will give a short presentation and take the participants at their table on an in-depth discussion of the topic at hand. After 30 minutes participants will change tables.

**PANEL DISCUSSION**
Panel Discussion allows for extended discussion among a small cohort of colleagues in an interactive manner. Each panelist can give an opening remark up to three minutes with a maximum of two slides (optional).

**SPEED DATING**
Speed Dating sessions are with a large number of speakers who simultaneously present their experiences or innovations, and exchange with participants that have similar projects, or are just curious to know more.

Participants have a limited time to visit as many contributors as possible.

**PECHA KUCHA**
Pecha Kucha is a presentation style in which 20 slides are shown for 20 seconds each (total of 6 minutes and 40 seconds). This format keeps presentations concise and fast-paced, allowing for a lot of new ideas to be presented in a short period of time.

**MASTER CLASSES**
Master classes are given by an expert on a particular discipline or subject. The presenter and the audience can go deeper into the subject of their interest on a more personal level.

**OUTDOOR SESSIONS**
Outdoor sessions show examples to discuss best practices and traffic principles in real life. These are technical visits to specific locations close to the venue location in the region of Arnhem-Nijmegen. The duration of an outdoor session is roughly one and a half hour.
TIPS AND TRICKS ON BEHAVIOUR CHANGE
This Pecha Kucha session shows good examples from many different countries about how to create a behaviour change towards more cycling. Big companies and big institutions like Turin University show their approach and results. Studies show their results on effectiveness of interventions.

CYCLING EMBASSY OF DENMARK: How to support healthy, liveable and bicycle-friendly cities through public-private partnerships
Three inspiring presentations will showcase Danish best practices in terms of collaborations between private actors, public authorities, decision makers, citizens and experts. We will cover examples on promoting cycling through partnerships, engaging citizens, and the importance of involving stakeholders, citizens and professionals when creating people-friendly cities. Leadership Award for Cycling Promotion: true to tradition the Cycling Embassy of Denmark will award an individual or an organization our Leadership Award for Cycling Promotion during Velo-city. The winner will be announced at the end of this session.

ADVOCACY IN DIFFERENT COUNTRIES
Civil Society Organisations play a clear and important role in public governance. These organisations hold the key to enhance democracy in decision making processes and in inter and intra governmental negotiations. This session will discuss the role and responsibilities of civil society organisations around the world when it comes to cycling. The presentations will focus on past and ongoing developments and solutions for a better position of Cycling Advocacy in public governance.

CREATING ADVOCACY LEADERS
This session is meant to offer training and strategic advice on creating advocacy leaders. What are the policy initiatives that help build sustainable organisations? How can organisations develop successful campaigns or diversify their fundraising income? What is the best way to build relationships with the industry and secure engagement from individuals and businesses? This unique session will bring together expert speakers from around the world and offer examples from different schemes, methodologies and geographical locations. Follow up will include an online resource center. Don’t miss this if you are a cycling advocate looking to grow your organisational impact.
**BELGIAN AND GERMAN SESSION**

**A View from Regional Perspectives**

What do you know about cycling promotion in Belgium and Germany? Discover two runners-up in cycling promotion with their success stories and challenges. The focus will be on regional and local level activities. Two politicians, one from Belgium (City of Deize) and one from Germany (City of Munich) will participate to provide you with local and regional insights. In a workshop format the Flemish Cycling Embassy and the German Institute of Urban Affairs will trigger a discussion on what is similar and what is different between Flanders and Germany and what might be valuable lessons for the audience.

- **date** TUE 13/6, 14:15-15:15
- **theme** GOVERNANCE
- **format** EXTERNAL SESSION (LECTURE)
- **location** GREEN ROOM (V)
- **moderator** STEFAN BENDIKS
- **speaker(s)** WOUT BAERT, SEBASTIAN BÜHRMANN, TILMAN BRACHER, JAN VERMEULEN, PAUL BICKELBACHER

**WHAT GETS PEOPLE CYCLING?**

Cycle commuting has a key role in boosting the number of cyclists on the streets. It entails a virtuous behavioural change that enhances physical activities, CO2 and fuel saving, relieving congestion and many more benefits. Bike-to-work campaigns and initiatives are highly effective in achieving a significant modal shift from motorized commuting to cycling, especially if complemented by emerging technologies and by the involvement of employers in order to improve cycling commuting conditions in the workplaces. Employers can have a leading role in setting a bicycle culture within companies if thanks to their cycle-friendliness they can get a European-wide certification.

- **date** TUE 13/6, 14:15-15:15
- **theme** URBAN PLANNING
- **format** LECTURE
- **location** BLACK ROOM (S)
- **moderator** SOPHIA-MARIA ANTONULAS
- **speaker(s)** ISABELLE BULTHEZ, MARIA HELLEDI STREULI, JOLANDA SMIT - VAN OIJEN, GIULIA CORTESI

**CROW: MEET THE MAKERS**

**Roundabouts and Intersections**

This master class is about the Dutch way of designing bicycle-friendly intersections and roundabouts. During this session we will go through the basic principles of these topics, then you can get started on practice cases.

Register for this session at the programme desk!

- **date** TUE 13/6, 14:15-16:30
- **theme** -
- **format** CROW (MASTER CLASS)
- **location** DE VILLA, ORANJESINGEL 42
- **moderator** -
- **speaker(s)** JOHN BOENDER, HILLIE TALENS

**VVN**

**Explore Dutch traffic and safety design by bike: route Nijmegen North**

The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen North focusses on the rivercrossing, tunnels and bridges for bicycles and the development of new neighbourhoods.

Register for this session at the programme desk!

- **date** TUE 13/6, 14:15-16:30
- **theme** -
- **format** VVN
- **location** OUTDOOR
  (departure point A, map p. 72)
- **moderator** -
- **speaker(s)** KEES LEMS
CONFERENCE PROGRAMME
PARALLEL SESSIONS

**VVN**
Explore Dutch traffic and safety
design by bike: route Nijmegen West
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen West focusses on cycle-streets, implementation of cycling infrastructure in residential areas and in big infrastructural projects.

Register for this session at the programme desk!

date TUE 13/6, 14:15-16:30

**SHARED SPACE**
Learn from Shared Space, how cyclists and pedestrians go well together in Public space. For over twenty years the concept of shared space is in use, first in The Netherlands and later in many countries over the world. Already also well evaluated and studied. This workshop, begins with an introduction. We go outside to locations nearby the conference venue to see how it works and use a method for observation and assessing the characteristics of possible locations. Back at the conference we discuss the outcomes of the observations and try to get ideas how a location could be transformed to a shared space.

Register for this session at the programme desk!

date TUE 13/6, 14:15-16:30

**DUTCH BICYCLE CENTRE**
Cargobikes
Cargobikes will take over city logistics in the next decade. Visit Dutch Bicycle Centre (DBC) and the Cargo Bike Centre (CBC) at the “Honigcomplex”

1) A guided cycling tour to the Honigcomplex. Experience some highlights of cycling infrastructure in Nijmegen.
2) In the DBC and CBC 20 independent cycling business are working together in sales, maintenance, design, innovation, consultancy and advocacy. Bikenomics in practice. Joppe van Stiphout will explain the history of the DBC
3) You will be able to attend the International Cargo Bike Festival. Mr. Jos Sluijssmans will guide you around the exhibition.

Register for this session at the programme desk!

date TUE 13/6, 14:15-16:30

**SCIENCE MEETS PRACTICE:**
Making Research Relevant
Specifically designed to strengthen interactions between bicycle research and bicycle planning practice 17 researchers from 8 different countries (US, Canada, UK, Taiwan, Switzerland, Germany, the Netherlands, Israel) will gather via four organized panels to be aggressively moderated by practitioners. The panels will focus on pressing issues to shed light on: (1) Cycling trends and research needs, (2) What was learned during the June 12 scientific colloquium, (3) How to close the gap, and (4) Breaking down communication barriers. Velo-city is the perfect platform to drill into these important issues; all are invited who aim to more thoroughly understand the role of research and increasing its relevance.

Register for this session at the programme desk!

date TUE 13/6, 14:15-16:30
CYCLE HIGHWAYS:
The Dutch Experience
Do you think planning of bicycle highways in the Netherlands goes without saying? Do you want to know how it’s done? We use Big Data and Social Cost Benefit Analysis to organise support from the national, regional and local government. In the process of developing a bicycle highway we go through different phases from optimism and pessimism. We give you an overview of success and failure indicators.

DUTCH AND DANISH:
The two leading cycling countries debating on the challenges of automated driving.
The emergence of the autonomous vehicle has the potential to further enhance our mobility systems. But it also poses a number of challenges to our bicycle culture both in terms of safety, public health and livability in our cities. How can we best integrate the autonomous vehicle to maximize its benefits, while reducing its consequences? How do we maintain and strengthen our bicycle cultures and harvest all the positive effects of cycling alongside this new form of mobility?

THE BENEFITS OF CYCLE TOURISM AT A LOCAL LEVEL
This session brings together four quite diverse examples that demonstrate the many positive impacts that cycle tourism can have on the local level. It will look at the relationship between cycling for recreation and for transport and also how local communities can utilise long distance cycle routes that pass through their area. From using recreational routes for multipurpose mobility in Quebec, to diversifying the tourism offer for city breaks in France. And from using cycle tourism as a gateway to wider use of the bicycle for mobility in Brazil to convincing Danes that their bicycle can be used for recreation as well as transport in the cycling city of Copenhagen.

QUALITY STANDARDS:
The role of cycle friendly benchmarks in advocacy
Quality standards play an interesting role as a benchmark and indicator. There are many different quality standards around the world, and for cycle-friendly spaces in particular. This session will look at different types of indicators, from city-wide to employers and businesses. What does it mean to be cycle-friendly, and why do we love so much to label things? Does it really improve and increase the level of cycling? Join this session to have a look at quality standards from their creation, implementation and outcome.
THE PAN-EUROPEAN MASTER PLAN FOR CYCLING PROMOTION
- A framework for starter, climber and champion countries
About 40 countries among the 56 Member States of the Transport, Health and Environment pan-European region have no national cycling strategy. A pan-European Masterplan for Cycling is currently in the making with the objective to provide a toolbox for Member States with regards to cycling promotion. This workshop will present and discuss the interim results of a 3-year collaborative process. The Pan-European Masterplan for Cycling is set to be adopted in 2019.

SOCIAL INCLUSION
How can cycling help as a tool for an inclusive society? Not everyone is able to purchase a bike, nor is it common in some slums or underpriviledged neighbourhoods to ride a bike. In this session you can discuss how you can stimulate social inclusion by biking, for example distributing secondhand bicycles, educating young people from slums to be bike mechanics or teach people to ride their bikes safely.

SPEED DATA
What are the data you collect, the data you use, the data you long for? This speed-date session will give an overview of the different data used for different purposes, and open the discussion on collection of data. Get the analytical side of your brain going in this invigorating afternoon session on... data!

if you want to be a speaker in this session (possibly presenting) you can subscribe at the Programme Desk (maximum of 15 speakers in one session).
EXTENDING THE REACH: Combining Bicycle and Train
Combining bicycles and public transport can provide a seamless door-to-door transport service. In the Netherlands, a successful approach to combining these modes has been developed, particularly aimed at commuting trips, which is now being exported elsewhere in Europe and beyond. This project will look at the essential ingredients of the 'Dutch Model', assess how it can be applied in different contexts and also consider how it can be improved further.

ADAPTATION BICYCLE RESIDENTIAL STREETS/CYCLE STREETS IN CITY NETWORK
The ideal bicycle network would perhaps contain only separated cycling infrastructure. In practice this is often not achievable or even desirable. A good solution could be guiding cyclists through parallel residential streets. How does this work? What are the guidelines for design? What if a parallel route doesn’t connect to form a direct line? Which process is needed to get cooperation from residents?

INSTITUTIONAL ARRANGEMENTS FOR CYCLING:
Challenges in Latin American cities
An increasing number of Latin American cities are planning for cycling. Several of these are ready to become intermediate cycling cities with cycle use above 5%. To achieve this, institutional development and a more integrated approach to cycle planning is needed. In this session we explore successful institutional arrangements such as Plans and Policies, Institutional structure and Capacity building as applied in Rotterdam, Dublin, Portland and Seville (Spain). What can Bogota, Mexico-city, Rio de Janeiro and Rosario (Arg.) learn from these experiences and from each other, and how can they make the next step in becoming a cycling-inclusive city?
TOURISM BIKENOMICS
Cycling tourism is a booming part of the tourism sector. According to a study commissioned by the European Parliament in 2012, it already contributes over 44 billion Euro to the EU economy every year with plenty of scope to grow. This session will look at the many benefits of cycle tourism but particularly focus on the economic impact and the arguments that can be used to convince potential investors from the public and private sectors. It will also consider what can be done to increase the economic impact, particularly in those countries where cycle tourism is only starting to take off.

date WED 14/6, 10:30-11:30
theme BIKENOMICS
format LECTURE
location GREEN ROOM (V)
moderator ADAM BODOR
speaker(s) ULRIKE M. A. WACHOTSCH, RICHARD WESTON, CLAUDE PELOQUIN, MICHELE MUTTERLE

LAUNCHING PEBSS, THE NEW FORUM FOR SHARED BICYCLE (KNOWLEDGE)
Bike Sharing Systems are growing exponentially, in Europe and Worldwide, making urban mobility more sustainable, shared and efficient. The Platform for European Bicycle Sharing and Systems will gather all stakeholders to ensure best practices are exchanged across the eco-system, innovation is fostered through the sector, and operators, service providers, and manufacturers are well represented before the relevant public authorities.

date WED 14/6, 10:30-11:30
theme INFRASTRUCTURE
format PECHA KUCHA + LAUNCH OF PEBSS
location BLACK ROOM (V)
moderator PAUL STRATTA
speaker(s) ERDEM MR OVACIK, SEAN WIEDEL, HELENE PAPA, CARLOS CORRAL, SEBASTIAN SCHLEBUSCH, DEBORAH ANNÉ

EUROPEAN FUNDING FOR CYCLING SPEED DATE
In the last years the level of EU funds dedicated to cycling increased. More European resources for cycling projects could be raised through a better shared knowledge of funding opportunities and exchange of experiences. In most cases, organizations have access to EU funds applying to centralized calls for proposals, but many other ways exist to get projects funded: regional development funds, financial support from the European Investment Bank (EIB) and many other instruments to promote cooperation among countries can be exploited. Don’t miss the chance to meet Funding experts, Project partners and Funding bodies’ representatives at this speed-date session.

date WED 14/6, 10:30-11:30
theme GOVERNANCE
format SPEED DATING
location ORANGE ROOM (S)
moderator CAROLIEN RUEBENS
speaker(s) JESUS FREIRE, MAGALIE VAN LISHOUT, OLIVER KOZAK

CROW: MEET THE MAKERS
Bridges and Tunnels
Adriaan Kok and his project team Hovenring shall discuss the principals of the overpass for the flow of bicycles and cars. In addition, there will be an opportunity to talk to the creators of infrastructure facilities as a landmark.

Register for this session at the programme desk!

date WED 14/6, 10:30-12:45
theme -
format CROW - MASTER CLASS
location DE VILLA, ORANJESINGEL 42
moderator -
speaker(s) ADRIAAN KOK
**AIR POLLUTION MEASURING BIKE (GGD)**

Cyclists are exposed to high levels of air pollution caused by motorised traffic. Because of their increased minute ventilation due to their physical activity, cyclists inhale more air pollution than other commuters. Air pollution causes cardiovascular and respiratory health effects. In the Netherlands a special bicycle was developed to measure cyclists’ air pollution exposure. We will demonstrate this bike and we will elaborate on recent studies on cyclists’ air pollution exposure.

Register for this session at the programme desk!

- **date** WED 14/6, 10:30-12:45
- **theme**
- **format** OUTDOOR
- **location** OUTDOOR (departure point C, map p. 72)
- **moderator**
- **speaker(s)** MONIEK ZUURBIER, PAUL AGELINK

---

**VVN**

**Explore Dutch traffic and safety design by bike: route Nijmegen South**

The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen South focusses on a fast cyclepath parallel to the railway, bicycles on the university campus and the position of bicycles on roundabouts.

Register for this session at the programme desk!

- **date** WED 14/6, 10:30-12:45
- **theme**
- **format** VVN
- **location** OUTDOOR (departure point A, map p. 72)
- **moderator**
- **speaker(s)** KEES LEMS

---

**VVN**

**Explore Dutch traffic and safety design by bike: route Nijmegen North**

The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen North focusses on the rivercrossing, tunnels and bridges for bicycles and the development of new neighbourhoods.

Register for this session at the programme desk!

- **date** WED 14/6, 10:30-12:45
- **theme**
- **format** VVN
- **location** OUTDOOR (departure point B, map p. 72)
- **moderator**
- **speaker(s)** ANDRÉ PETTINGA

---

**DUTCH BICYCLE CENTRE**

**Working together as bicycle entrepreneurs**

Visit Dutch Bicycle Centre (DBC) and the Cargo Bike Centre (CBC) at the “Honigcomplex”.

1) A guided cycling tour to the Honigcomplex. Experience some highlights of cycling infrastructure in Nijmegen.

2) In the DBC and CBC 20 independent cycling business are working together in sales, maintenance, design, innovation, consultancy and advocacy. Bikenomics in practice. Joppe van Stiphout will explain the history of the DBC.

3) Ruben Loendersloot will guide you around the Dutch Bicycle Centre and the Cargo Bike Centre.

Register for this session at the programme desk!

- **date** WED 14/6, 10:30-12:45
- **theme**
- **format** OUTDOOR
- **location** OUTDOOR (departure point D, map p. 72)
- **moderator**
- **speaker(s)** JOPPE VAN STIPHOUT, RUBEN LOENDERSLOOT
PLURYN SESSION:
the shortest way to confidence, self-reliance and pride
People with a physical or mental disability often face challenges to fully participate in society. In this session we explore the possibilities to make people less dependent on others by using the bicycle as a tool for transport, mobility, sport and freedom. You will be inspired by the presentations. You will hear how sporting and playing by bikes are used in the treatment of clients, how the use of bicycles can be promoted in groups of different ethnic backgrounds and how people with a disability can be stimulated to use the bicycle instead of the car.

date WED 14/6, 11:45-12:45
theme PEOPLE
format EXTERNAL SESSION (LECTURE)
location WHITE ROOM (V)
moderator MARIAN DRAISMA
speaker(s) JORN WEMMENHOVE, MIRANDA VAN DE POL, BENOIT BEROUĐ

CYCLING FOR NEWCOMERS
The freedom of cycling: to many immigrants the freedom of movement adds strongly to their search for freedom. A bicycle is a cheap means of transport. But what if you are not trained in cycling, especially in city streets? In many western countries the number of requests for bicycle lessons and programmes is rising. Especially for women this comes from a strong desire for emancipation and freedom. Experiences have shown that basic vital approaches must be considered to turn a training course into a fruitful one. Best practices from different countries, leading to a discussion in the end.

date WED 14/6/11, 11:45-12:45
theme PEOPLE
format LECTURE
location BROWN ROOM (V)
moderator WIM BOT
speaker(s) ANGELA VAN DER KLOOF, BERNADETTE CAUILLARD-HUMEAU, ELIZA BRUNMAYR, TINA PANIAN, BETH SAVAN

PBS PROCUREMENT 2.0:
the Good, the Bad and the Ugly
Framing, tendering, financing, planning and implementing a bike sharing system is no simple thing. Some of the highest experts in the field will go through best practices, most common mistakes and creative ideas to pave the way for a successful and sustainable public bike sharing system.

date WED 14/6, 11:45-12:45
theme GOVERNANCE
format PANEL DISCUSSION
location BLUE ROOM (V)
moderator KSENIA SEMENOVA
speaker(s) HANS-ERICH DECHANT, ANTONIA ROBERTS, SEAN WIEDEL, TALIA WINKUR, LEE JONES, JUSTIN GINSBURGH
COMPONENTS OF BICYCLE NETWORKS
This session is all about a functional and attractive cycling network: experts from different cities, working on cycling networks in various stadia, will share their insights on what the essential components are of a future proof investment in cycling infrastructure.

THE AUSTRIAN WAY UP:
“Cycle Competence Austria” gets a climber nation moving
The platform “Cycle Competence Austria” (Austria’s cycling embassy) offers cycling solutions “Made in Austria” to improve cycle traffic, to launch international networking activities and transfer know-how – especially to other “climbing nations” which are eager to raise not only the number of cyclists but also the quality of their everyday cycling. The range of companies and institutions involved reaches from research institutions, bike manufacturers, marketing agencies and planning companies to the ministry of environment. Our session will bring a fast uphill ride with the freshest outputs of Austrian competences – according to our mountainous motto: climbing up is what we know!

THE AUSTRIAN WAY UP:
“Cycle Competence Austria” gets a climber nation moving
The platform “Cycle Competence Austria” (Austria’s cycling embassy) offers cycling solutions “Made in Austria” to improve cycle traffic, to launch international networking activities and transfer know-how – especially to other “climbing nations” which are eager to raise not only the number of cyclists but also the quality of their everyday cycling. The range of companies and institutions involved reaches from research institutions, bike manufacturers, marketing agencies and planning companies to the ministry of environment. Our session will bring a fast uphill ride with the freshest outputs of Austrian competences – according to our mountainous motto: climbing up is what we know!

THE AUSTRIAN WAY UP:
“Cycle Competence Austria” gets a climber nation moving
The platform “Cycle Competence Austria” (Austria’s cycling embassy) offers cycling solutions “Made in Austria” to improve cycle traffic, to launch international networking activities and transfer know-how – especially to other “climbing nations” which are eager to raise not only the number of cyclists but also the quality of their everyday cycling. The range of companies and institutions involved reaches from research institutions, bike manufacturers, marketing agencies and planning companies to the ministry of environment. Our session will bring a fast uphill ride with the freshest outputs of Austrian competences – according to our mountainous motto: climbing up is what we know!
POSITION AND IMAGE OF THE PEDELEC
A Pecha Kucha session with an upbeat celebration of electromobility on two wheels! The session looks at the benefits and uses of pedelecs (the under 25km/h bikes). Covering the experiences of pedelecs in 4-5 different countries, and looking at the use of the bikes, as both a fun enjoyable experience but also as a tool for commuting and longer distance rides.

**Date:** THU 15/6, 10:30-11:30
**Theme:** INFRASTRUCTURE
**Format:** PECHA KUCHA
**Location:** RED ROOM (V)
**Moderator:** TONY GRIMALDI
**Speakers:** JOOF TUMMERS, JÖRG THIEMANN-LINDEN, ROEL DE CLEEN, MIO SUZUKI, JEANETTE VAN ‘T ZELFDE, MARTIN BLUM

IMPROVING INFRASTRUCTURE AND THE EXPERIENCE OF PUBLIC SPACE FOR CYCLISTS
Improving the infrastructure for bicycles is more than just building a cycle-lane. When urban planners, mobility-experts and architects work together, they can create infrastructure and public space in which the cyclists and the pedestrians feel comfortable and safe. We need to design for humans, not for cars. In this session you will learn how an integrated design can lead to a positive experience of the journey by cyclists and pedestrians. But still, a lot of things are unknown. In this session we will explore and discuss which questions are to be answered on this topic.

**Date:** THU 15/6, 10:30-11:30
**Theme:** URBAN PLANNING
**Format:** LECTURE
**Location:** WHITE ROOM (V)
**Moderator:** THOR SMITS
**Speakers:** STEFAN BENDIKS, EVA HEINEN

VALUING HEALTH & CYCLING FOR POLICYMAKERS: What’s it Worth to You?
Celebrating the 10th anniversary of W.H.O.’s HEAT (Health Economic Assessment Tool), this session on valuing the health benefits of regular cycling by children and adults focuses on how and why to get the message through to policymakers. Three speakers (2 UK, 1 Swiss) worked with HEAT for well over 10 years. They will cover HEAT developments, current usage case studies, and prospective applications. Experts from Netherlands & Austria will provide alternative and complementary approaches to supporting and/or convincing decision makers of the high value of cycle-friendly infrastructure and policy for road users of all ages.

**Date:** THU 15/6, 10:30-11:30
**Theme:** BIKENOMICS
**Format:** LECTURE
**Location:** BROWN ROOM (V)
**Moderator:** RANDY RZWENICKI
**Speakers:** MICHAEL MESCHIK, SONJA KAHLMEIER, JAAP KAMMINGA, NICK CAVILL

PLANNING BASED ON STUDIES - creating a Cycling Network in beginner Countries
In order to put building of cycling infrastructure on the agenda, acquired data can help reasoning the necessity of it. In Brazil the NGO Ciclo Urbano produced new information to base the improvement to a Cycling Transit System on. In India the guidelines available do not speak of exclusive bicycle facilities. A study was carried out to better understand the flow of bicycle traffic, in combination to motorised traffic. The situation in Cape Town South Africa is such that cyclists adapt their routes avoiding high risk areas. A study shows recommendations to government and civil society how to improve this situation.

**Date:** THU 15/6, 10:30-11:30
**Theme:** URBAN PLANNING
**Format:** LECTURE
**Location:** BLUE ROOM (V)
**Moderator:** JEROEN BUIS
**Speakers:** MANUELLE SATURNINO, RAJAT RASTOGI, BRETT PETZER
PROFILE OF CYCLISTS
Who are the people that regularly use a bicycle and what are their needs? Which groups do not cycle and why not? Surveys from different countries demonstrate chances for raising bicycle use among different groups instead of flogging a dead horse.

MAKE CYCLING MAINSTREAM ACROSS EUROPE
- The campaign for an EU Cycling Strategy
The campaign for an EU Cycling Strategy produced a blueprint document which will be handed over to European Commissioner for Transport, Violeta Bulc, at the final day of this conference. This session will dive into the details of the blueprint: What can and should the EU do in order to make cycling mainstream across the continent?

SPEED DATE CYCLE TOURISM STIMULATING URBAN CYCLING
For beginner countries it is not easy to make a start promoting cycling, when infrastructure is missing and bicycle ownership is low. How can cycle tourism help the start and growth of urban cycling? Three speakers from Japan, Denmark and Italy will be ready to discuss their cases and exchange knowledge. Just like all other speed-dates: if you want to bring in your case, register at the programme desk and join the discussion!

if you want to be a speaker in this session (possibly presenting) you can subscribe at the Programme Desk (maximum of 15 speakers in one session).

CROW: MEET THE MAKERS
Bike lanes, bike streets and bicycle highways
Paul Schepers and Robert Hulshof will show you how the ideal bike street should look like. Their knowledge is based on field research and road safety analysis. In the Netherlands there has been extensive research with regard to the ideal width of a bicycle strip. The research shown that a wider bicycle does not mean that the road is safer. What does work? Find out during this session.
Master Class
Explore Dutch traffic and safety design by bike: route Nijmegen North
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen North focusses on the river crossing, tunnels and bridges for bicycles and the development of new neighbourhoods.

If you want to be a participant in this session you can subscribe at the Programme Desk.

<table>
<thead>
<tr>
<th>date</th>
<th>THU 15/6, 10:30-12:45</th>
</tr>
</thead>
<tbody>
<tr>
<td>theme</td>
<td></td>
</tr>
<tr>
<td>format</td>
<td>VVN</td>
</tr>
<tr>
<td>location</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>(departure point A, map p. 72)</td>
<td></td>
</tr>
<tr>
<td>moderator</td>
<td></td>
</tr>
<tr>
<td>speaker(s)</td>
<td>HANS VERGEER</td>
</tr>
</tbody>
</table>

Explore Dutch traffic and safety design by bike: route Arnhem
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Arnhem focusses on river crossings, bicycle parking at the famous trainstation, roundabouts and the concept ‘driving slower goes faster’.

If you want to be a participant in this session you can subscribe at the Programme Desk.

<table>
<thead>
<tr>
<th>date</th>
<th>THU 15/6, 10:30-12:45</th>
</tr>
</thead>
<tbody>
<tr>
<td>theme</td>
<td></td>
</tr>
<tr>
<td>format</td>
<td>VVN</td>
</tr>
<tr>
<td>location</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>(departure point B, map p. 72)</td>
<td></td>
</tr>
<tr>
<td>moderator</td>
<td></td>
</tr>
<tr>
<td>speaker(s)</td>
<td>TINY LIMBEEK</td>
</tr>
</tbody>
</table>

MEASURING BIKE FOR INFRASTRUCTURE QUALITY
How to get an objective view of the quality of your cycling infrastructure? The Measuring bike of the Fietsersbond provides a simple and reliable solution to this problem. With a specially equipped bike and software, they ride along all roads and paths and put these data on a map. The bike collects no less than 35 to 45 parameters. In this outdoor session the Fietsersbond will explain how the measuring bike works and of course you are going to test it outside in real situations.

If you want to be a participant in this session you can subscribe at the Programme Desk.

<table>
<thead>
<tr>
<th>date</th>
<th>THU 15/6, 10:30-12:45</th>
</tr>
</thead>
<tbody>
<tr>
<td>format</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>location</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>(departure point C, map p. 72)</td>
<td></td>
</tr>
<tr>
<td>moderator</td>
<td></td>
</tr>
<tr>
<td>speaker(s)</td>
<td>THIERRY JIMENEZ</td>
</tr>
</tbody>
</table>

BICYCLE PARKING IN NIJMEGEN
One condition for people to ride their bikes, is that they can park it convenient and safe. In this outdoor session we will go outside to see how the city of Nijmegen copes with bicycle parking. You will see the enormous amounts of bicycles at the station, including the new bikeparking for 4.000 bikes. You will also see multiple free and guarded bicycle parkings in the city centre. You will also see some struggles Nijmegen faces and hear about enforcement.

If you want to be a participant in this session you can subscribe at the Programme Desk.

<table>
<thead>
<tr>
<th>date</th>
<th>THU 15/6, 10:30-12:45</th>
</tr>
</thead>
<tbody>
<tr>
<td>format</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>location</td>
<td>OUTDOOR</td>
</tr>
<tr>
<td>(departure point D, map p. 72)</td>
<td></td>
</tr>
<tr>
<td>moderator</td>
<td></td>
</tr>
<tr>
<td>speaker(s)</td>
<td>SANDRA RUTA</td>
</tr>
</tbody>
</table>
DESIGNING CYCLING INFRASTRUCTURE FOR HUMANS
Traffic infrastructure should help road users. Road users like cyclists do not always use infrastructure as it was meant. Examples of adapting infrastructure for cyclists and adapting behaviour from cyclists to other road users.

**EXCELLENT CITIES: cycling as a way to vital, attractive and healthy cities**
In the sustainable mobility-planning of our growing cities, cycling is a key-issue towards economic vital, attractive, sustainable and social equitable cities. In this session we will discuss the historic, present and future development of planning for cycling in Dutch cities and how to introduce new cycling policies to make cycling the first mode of transport in the future. We will especially focus on the city of Utrecht. We will take a closer look at cycling policy based on healthy urban living and in it's variety of elements and the difficulties to overcome while promoting cycling in Utrecht.

**CYCLING THE FAST LANE**
Four speakers from the first generation of cycle highways (Signe Helledi from the Supercykkelstier in Greater Copenhagen, Carlton Reid from the Cycle Superhighways in London, Ulrich Malburg from the Radschnellweg Ruhr network and Frederik Pousset from the Flemish fietssnelwegen) will present their ambitions and illustrate the CHIPS Assessment Tool with stories from their regional cycle highways.

CHIPS (www.cyclehighways.eu) is an Inter-reg North-West Europe project that will develop and promote cycle highways as an effective and cost efficient low carbon solution for. The CHIPS project has developed a Cycle Highway Assessment Tool that will suggest a European standard for cycle highways.

**GERMAN CYCLING EMBASSY:**
*Cycling - Made in Germany*
We invented it: 200 years ago the bike was invented in Germany. Today, Germany is more known for its Autobahn without speed limit and less for cycling. But Germany has some great things to learn from: We are the worlds most advanced Cycling tourism country – 10% of the tourism amounts are made in cycling, 10 Billion € every year. The Bicycle Climate test is the most advanced and biggest tool to measure how satisfied cyclists are. And –according to our autobahn-reputation- we developed outstanding standards for real satisfying super cycle highways. Join and share the German experience!
THE ROLE OF GOVERNANCE
Exploring decision making on cycling policy on national, regional and local level, top-down and bottom-up. We give examples from different countries, leading to a discussion in the end.

date THU 15/6, 11:45-12:45

theme GOVERNANCE

format LECTURE

location GREEN ROOM (V)

moderator ERIK TETTEROO

speaker(s) JOHANN WEBER, MANUEL HUNDT, BLANKA BRACIC

DUTCH BICYCLE PARKING
Bicycle parkings of good quality are essential to make cycling attractive. This session will focus on how to determine the best location, how to fit the parking into scarce spaces, how to finance them and how to connect the bike parkings with other modalities like public transport and cars.

date THU 15/6, 11:45-12:45

theme INFRASTRUCTURE

format LECTURE

location BLACK ROOM (S)

moderator FRANK EGGEN

speaker(s) ANITA DIRIX, HANS VOERKNECHT, AUKE ADEMA

HOD:
Planning the Cycling Region
This is about the increase in cycling and urban/regional transportation which has manifested itself in the Netherlands in the last few years. On the one side the Hybrid Oriented Development (HOD)-system, on the other side the increased pressure on the urban cycleways and the (positive) reaction of the automobile club to it.

date THU 15/6, 14:15-15:15

theme URBAN PLANNING

format MASTER CLASS

location RED ROOM (V)

moderator CAROLINE CERFONTAINE

speaker(s) JOHAN DIEPENS, ERIK TETTEROO, JULIA SALINAS

ALL INCLUSIVE CYCLING
“The freedom of cycling” doesn't always apply to everyone in society. Some people are not able to cycle because of their age, disability of physical condition. Sometimes this asks for adjustment of the infrastructure, personal training or encouragement. In this session, we learn how we can take away different obstacles, so the majority and not the happy few can enjoy the freedom of cycling.

date THU 15/6, 14:15-15:15

theme PEOPLE

format LECTURE

location WHITE ROOM (V)

moderator KSENIA SEMENOVA

speaker(s) JÖRG THIEMANN-LINDEN, MICHAEL MESCHIK, ISABELLE CLEMENT
CYCLE TOURISM GOVERNANCE
Creating successful cycle tourism destinations requires the input of a diverse array of actors in both the public and private sectors, from highways agencies to service providers, tourism bodies to organisations representing user groups. Cooperation and coordination is therefore the key to success. This session will look at different approaches taken to cycle tourism governance across Europe in order to achieve this aim. In some cases, concrete examples are used to demonstrate how the organisational structures work in practice.

**Innovation in Bikes and Smart Mobility Solutions (MAAS)**
Bikes are used and developed in many ways, some countries favouring bike transport more than others. The Netherlands is a pioneer in bike infrastructure, the focus nowadays is also on modifying the bike itself, resulting in innovations including e-bikes, connected bikes, intelligent and self-driving bikes. These developments enable smart mobility solutions such as MAAS. Rethinking our approach, we believe bikes play a crucial role within sustainable mobility, ensuring modern cities to be accessible, safe and healthy places to be. This interactive session will update you on the latest bike innovations, showing the role bikes play within an integrated MAAS solution.

**From Freeways to CycleHighways: Road Authorities**
Traditionally cycling has been seen as a responsibility for local authorities. Nowadays national authorities show more interest in this subject. In this session we learn from different countries what role national governments and road authorities can play in promoting cycling.

**Cycling Officers’ Secrets**
Mobility and more specifically cycling, is a hot topic in cities around the world. EU and Global City Networks Polis, Eurocities, and ECF Cities for Cyclists Network bring together a fine selection of Cycling Officers who come and talk about what is going on behind the scenes. Dream job or nightmare? What are the tricks and tips to put cycling measures in the budget? What is the relationship with elected officials or advocacy groups like? What can they do to help the cycling community and how can advocates help them? Do they focus on cycling only or is cycling integrated in a mix of modes, in a sustainable urban mobility plan? How do they work together with other departments?
CROW: MEET THE MAKERS
Networks and Models
Herbert Tiemens and Rachel Aldred will explain what the ideal network should look like for cyclists. The cycle network does not always match with the network for cars (preferably not!). The bicycle network is based on a traffic model which also includes the movement behavior of cyclists. This session explains how data can be used to determine displacement.

Register for this session at the programme desk!

date THU 15/6, 14:15-16:30
theme -
format CROW (MASTER CLASS)
location DE VILLA, ORANJESINGEL 42
moderator -
speaker(s) HERBERT TIEMENS, RACHEL ALDRED

VVN
Explore Dutch traffic and safety design by bike: route Nijmegen North
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen North focusses on the rivercrossing, tunnels and bridges for bicycles and the development of new neighbourhoods.

Register for this session at the programme desk!

date THU 15/6, 14:15-16:30
theme -
format VVN
location OUTDOOR (departure point A, map p. 72)
moderator -
speaker(s) HANS VERGEER

VVN
Explore Dutch traffic and safety design by bike: route Arnhem
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Arnhem focusses on river crossings, bicycle parking at the famous trainstation, roundabouts and the concept ‘driving slower goes faster’.

Register for this session at the programme desk!

date THU 15/6, 14:15-16:30
theme -
format VVN
location OUTDOOR (departure point B, map p. 72)
moderator -
speaker(s) ERIK MAESSEN

BICYCLE PARKING IN NIJMEGEN
One condition for people to ride their bikes, is that they can park it convenient and safe. In this outdoor session we will go outside to see how the city of Nijmegen copes with bicycle parking. You will see the enormous amounts of bicycles at the station, including the new bikeparking for 4.000 bikes. You will also see multiple free and guarded bicycle parkings in the city centre. You will also see some struggles Nijmegen faces and hear about enforcement.

Register for this session at the programme desk!

date THU 15/6, 14:15-16:30
theme -
format OUTDOOR
location OUTDOOR (departure point C, map p. 72)
moderator -
speaker(s) TINY LIMBEK
CYCLESREETS:
mixed traffic, car as guest
It is not always possible to create separate bikelines, because there is no space for that. In some cases, Nijmegen applies the Cyclesreets (fietsstraten). There are streets with mixed traffic that look like bikelines. Cyclists have the priority, cars are guest and have to adapt to the cyclists. In this outdoor-session you will hear about the design-principles and conditions of the cyclesreets and of course you will visit a couple of them to see and use them for yourself.

Register for this session at the programme desk!

INSPRING CYCLISTS
OF TOMORROW
Children are great ambassadors for cycling! We can help them and ourselves by implementing bikes in schools, co-creating a bicycle habitat and culture, encouraging community participation and children’s autonomy, fighting childhood obesity and lowered speed limits. Great stories from Denmark, New Zealand, Brazil, the United States, Canada and the Netherlands.

date THU 15/6, 14:15-16:30
theme PEOPLE
format PECHA KUCHA
location RED ROOM (V)
moderator JOOF TUMMERS
speaker(s) BAS BREMAN, ANA MARIA NASCIMENTO DESTR, PAUL MCARDLE, EMMA NEWMAN, TOMÁS PETTI MARTINS, NANCY SMITH LEA, KLAUS BONDAM

MORE DATA MORE CYCLING?
The aim of this session is to bring together experts from different stakeholder groups, like academics, local authorities, the cycling industry, or national and European authorities, to discuss how they can collaborate for better and more reliable data on cycling, identifying needs and common strategies.

date THU 15/6, 15:30-16:30
theme URBAN PLANNING
format LECTURE/PANEL DISCUSSION
location WHITE ROOM (V)
moderator HOLGER HAUBOLD
speaker(s) LEWIS DIJKSTRA, DANIEL NAGEL, DANIEL KOFLER, THERESE STEENBERGHEN

SPEED PEDELEC DEBATE:
Friend or Foe to the Cyclist?
Many in the bicycle advocacy community think new high speed pedelecs are an exciting new addition to cycling, offering the chance for bikes to compete directly with cars in commuting journeys of up to 30km. But others worry that the speed difference between 45km machines and daily cycling will scare less confident cyclists and have a negative effect on the safety record of cycling. This means battles across the world about what support public authorities should give to speed pedelecs and which machines should be allowed on cycling infrastructure. In this debate experts from differing sides of the argument will bring the latest updates from the field and share their opinions.

date THU 15/6, 15:30-16:30
theme INFRASTRUCTURE
format PANEL DISCUSSION
location BROWN ROOM (V)
moderator RALUCA FISER
speaker(s) JEROEN QUEE, MARTIJN VAN DE LINDELOOF, BURKHARD STORK, CERI WOOLSGROVE, SASKIA KLUIT, MORENO FIORAVANTI
MANAGING SUCCESS IN A POLITICAL ENVIRONMENT
This session will examine the trials and tribulations of planning for bicyclists and pedestrians in a rural/suburban American community with conservative values and politics. We will discuss approaches used to engage residents and how the project team built consensus and support for the plan and supporting policies over three years. We will also share how roadway safety advocates and underserved communities came together in the face of organized opposition to tell a diversity of stories about the need for better infrastructure. This session will focus on relaying lessons learned to fellow transportation and planning staff as well as the advocates.

THE POWER OF COMPETITION: Benchmarking Each Other
Benchmarking cities on cycling policies and customer satisfaction can be a powerful tool to increase public and political awareness. ‘How does my city score on cycling friendliness?’ It can create motivation and momentum for improvements in a friendly competition. It can also show comparison over time and clearly point out strengths and weaknesses. Examples are shown from the Swedish, German and Dutch cycling associations, leading to a discussion in the end.

CYCLING AND GENDER - STORIES OF EMPOWERMENT
In many car-driven cities it is hard to promote cycling in general, but even harder to encourage women to experience the freedom of cycling. In some countries women are afraid of being harassed in public, or their families are discouraging them to cycle on their own. This diminishes their chances of access to work, education or health. It is key to learn women how to ride their bikes and to raise awareness of women’s rights. In this session is a panel discussion with women from different countries. They discuss the possibilities to improve the situation of women.

SPEED DATE PUBLIC BIKE-SHARING
Public bike sharing is an efficient means of providing bicycles into an environment where private bike ownership is low. It also helps combining public transport to cycling. But it can also help against the bicycle over-flow around train stations in countries where there are many private bikes. Examples and lessons from different countries and cities.

If you want to be a speaker in this session (possibly presenting) you can subscribe at the Programme Desk (maximum of 15 speakers in one session).
THE BEST OF BEHAVIOURAL CHANGE CAMPAIGNS
It is difficult to change behaviour, because it is often habitual. In this pecha kucha session we hear a lot of successful examples on changing behaviour. How can you stimulate people to cycle to work if the metro is closed for maintenance? How to promote cycling in a car-minded city? Is it possible to stimulate more parents to bring their kids to school by bike instead of the car? What role can apps and games play? This session provides you great inspiration.

date FRI 16/6, 10:30-11:30
theme PEOPLE
format PECHA KUCHA
location RED ROOM (V)
moderator LOUISE GOLD
speaker(s) ANNE DIEPENBROEK, DANIEL BÖHM, Eveline TREVISAN, CAROLINE HAMMOND, PAUL VAN DEN BOSCH

HARDWARE, SOFTWARE AND ORGWARE:
Best Cycling Practices Abroad of the Dutch Cycling Embassy
The Dutch Cycling Embassy is a public private network for sustainable bicycle inclusive mobility. We represent the best of Dutch Cycling: knowledge, experience and experts offered by private companies, NGO’s, research institutions, national and local governments. Our mission is Cycling for Everyone. We want to share our expertise and technology as the world’s number one cycling country to facilitate cycling worldwide as the most modern, efficient and sustainable method of transport. Within this conference session, we share our Best Cycling Practises with the audience using many examples of different countries worldwide, using the hardware-, software-, orgware-principle.

date FRI 16/6, 10:30-11:30
theme -
format EXTERNAL SESSION (LECTURE)
location WHITE ROOM (V)
moderator MIRIAM BORSBOOM
speaker(s) JOHAN DIEPENS, MAURITS LOPES CARDOZO, MARK FREQUIN

CYCLE MORE, PAY LESS - HOW DOES IT WORK?
While in many countries, tax benefits are available for people using their car or public transport for their daily commute to work, fiscal incentives for cycling are only granted in a few countries. Monetary incentives are a powerful tool to steer behaviour; they have the potential to bring about a substantial modal shift. In this session, experts from the private sector, the public sphere and from advocacy organisations will look at already existing examples and discuss how cycling can become part of a sustainable tax shift.

date FRI 16/6, 10:30-11:30
theme BIKENOMICS
format PANEL DISCUSSION
location BROWN ROOM (V)
moderator HOLGER HAUBOLD
speaker(s) ROEL DE CLEEN, VIRPI ANSIO, CLAIRE SCHREIBER, ULRICH PREDIGER

UN-HABITAT SESSION: CREATING A CYCLING CULTURE IN BIKE-U NFRIENDLY ENVIRONMENTS
Urban centers need to promote non-motorized transport – not only to ensure accessiblity to opportunities for all, but also to achieve environmental benefits, increased safety and reduced traffic congestion. Cities in the developing world are illustrating a growing interest in implementing cycling infrastructure and facilities. The session proposes to look at examples from the Global South – and will discuss best practices on promoting cycling in challenging environments. Case studies will come from: Hyderabad (India), Nairobi (Kenya) and Bogotá (Colombia). From shared public bicycles to cycling masterplans, this session will have a look at what it means to create cycling culture in bike-unfriendly environments.

date FRI 16/6, 10:30-11:30
theme -
format EXTERNAL SESSION
location BLUE ROOM (V)
moderator LAKE SAGARIS
speaker(s) ZE LOBO, CARLOSFELIPE PARDO, DHARMIN DONTAMSETTI, ANDRE DZIKUS
### Mobility as a Service (MAAS)
Ownership becomes less important, especially for young people. Availability is the word. We don’t own cd’s or dvd’s anymore, we listen to Spotify and watch Netflix. Mobility as a Service could be the next big revolution. With one app, you can plan, book and pay for all kinds of mobility: public transport, car sharing, bike sharing, taxi’s etc. A membership with a fixed price per month is also possible. In this lecture we learn from Helsinki where MaaS is implemented since October 2016, and we will zoom in on the role that the bicycles can play within MaaS.

**Date:** FRI 16/6, 10:30-11:30  
**Theme:** URBAN PLANNING  
**Format:** LECTURE  
**Location:** GREEN ROOM (V)  
**Moderator:** NIELS HOÉ  
**Speakers:** DRIES CALLEBAUT, SAMPO HIETANEN, JULIAN SCRIVEN

### Recipes for Making National Cycling Policies a Real Success
More and more national governments have a national cycling strategy. That’s a good thing, but not a guarantee that it actually delivers what it promises. This session will look at some best practice examples regarding good governance, both inside the administration but also in the relationship with key stakeholders.

**Date:** FRI 16/6, 10:30-11:30  
**Theme:** GOVERNANCE  
**Format:** PANEL DISCUSSION  
**Location:** BLACK ROOM (S)  
**Moderator:** TILMAN BRACHER  
**Speakers:** CHRISTOPHE REUTER, ZOFIA ANNA JAGIELSKA, DAMIEN Ó TUAMA, ERIK TETTEROO, ABRAM CHEGO

### Cycling as a Tool for a More Equitable and Inclusive Society
Cycling can be a means for a more equitable and inclusive society. However, bicycle use, cycling advocacy and governance are not neutral. Some groups in society are more involved than others. And some profit more from investments than others. In this speed date session we will delve into the questions ‘what systematic differences can be identified in different contexts?’; ‘what do these similarities tell us?’; ‘what can we learn from that?’ and ‘what can we do to make progress?’. One example is the systematic under representation of women using bicycles, in cycling advocacy, and amongst professionals and researchers.

*If you want to be a speaker in this session (possibly presenting) you can subscribe at the Programme Desk (maximum of 15 speakers in one session)*

**Date:** FRI 16/6, 10:30-11:30  
**Theme:** PEOPLE  
**Format:** SPEED DATING  
**Location:** ORANGE ROOM (S)  
**Moderator:** ANGELA VAN DER KLOOF  
**Speakers:** MARINA KOHLER HARKOT, ISABELLE CLEMENT, PETER COX

### CROW: Meet the Makers
Bicycle Parking
Anita Dirix and Hillie Talens introduce the golden rules for parking bicycles; from policy to control and enforcement on the streets. During this session, we will also look into the urbanization of parking spaces for bicycles. An important part of this is to determine the right amount of places per facility.

*Register for this session at the programme desk!*

**Date:** FRI 16/6, 10:30-12:45  
**Theme:** -  
**Format:** CROW (MASTER CLASS)  
**Location:** DE VILLA, ORANJESINGEL 42  
**Moderator:** -  
**Speakers:** ANITA DIRIX, HILLIE TALENS
VVN
Explore Dutch traffic and safety design by bike: route Nijmegen West
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen West focusses on cyclestreets, implementation of cycling infrastructure in residential areas and in big infrastructural projects.

Register for this session at the programme desk!

---

VVN
Explore Dutch traffic and safety design by bike: route Nijmegen South
The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling.

The route Nijmegen South focusses on a fast cyclepath parallel to the railway, bicycles on the university campus and the position of bicycles on roundabouts.

Register for this session at the programme desk!

---

TESTKEES: TESTING CYCLING EQUIPMENT BY FIETERSBOND
Kees Bakker of the Dutch Cyclists Union test and reviews for nearly 20 years all kind of bicycles and bicycle products. Especially products for the daily cyclist and commuter like pedelecs, cargo bikes, child seats, tires, lights and folding bicycles. During the session, he takes with him a number of bicycles, bicycle parts and measuring instruments and shows you the secret of his approach. In addition, participants are invited to participate in the session. What are their experiences, how can we improve testing, what problems we experience and how can we work together to improve the test results.

Register for this session at the programme desk!

---

DUTCH BICYCLE CENTRE
The importance of infrastructure
Visit Dutch Bicycle Centre (DBC) and the Cargo Bike Centre (CBC) at the “Honigcomplex”
1. A guided cycling tour to the Honigcomplex. Experience some highlights of cycling infrastructure in Nijmegen.
2. In the DBC and CBC 20 independent cycling business are working together in sales, maintenance, design, innovation, consultancy and advocacy. Bikenomics in practice. Joppe van Stiphout will explain the history of the DBC
3. Ruben Loendersloot will explain the advantages of a better cycling infrastructure.

Register for this session at the programme desk!
CYCLING IS POLITICAL:
Influencing Elections
How to use elections or organise a referendum to put cycling on the agenda. And if commitment is organised: how do you maintain it? Practical ways to keep on track.

- **date**: Fri 16/6, 11:45-12:45
- **theme**: Governance
- **format**: Lecture
- **location**: Red Room (V)
- **moderator**: Klaus Bondam
- **speaker(s)**: Andy Mulholland, Camille Thôme, Dirk von Schneidemesser, Guilherme Lara Tampieri

COMBINING UTILITARIAN:
Combining everyday cycling and leisure: complimentary or challenging?
Leisure cycling can create the right conditions for long distance cycling commuting, which is the case of the RijnWaalpad in Arnhem and Nijmegen, the Green Routes in Quebec and many of the EuroVelo routes. Moreover, leisure cycling can change behaviour and create everyday cyclists. But is it as smooth and seamless as it sounds? Are leisure cyclists on the way of commuters cyclists? This session will bring up the challenges and benefits of investing in leisure cycling and their relation with everyday cyclists.

- **date**: Fri 16/6, 11:45-12:45
- **theme**: Urban Planning
- **format**: Lecture
- **location**: White Room (V)
- **moderator**: Ed Lancaster
- **speaker(s)**: Harriet Tiemens, Marc-André Gadoury

BIKENOMICS: THE LOCAL STORY
More and more local authorities are getting really interested in cycling, but before they start investing, they want to know exactly what the benefits are. This session looks at examples of local calculations of the economic benefits of cycling.

- **date**: Fri 16/6, 11:45-12:45
- **theme**: Bikenomics
- **format**: Lecture / Panel Discussion
- **location**: Brown Room (V)
- **moderator**: Holger Haubold
- **speaker(s)**: Kaely Dekker, Syb Tjepkema, Thomas Koorn, Bruno Van Zeebroeck, Martijn Lelieveld

SHARING IS SMART:
Looking at the Next Generation of Bike Sharing
Driverless Cars, Connected Vehicles, Smart Mobility. These new concepts make it to the news daily, and smart bike share must make sure it remains relevant to personal mobility across the urban landscape. This session will explore the greatest technological innovations in the bicycle sharing sector, shaping the vision of the-day-after-tomorrow’s systems.

- **date**: Fri 16/6, 11:45-12:45
- **theme**: Infrastructure
- **format**: Panel Discussion
- **location**: Blue Room (V)
- **moderator**: Raluca Fiser
- **speaker(s)**: Michel Willems, Sebastian Schlebusch, Irene Macaleese, Colin Hughes
BEHAVIOUR CHANGE WORKSHOP
BIT
How to stimulate people to use pedelecs?
The Behavioural Insight Team (BIT) of the Dutch Ministry of Infrastructure and Environment developed a tool to analyse behavioural issues. In this interactive roundtable workshop we use the tool to systematically unravel the factors that determine the use of pedelecs. Which behavioural factors influence the use of pedelecs?

date FRI 16/6, 11:45-12:45
theme PEOPLE
format MASTER CLASS
location GREEN ROOM (V)
moderator ODETT VEAN DE RIET
speaker(s) LUCAS HARMs, ODETT VEAN DE RIET

CLIMATE AND CITIES
Cities are responsible for around 80% of global greenhouse emissions and a big part of it comes from unsustainable transport systems. At the same time, residents of cities are the ones facing great impact from climate change. This session will cover projects and studies from the ground to approaches on climate and cities from the Dutch government and EU Environment Directorate General.

date FRI 16/6, 11:45-12:45
theme URBAN PLANNING
format LECTURE
location BLACK ROOM (S)
moderator LARS STRÖMGREN
speaker(s) GENEVIEVE LAFERRERE, MARCEL BEUKEBOOM, BENJAMIN CASPAR, JOSÉ MOTA
FRIDAY JUNE 16TH AT 14:15 HRS
Red Room Vereeniging

All good things come to an end, and so does the Velo-city 2017 conference.

• But….not before we have looked back at this edition of the conference in the Netherlands; not before we have evaluated the special Mayors Session that took place this morning;
• Not before we have talked about the inspiring plenary sessions and the numerous parallel sessions;
• Not before we have thanked the more than 200 speakers from over 40 countries. Not before we have re-enjoyed the events, the excursions, the outdoor sessions that we have all experienced in the past four days.
• And certainly not before we close our conference with a few inspiring speakers like Rene ten Bos, the ‘National Thinker’ of the Netherlands and Philippe Crist, a well-known speaker of the past Velo-city conferences.

And after we have done, seen, heard and experienced all that, it will be time to hand over the Gavel and the beautiful Velo-city sculpture to the next Velo-city Global city, a city where we would all like to travel to next year: Rio de Janeiro!
That cannot be done without music, dance and a beautiful first impression of Velo-city 2018!

The program of this closing ceremony;

• Opening by our master of ceremonies, Miss Conny Czymoch
• Looking back at the special Mayors Session that took place at the Bilderberg Hotel this morning
• Presentation by the Netherlands’ National Thinker’ René ten Bos
• Cross talk by Philippe Crist and René ten Bos
• Wrap up of Velo-city 2017 by Bernhard Ensink, Secretary General of the European Cyclists’ Federation
• ‘Looking back in footage’ by Conny Czymoch
• Start of transferring the Velo-city 2018 conference to Rio de Janeiro by Manfred Neun, President of the European Cyclists’ Federation
• Passing the Gavel and the conference to Rio the Janeiro with a presentation by the authorities of Rio de Janeiro.
• Finally, you will enjoy the festive transfer ceremony. Get ready for a celebration that will get you in the mood for Velo-city Global 2018 in Rio de Janeiro!
• Music, dance and a photo moment
• Closing of the ceremony by Conny Czymoch.

René ten Bos is philosopher and professor of philosophy at the Department of Management Sciences, Radboud University in Nijmegen (RU), The Netherlands. He is the author of numerous books and articles. In April 2017, Ten Bos was appointed as the ‘Thinker of the nation’ (‘Denker des Vaderlands’).

Philippe Crist is an Administrator and Project Manager at the International Transport Forum (ITF) at the Organization for Economic Cooperation and Development (OECD). His current work addresses disruptive urban mobility scenarios and examines how active mobility, public transport and taxi markets must adapt to these.

Bernhard Ensink
During Velo-city 2017 we want to let you experience Dutch cycling for yourself! The outdoor sessions show examples to discuss best practices and traffic principles in real life. These are technical visits to specific locations close to the venue location in the region of Arnhem-Nijmegen. The duration of an outdoor session is roughly two hours. You have the possibility to join our outdoor sessions on different subjects:

- The Belgian Fietsersbond will demonstrate their measuring bike, which can measure the quality of the cycling-infrastructure;
- The GGD (Community Health Services) has got another measuring bike, focussed on measuring air pollution. Read more about their research here;
- Experts from the city of Nijmegen will tell and show you the best examples of bicycle parking at the central station and the city centre, and our famous cyclestreets, on which the cyclists have priority and cars are guest;
- The Dutch Bicycle Centre (DBC) is a unique cooperation between several companies that produce bicycles and promote cycling for people and cargo. There will be three outdoor sessions that will visit the DBC. After a bike ride of approximately 30 minutes, you will be welcomed in the DBC which is located in a former factory;
- The concept of Shared Space leads to discussions between supporters and opponents. The concept was developed by the Noordelijke Hogeschool Leeuwarden. Professors of the NHL will introduce you to the basics of Shared Space, outside they will discuss several examples with you;
- A specialist of the Dutch Fietsersbond (TestKees) will show you how he tests and reviews new bicycles, bicycle parts and gadgets in a way that is helpful for the visitors of the website.

The Dutch Traffic Safety Association (Veilig Verkeer Nederland) strives for more safety in the Dutch traffic-system with a specific eye on the behavioural aspects. Their experienced engineers take you on a two hours bikeride and show you a lot of good examples and some situations that still need improvement for bicycles. They tell you about the policy, the design and the (sometimes difficult) choices that are made to improve cycling. You can choose between four different routes, which are offered multiple times.

You need to register for the outdoor-session of your choice at the programme-desk. You can register free of charge until 15 minutes before the start of the outdoor-session, but be aware that the capacity of the outdoor-sessions is limited.
CONFERENCE PROGRAMME
CROW | MEET THE MAKERS

CONTENT AND PROGRAMME
As part of the Velo-city programme, CROW be organising a number of master classes at De Villa in Nijmegen. Every master class will broaden your knowledge about cycling traffic and facilities. In addition to a presentation, there will be plenty of opportunity to discuss personal situations and practical cases. Check out the master classes below or visit the Velo-city 2017 website for the complete conference programme.

If you want to be a participant in these sessions you can subscribe at the Programme Desk.

TUE 13/06
Golden Room | 14:15 - 16:30
MASTER CLASS: ROUNDABOUTS AND INTERSECTIONS
This master class focuses on the Dutch approach to designing bicycle-friendly intersections and roundabouts. During the session, we will examine the basic principles of these topics, after which participants can discuss practical cases.

speaker(s) JOHN BOENDER (CROW) | HILLIE TALENS (CROW)

WED 14/06
Golden Room | 10:30 - 12:45
MASTER CLASS: BRIDGES AND TUNNELS
Adriaan Kok and his Hovenring project team will be discussing the principles of the overpass for promoting the flow of bicycle and car traffic. There will also be an opportunity to talk to the creators of infrastructure facilities as a landmark.

speaker(s) ADRIAAN KOK (IPV DELFT)

THU 15/06
Golden Room | 10:30 - 12:45
MASTER CLASS: BIKE LANES, BIKE STREETS AND BIKE HIGHWAYS
Robert Hulshof will be showing the ideal bike street. His knowledge is based on field research and road safety analyses. Extensive research has been conducted in the Netherlands into the ideal width of a bicycle lane. Research has shown that a wider bicycle lane does not necessarily make the road safer. So what works? Find out during this session.

speaker(s) ROBERT HULSHOF (CROW)

THU 15/06
Golden Room | 14:45 - 16:30
MASTER CLASS: NETWORKS AND MODELS
Herbert Tiemens and Rachel Aldred will be describing the ideal network for cyclists. The cycle network does not always match the network for cars (and it shouldn’t!). The bicycle network is based on a traffic model that also includes the movement behaviour of cyclists. This session explains how data can be used to determine displacement.

speaker(s) HERBERT TIEMENS (PROVINCIE UTRECHT) | RACHEL ALDRED (UNIVERSITY OF WESTMINSTER)

FRI 16/06
Golden Room | 10:30 - 12:45
MASTER CLASS: BICYCLE PARKING
Anita Dirix and Hillie Talens will be introducing the golden rules for bicycle parking, from policy to control and enforcement on the streets. During this session, we will also be examining the urbanisation of bicycle parking. An important part of this is to determine the right number of spaces per facility.

speaker(s) ANITA DIRIX (ANITA DIRIX PROJECTMANAGEMENT)
During Tuesdays’ and Thursdays’ lunch breaks you have the possibility to attend the exclusive premiere of the Dutch documentary Why We Cycle. In this movie, the filmmakers interview ordinary cyclists and specialists from various disciplines. They examine the hidden inner motives of the cyclist and explore what the Netherlands would look like if we were to work with the needs of ordinary cyclists in mind.

Filmmakers Marco te Brömmelstroet, Arne Gielen, Gertjan Hulster en Jeroen Dirks will introduce the film and are available for Q&A after the screening.

Synopsis
To the Dutch, cycling is as normal as breathing. We don’t think about it, we just do it. Perhaps the fact that we don’t think about it, is the key to the bicycle’s success in this country. But it also proves to be its potential threat. Precisely because we do not give cycling a second thought, we don’t really know what the deeper needs of cyclists are. This documentary takes a ride with ordinary cyclists and specialists from a variety of disciplines. These conversations uncover some obvious, but even more hidden effects of cycling on people, on societies, and on the organization of cities. Imagine what we would change in our approach to cycling, if we really understand why we cycle!

Observation
At every speed, a different world
With every pedal push, the creaking workings of the time I had, have and mould into my insight. I used to think speed that’s me, a purblind snail a comet, an all-seeing eyeball taking it in But what is all? A ragbag of loud things, smells, shapes, savours, days?
I turned onto the Zeeweg and so doing lost my thought. I stepped up a gear draining the jangling chain of colour forcing me to stand. A hill presented itself I pushed my way to sea, where I beheld the workings of light, where cumuli travelled the distance, took time to dismount, to stand still To think speed’s an observation with your eyes closed

Lucas Hirsch
Translation: Jan Willem Reitsma
THE MAYORS SESSION:
the role of cycling in creating liveable and human sized cities

(by invitation only)

We are proud to announce that 30 Mayors and ministers from around the globe will gather in Arnhem and Nijmegen to participate in the Mayors Session of Velo-city 2017. Mayors and Deputy Mayors of Paris, Rio de Janeiro, Dublin, Mannheim, Kampala, Dusseldorf, Brussels and Nantes will participate in this session. The goal of the Mayors Session is to exchange ideas and experiences amongst key decision makers on the role of cycling in creating liveable and human sized cities. The session enables in-depth discussions internationally between mayors from different cities. In addition to that, the Mayors Session provides a platform to communicate the importance of cycling to a global audience.

Prof. dr. Ruth Oldenziel, author of the book Cycling Cities, will provide a historical perspective on urban cycling. Presentations will be held by the EU commissioner mrs. Bulc and the Secretary General Mr. Viegas of the International Transport Forum of OECD.

The outcome of the mayors session will be presented during the closing ceremony of Velo-city 2017.
CONFERENCE PROGRAMME

SPEAKERS

KEYNOTE SPEAKERS (V)

BAS BLOEM
Radboud UMC

LEO BORMANS
Author ‘World book of
happiness’

RENÉ TEN BOS
Radboud UMC

ROGER VAN BOXTEL
Dutch Railways (NS)

MARCO TE
BRÖMMELSTROET
University of Amsterdam

VIOLETA BULC
European Commission
Mobility and Transport

PHILIPPE CRIST
International Transport
Forum (ITF) at OECD

BRIAN DEEGAN
Transport for London

ANDRE DZIKUS
UN-Habitat

PIER ERINGA
ProRail

MARK FREQUIN
Ministry of infrastructure
and environment

MARIA HOPMAN
Radboud UMC

KEVIN KRIZEK
Radboud University

CLARISSE LINKE
ITDP Brasil

MASI MOHAMMADI
Hogeschool van Arnhem
en Nijmegen

THINLEY NAMGYEL
Royal Government of
Bhutan

SHIPRA NARANG SURI
UN-HABITAT

JULIA NEBRIJA
Metro Manila Development
Authority

RUTH OLDENZIEL
Eindhoven University of
Technology

MELANIE SCHULTZ
Ministry of infrastructure
and environment
CONFERENCE PROGRAMME

SPEAKERS

SUBPLENARY SPEAKERS (S)

MARK AMES
Strategic Cities

FILIP VAN AS
Municipality of Zwolle

REINDERT AUGUSTIJN
Province of Gelderland

HEATHER BARRAR
Chesterfield County (Virginia)

MIKLOS BERENSCI
Ministry of National Development Hungary

MARIANNE BORGEN
Mayor of Oslo (City Council)

FIONA CAMPBELL
City of Sydney

BRIAN DEEGAN
Transport of London

JAN-BERT DIJKSTRA
Ministry of infrastructure and the environment

LIM DONG GUK
Seoul Metropolitan Government

MARIEKE DUBBELMAN
Vinevrouwvrtje

SHANNON GALPIN
Mountain2Mountain

JONATHAN GILES
Department of Transport and Main Roads (Australia)

NIELS HOÉ
HOE360 Consulting

KRISTINA JASIUNAITE
World Bicycle Relief gGmbH

PIETER JONKER
Delft University of Technology

MARIE KÅSTRUP
City of Copenhagen / Cycling Embassy of Denmark

MORTEN KABELL
Mayor of Technical and environmental affairs of copenhagen

WINFRIED HERMANN
Minister of Transport Baden-Württemberg

OWEN KEEGAN
City of Dublin

SASKIA KLUIT
Fietsersbond
CONFERENCE PROGRAMME

SPEAKERS

SUBPLENARY SPEAKERS (S)

RUUD KOORNSTRA
National Energy commissioner

ROBERT KWOK
Department of Infrastructure, Local Government and Planning, (Australia)

ARNoud lAGENDIJK
Radboud University Nijmegen

RICK LINDEMAN
LEF Future Center / Rijkswaterstaat

CHRISTOPHE NAJDOVSKI
City of Paris

JULIA NEBRIJA
Metro Manila Development Authority

GEERT RITSEMA
Municipality of Arnhem

PAUL ROBISON
Bikeability

HARRIET TIEMENS
Municipality of Nijmegen

MARK TREASURE
Cycling Embassy of Great Britain

FLOOR VERMEULEN
Province of Zuid Holland

ERIK VERROEN
Rijkswaterstaat

CLYDE LOAKES
Waltham Forest

KEVIN MAYNE
European Cyclists’ Federation

ALISON MILLS
City of Austin

ARNOUD LAGENDIJK
Radboud University Nijmegen

GEERT RITSEMA
Municipality of Arnhem

MARK TREASURE
Cycling Embassy of Great Britain

FLOOR VERMEULEN
Province of Zuid Holland

ERIK VERROEN
Rijkswaterstaat

LAKE SAGARIS
writer, journalist, community leader and urban planner

MICHIEL SCHEFFER
Province of Gelderland

FIROZA SURESH
Smart Commute Foundation
For over 65 years, Falco has been one of the leading designers in Europe, manufacturers and installers of cycle parking and street furniture products. Our comprehensive collection of cycle parking products includes cycle stands, racks, clamps and lockers.

We also manufacture an extensive range of shelters, canopies and lockable stores. Cycling is a positive activity in many ways - health, cost, environmental and much more - the benefits are clear! So let us help solve your infrastructure needs with high quality cycle parking systems which are both functional and attractive and lets promote cycling within your community.

FalcoLevel Premium+; an innovative cycle parking system which allows you to house twice as many bikes in the same area as any standard cycle rack.

FalcoTumbler; cycle parking system designed to securely park all types of cycles regardless of wheel or tyre, size or diameter.

FalcoFix 2.0; transforms a traditional bicycle pump into a convenient repair and maintenance station for all types of bikes.
EXHIBITION
EXHIBITION

LOCATION OVERVIEW NIJMEGEN

DE VEREENIGING
Keizer Karelplein 2d
6511 NC Nijmegen

STADSSCHOUWBURG
Keizer Karelplein 32h
6511 NH Nijmegen

DE VILLA
Oranjesingel 42
6511 NW Nijmegen

RABOBANK
Keizer Karelplein 1
6511 NC Nijmegen
OPENING HOURS VELO-CITY EXPO

Tuesday June 13th 2017  11:00 hrs - 18:00 hrs
Wednesday June 14th  09:30 hrs - 18:00 hrs (13.00 hrs - 18:00 hrs public opening)
Thursday June 15th  09.30 hrs - 18:00 hrs
Friday June 16th  09.30 hrs - 17:00 hrs
This drawing is subject to changes!
This drawing is subject to changes!

5.1 See.Sense
5.2 MobiLock
5.3 Metrocount
5.4 Cycleport
5.5 Alta Planning
5.6 Brussel Mobiliteit
5.7 Homeport
5.8 Nextbike
5.9 Nextbike
5.10 Mobyshare
5.11 Mobyshare
5.12 Excellent Cities
5.13 Excellent Cities
5.14 Bike Citizens

FOOD & BEVERAGE
BOOTHS
CONFERENCE BAGS
CLOACK ROOM
This drawing is subject to changes!
<table>
<thead>
<tr>
<th>Exhibit</th>
<th>Booth Numbers</th>
<th>Description</th>
<th>Location</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>8D Technologies</td>
<td>2.40</td>
<td>European Cyclists’ Federation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abimota</td>
<td>3.10</td>
<td>Excellent Cities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABRI Plus</td>
<td>2.27</td>
<td>2.28</td>
<td>Falco BV</td>
<td></td>
</tr>
<tr>
<td>Addbike</td>
<td>3.8</td>
<td>Feetzsdock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allgemeiner Deutscher Fahrrad-Club</td>
<td>1.4</td>
<td></td>
<td>Fietsenwinkel.nl</td>
<td></td>
</tr>
<tr>
<td>ADFC Nordrhein Westfalen</td>
<td>2.15</td>
<td>2.16</td>
<td>2.17</td>
<td>Flanders is cycling</td>
</tr>
<tr>
<td>Alta Planning + Design</td>
<td>5.5</td>
<td>Gazelle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANWB</td>
<td>2.29</td>
<td>Greenpack GmbH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Velo de Ville</td>
<td>2.33</td>
<td>2.32</td>
<td>Grozer Csaba</td>
<td></td>
</tr>
<tr>
<td>Axia Bike Security</td>
<td>2.22</td>
<td>Heijmans Infra</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Batavus</td>
<td>1.2</td>
<td>Holland Leisure Cycling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike Citizens</td>
<td>5.14</td>
<td>Homeport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bovag</td>
<td>2.18</td>
<td>HRgroep</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brussel Mobiliteit</td>
<td>5.6</td>
<td>Jan Kuipers Nunspeet BV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CA traffic</td>
<td>3.13</td>
<td>Josta Technik GMB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andalusion Region</td>
<td>3.11</td>
<td>Kienzler Stadtmobilier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycle Competence Austria / Radkompetenz Österreich</td>
<td>4.1</td>
<td>4.2</td>
<td>Leisger</td>
<td></td>
</tr>
<tr>
<td>Cycle Europe</td>
<td>2.30</td>
<td>Lo-Minck</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cyclehoop</td>
<td>2.21</td>
<td>LovetoRide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CyclePort</td>
<td>5.4</td>
<td>Metrocount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycling Embassy of Denmark</td>
<td>2.13</td>
<td>Miovision Technologies GmbH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dutch Cycling Embassy</td>
<td>1.3</td>
<td>Mobike</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diseno Neko</td>
<td>2.26</td>
<td>MobiLock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco-Counter</td>
<td>2.43</td>
<td>2.44</td>
<td>MOBYSHARE</td>
<td></td>
</tr>
<tr>
<td>European Cyclists’ Federation</td>
<td>2.53</td>
<td>2.54</td>
<td>2.55</td>
<td>2.56</td>
</tr>
<tr>
<td>Excellent Cities</td>
<td>5.13</td>
<td>5.12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Falco BV</td>
<td>2.8</td>
<td>2.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feetzsdock</td>
<td>2.19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fietstenwinkel.nl</td>
<td>3.14</td>
<td>3.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flanders is cycling</td>
<td>2.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenpack GmbH</td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grozer Csaba</td>
<td>3.12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heijmans Infra</td>
<td>2.47</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holland Leisure Cycling</td>
<td>2.10</td>
<td>2.11</td>
<td>2.12</td>
<td>RASTI GmbH</td>
</tr>
<tr>
<td>Homeport</td>
<td>5.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HRgroep</td>
<td>4.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan Kuipers Nunspeet BV</td>
<td>2.48</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Josta Technik GMB</td>
<td>2.36</td>
<td>2.37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kienzler Stadtmobilier</td>
<td>3.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Klaver Bicycle Parking</td>
<td>4.5</td>
<td>4.6</td>
<td>4.7</td>
<td></td>
</tr>
<tr>
<td>Leisger</td>
<td>2.23</td>
<td>2.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lo-Minck</td>
<td>2.6</td>
<td>2.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LovetoRide</td>
<td>3.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metrocount</td>
<td>5.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miovision Technologies GmbH</td>
<td>2.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobike</td>
<td>2.52</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MobiLock</td>
<td>5.2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOBYSHARE</td>
<td>5.10</td>
<td>5.11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nextbike</td>
<td>5.8</td>
<td>5.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Otrajet Company (WheelGiant TW)</td>
<td>2.51</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Otto Wöhr GmbH</td>
<td>3.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pluryn</td>
<td>2.1</td>
<td>2.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pointed NV</td>
<td>2.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polis Network (Trace Project)</td>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provincie Gelderland</td>
<td>3.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RASTI GmbH</td>
<td>4.3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saris Cycling Group</td>
<td>2.25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>See.Sense</td>
<td>5.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMOOVE</td>
<td>2.41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Bicycles</td>
<td>2.20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SoftWheel Tech</td>
<td>3.6</td>
<td>3.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SynergyBikes BV</td>
<td>2.31</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TBA France</td>
<td>2.38</td>
<td>2.39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UPON</td>
<td>2.45</td>
<td>2.46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Velo-city 2018 Rio</td>
<td>2.34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>XON Ltd</td>
<td>2.14</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CONFERENCE EVENTS
Welcome!
Velo-city 2017 likes to welcome you to The Netherlands at a very special location: the Holland Open Air Museum in Arnhem.

**TUESDAY JUNE 13TH AT 19.30 HRS**
(Doors open at 19:00)
*Holland Open Air Museum, Arnhem*

**THE PRACTICAL STUFF**

Buses to the Welcome Reception will leave Nijmegen between 18:00 and 18:30 hrs from the Van Schaeck Mathonsingel, near Nijmegen Central Station (check your map).

After the closing act (around 22:30 hrs), the buses will take you back to Arnhem or Nijmegen. There are buses driving directly to Arnhem Central Station and Nijmegen Central Station. There are also buses taking various hotel routes.

You can also choose to cycle there, via the famous cycle highway The Rijnwaalpad. This is about 25 kilometres, so will take about an hour. Make sure you head back to Nijmegen in time. The sun will set at around 22:30 hrs. For the exact route, check your cycle path map.

**THE FUN STUFF**

This evening The Holland Open Air Museum is open exclusively to all participants of Velo-city 2017. After a short word of welcome you can go on a journey and enjoy all the stories hidden in the historic houses, mills and farmhouses. You will get to know typically Dutch customs and traditions as well as the history of our way of life and work.

You will enjoy wonderful complimentary food and drinks, inspired by the continents.
We welcome you to be an Amsterdammer for a day! After disembarking at Amsterdam Central Station, you will be guided to the place where you will pick up your bicycle. Then the experience begins! You will be fully immersed in the wonderful - at times challenging but always exciting - world of Amsterdam Cycling. On the next page you can read more about the different experiences we have curated for you.

**WEDNESDAY JUNE 14TH AT 13.25 HRS.**

---

**THE PRACTICAL STUFF**

**Travelling to Amsterdam**
- Make sure that you’re in the right group of your reserved choice when you registered and be at the Central Station in Nijmegen ultimately at 13:10 hrs.
- The train will leave for Amsterdam exactly at 13.25 hrs and CANNOT wait for late arriving delegates.
- During the trip to Amsterdam our MC will tell you something about the Dutch landscape and the sights that we will see.
- In the train you will also receive your voucher for a free train ride back to Arnhem and Nijmegen at the time of your choice in the evening.
- The train back to Arnhem and Nijmegen will be your individual choice (2nd class tickets only) from the normal public train timetable, that is announced in the hall of the Central Station.

---

**THE FUN STUFF**

**Entertainment on the train**
There will be several interesting programme sessions on board, by interesting people from companies that are related to Velo-city 2017, the Dutch and European Railways and the cities of Arnhem, Nijmegen and Amsterdam. The sessions are announced on a separate leaflet, which you will receive together with your lunch bag.
how deeply woven into the fabric of society cycling has become in Amsterdam.

Programme 2: The Good, The Bad, and the Ugly

This is a guided tour to some or all of the Seven Wonders, as well as to more difficult and challenging examples.

For a cosmopolitan city with such a high modal share, Amsterdam is not without its challenges. It is in our very nature to not only share the best of what we have to offer, but also invite you to experience the difficulties inherent in fully embracing the bicycle as a primary mode. Parking density, abuse of cycle paths by scooters and Cantas (another wonder, a tiny car that fits in bike paths), waiting for 2 or 3 lights during rush hour, chaotic intersections, euphoric (but clueless) tourists, aggressive taxis, and an overabundance of abandoned bicycles. Welcome to Amsterdam, the republic of bicycles, warts and all! We want to show you the good and the bad stuff and engage you in solution-finding conversations. We may have been early to adopt the bicycle, but you may have figured out some things we can surely benefit from. See for yourself, bring your expertise to Amsterdam, and share with us how we might improve the daily life of the cyclist.

Programme 3: A Day In The Life

This is a self-guided lifestyle experience of Amsterdam

Had your fill of bicycle content at the conference? Time to ‘empty the cup and let new ideas enter?’ This one’s for you. A very loosely structured DIY scavenger experience of Amsterdam based on the flow of typical Amsterdammers. Meet for coffee in the park, go shopping for a big party at night, check in at the office, have a meeting and do some email, find that perfect gift for a friend or loved one, pick up the children from school or day care. And end off the night with a party Amsterdam style!
THURSDAY JUNE 15TH FROM 18:30 HRS.
Start at ‘De Wedren’ Nijmegen

The Mass Bike Parade is without a doubt one of the biggest events at a Velo-city conference. Whether it was in Vienna, Adelaide, Nantes or Taipei the Mass Bike Parade was a celebration for both the conference delegates and the locals!

Thousands of people enjoying both cycling and their city.

With music along the route, people dressed up in the most imaginative costumes, different kinds of bikes, some are real masterpieces. It is just one big cycling party, that performs through the city. Delegates, colleagues, friends, people living in the host cities, everybody that likes to cycle is welcome. Together we will celebrate cycling in the city of Nijmegen, awarded and renowned as ‘Cycling city of the Netherlands’ in 2016 and 2017.

This years’ edition of the Velo-city Mass Bike Parade will start on Thursday June 15th at 18:30 hrs from ‘De Wedren’ in Nijmegen, this is a big square, located right behind the conference venue. Participants will start in groups between 18:30 and 19:30 hrs.

After a route through the spectacular surroundings of the oldest city of the Netherlands you will reach the ‘Honigcomplex’, which is a former soup factory, but now it is a very innovative, creative and bicycle-loving location, where the Mass Bike Parade Party will start.

If you would like to cycle 7 km more there is an extended route that goes through the North part of Nijmegen. You can enjoy the Riverpark, where we provided river Waal with extra capacity, the cycling-bridge ‘Snelbinder’ and our new bridge De Oversteek (the Crossing). This route will also bring you to the ‘Honigcomplex’.

Enjoy this great Mass Bike Parade during Velo-city 2017 and share it with thousands of the citizens of the region.

This will be an experience you will never forget!
FRIDAY JUNE 16TH FROM 18:00 HRS.
Sonsbeek Park

VeloFest, the closing festival of Velo-city 2017!

Velo-city 2017 is the reason for creating a brand new festival in Sonsbeek Park, Arnhem, where the focus will be on the story behind people and their bicycle.

There is no other country in the world where it goes without saying that one uses its bicycle to travel around. Isn’t that a remarkable fact? A bike provides one with the freedom of personal transport and contributes to livable cities!

At VeloFest, you will meet professionals, amateurs, the die-hards, fanatics, designers and storytellers. There will be over 40 food trucks to cater to your culinary needs, provided by ‘Eten op rolletjes’ (The Rolling Dinner). You can listen to the bike adventures of well-known Dutch cyclists at the bicycle café of ‘Bikewriters’. There are theatre acts, music from the city of Arnhem and the icing on the cake: the first night opening premiére of the documentary ‘Why we Cycle’ at the Sonsbeek Outdoor Cinema. Together we will celebrate the bicycle on this very special almost-midsummer evening as the farewell party of Velo-city 2017!

THE PRACTICAL STUFF
Travelling to Arnhem

On the last day of the conference Velo-city has arranged train tickets to take all participants from Nijmegen to Arnhem for the Closing festival in Sonsbeekpark. You can pick up your train ticket at the information desk in the main hall of Venue 1 (De Vereeniging).

The train will be your individual choice (2nd class tickets only) from the public train timetable, that is announced in the hall of the Central Station. Every 10 minutes, there are trains traveling between Arnhem and Nijmegen. Once in Arnhem please follow the footsteps indicated on the map to take you to the closing festival in Sonsbeekpark. Make sure that you do not lose your train ticket, since this is also your transport ticket for the return trip from Arnhem back to Nijmegen.
OVERVIEW OF PUBLIC ACTIVITIES
VELO-CITY 2017

DURING THE CONFERENCE WEEK THERE ARE LOTS ACTIVITIES FOR THE LOCAL RESIDENTS TO EXPERIENCE CYCLING, THIS IN COOPERATION WITH LOCAL PARTIES.

For more information: www.velo-city2017.com/publiek

VELO-CITY JUNIOR

9TH - 25TH OF JUNE
Mariënburgplein Nijmegen
Expo, pump track and workshop bike-art
Experience the freedom of cycling by the youth of Nijmegen! Pupils from different schools will show their short films and designs to proof why Nijmegen is a real cycle-city! They've made an exhibition about it in the beautiful Mariënburgkapel (House of Nijmegen History). On Wednesday June 14th there will be a real pumptrack and a workshop Bike-street art on the Mariënburgplein. Free entrance!

9TH - 25TH OF JUNE
11:00 TO 17:00 HRS
Mariënburgkapel, Nijmegen
Exhibition 'Velo-city junior': experience the freedom of cycling by the youth of Nijmegen!

WEDNESDAY JUNE 14TH
14:00 TO 17:00 HRS
Mariënburgplein Nijmegen
Pump track and workshop bike-street art.
VELO-CITY FILM FESTIVAL

9th - 15th OF JUNE

Focus Arnhem & LUX Nijmegen

Documentaries and (short) film about the bicycle

In honour of Velo-city 2017, film theatre Focus in Arnhem and Arthouse LUX in Nijmegen have compiled a special film programme, that should appeal to all bicycle- and film lovers. The premiere of the documentary Why We Cycle will have a special open air screening during the Velo Fest (Friday June 16th) in Arnhem, where the producers of the documentary will also be present for explanation. On Sunday the 11th of June theatre Focus will premier the film Demarrage, a ‘coming of the last age’ film about a group of 8 men between the age of 65 to 80 who are also cycle friends. There will also be screenings of the classics and the more recent films and before all screenings you can see some extraordinary animation films.

For the complete festival programme and titles check: www.focusarnhem.nl and www.lux-nijmegen.nl

EXHIBITION DUTCH BIKE

9th - 25th OF JUNE

Roggestraat 16, downtown Arnhem

The exhibition Dutch Bike shows you the best, the most extraordinary and state of the art in Dutch cycle design. With futuristic concept-bikes, top of the range models from famous brands, prototypes from designers and special designs made by smaller companies and manufacturers in niche markets. From a bike with a 3D printed steel frame to a complete bicycle made from recyclable plastic and from a ‘smart’ bike to a state of the art recumbent bicycle.

CONFERENCE-EXPO VELO-CITY

Wednesday 14th OF JUNE
13:30 TO 18:00 HRS
De Vereeniging Nijmegen

Are you curious about Velo-city? On Wednesday afternoon Velo-city will open their doors to the public. Visitors can enter for free to visit the Velo-city expo and see the latest developments in the world of cycling.
EXCURSIONS

We are glad to see that most of you have signed up for one or more excursions and we trust that you have also registered for a bicycle, since you need to bring your bicycle to most of the cycling excursions.

Do you want to make a change in excursions?
You can find your personal excursions programme on www.velo-city2017.com/myvelo-city

If you would like to cancel an excursion or sign up for another one, you can do so at the ‘Programme and Excursions’-desk in the main hall of Venue 1 (The Vereeniging). At this desk you are also provided with more information about the excursions.

Starting point
All the practical information including the starting point can be found in your personal ‘MyVelo-city’ account.

For more information on the excursions please contact excursions@velo-city2017.com

picture Studio Braaf
<table>
<thead>
<tr>
<th><strong>EXCURSIONS</strong></th>
<th><strong>EXCURSION OVERVIEW</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TUESDAY 13 JUNE</strong></td>
<td><strong>WEDNESDAY 14 JUNE</strong></td>
</tr>
<tr>
<td><strong>GAZELLE INNOVATION &amp; PRODUCTION CENTRE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>EXPERIENCE CENTER - DE FIETSER</strong></td>
<td></td>
</tr>
<tr>
<td><strong>ARNHEM CENTRAL STATION</strong></td>
<td></td>
</tr>
<tr>
<td><strong>HOGE VELUWE NATIONAL PARC AND KRÖLLER-MÜLLER MUSEUM</strong></td>
<td></td>
</tr>
<tr>
<td><strong>NATIONAL BICYCLE MUSEUM VELORAMA AND OOIJPOLDER</strong></td>
<td></td>
</tr>
<tr>
<td><strong>GROESBEEK - KRANENBURG</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PAPENDAL</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PARK LINGEZEGEN</strong></td>
<td></td>
</tr>
<tr>
<td><strong>FAST CYCLING ROUTE ARNHEM - ZEVENAAR</strong></td>
<td></td>
</tr>
<tr>
<td><strong>FAST CYCLING ROUTE NIJMEGEN - BEUNINGEN</strong></td>
<td></td>
</tr>
<tr>
<td><strong>RIJNWAALPAD: FAST CYCLING ROUTE ARNHEM - NIJMEGEN</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BASISSCHOOL DE HEOVEN BEUNINGEN</strong></td>
<td></td>
</tr>
</tbody>
</table>
GAZELLE INNOVATION & PRODUCTION CENTRE

The largest and most modern bicycle manufacturer in the Netherlands

Gazelle Innovation & Production Centre in Dieren – the largest and most modern bicycle manufacturer in the Netherlands – was built and officially put into operation in September 2015. The latest e-bike technology, innovative marketing, design- and production methods are combined with attention to environment and the welfare of employees. This year, Gazelle builds bicycles for 125 years and by that Royal Dutch Gazelle is the oldest bicycle manufacturer in the Netherlands.

Note: You will be back in Nijmegen (conference venues) on time to attend the keynote session. This only applies to the afternoon excursion(s).

EXPERIENCE CENTER - DE FIETSER

Visit the brand new Cycle Experience Centre

De Fietser in Ede is a brand new Cycle Experience Store opened in November 2016. With almost 10.000 square meters it is the biggest experience store in Europe. When visiting De Fietser you will find everything you would like to know about bicycles. From small children’s bicycles to the most expensive E-bikes and mountain bikes. In De Fietser you can find the brands, Batavus, Sparta, KOGA, Haibike, Ghost, Loekie and Van Nicholas. Every brand has its own world were you can find more information about products, brand history and other facts. There is a small museum, a restaurant De Fietser and a large indoor testtrack were you can test several bicycles of the brands represented in De Fietser.

ARNHEM CENTRAL STATION

Clever and beautiful design

Visit Arnhem Central Station, a real eye catcher in Arnhem which gained several architectural prizes. This fine piece of architectural work is more than just a train station. It is a transport hub which incorporates office space, shops, hotels, leisure, housing units, a new station hall, a railway platform and underpass, bus station, a car tunnel, bicycle storage (4.200 places) and a parking garage (1.200 places). These urban functions are integrated in the central station by making use of the natural height differences on the spot. The station offers a direct connection to the big cities in the west of the Netherlands and by ICE to the major German cities in the east. Highlights of the excursion: Presentation by Ben van Berkel, designer of Arnhem Central Station; Amazing view over Arnhem Central Station and Sonsbeek Park from the 13th floor of the Regardz WTC tower; Guided tour of Arnhem Central Station by experts.

---

GAZELLE INNOVATION & PRODUCTION CENTRE

The largest and most modern bicycle manufacturer in the Netherlands

Gazelle Innovation & Production Centre in Dieren – the largest and most modern bicycle manufacturer in the Netherlands – was built and officially put into operation in September 2015. The latest e-bike technology, innovative marketing, design- and production methods are combined with attention to environment and the welfare of employees. This year, Gazelle builds bicycles for 125 years and by that Royal Dutch Gazelle is the oldest bicycle manufacturer in the Netherlands.

Note: You will be back in Nijmegen (conference venues) on time to attend the keynote session. This only applies to the afternoon excursion(s).

EXPERIENCE CENTER - DE FIETSER

Visit the brand new Cycle Experience Centre

De Fietser in Ede is a brand new Cycle Experience Store opened in November 2016. With almost 10.000 square meters it is the biggest experience store in Europe. When visiting De Fietser you will find everything you would like to know about bicycles. From small children’s bicycles to the most expensive E-bikes and mountain bikes. In De Fietser you can find the brands, Batavus, Sparta, KOGA, Haibike, Ghost, Loekie and Van Nicholas. Every brand has its own world were you can find more information about products, brand history and other facts. There is a small museum, a restaurant De Fietser and a large indoor testtrack were you can test several bicycles of the brands represented in De Fietser.

ARNHEM CENTRAL STATION

Clever and beautiful design

Visit Arnhem Central Station, a real eye catcher in Arnhem which gained several architectural prizes. This fine piece of architectural work is more than just a train station. It is a transport hub which incorporates office space, shops, hotels, leisure, housing units, a new station hall, a railway platform and underpass, bus station, a car tunnel, bicycle storage (4.200 places) and a parking garage (1.200 places). These urban functions are integrated in the central station by making use of the natural height differences on the spot. The station offers a direct connection to the big cities in the west of the Netherlands and by ICE to the major German cities in the east. Highlights of the excursion: Presentation by Ben van Berkel, designer of Arnhem Central Station; Amazing view over Arnhem Central Station and Sonsbeek Park from the 13th floor of the Regardz WTC tower; Guided tour of Arnhem Central Station by experts.

---
**HOGE VELUWE NATIONAL PARK AND KRÖLLER-MÜLLER MUSEUM**

*Cycle through National Park De Hoge Veluwe and visit van Gogh’s paintings*

National Park de Hoge Veluwe is a nature reserve of approximately 55 square kilometers consisting of heathlands, sand dunes, and woodlands. The park is home to the famous white bicycles (1,800) which are free for use to visitors of the park. During the excursion you will cycle to the Kröller-Müller Museum which is beautifully situated in the park. There you will find the second largest Van Gogh collection in the world and one of the largest sculpture gardens in Europe. Additionally, you can see masterpieces of modern masters such as Pablo Picasso, and Piet Mondriaan.

*Note: You will be back in Nijmegen (conference venues) on time to attend the key note session.*

**NATIONAL BICYCLE MUSEUM VELORAMA AND OOIJPOLDER**

*Visit the National Bicycle Museum and cycle through Nijmegen’s beautiful nature reserve*

Visit National Bicycle Museum Velorama, the only bicycle museum in the Netherlands. The museum’s collection includes many special bikes including vélocipèdes and penny-farthings, also known as a high wheel. Very interesting part of the collection are the bicycles of the Dutch Royal family, which are also exposed in the Museum. After visiting the museum, we will get on our bikes to cycle through Nijmegen’s beautiful nature reserve de Ooijpolder and enjoy a coffee at the nicely located restaurant Oortjeshekken.

*Note: You will be back in Nijmegen (conference venues) on time to attend the key note session. This only applies to the afternoon excursion(s).*

**GROESBEEK – KRANENBURG**

*Cross the border to the German frontier town of Kranenburg*

Cross the border to the German frontier town of Kranenburg by e-bike! Kranenburg is positioned in the green hilly area between Nijmegen and Kleve. During this excursion you will have a 35 km bike ride to Groesbeek and Kranenburg alongside the former railway between the Netherlands and Germany. In Kranenburg we will stop at the former border train station of Kranenburg. The involved traffic engineers and the Euregio Rijn-Waal will explain more about the beautiful cycling routes in the area. On the way back to Nijmegen, you can enjoy the beautiful surrounding of the area.

*Note: E-bikes will be arranged by the organization.*

*Note: You will be back in Nijmegen (conference venues) on time to attend the key note session.*

---

**Date**
- TUE 13.06.17, 13:00 - 16:30
- THU 15.06.17, 13:15 - 16:45
- FRI 16.06.17, 9:00 - 12:30

**Transportation**
- BUS
- CYCLING EXCURSION - START: C
- CYCLING EXCURSION - START: B

**Price**
- €30
- €10
- €15
PAPENDAL  
*The heart of the Dutch sporting excellence*

High Performance Centre Papendal is the largest elite sports training centre in the Netherlands. Today, about 350 elite athletes use the top facilities on a daily basis. During the excursion to Papendal you will enjoy a guided tour and visit the highlights of Papendal, such as the Olympic BMX track of Rio de Janeiro 2016, the multi-functional sports hall and the outdoor running track. In addition to that, you will visit SportLab Papendal, which is the test environment for sports innovations. Stay focused during the excursion, because you might encounter Olympic Athletes!

*Note: You will be back in Nijmegen (conference venues) on time to attend the key note session. This only applies to the afternoon excursions.*

**Date:**  
WED 14.06.17, 9:00 - 12:30  
THU 15.06.17, 13:15 - 16:30

**Transportation:** BUS  
*start bus excursions see map p. 72*

**Price:** €25

PARK LINGEZEGEN  
*Enjoy the cycling routes and nature in Park Lingezegen*

Park Lingezegen between Arnhem and Nijmegen is one of the largest area development projects in the province of Gelderland. To prevent this area from becoming urbanised measures were taken to ensure that this area remained open and green. In the past 10 years this green buffer became a landscaped park: Park Lingezegen with footpaths, outdoor facilities, wetlands, nature and of course cycling infrastructure including the cycle super highway RijnWaalpad. In this excursion (by bike!) our guides will take you along the many bicycle roads that have been developed and show you what Park Lingezegen currently looks like.

**Date:**  
THU 15.06.17, 9:00 - 12:30  
FRI 16.06.17, 9:00 - 12:30

**Transportation:** CYCLING EXCURSION - START: D  
*start bus excursions see map p. 71*

**Price:** €10

FAST CYCLING ROUTE ARNHEM - ZEVENAAR  
*Experience the famous fast cycling route of Arnhem-Zevenaar*

The region of Arnhem and Nijmegen is well known for its fast cycling routes. Take a longer excursion on one of the routes and talk with the traffic engineers involved and experience the freedom of the best infrastructure in our region. Enjoy the fast cycling route Arnhem-Zevenaar!

*Note: Bikes will be arranged by the organization.*

**Date:**  
WED 14.06.17, 9:00 - 12:30  
THU 15.06.17, 9:00 - 12:30  
FRI 16.06.17, 9:00 - 12:30

**Transportation:** BUS / CYCLING EXCURSION  
*start bus excursions see map p. 71*

**Price:** €5
EXCURSIONS

FAST CYCLING ROUTE NIJMEGEN – BEUNINGEN

Experience the famous fast cycling route of Nijmegen-Beuningen

The region of Arnhem and Nijmegen is well known for its fast cycling routes. Take a longer excursion on one of the routes and talk with the traffic engineers involved and experience the freedom of the best infrastructure in our region. Enjoy the fast cycling route Nijmegen-Beuningen!

Note: You will be back in Nijmegen (conference venues) on time to attend the key note session.

date TUE 13.06.17, 13:00 - 16:30 sold out
THU 15.06.17, 13:15 - 16:30

transportation CYCLING EXCURSION - START: D

price €5

RIJNWAALPAD: FAST CYCLING ROUTE ARNHEM – NIJMEGEN

Experience the famous fast cycling route of Arnhem-Nijmegen

The region of Arnhem and Nijmegen is well known for its fast cycling routes. Take a longer excursion on one of the routes and talk with the traffic engineers involved and experience the freedom of the best infrastructure in our region. Enjoy the fast cycling route Arnhem-Nijmegen!

Note: You will be back in Nijmegen (conference venues) on time to attend the key note session. This only applies to the afternoon excursion(s).

date TUE 13.06.17, 13:00 - 16:30 sold out
WED 14.06.17, 9:00 - 12:30
THU 15.06.17, 9:00 - 12:30 sold out
THU 15.06.17, 13:15 - 16:30 sold out
FRI 16.06.17, 9:00 - 12:30 sold out

transportation CYCLING EXCURSION - START: A

price €5

BASISSCHOOL DE HOEVEN [SOLD OUT]

Cycle to school the way Dutch schoolchildren do!

Basisschool de Hoeven is a primary school in the suburban town of Beuningen. It is situated on the fast cycling route Nijmegen – Beuningen. It is a 8 kilometer ride on both branches of the fast cycle route to the school. At the school you will meet the director who will explain the school’s situation and the way the pupils travel to school (which is mostly by foot and/or by bike). Parents dropping off kids by car have to park far away from the school. The fast cycling route created at first some concerns (speed, too many cyclists) but with the adjustments made, the school is now very cycling-friendly, even for Dutch standards. When traveling to the school you will use the fast cycling route Nijmegen – Beuningen.

date THU 15.06.17, 9:00 - 12:30 sold out

transportation CYCLING EXCURSION - START: C

price €5
ADDITIONAL INFORMATION
Gazelle has been building bicycles in the Netherlands for the past 125 years. Gazelle is known for its impeccable quality and smart innovations. The robust quality of a Gazelle is contained in many details such as the characteristic double bend frame, integrated lighting and automatic chain tensioners. Over the next few years the e-bike will further develop, becoming the standard for more bikes. Gazelle is also committed to the ‘connected ebike’. It is our ambition to become the global market leader for premium e-bikes, and connected solutions such as smartphones and smartwatches as part of this. In the Netherlands, one out of every four bicycles sold is hybrid. Gazelle is the market leader for e-bikes in the Netherlands.

Batavus is co-founder of the Dutch cycling culture by building reliable, innovative and quality bicycles for over a century. By truly understanding the specific needs of several generations of cyclists, Batavus remains its unique position. By introducing new levels of safety, innovations that improve the quality of cycling and adding ‘fun’ to cycling. But also by introducing new technologies where they make a difference. The GPS secured urban ebikes are an example of integrating tradition, design and technology. With this focus and attitude Batavus will deliver meaningful products for many generations of cyclists to come!

Pluryn treats and supports people who have to deal with complex issues. Pluryn does this by providing nationwide facilities for long-term care, youth care, and handicapped and mental health care. We also supply outpatient services, work integration, education and social enterprises. Pluryn focuses on self-direction, participation and eHealth.

Our care aims at giving people maximum independence within society. One thing that contributes a lot to this is having a meaningful leisure activity. Sports activities, such as cycling, but also games, music and theatre can help people develop their talents and contribute to a healthy lifestyle. In some cases these leisure activities may even serve as stepping stones towards work.

Excellent cities are economic vital, attractive, sustainable and social equitable. We believe in the power of mobility planning as a tool in the hand of governments to improve our cities in all these fields. With our program Excellent Cities we provide more than 50 years of experience in urban mobility planning for excellent cities in the Netherlands, one of the most populated countries in the world. We understand all aspects of urban mobility in design, effects and tooling but also in actor-involvement, decision-making and engineering. We are three companies: Goudappel Coffeng (consultancy), DAT Mobility (tooling) and Move Mobility (international projects). Founded in 1963 with over 250 mobility-experts.

For more information please visit www.excellent-cities.com
Nextbike is world’s most extensive bike share provider with over 40,000 bicycles across 120 cities in 25 countries. The full in-house experience creates high quality reliable and flexible bike share schemes that can be seamlessly integrated with public transport infrastructure.

With over 10 years of experience, nextbike has provided cutting edge innovation to cities across the world, developing tailored and versatile bike share schemes that can be implemented according to project-specific requirements.

Nextbike works in creative and collaborative ways to create perfect business models that quickly become sustainable and profitable.

For more information please visit www.nextbike.net

FIETSENWINKEL.NL
International Bike Group (IBG) the parent company of Fietsenwinkel.nl has become the biggest bicycle (r)etailer in Europe within 5 years, active in Netherlands, Belgium, Denmark, Sweden, Norway, France and Germany. This growth was driven by a ruthless commitment to data driven innovation, quick adaptation to local circumstances and above all a relentless focus on customer satisfaction. Fietsenwinkel.nl quickly grew to become the leading omnichannel bike retailer in Europe, with more than 40 stores, over 200 service partners and mobile bike repair services.

In addition to a fully integrated service for individuals, the company is the perfect partner to deliver bicycles and e-bikes for municipalities, offices and companies. Fietsenwinkel.nl uniquely offers lease opportunities for all types of fully operational bicycles and e-bikes with a full service package included.
SPECIAL THANKS TO SPECIAL CONTRIBUTORS!

- Gazelle
- Batavus
- Excellent Cities
- Pluryn
- Fietsenwinkel.nl
- Nextbike
- Ministry of Infrastructure & Environment
- Ministry of Health, Welfare & Sport
- Province of Gelderland
- NBTC Holland Marketing
- Air France/KLM
- Fietsersbond
- Amsterdam Marketing
- City of Utrecht
- ANWB
- NOC*NSF
- RBT KAN
- NS Dutch Railways & Stations
- Euregio Rhine & Waal
- Van Moof
- Health Valley
- Chamber of Commerce
- NXP
- Royal HaskoningDHV
- Burgers Zoo
- Arcadis
- Food Valley.nl
- Dutch Cycling Embassy
- Alliander
- Hermes
- Polis
- Platform 31
- CROW
- Jan Kuipers Nunspeet
- Stadsschouwburg en
  De Vereeniging Nijmegen
- Radboud University
- HAN
- ROC Nijmegen
- The Guardian
- Studio Braaf
- Studio Halfvol
- Studio Hersensstal
- Masc Software
- Vertaalbureau HHCE
- Gemeentewerf Nijmegen
- Hotel Van der Valk (Lent)
- NextBike
- OV fiets
- Bikewerk/SWAP
- Betuwe Express
- CycleSpace
- Rabobank Rijk van Nijmegen
- ACBN Nijmegen
- I&G Standbouw Elst
- Gazelle Innovation & Production Center
- Experience center – De Fietser
- UNSstudio
- Kröller-Müller Museum
- Park de Hoge Veluwe
- Nationaal Fietsmuseum Velorama
- Gemeente Berg en Dal
- Gemeinde Kranenburg
- Papendal
- Park Lingezegen
- Landelijk Fietsplatform
- Gemeente Duiven
- Gemeente Westervoort
- Gemeente Zevenaar
- Gemeente Beuningen
- Gemeente Overbetuwe
- Basisschool de Hoeven
- Nieuwfiets
- Region Arnhem Nijmegen
- Dutch Bicycle Centre
- De Villa
- CROW
- Veilig Verkeer Nederland
- Wim Salomons
  Verkeerskundig Ontwerp
- Fietsbraad
- Acquire Publishing
- Nederlands Openluchtmuseum
- Bilderberg hotel Oosterbeek
- Stadt Mannheim
- Homulder
- SIZA
- Promosign
- ModeLab/Rijn Ijssel Creative Industrie
- Snelbander

...AND EVERY COMPANY, ORGANISATION, VOLUNTEER OR OTHER PERSON THAT IS NOT MENTIONED IN THIS LISTING BUT HELPED US REALISE THIS CONFERENCE!
THE ARNHEM NIJMEGEN REGION IS A SPECIAL ONE, WITH AT ITS HEART THE CITIES OF ARNHEM AND NIJMEGEN.

Nijmegen, the oldest city in the Netherlands, encourages relaxation and pampering. The Arnhem Nijmegen region has to offer; art and culture, bustling shopping centres, culinary surprises, provocative fashion and design, and interesting architecture. There are plenty of green spaces in the cities and the surrounding areas, where woods, rolling hills and water in various forms provide endless opportunities for recreational activities.

IN AND AROUND ARNHEM

Arnhem is situated in the middle of green country-side, with the Veluwe region on one side and flood plains and the Betuwe region on the other. Lovers of fashion can indulge themselves in the city centre. Stroll through the seven narrow streets of shops known as ‘7straatjes’ or saunter through the ‘Modekwartier’ fashion quarter. The influence of young talent from the ArtEZ Institute of the Arts can be clearly seen in the numerous studios and boutiques. Arnhem’s tourist attractions draw millions of visitors every year.

Royal Burgers’ Zoo

Take a journey around the world in one day at Royal Burgers’ Zoo: a modern zoo in leafy surroundings, where animals live as naturally and with as much freedom as possible.

Holland Open Air Museum

The location for the Velo-City Welcome reception The Holland Open Air Museum: bringing history to life. Step back in time and find out what daily life was like in the Netherlands hundreds of years ago. Take a ride in an old tram, feel the heat of the forge in the smithy and meet the miller. This is the location for the Velo-City Welcome reception!

De Hoge Veluwe Nationalpark

The De Hoge Veluwe National Park is a 5.400 hectare nature reserve home to a vast diversity of plant and animal species. Explore the park’s unique combination of natural beauty, art and architecture on a free ‘White Bike’.

Museum Arnhem

Museum Arnhem is a top tip for art lovers, presenting 20 exhibitions a year in addition to its permanent collection of modern art – and spectacular views of the Rhine add an extra dimension to every visit.

Kröller-Müller Museum

The Kröller-Müller Museum is situated in the middle of the park. Among its vast collection, the museum has the second largest collection in the world of works by Van Gogh. You can examine its many sculptures and enjoy their natural setting in the sculpture garden, one of the biggest in Europe. A visit to the Veluwe and the Kroller-Muller museum are also offered as an excursion.
ADDITIONAL INFORMATION
TOURIST INFORMATION

Museum het Valkhof
As you would expect from the oldest city in the Netherlands, Nijmegen has a rich history – and the city has not forgotten that history, but cherishes it in its magnificent historic buildings, parks and museums.

IN AND AROUND NIJMEGEN
Visitors love Nijmegen’s city centre because of its combination of friendly pavement cafés and nightlife venues, its numerous events, its modern, inviting shopping streets and unique boutiques. De Lange Hezelstraat, the oldest shopping street in the Netherlands, has more than a hundred authentic little shops and leads into the market square (‘Grote Markt’).

As you would expect from the oldest city in the Netherlands, Nijmegen has a rich history – and the city has not forgotten that history, but cherishes it in its magnificent historic buildings, parks and museums.

muZIEum
Nijmegen has a unique museum of discovery about sight, or rather a lack of it. At muZIEum you can feel, taste, smell and listen to your surroundings but you cannot see them, so you experience daily life as a blind person does.

National Bicycle museum Velorama
The National Bicycle museum Velorama is the only cycle museum in the Netherlands. The museum has a large collection of extraordinary bicycles including a couple of the original push-bikes (draisines), vélocipèdes and penny-farthings. Wooden wheels and special technologies. There are bikes from the Dutch royal family which is very interesting. There is also an extensive collection of bicycle lights including carbide lamps. All this is surrounded by the atmospheric decor with original posters and enamel plates.

Museum het Valkhof
As you would expect from the oldest city in the Netherlands, Nijmegen has a rich history – and the city has not forgotten that history, but cherishes it in its magnificent historic buildings, parks and museums. A must-see is Museum Het Valkhof, where you will find well-preserved objects dating the Roman occupation, a colourful collection of modern art and a magnificent collection of ancient art as well as extensive information about Nijmegen’s illustrious history. Nijmegen has a unique museum of discovery about sight, or rather a lack of it. At muZIEum you can feel, taste, smell and listen to your surroundings but you cannot see them, so you experience daily life as a blind person does.
ORGANISING COMMITTEE

EXECUTIVE COMMITTEE
ALDERMAN HARRIËT TIEMENS, Municipality of Nijmegen
ALDERMAN GEERT RITSEMA, Municipality of Arnhem
MANFRED NEUN, President (European Cyclists’ Federation)
BERNHARD ENSINK, Secretary-General (European Cyclists’ Federation)
CONNY BIEZE, Regional Minister (Advisor)

MANAGEMENT COMMITTEE
GEORGE VAN DER WOUDE, Executive Manager
ALET VOSKUIL, Executive Manager
XANDER BARDIE, Executive Assistant

PROGRAMME COMMITTEE
SJORS VAN DUREN, Programme Director
KLAAS-JAN GRÄFE, Programme Advisor
GUIDO COUMANS, Programme Advisor
MARCIO DESLANDES, Velo-city Series and Global Policies Director
(European Cyclists’ Federation)
ZOE KRUCHTEN, Velo-city Series and Global Policies Coordinator
(European Cyclists’ Federation)

COMMUNICATIONS
MONIEK VAN DAAL, Communications Manager
MONIQUE MARTIS, Communications Assistant
SYL SCHEFFEL, Communications Assistant
DEBORAH WEIMER, Communications Assistant
MARIEKE KRAMER, Senior Communications Advisor
ROELAND LOOSEN, Senior Communications Advisor
ROBERT SMITS, Webmaster and Programme Committee support
ELINA BALTATZI, Outreach Officer (European Cyclists’ Federation)
NINA GABRYCH, Velo-city Intern (European Cyclists’ Federation)

ADVISORS
REINDERT AUGUSTIJN
MARGREET VAN GASTEL
CÉCILE DE BOER
ELLY MARTENS, Financial Advisor
NIELS DE JAGER, Judicial Advisor
RICHARD MAHULETE, Procurement
KOOS PETERS, Logistics warehouse

CONFERENCE MANAGEMENT
REINOUD VAN ASSENDELFT DE CONINGH, Conference Director
SANDER GESTHUIZEN, Manager Volunteers
BAS GOVAARTS, Manager Excursions & Mayors Session
ERICA KOSTER, Office Manager
ROSA SANDERS, Office Assistant
FROUKJE VAN DER KLUGT, Office Assistant
BOELE STAAL
Mayor of Arnhem

HUBERT BRULS
Mayor of Nijmegen

MARGREET VAN GASTEL
Chair Velo-city Advisory Board 2017

DIANA DE JONG
Member Executive Board
HAN University of Applied Sciences

WILMA DE KONING MARTENS
Vice president Radboud University

CONNIE BIEZE
Vice Governor Province of Gelderland

RAYMOND GENSE
Director Future Technology & Public Affairs Pon

JEROEN SNIJDERS BLOK
COO Accell Group

JOS VAN KLEEVE
CEO Goudappel Coffeng, mobility consultants

SASKIA KLUIT
CEO Dutch Fietsenband

ERIC BOERMA
Attorney at law/Partner
Dirkwager advocaten & notarissen N.V

MARGRIET VONNO
Director Strategy and Policy Advice Department
Ministry of Infrastructure and the Environment

DOUWE BOEJENGKA
Managing Director

FRANK LEGTERS
Director Transport & Planning Europe, Royal Haskoning DHV

REINDERT AUGUSTIJN
Programmanager Mobility Provincie of Gelderland

ADDITIONAL INFORMATION
DUTCH ADVISORY BOARD

picture Studio Braaf
ADDITIONAL INFORMATION

REVIEWING COMMITTEE

MARTIN HELD
Ev. Akademie Tutzing

RALUCA FISER
ECF

NIELS HOE
HOE 3060 consulting

JEANNETTE VAN ’T SELFDE
ANWB

BERT ZINN / KLAARTJE ARNTZEN
Ministry of infrastructure and environment

JULIA NEBRIJA
World bank

ANGELA VAN DER KLOOF
Mobycon

RANDY RZEWNICKI
ECF

CHRISTIAN HAAG
CEO Bike SA

KLAUS BONDAM
Danish cyclists’ federation

GARY ARMSTRONG
Director Outspoken Deliveries

INEKE SPAPE
Director Soab

JOS SLUIJSMANS
Director Fietsdiensten

HOLGER HAUDBOLD
ECF

MARIE KASTRUP
City of Copenhagen

MICHAEL KOUCKY
Koucky & Partners

ARNOU LAGENDIJK
Radboud University

RICK LINDEMAN
Rijkswaterstaat

ANDREA WENINGER
Rosinak & Partners

STEPHEN HODGE / PETER BOURKE
Cycling promotion Fund

BURKHARD STORK
ADFC

FABIAN KUESTER
ECF

WILLIAM NEDERPELT
ECF

BART CHRISTIAENS
TIBS

HERBERT TIEMENS
Province of Utrecht

HILLIE TALENS
CROW

BRIAN DEEGAN
Transport for London

REGINE GERIKE
TU Dresden

JOHN PARKIN
University of West England

CERI WOOLSGROVE
ECF

THONGCHAI PANSWAD
World Cycling Alliance

PETER BOURKE
Cycling promotion fund

MIRJAM BORSBOOM
Dutch Cycling Embassy

STEVEN FLEMING
Cycle Space

JEAN-FRANCOIS PRONOVOUST
Velo Quebec

SEBASTIAAN DE GEUS
Vrije universiteit Brussel

ED LANCASTER
ECF

BENEDICTE SWENNE
ECF

STEFAN BENDIKS
Artengineering

KEVIN MAYNE
ECF
WHAT IS ECF?

With over 80 members across more than 40 countries, the European Cyclists’ Federation (ECF) unites cyclists’ associations from across the globe, giving them a voice on the international level. Our aim is to get more people cycling more often by influencing policy in favor of cycling.

ECF NETWORKS

Scientists for Cycling (S4C)
The Scientists for Cycling network arose from the recognition that there were many experts in all areas of science worldwide who were able and ready to contribute to ECF’s mission: to improve and to increase cycling. S4C network gives them a platform to exchange academic views on the topic.

World Cycling Alliance (WCA)
WCA wishes to unite NGOs with a substantial interest in cycling and give them a strong voice on the international stage. It also aims to act as a platform for the exchange of expertise, sharing of best-practice, and cooperation between organisations with a common purpose: promoting bicycle use. The WCA will focus on advocacy at the global level to promote cycling at major institutions such as OECD, ITF, UN and World Bank.

Cities for Cyclists
Cities for Cyclists is a global network of cities working together to promote bicycle use in urban areas and encourage the exchange of knowledge, solutions, strategies. It aims to inspire and catalyze cities to take action in promoting cycling by learning from each other.

National EuroVelo Coordination Centers
Vitally important to the success of EuroVelo, the European cycle route network, is the network of National EuroVelo Coordination Centres and Coordinators (NECC/Cs) that are found across the continent. They insure the implementation, operation and quality assurance of EuroVelo at a national level. In addition, they are responsible for communicating EuroVelo nationally, providing accurate and up-to-date information on the sections of EuroVelo routes that pass through their area and ensure the integration of EuroVelo routes into new publications.

Cycling Industry Club (CIC)
The Cycling Industry Club is a mechanism for companies involved in cycling and allied industries to support ECF’s advocacy work. Through a voluntary donation the Club’s members provide support on a range of ECF activities including contributions to its advocacy, co-funding for EU projects, grants for developing national advocacy and they run the Club. The industry will be present at Velo-city with dedicated sessions on Wednesday including the plenary “Cycling for European Growth”

Platform for European Bicycle Sharing & Systems (PEBSS)
PEBSS is a forum for knowledge and best practices exchange, a neutral Platform to foster an intra-industry dialogue. It promotes a collaborative and smart SBM (shared bicycle mobility) eco-system, in all of its varied forms, and makes bicycle sharing schemes a catalyst for Smart City innovation. Structured as the Cycling Industry Club, PEBSS relies on donators’ contributions to support its initiatives and promote a healthy development of shared and integrated bicycle mobility. The Platform will be officially launched on Monday 12 June with a kick-off conference in Nijmegen, and will be present at Velo-city with four different sessions presenting the diverse world of Shared Bicycle Mobility.
EU Cycling Strategy – What’s it all about?
Stakeholders from diverse backgrounds have joined forces to develop a blueprint for an EU Cycling Strategy, lead by the European Cyclists’ Federation (ECF), which will recommend objectives and define actions falling within EU competence. Published at the Velo-city 2017 conference it will then be submitted to the European Commission as a new inspiration for action.

Why is this important for cycling?
In addition to the socio-economic benefits of cycling, local and regional governments would also benefit from the EU Cycling Strategy as it would provide a more comprehensive guidance on cycling policies and actions to be taken, and facilitate a better exchange of good practices. Most importantly, it could attract more European funds to support the development of cycling infrastructures and to integrate cycling into the multi-modal transport system.

• Join us in welcoming EU Transport Commissioner Violeta Bulc for the official handover of the blueprint EU Cycling Strategy!
• Want to learn even more? Join the EU Cycling Strategy session where experts will go in depth into the document and implementation, its importance for cycling in Europe.
CYCLE PARIS HOME
Connecting global climate challenge to local action

THE DUTCH CLIMATE ENVOY CYCLES FROM THE HAGUE TO ARNHEM (!)

He is attending the Velo-city 2017 Welcoming Reception in Holland Open Air Museum on Tuesday night the 13th of June in the Holland Open Air Museum.

The Dutch Climate Envoy: Marcel Beukeboom
Working for the Dutch Ministry of Foreign Affairs, Marcel Beukeboom represents The Netherlands in international climate negotiations at the United Nations, G20, EU or other coalitions. He also has a significant role IN The Netherlands. As a Climate Envoy he stimulates the national implementation of the Paris Agreement. Thus connecting the global challenge to local action. This means he generates publicity for the global ambition, explains the international agreement and participates in discussions on possible solutions. In doing so, he learns about innovative ideas and practical difficulties. He brings those insights back to the Dutch Government to connect the right people and change policies.
LIVING LAB: THURSDAY JUNE 15TH DURING THE SPEED DATE ‘PUBLIC BIKE SHARING’ FROM 15:30 - 16:30 HRS.

There is an increasing number of bike sharing initiatives popping up in the world. For all those initiatives customers need a special account, app or smart card. In the Netherlands, there are already more than 10 incompatible bike sharing services. Because this is difficult to understand for travellers, they do not use shared bikes as much as it could be. And that is a pity.

That’s why The Netherlands (Tour the Force) develops an open standard for bike sharing. Our goal is to make it possible people can grab a bike anywhere with just one account.

At Velo-city, we demonstrate with this open standard for bike sharing that ‘interoperability’ is possible nowadays. All visitors of Velo-city have got a “Velo-city Bike Passe-partout”. With this account, they can use all different bikes. Velo-city provides ‘normal’ bikes which you can get by scanning your wristband in Nijmegen and Amsterdam.

In a ‘living lab’ we demonstrate you can unlock different smart-bikes as well. So you can open the lock of your Next Bike with your wristband, but you can also rent a URBEE electric bike, a Skopei bike or a GoAbout bike. This open standard has big advantages for governments as well. They reduce the risk to get in a ‘vendor lock-in’.

Governments can choose and mix different suppliers as long as they comply with the open standard.

Velo-city Bike Passepartout is an initiative of ‘Tour de Force, the Dutch agenda for biking’.

ADDITIONAL INFORMATION

VELO-CITY 2017 BIKE PASSE-PARTOUT
Motivate salutes the ECF and Velocity attendees for the work you do to create a more cycling-friendly planet!

Motivate helps power over 56,000 bike share bikes across four continents, making biking more accessible, fun and connected than ever before.

Motivate Provides:

• Operations
• Marketing & Sponsorship
• Community Engagement
• Technology including mobile applications, transit integration and more!

Visit us at Booth #1.42 to learn more!
www.velo-city2017.com
#VC17