

# CHAMP

Cycling Heroes Advancing  
sustainable Mobility Practice

Final Workshop

Gent, 11-12 September 2014

[www.champ-cycling.eu](http://www.champ-cycling.eu)

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Co-funded by the Intelligent Energy Europe  
Programme of the European Union

# Learning from Leading Cycling Cities in Europe

## Final CHAMP Workshop

**Gent, 11-12 September 2014**

*The European CHAMP project will come to an end in September 2014. Urban transport policy makers and practitioners, please make sure to block your calendars to hear all about the project's accomplishments, tools and recommendations at the CHAMP Final Workshop, hosted by yet another cycling city: Gent!*

The CHAMP project gathers leading cities in the field of cycling. Within CHAMP, they have looked at innovative ways to further boost cycling in their cities and enhance their local policies.

CHAMP has developed and tested a performance analysis tool, building on self-analysis as well as peer review by other cities. It allows cities to identify strengths and weaknesses in their cycling policies, summarising what has already been achieved, indicating what can still be added as a baseline for new goals, and putting cities on track towards further improvements in their cycling policy. The CHAMP workshop will illustrate how the CHAMP cities have taken their ambitions forward on the basis of the aforementioned analyses, while highlighting that being a champion in cycling brings along its own specific challenges.

The workshop will also present the results of the innovative cycling measures that have been implemented in the respective CHAMP cities, as well as the strategic project conclusions and policy recommendations that can be adopted by other cities with cycling ambitions. Measures that were implemented in CHAMP include route based cycling promotion, creative bike parking solutions, bicycle accounts, innovative awareness raising and marketing campaigns for different target groups, and user involvement strategies.

Get ready for a workshop with innovative showcases from CHAMP cities, interactive policy debates, hands-on tools to take cycling to the next level in your city, and a guided cycling tour through the city of Gent.

The cities of Bolzano, Burgos, Edinburgh, Groningen, Kaunas, Ljubljana, Örebro, and Shkodra look forward to welcoming you in Gent!



## Thursday, 11 September 2014

Chairwoman: Marianne Weinreich, VEKSO Mobility

13.30	Welcome	Vincent Meerschaert, Traject
<b>Introducing CHAMP</b>		
13.35	The CHAMP methodology	Vincent Meerschaert, Traject Eliene Van Aken, Tractebel
13.55	The CHAMP cities	Karen Vancluysen, Polis
<b>CHAMP Measures</b>		
14.20	Mapping your Accomplishments: The Potential of Bicycle Accounts	Anna Ahlgren, City of Örebro
14.50	Managing Masses: Creative Parking Solutions and Network Optimisation	Hans Visser, City of Groningen
15.20	Getting the Message Right: Marketing and Promoting the Bike	Reggie Tricker, City of Edinburgh
15.50	Coffee Break	
<b>CHAMP Friend: The City of Gent</b>		
16.10	Gent's Cycling Policy	Patty Delanghe, City of Gent
16.30	Policy in Practice: Cycling Tour in Gent (10 € for bike rent, to be paid in cash at the start of the tour)	
18.00	Meet the CHAMPs: CHAMP Reception at Gent City Hall Hosted by Filip Watteeuw, Alderman for Mobility, City of Gent	



Friday, 12 September 2014

Chairman: Dirk Engels, TML

CHAMP Recommendations and Legacy		
09.30	Become a CHAMP: The CHAMP Commandments	Kathryn Stewart, Napier University
10.15	The Different Faces of a CHAMP. Perspectives from Central and Eastern Europe	Jos Zuallaert, MobiMind
10.45	<p><b>Together We Can Get There: CHAMP's Policy Makers around the Table</b></p> <p>Paul de Rook, Alderman for Traffic – City of Groningen            Per Elvingson, Climate Strategist, Unit for Sustainable Development – City of Örebro            Andreas Pichler, Director Öko Institut Bolzano            Janez Bertoneclj, Cycling Coordinator - City of Ljubljana            City of Kaunas            Lesley Hind, Councillor and Convenor of the Transport and Environment Committee - City of Edinburgh            Lorenc Luka, Mayor – City of Shkodra            Filip Watteeuw, Alderman for Mobility - City of Gent  <b>Moderator:</b> Eddy Klynen, Vlaamse Stichting Verkeerskunde</p>	
11.45	Coffee break	
12.05	Creating a CHAMP Legacy	Aljaž Plevnik, UIRS
CHAMP Colleagues - Pecha Kucha Style		
12.25	PTP Cycle: Personalised Travel Planning to Enhance Cycling	Paul Curtis, LEPT
	STARS: Promoting Active Travel to School	Fiona McLean, LEPT
	VELOCITÀ: Boosting Bike Sharing Schemes	Sander Buningh, DTV Consultants
	CYCLELOGISTICS Ahead	Karl Reiter, FGM-Amor
13.05	Conclusions	Vincent Meerschaert
13.15	Farewell Lunch	

## Registration

Please register online at: <http://www.polisnetwork.eu/champ-final-workshop>

Registration is open until Thursday 4 September 2014. Places are limited however, so we recommend you to register as soon as possible.

The conference is free of charge. For the cycling tour on day 1, please be ready to pay 10 € in cash at the start of the tour, for renting a bicycle.

## Location Final CHAMP Workshop

### Venue: Monasterium PoortAckere

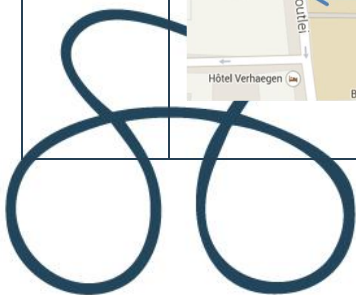
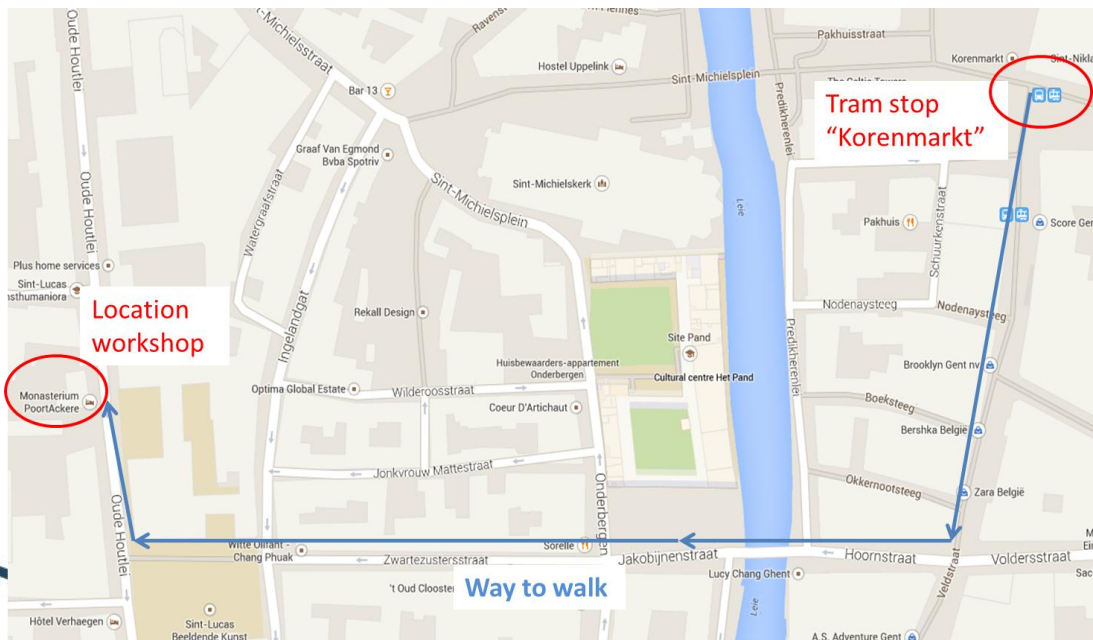
**Address** Oude Houtlei 56, Gent

**Website** <http://monasterium.be/>

#### How to reach the venue?

The nearest train station is Gent Sint-Pieters (at 2,5 km).

From the station, take tram 1 to 'Gent Korenmarkt' (about 21 min, frequency every 7 min). Walk about 6 min to Monasterium PoortAckere, crossing the main shopping street of Gent.



## Hotel Information

Monasterium Poortackere	<p><a href="http://monasterium.be/">http://monasterium.be/</a></p> <p>At the conference venue, in the centre of Gent</p> <p>Prices : 90€ (single room, breakfast), 74€ (single guestroom, breakfast), 64€ (single guestroom, breakfast, without tv/phone)</p> <p>Reservation via email <a href="mailto:info@monasterium.be">info@monasterium.be</a>, with reference "Champ Final Conference"</p> <p><i>Rooms are blocked for CHAMP until 17/8/2014.</i></p>
Europahotel	<p><a href="http://www.europahotel-gent.be/">http://www.europahotel-gent.be/</a></p> <p>At 800m of Sint-Pieters train station, at 2 km from Monasterium (20 min walk)</p> <p>Price : 89€ (single room, breakfast)</p> <p>Reservation via email <a href="mailto:info@europahotel-gent.be">info@europahotel-gent.be</a>, with reference "Champ Final Conference"</p> <p><i>Rooms are blocked for CHAMP until 15/7/2014.</i></p>
Ibis Sint-Baafs Kathedraal	<p><a href="http://www.accorhotels.com/nl/hotel-0961-ibis-gent-centrum-st-baafs-kathedraal/index.shtml#">http://www.accorhotels.com/nl/hotel-0961-ibis-gent-centrum-st-baafs-kathedraal/index.shtml#</a></p> <p>Located in the centre of Gent, at 800m from Monasterium</p> <p>Price : 109,50€ (single room, breakfast)</p> <p>Reservation with the separate CHAMP Conference registration form (see CHAMP website)</p> <p><i>Rooms are blocked for CHAMP until 28/7/2014.</i></p>
Ibis Gent Opera	<p><a href="http://www.accorhotels.com/nl/hotel-1455-ibis-gent-centrum-opera/index.shtml">http://www.accorhotels.com/nl/hotel-1455-ibis-gent-centrum-opera/index.shtml</a></p> <p>Located in the centre of Gent, at 750m from Monasterium</p> <p>Price : 95,50€ (single room, breakfast)</p> <p>Reservation with the separate CHAMP Conference registration form (see CHAMP website)</p> <p><i>Rooms are blocked for CHAMP until 28/7/2014.</i></p>

