

The image features a young boy in the foreground, riding a bicycle. He is wearing a dark t-shirt and looking towards the camera. The bicycle has a license plate that reads 'ROTTERDAM'. In the background, there is a bicycle repair shop with several bicycles on display and a person working. The text 'FIETSEN OP ZUID' is overlaid in large, bold, green letters across the center of the image. The background is split into a red vertical bar on the left and a blue vertical bar on the right.

# FIETSEN OP ZUID

**Promoting cycling on  
Rotterdam's South Bank as a  
means for socioeconomic  
development**





FIETSEN OP ZUID | INTRO





FIETSEN OP ZUID | HISTORY





FIETSEN OP ZUID | ROTTERDAM ZUID

# Rotterdam cycling city for everybody?





FIETSEN OP ZUID | ROTTERDAM ZUID





FIETSEN OP ZUID | CULTURE

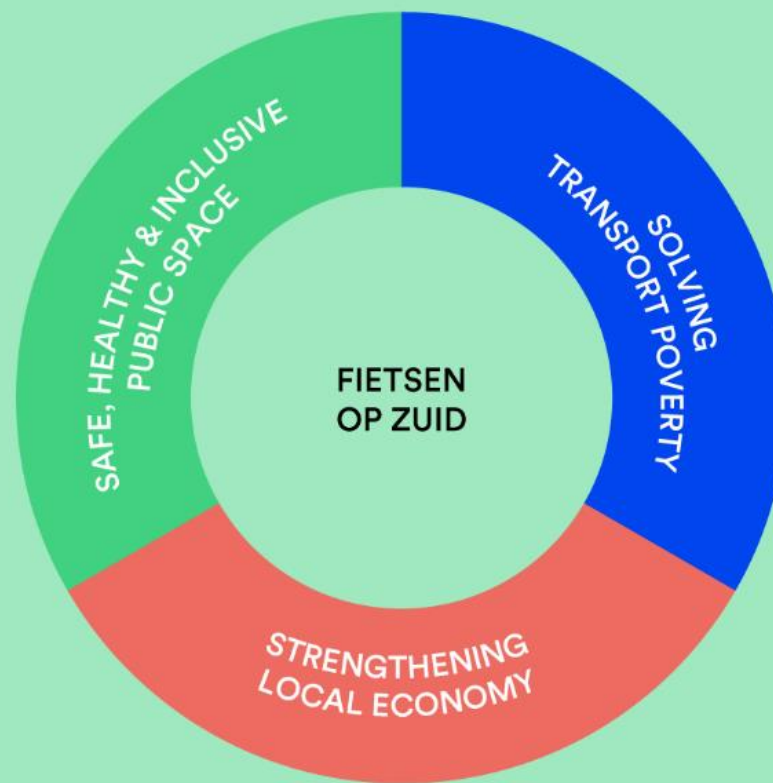




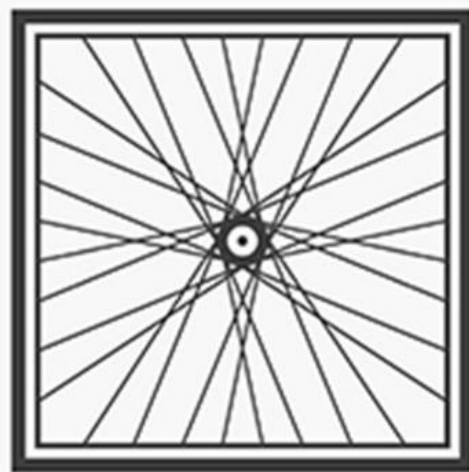
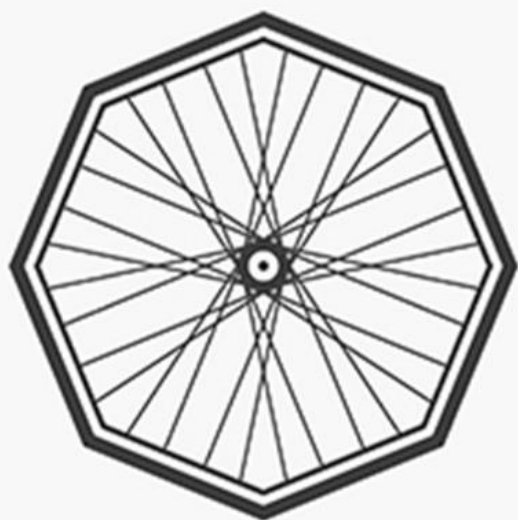
FIETSEN OP ZUID | CHALLENGE



# Together in motion





















FIETSEN OP ZUID | WAY WE WORK



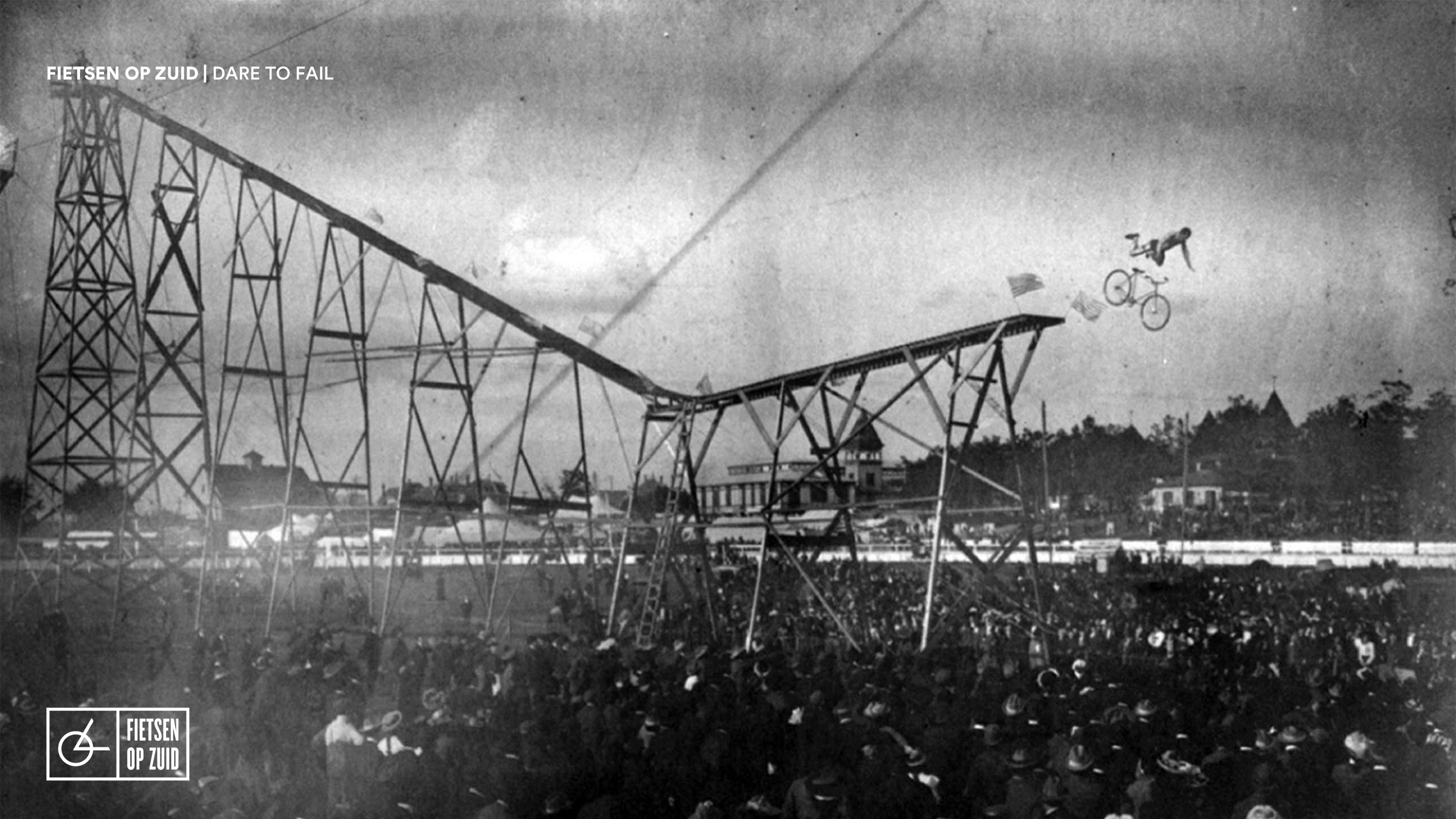


FIETSEN OP ZUID | WAY WE WORK





FIETSEN OP ZUID | DARE TO FAIL





# From transport poverty to mobility justice



FIETSEN OP ZUID | MOBILITY JUSTICE

**NOW**





FIETSEN OP ZUID | CHILDREN FIRST





FIETSEN OP ZUID | MARKETING





FIETSEN OP ZUID | THE POWER OF CYCLING

