



## DigiEduHack Solution

ECF Hackathon - Building the cycling city of the future

Challenge: ECF Hackathon - Building the cycling city of the future Challenge 2020

# Cycling potential calculator

## Current Situation

Different cultures and different factors influence the motivation to cycle.

There are barriers that prevent people from cycling.

These barriers can be improved when cycling potential can be improved on a governance level.

## Team: Cycling potential calculator

### Team members

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### Members roles and background

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# Solution Details

## Solution description

Our solution is to make up a booklet of vocabulary that helps in creating the paradigm shift at the societal leadership level to talk about cycling in an exciting way ( to remove barriers and promote cycling from daily life)

Calculation of cycling potential at the societal and leadership level will be done by counting the variety of words used to promote cycling and change perception of specific leaders in their public speaking activities.

The cycling potential then translates into the action framework that allows the framework for cycling assimilation to work together.

## Solution context

Marginalization / Assimilation of cycling at a societal leadership level to favor the discussion about cycling in a less shameful or difficult way.

The lack of vocabulary causes cycling to not seem exciting enough

## Solution target group

Private and Public stakeholders at all levels.

## Solution impact

Private and Public stakeholders at all levels.

## Solution tweet text

Support cycling inclusion-Use Sustainable Cycling vocabulary. Break barriers to contemplation.

## Solution innovativeness

We focus on societal leadership to enforce changes incorporating all stakeholders along the way for a more inclusive, sustainable, and hurdle-free cycling.

## Solution transferability

Our solution is focused on a governance level and therefore this can be modified to be applied to different countries, cities, and areas.

## **Solution sustainability**

Our solution engages all the appropriate stakeholders that can continue to benefit

## **Solution team work**

Yes, indeed.

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