Cycling potential calculator

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Aim

Different cultures and different factors influence the motivation to cycle. With a cycling potential calculator we allow everyone to see how they can start their journey with cycling according to their own level of "readiness".

Once the calculator tells you your potential you enter an app for planning your journey personalized to your potential with micro mobility suggested options. More : www.joynmobility.com

Challenge

Marginalization / Assimilation of cycling

FRAMEWORK FOR CYCLING ASSIMILATION

	Governance	Citizens	Characteristics
6 Societal Leadership	/	×	 EU - psychology of mobility by bike WHO UN - empowerment to become cyclists (- environmentalist activism)
5 Policy Governance	/	×	 ECF - infrastructure policy EIT mobility Climate Kic
4 Domain governance	/	×	 Blke shop owners Blke companies Commercial knowledge of cycling
3 Domain interoperability	×	/	 Not only cycles frequently but also cycles for multiple purposes Cycling not just for leisure Knows how to pick up a bike (buyers)
2 Domain operations	×	/	 Frequent bikes users Employers (cycle to work scheme) Community empowerment with cycling
1 Daily Life	×	/	Oneza cycles to universityFirst time users of a bike

Stakeholders

2 Domain operations	×	/	 Frequent bikes users People who want to cycle more often Community empowerment with cycling
1 Daily Life	×	/	Oneza cycles to universityFirst time users of a bike



Stakeholders involvement

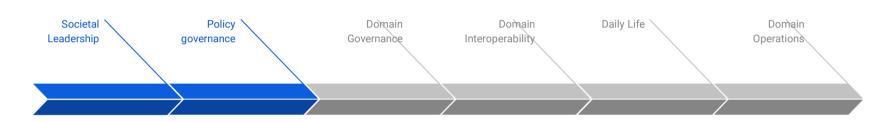
Offline: Online: Cultural projects Leisure apps like Komoot Cycling schools (Mama Aghatha -Strava community for professional Amsterdam) cycling Small private groups Ring- Ring - for city commuters Zwift for VR challenges and competitions in cycling Communities (offline and digital)

Problem:

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

Life cycle of becoming a cyclist



Precontemplation

See the cycling as a shameful/ not safe action

Contemplation

Try to diminish psychological barriers to consider

Preparation

They evaluate options

Action

They start doing something

Provide detailed analysis on how to choose a bike suitable to height, cycling experience, etc.

Roadblocks

Oneza who took up cycling but is not sure if she can continue.

Maintenance

They need to pursue this as a daily / frequent activity.

Help overcome roadblocks / difficulties in cycling

Encouragement, support and empowerment Action Framework for promoting cycling- How the vocabulary is supposed to integrate in governance model

Domain Operations 1. Companies to support Green Mobility- training and incentives for bike users **Develop infrastructure-** showers and changing rooms, bike meetings and competitions, etc. Public Institutions and Schools- to become more cycle Governance friendly, provision trainings and assistance. Framework for countries for removing **Domain Interoperability** roadblocks for Become a Peer Support Group- Provide first time cycle counselling and inputs to community users Become a communication link- Advise private and government organizations on how to improve cycling - accessibility, infrastructure and social acceptance

1. Improve cycle for use in different weather conditions esp. Rain, hail and snow

Domain Governance

- 2. Develop affordable accessories that makes carrying goods on bike easier
- 3. Make bike maintenance accessible and economical

Societal Leadership

- 1. Promote Cycling as a means for safe travels during Corona
- Sustainability Targets-Reduce use of non-renewable energy for transportation
- 3. Improve, Encourage and support cities / countries with incentives for promoting cycling
 4. Enable Carbon credits for countries with cycling

Policy Governance

- Review urban transportation planning-in the context of promoting safe infrastructure for cycling, bike sharing and intermodality
- Increase stakeholder participation (cycle manufacturers, dealers and cyclists) for inputs in improving cycling
- Developing installment credit schemes and public incentive laws / policies / schemes for promoting bike use.
- Engage frequent cyclers within community to voluntarily give time to cycle training to beginners (Pee Support Group System initiative)
- Engage schools, colleges and universities in promoting cycle users

Solution:

Our solution is to make up a booklet of vocabulary that helps in creating the paradigm shift at societal leadership level to talk about cycling in an exciting way

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