

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	✓	✗	<ul style="list-style-type: none"> • EU - psychology of mobility by bike • WHO • UN - empowerment to become cyclists (- environmentalist activism)
5	Policy Governance	✓	✗	<ul style="list-style-type: none"> • ECF - infrastructure policy • EIT mobility • Climate Kic
4	Domain governance	✓	✗	<ul style="list-style-type: none"> • Bike shop owners • Bike companies • Commercial knowledge of cycling
3	Domain interoperability	✗	✓	<ul style="list-style-type: none"> • 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	✗	✓	<ul style="list-style-type: none"> • Frequent bikes users • Employers (cycle to work scheme) • Community empowerment with cycling
1	Daily Life	✗	✓	<ul style="list-style-type: none"> • Oneza cycles to university • First time users of a bike

Stakeholders

2	Domain operations	✗	✓	<ul style="list-style-type: none">• Frequent bikes users• People who want to cycle more often• Community empowerment with cycling
1	Daily Life	✗	✓	<ul style="list-style-type: none">• Oneza cycles to university• First time users of a bike



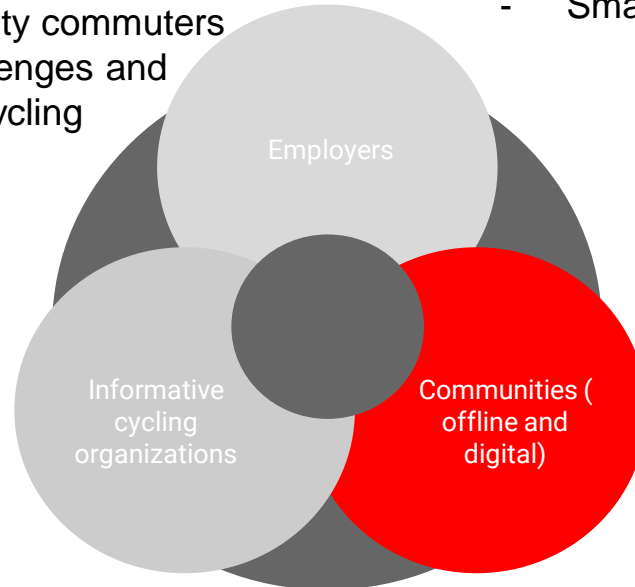
Stakeholders involvement

Online:

- Leisure apps like Komoot
- Strava community for professional cycling
- Ring- Ring - for city commuters
- Zwift for VR challenges and competitions in cycling

Offline:

- Cultural projects
- Cycling schools (Mama Aghatha - Amsterdam)
- Small private groups

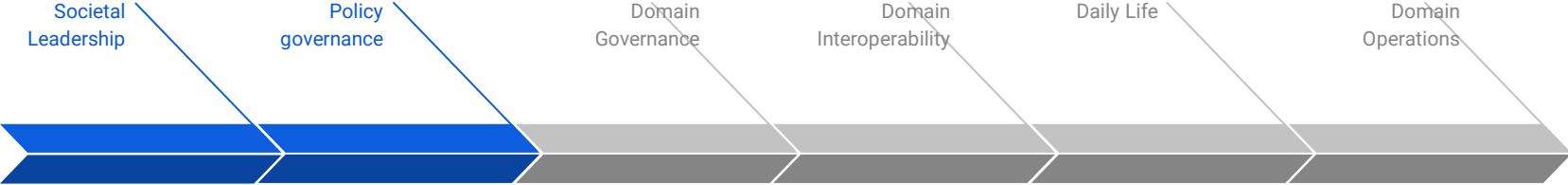


Problem:

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.

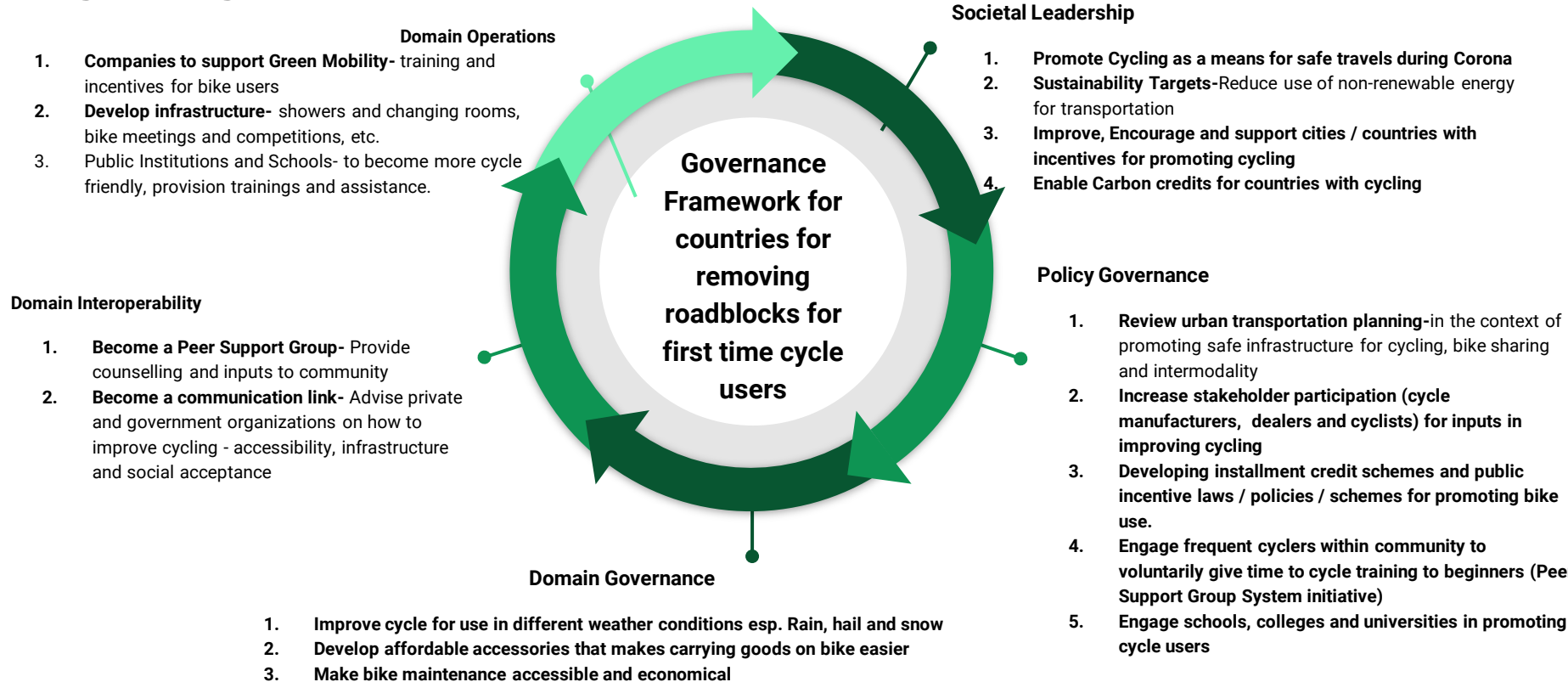
Maintenance

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



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.