



**VELO-CITY 2013**  
THE SOUND OF CYCLING  
URBAN CYCLING CULTURES  
VIENNA, JUNE 11 - 14



## Vienna will be a Cycling Focal Point in 2013

**Cycling plays a crucial role in the new mobility strategy of the City of Vienna.**

The city of Vienna is pleased to be hosting the 2013 Velo-city conference! With the motto “The Sound of Cycling. Urban Bicycle Cultures,” from June 11th to 14th, 2013, Vienna will become a focal point for cycling experts and bicycle enthusiasts from around the world.

## Vienna: Quality of Living

The city of Vienna is Austria’s cultural, economic and political centre, with approximately 1.7 million inhabitants. Rich in cultural tradition, Vienna offers numerous attractions and the city centre is listed as a UNESCO world heritage site. Due to its geographic location and history, Vienna forms an integral part of the CENTROPE (Central European Region) regional network.

**Vienna is one of the world’s leading congress and conference locations.**

The city is one of four major United Nations headquarters sites, and also hosts agencies such as the United Nations Industrial Development Organization (UNIDO) and the International Atomic Energy Agency (IAEA). The city is also home to institutions such as the Organization for Security and Cooperation in Europe (OSCE) and the Organization of Petroleum Exporting Countries (OPEC). Vienna is indeed a fantastic place to live and to visit, and for three consecutive years (2009-2011) **Vienna was ranked in Mercer’s annual “Quality of Living” survey as the city with the highest quality of life in the world.** Vienna has also been top-ranked in surveys such as The Economist’s “World’s Most Livable Cities” and Monocle’s “Quality of Life Survey”.





**The Velo-city conference will take place in the historic heart of Vienna – at the Vienna City Hall.**



*“Vienna is a city of music and culture. With “The Sound of Cycling. Urban Cycling Cultures”, this Viennese specialty will be integrated into the conference. Along with the classic themes of music and theatre, for some years Vienna has been establishing its own bicycle culture.”*

**Maria Vassilakou**  
Vice-Mayor and Vice-Governor of Vienna.

## An Exceptional Conference City

The city's ambitious and innovative approaches to participatory urban planning and carbon reduction, as well as to transportation and land-use planning, resulted in Vienna becoming **the world's “smartest city”** in the first-ever global ranking of smart cities. Well-developed cultural assets, human infrastructure and networked markets render Vienna a top destination for innovation, as demonstrated by Vienna's fifth place ranking in the “Innovation Cities Top 100 Index 2011”.

Vienna is probably the world's prime congress destination, as it topped the International Congress and Convention Association's (ICCA) city ranking as the world's busiest conference city for the sixth time in 2010.

## Cycling in Vienna

Vienna is a growing cycling city with ever more cyclists and an increasingly diverse cycling community. The city government aims to raise the bicycle's modal share from the current 6 % (2011) to 10 % by 2015. The strong modal share of public transportation in Vienna – amounting to 37 % in 2011 - is a perfect point of departure to realize the concept of intermodal “seamless transport”. The dynamic development of cycling in Vienna can be recognised at different levels – in politics, administration and civil society. Recent cycling surveys in spring and summer 2011 highlight that there have never been more cyclists in Vienna than there are today – cycling is everywhere! In 2013, Velo-city participants will experience the dynamism and energy of Vienna's current efforts towards cycling promotion. Vienna boasts many interesting aspects connected with utility and leisure cycling, such as infrastructure, PR activities and policies.

Vienna offers a unique cultural atmosphere for Velo-city 2013. The use of **Vienna's City Hall and its forecourt as the conference venue in the heart of the historic city centre** will give participants the opportunity to enjoy a first-hand experience of Vienna's (bicycle) culture.





## The Velo-city conference series

Velo-city conferences serve as a global communication and information platform aiming to address decision makers in order to improve the planning and provision of infrastructure for the everyday use of bicycles in urban environments.

Velo-city conferences typically bring together more than 1,000 delegates such as engineers, planners, architects, social marketers, academic researchers, environmentalists, businessmen/women, and industry representatives who join forces with government at all levels in order to build effective transnational partnerships to deliver benefits to cycling worldwide.

Objectives of Velo-city conferences are:

- spreading high quality knowledge about cycling and transport planning internationally
- showcasing through conference publicity the benefits that cities with good cycling policies provide to their citizens, businesses and others
- encouraging the recognition of cycling as an efficient, healthy, environmentally friendly mode of transport, and promoting its widespread use
- integrating cycle planning into transport, land-use planning and other policy sectors related to cycling
- seeking involvement from all relevant stakeholders.

*“Each Velo-City brings a new dimension to our understanding and promotion of cycling. In Vienna we will add culture to the dimensions of transport, health and economy that we carry forward from previous years.”*

**Manfred Neun**  
President ECF





## The Velo-city 2013 conference

*“The goal of attaining a ten percent bicycle modal share is more realistic than ever, not least due to the Velo-city conference in 2013. We are therefore pleased to host this event, which is so important for cycling in Vienna. Together with the leaders of the European Cyclists’ Federation (ECF), we will endeavour to organise an interesting conference.”*

**Wolfgang Dvorak**  
Velo-city 2013 conference director.

Building on established Velo-city discourse topics such as mobility, ecology and climate, health, the economy, resources, time and space, and social policy, a new topic will be opened for discussion at the Velo-city 2013 conference in Vienna: cycling cultures.

The motto of the Velo-city 2013 conference is therefore framed as **“The Sound of Cycling – Urban Cycling Cultures“**.

The three main themes for the conference are:

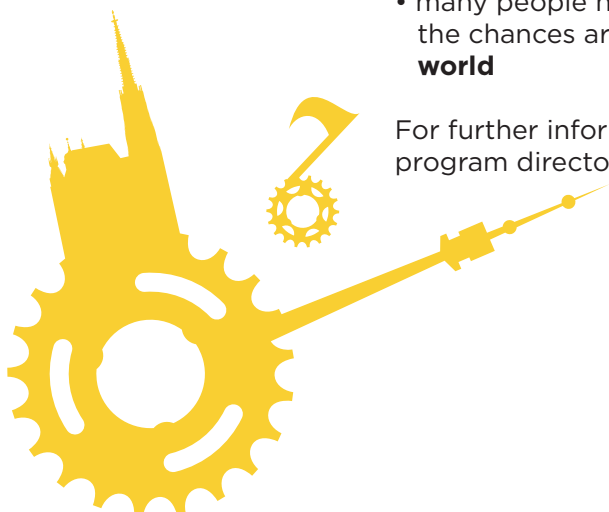
- Cycling Cultures
- Cycling Cities
- Cycling Benefits

The Velo-city 2013 conference program has been designed in cooperation with the leading Austrian Cycling NGOs, ARGUS and IGF, as well as with Austrian Universities and various Viennese cultural institutions. **It will offer a variety of inter- and trans-disciplinary approaches to cycling issues.** A special focus will be placed on developments in eastern and southeastern European cities. The conference has invited cycling experts from all over the world and from different cycling-related fields such as social cultures, the environment, health and economics, amongst others.

The conference preparations are running very well

- there are going to be **350 contributions** from **47 countries**
- the program is online
- many people have registered already, **we expect more than 1000 delegates**, the chances are that it is going to be the **biggest bicycle conference of the world**

For further information concerning the Velo-city 2013 program, please contact program director Andrea Weninger: [program@velo-city2013.com](mailto:program@velo-city2013.com).





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## Cycling Cultures

*“Born in Germany, living in Holland, based in Brussels and having visited a lot of cities worldwide, I am excited to see how Velo-city 2013 will show us the huge diversity in cycling and cycling cultures, within cities and between cities.”*

**Bernhard Ensink**  
Secretary General & Velo-city Series  
Director ECF

Every city has its own unique cycling culture and diversity, consisting of specific bicycle infrastructure, ridership, cycling practices and policies, bicycle-related administration and organizations as well as bicycle subcultures. Case studies and approaches shared amongst starter, rising and forerunner cycling cities can help to develop innovative methods of cycling promotion. An exchange of professional findings about mobility groups, as well as gender issues related to transport patterns, is a vital input for bicycle advocacy and administrative work. The understanding of contemporary global cycling cultures, their relationship to social media and the linkages between specific lifestyles and bicycle use are emerging topics for a professional discussion on cycling cultures. Not least, the debate during Velo-city 2013 will encompass the impact and development of social trends in relation to the bicycle, the influences of subcultures on the mainstream (and vice versa), as well as the growing importance of the bicycle as a cultural symbol.

## Cycling Cities

**The intermodal connection of public transport and cycling will receive special attention**

In addition to walking and public transport, cycling is an ecofriendly transport mode with effects on the urban quality of life, the economy and resource use. Therefore, cycling should be observed through a holistic approach, identifying cycling's potential for the planning and construction of a forward-thinking smart city. Such a professional debate will encompass (amongst other things) strategies for cycling-oriented and sustainable urban development, energy efficiency in regards to mobility, and cycling as an element of intermodal urban transportation. Velo-city 2013 will be a venue for sharing success stories about the integration of public transport and cycling, as well as examples of stakeholder cooperation in transport planning. Participants will discuss trends in urbanisation and sustainable urban development in relation to the bicycle, as well as experiences of the bicycle's role in public spaces. The debate will also encompass cycling as an emerging sustainable mode of transport and the conflicting interests arising during such a process.





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## Cycling Benefits

**The key objective of the Velo-city conference is to stimulate participants by providing inspiration and motivation for cycling projects and initiatives.**

Cycling contributes positively to an individual's and a society's economic situation, as substantiated by a growing array of research into cycling and its associated benefits. Cycling as an affordable and highly equitable transport mode has positive and quantifiable impacts on individual as well as societal health. Cycling has a growing importance for the economy in terms of bicycle production as a branch of the green economy, as well as cycle touring as a sustainable form of tourism. A debate on cycling benefits will also focus on the beneficial environmental effects of (increased) cycling, such as impacts on resources and the climate. Most recently, cycling has gained importance as a transport mode in times of crisis, with a correlation between the global economic situation and increased cycling. Moreover, cycling offers the potential for uses beyond transportation, when the bicycle is for example used as a tool of small-scale economies or as a vehicle in humanitarian and social projects.

Foto: © Rupert Larl/Tiroler Landestheater





## The Velo-city 2013 conference program

**Dialogue formats such as round tables, speed dating, workshops and lightning talks amongst others**

Velo-city 2013 participants will enjoy an interesting and inspiring variety of sessions. The conference will offer plenary lectures, presentations and various other dialogue formats such as round tables, speed dating, lightning talks and several side events.

For the Mayors' Panel Discussion on Wednesday, 12 June several Mayors and Vice Mayors will be joining the conference: New York, Copenhagen, Bratislava, Prague, Nantes, Munich and Vienna.

The Velo-city conference program unites world-wide expertise on cycling and a broad variety of themes.

A few highlights of the conference program:

- Tuesday 11 June, podium discussion: **Health Benefits and Cycling Economy** hosted by the World Health Organisation (WHO)
- Wednesday 12 June, workshop: **Interactions Between Pedestrians and Cyclists: How to Solve Emerging Conflicts** podium discussion: **Marriage Counseling: How Bicycles and Public Transport Can Make It Work**
- Thursday 13 June, podium discussion: **No Bikes on the Balcony! Giving Bikes a Home**
- Friday 14 June, lecture: **Kids on Bikes: The Future of Cycling**

### Featuring Cycling Cities in Southern and Eastern Europe

Tuesday 11 June, lecture: **The Bicycle Boom in Serbia**

Wednesday 12 June, podium discussion: **Championing Cycling in the Car-Mad Balkans**

Thursday 13 June, workshop: **Current Challenges in Urban Cycling in Novi Sad**

Friday 14 June, round table: **I Walk the Path You Cycle: Coexistence Between Pedestrians and Cyclists in Urban Areas**

**A respective amount of 25 plenary speakers will address the assembly in the course of the Velo-city conference. Some of the renowned plenary speakers are:**

- **Philippe Crist**, key note, OECD, International Transport Forum
- **Siim Kallas**, Vice-president of the European Commission in charge of Transport
- **Leonore Skenazy**, founder of "FREE-RANGE KIDS", author and journalist
- **Shipra Narang Suri**, Vice-President, International Society of City and Regional Planners (ISOCARP)
- **Mikael Colville-Andersen**, CEO Copenhagenize Consulting







### Get to know the city on a bike at Technical and Cultural Excursions

## The Vienna Cycling Week

The conference program and the Vienna Cycling Week:

- **Saturday/Sunday, June 8/9, 2013:** Weekend and Leisure Tours (optional), Tweed Ride, Bicycle Picnic Freudenuau,
- **Monday, June 10, 2013:** Bike Yoga, Weekend and Leisure Tours, Scientists for Cyclists Workshops, Cities for Cyclists Workshops, EuroVelo Coordination Centres and Coordinators Meeting, European Bicycle Coordinator's Meeting, VeloStyle Bike-Fashion-Show
- **Tuesday, June 11, 2013:** Bike Yoga, Conference Opening & Program, Expo Reception, Technical and Cultural Excursions, Vienna Bicycle Bell Concert, VeloStyle Bike-Fashion-Show
- **Wednesday, June 12, 2013:** Bike Yoga, Conference Program, Mayors' Panel Discussion, Garden Party
- **Thursday, June 13, 2013:** Bike Yoga, Conference Program, Speed Dating, Vienna Bicycle Corso – WienerRADcorso, Tour du Monde. Fahrradgeschichten. Bicycle Stories
- **Friday, June 14, 2013:** Bike Yoga, Conference Program, Technical and Cultural Excursions, Bike Film Night
- **Saturday, June 15, 2013:** Weekend and Leisure Tours (optional), Bike Film Night, Bike Polo - Vienna Radhaus Polo Masters, Seestadt Aspern
- **Sunday, June 16, 2013:** Weekend and Leisure Tours (optional), In Velo Veritas - Historic Bicycle Race, Bike Polo - Vienna Radhaus Polo Masters

The Vienna Bicycle Corso – WienerRADcorso, **Garden Party, Expo Reception** and **Technical and Cultural excursions** are all part of the official conference program to ensure a relaxed atmosphere and to facilitate networking.





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## Organisation and Conference Set-up

The main venue of the Velo-city 2013 conference will be the **City Hall** of **Vienna**. In order to ensure a smooth flow of the conference and to create a productive working atmosphere, additional tents for registration and workshops will be temporarily built on **City Hall Square**.

The **Registration Tent**, the largest of the four tents, will be the first contact point of the **1,200 expected conference participants**. During peak times, delegates will be registered at up to four registration desks by Austropa Interconvention who has already been in charge of the online registration since June 2012. Additional counters for Speakers/Press, General Information, EXPO-Exhibitors and Excursions/Tours will also be available in the Registration Tent. Once the conference participants have received their conference package, they can collect their conference bicycles which are provided for free for the duration of the conference.

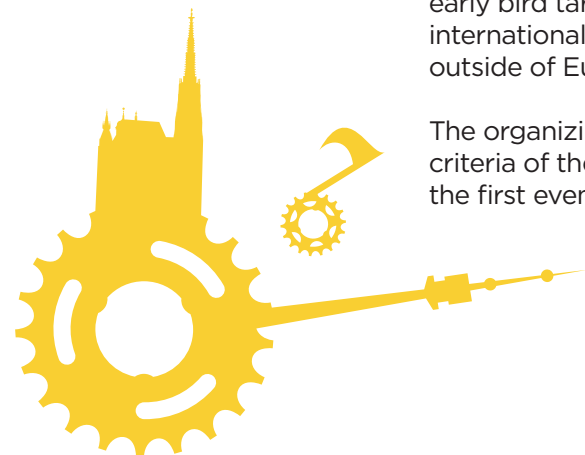
***plenary discussions  
will have simultaneous  
translation to German  
and English***

Immediately after the main entrance to City Hall, participants can explore the EXPO-area (Volkshalle) as well as the *Arkadenhof* (arcade courtyard) where the catering for the participants is located.

Presentations, lectures and workshops will take place at the *Plenary Hall* (Festsaal) and adjoining premises, the *Rathauskeller* (City Hall basement) and the temporary tents on City Hall Square. Plenary speeches and discussions in the *Plenary Hall* will be simultaneously translated in English and German, for all other presentations the conference language will be English. The presentations of the speakers will be operated via a central slide centre in the respective rooms.

Six weeks prior to the Velo-city conference (as per 30 April 2013), there are already more than **800 registrations** recorded. 25 % of the registered delegates used the early bird tariff reduction which was available until 15 March 2013. While the share of international participants from Europe is 62 %, the share of international participants outside of Europe is 13 %.

The organizing committee strives to organize the conference in accordance with the criteria of the Austrian Eco-label for Green Events. The Velo-city 2013 will be one of the first events of this size to receive this certification in Austria.





## The Vienna Mobility Agency

**The Vienna mobility agency is the first reference point for the Viennese population when it comes to cycling and sees itself as a think tank linking politics, administration, NGOs and society.**

In Vienna and internationally, cycling has been on the rise for several years. In November, 2011 the Viennese government underlined its commitment to cycling with the creation of the Vienna cycling agency, since renamed to be called **Vienna Mobility Agency**, headed by Martin Blum, Vienna's cycling agent.

Reflecting the political target of doubling the bicycle's modal split to 10 % by the year 2015, one main task of the Vienna mobility agency is the improvement of cycling's image among the Viennese population.

The Vienna mobility agency organises various cycling-related events and also supports the **Vienna cycling parade** during which Vienna's central ring road is closed to motorized traffic and reserved for cyclists. The Vienna mobility agency also opened the **Vienna Cycling House** in 2012. It is an open space with cycling as the theme and a central contact point in Vienna where one can find plenary discussions, workshops and news regarding urban cycling. Another aspect of the agency's outreach work to promote cycling is the preparation of various research studies on the topic of cycling.

## 2013: Special Year of Cycling in Vienna

Surrounding the Velo-city 2013 conference there will be a strong focus on cycling in Vienna over the entire year. For this reason, 2013 will be recognised as a special **year of cycling in Vienna**.

During the special year of cycling in Vienna, the Velo-city conference should function as a trigger and engine for a wider array of campaign elements, events and initiatives to whet the Viennese population's desire for cycling.

The highlight of this year's program will surely be **Bike Week**, which will take place around the Velo-city conference in June, 2013. The concept of the 2013 Velo-city conference in Vienna will allow the active participation of the Viennese population in portions of the conference program. The Vienna mobility agency will conceptualize, supervise and evaluate the program of the special year of cycling in close coordination with the organising team of the Velo-city 2013 conference.

The special year of cycling in Vienna should achieve several objectives: improvement of public opinion on cycling and convincing more people in Vienna of the **advantages of cycling as an everyday means of transport**.

*"We see Velo-city 2013 as a golden opportunity, using numerous activities next year, to inspire more people in Vienna for **everyday-cycling**. We aim at using the **momentum of the conference** to make Vienna even more bicycle-friendly."*

**Martin Blum**  
Vienna Mobility Agency



## Cycling Visionary Awards

### Velo-city 2013 Vienna is awarding 60 outstanding Cycling Visionaries

- 30 Cycling Visionaries win a Public Voting Prize
- Public voting generated more than 31000 confirmed individual votes
- 30 additional Cycling Visionaries win a Vienna Jury Prize
- 218 submissions from 49 countries and all continents were submitted
- A joint initiative by the Velo-city 2013 Management Team with the Velo-city 2013 sponsors SRAM, Vienna Insurance Group and Erste Group

218 project ideas from 49 countries were submitted for the Cycling Visionaries Awards, powered by the international Velo-city conference taking place from 11 to 14 June 2013 in Vienna, Austria. The program aims to support young individuals from different backgrounds and cultural contexts engaged in the evolution of cycling as key to the future of urban mobility. The Cycling Visionaries Awards is a joint initiative by the Velo-city 2013 Vienna Management Team together with the Velo-city 2013 sponsors SRAM, Vienna Insurance Group and Erste Group.

**30 Voting Prizes** are being awarded based on the results of a global online voting between 1 and 15 April 2013 with 31000 valid votes counted. Due to the high quality of submissions, in addition a number of **30 Vienna Jury Prizes** is being awarded based upon a jury decision by the Velo-city 2013 Vienna Management Team.

The winners of the Cycling Visionaries Awards originate from all continents, representing a wide diversity of global as well as Central European urban cycling cultures. The number and creative quality of submissions reflects the momentum of urban cycling on a global scale.

The 60 Cycling Visionaries are entitled to free participation in the foremost global venue on urban cycling, the Velo-city conference. During the conference the Cycling Visionaries will meet leading voices of the global cycling community and expand the scope of their work.

For further questions and inquiries please contact [press@velo-city2013.com](mailto:press@velo-city2013.com)

### Categories of the Cycling Visionaries Awards

- Advocacy and Social Projects
- Science, Research and Development
- Design, Fashion and Cycling Equipment
- Urban Planning and Urban Design - supported by **SRAM**
- Cycling and the Arts





## Social Media Presence

The Velo-city Conference is a unique chance to connect the city of Vienna with the topic of cycling and to communicate internationally the progress of the expansion of Vienna's urban cycling. Social Media provide great opportunities to present various content (text, images, video) and to complement the public appeal of the Velo-city conference's website. The alias VeloCityVienna has been created for the presence in various social media platforms.

### Facebook - [www.facebook.com/velocityvienna](http://www.facebook.com/velocityvienna)

Since September 2012 the PR team of Velo-city 2013 maintains a facebook-page under the alias of VeloCityVienna. The context of the Velo-City Conference forms the basis for a Facebook-community to be developed that constitutes an international cross-section of cycling interested from professional audience to subculture. On the Facebook-page news such as conference topics, Viennese cycle cultures, plenary speakers etc. are communicated directly to an international audience.

### Twitter - [twitter.com/VeloCityVienna](https://twitter.com/VeloCityVienna)

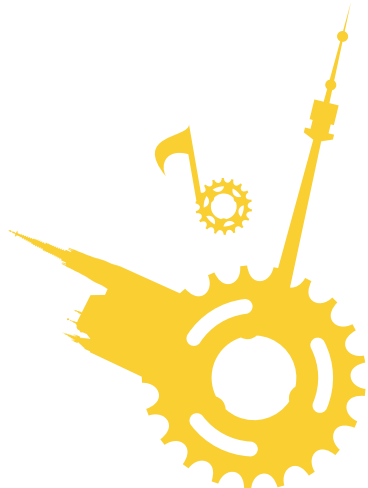
Since early September 2012 the PR Team of Velo-city 2013 has been using a Twitter Account with the alias @velocityvienna. Messages of the Viennese and the global cycling scene, that are relevant for the topics of Velo-city 2013 are twittered daily. This aims to gain wide attention within the international cycling scene for the Velo-city conference in Vienna.

### YouTube - [www.youtube.com/user/VeloCityVienna](http://www.youtube.com/user/VeloCityVienna)

In order to provide advance access to interesting videos, interviews and documentaries to an international audience a YouTube-channel has been set up. It contains videos partly produced by the PR team as well as selected, freely available videos. A series of interviews with interesting personalities of the international cycling scene has been produced with the title 'cycling quotes', that are available through the YouTube channel. It also provides a source of content for journalists; during the Velo-city conference interesting talks, workshops etc. will be provided freely.

### Flickr - [www.flickr.com/photos/velocityvienna](http://www.flickr.com/photos/velocityvienna)

The use of a Flickr-account serves to provide freely available pictures online that may be used by third parties by simply stating the references.





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