

Tuesday, 27 April 2021

## 9.30 hrs Opening panel main stage (H)

Andreas Scheuer, Federal Minister of Transport and Digital Infrastructure, and the Mayor of the host city Dr Peter Tschentscher will jointly open the National Cycling Congress 2021, the theme of which is “Cycling 3.0”. The Congress will begin with the official presentation of the new National Cycling Plan 3.0. The process for drawing up the National Cycling Plan 3.0, which was kicked off at the last National Cycling Congress 2019 in Dresden, will reach its completion in the announcement of the new nationwide cycling strategy for the period to 2030 and will provide concrete incentives for action in favour of cycling. After this, Elke Van den Brandt, Minister of the Government of the Brussels-Capital Region responsible for Mobility, Public Works and Road Safety, will talk about the comprehensive cycling-friendly changes in Brussels in an inspirational keynote. The keynote will be followed by a discussion with the representatives of the Parliamentary Group on cycles. The Parliamentary Group on cycles advances national cycling promotion across party lines in the German Bundestag and creates the conditions for establishing cycling as a means of transport in everyday life. In an interview format, the chair of the Parliamentary Group on cycles, Gero Storjohann, and founding member Mathias Stein will talk about the importance of the cycle as a means of transport at national level, the objectives of the Parliamentary Group on cycles and the National Cycling Plan 3.0.

Keynote  

”Build it and they will come“

Elke Van den Brandt, Minister of the Government of the Brussels-Capital Region responsible for Mobility, Public Works and Road Safety

Keynote  

Janet Sanz Cid, a deputy mayor of the city Barcelona, responsible for Ecology, Urbanism and Mobility

In conversation with the Parliamentary Group on cycles  

Gero Storjohann, Member of the German Bundestag

Mathias Stein, Member of the German Bundestag

## 11.15 hrs BLOCK I

A1: Quick-Build-Strategy –    
accelerating the construction  
of cycle networks

Safe and seamless cycle networks are the key factor for new mobility. However, in planning practice, the delivery of cycle networks takes many, often too many, years. What if it were possible to deliver seamless cycle networks within a few years? If the benefits for people were tangible quickly, immediately, even before the next local election? Not least due to the corona pandemic, quick implementation via pop-up cycle paths has received new impetus. At the same time, both local government officials as well as bicycle referendums are calling for a quicker pace all over Germany. What can local authorities and planners do to accelerate administrative (planning) procedures, and what network elements are suitable at all for a quick-build infrastructure? The panellists will also discuss the extent to which speed is compatible with the ambition to facilitate extensive public participation.

Redistribution of spaces –    
successful participation as a key factor

Whether high-quality, separate networks for pedestrians and cyclists or liveable neighbourhoods that serve as social meeting places and offer spaces to play are created – such transformation processes can entail significant changes. In practice, the redistribution of spaces, in particular, often generates conflicts and is charged with emotion. Based on such experience, many local authorities shy away from genuine changes or avoid participation processes. But there is also experience to the contrary which shows that participation processes can even accelerate transformation processes, and it is possible to rally majorities by means of a smart strategy. We will discuss with our speakers what participation can achieve, where it makes sense and how to implement it successfully. The question as to what extent failure and “failing well” must be taken into account will also be addressed.

Format: *Master class*

C1: Smarter cycling – how data    
can enhance cycling planning

Sensors, counting networks and mobility apps are collecting more and more data. Authorities responsible for road construction and maintenance can use this data in a profitable way for the promotion of cycling, i.e. for making decisions on infrastructure planning, for the routing of cyclists or for shortening journey times by targeted intervention in traffic signal control. At the same time, there are new possibilities for linking-up various modes of transport. The question of who is in control of the existing data is of key importance in this context. Does the one key to a “perfect data platform” exist and if so, what does it look like? How do B2B and B2G exchange information and work together to develop new multi-modal mobility solutions and simplify planning and participation processes?

Format: *Panel discussion*

D1: Panel discussion on the   
National Cycling Plan 3.0

Shaping cycling together: The National Cycling Plan 3.0 is the new nationwide strategy for promoting cycling in the #Fahrradland Germany 2030.

Goals and priorities of the strategy developed through a dialogue process will be presented and participants will have the opportunity to ask questions about the National Cycling Plan 3.0.

Participants:  
Dr Diana Huster, Federal Ministry of Transport and Digital Infrastructure  
Annette Kindl, PTV Group

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11.15 hrs

Format: *Panel discussion*

Presentation: *“From 0 to 80 – Basics of the cycle network in Almetjevsk, Russia“ (English)*, Timur Nagumanov, City of Almetjevsk, Russia

Panel discussion: *“Quick-Build-Strategy: Strategies for speedy implementation in German day-to-day planning“*, Prof. Anke Karmann-Woessner, City of Karlsruhe  
Claus Ruhe Madsen, Mayor of the Free and University City of Rostock  
Felix Weisbrich, Friedrichshain-Kreuzberg Roads and Open Space Authority

Discussion leader: Arne Koerdt, Ministry of Transport of Baden-Württemberg

Presentation: *“Public participation as a driver of transformation?“*, Petra Jens, Mobility Agency for the City of Vienna

Presentation: *“Mobility and regional planning – strategies for involving stakeholders from a Dutch-German perspective“*, Ineke Spapé, SOAB Consultants

Interview: *“Approaches to public participation“*  
Petra Jens  
Ineke Spapé

Discussion leader: Dr Anke Blöbaum, Otto von Guericke University Magdeburg

Presentation: *“Presentation of the ITS project HaRAZÄN“*, Ludger Kühnhenrich, Authority for Transport and New Mobility of the Free and Hanseatic City of Hamburg

Panel discussion: *“Digital tools for modern cycling planning? Using data in an appropriate and targeted way“*,  
Lizann Tjon, City of Amsterdam (English)  
Ludger Kühnhenrich, Authority for Transport and New Mobility of the Free and Hanseatic City of Hamburg  
Dr. Klaus Dapp, Hesse Ministry of Economics, Energy, Transport and Housing

Discussion leader: Dr. Christian Schlosser, Federal Ministry of Transport and Digital Infrastructure

Discussion leader: Burkhard Horn, Mobility & Transport – Strategy & Planning

12.30 hrs

**Pitch: International approaches to becoming a cycling city main stage (H)** 

In this pitch session, different stakeholders (local authorities, start-ups, public authorities) will present their innovations and approaches to creating a cycling city. Every player will have three minutes to convince the audience of their specific approach or project. When all presentations will have been held, the winner will be chosen who will then have ten minutes to answer questions or present their project again but in more detail.

Cycling infrastructure in Costa Rica

Bike sharing in Colombia

Cycling in Lviv

Cycling and tactical urbanism in India

**Presentation of the National Network of Excellence for Sustainable Urban Mobility (NaKoMo) Lounge (L)**  

In 2019, the Federal Ministry of Transport and Digital Infrastructure - together with the Saarland as representative of the federal states and the German Association of Cities - founded the think tank NaKoMo. This network aims to provide information on all existing funding options that can be used to create modern and sustainable mobility in cities and to provide assistance with the practical implementation and establish important contacts. More information: [www.nakomo.de](http://www.nakomo.de)

**Chairs of Cycling – initial and continuing training for cycling Lounge (L)**  

We bring cycling to lecture halls! The BMVI Endowed Chairs of Cycling will present their study and continuing training courses. Discussions will focus on what skills and qualifications specialist workers need to progress cycling in urban and rural areas. There will be the option to engage in an exchange on initial and continuing training for cycling.

Dr Christian Rudolph, Technical University of Applied Sciences Wildau

Prof. Jana Kühl, Ostfalia University of Applied Sciences Wolfenbüttel

Prof. Dennis Knese, Frankfurt University of Applied Sciences

Prof. Martina Lohmeier, RheinMain University of Applied Sciences Wiesbaden

Prof. Angela Francke, Karlsruhe University

Discussion leader: Prof. Jochen Eckart, Karlsruhe University

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**12.30 hrs** Prof. Dennis Knese, Frankfurt University of Applied Sciences  
Prof. Martina Lohmeier, RheinMain University of Applied Sciences Wiesbaden  
Prof. Angela Francke, Karlsruhe University  
Discussion leader: Prof. Jochen Eckart, Karlsruhe University

Meet the Speaker Lounge (L) 

In an exclusive networking format of 30 minutes, 20 participants will exchange opinions on the preceding keynote with Claus Ruhe Madsen, Mayor of the Free and University City of Rostock. Preregistration required. Join the session on time to get one of the sought-after places.

**13.30 hrs** **BLOCK II**

**A2: German Road Traffic Regulations (StVO) – what (new) options are available to local authorities?** 

The recast of the German Road Traffic Regulations (StVO) has provided local authorities with new options for promoting cycling – among them establishing cycling zones as well as parking spaces for cargo cycles, allowing right turns at red traffic lights or extending the trialling clause. This also entails new possibilities in the field of conducting traffic trials. This includes, for example, the establishment of modal filters or speed reductions. The speakers will indicate what (new) options local authorities and planners have to promote cycling.

Format: *Master class*

Presentation: “*New opportunities for local authorities through the recast of the German Road Traffic Regulations*”, Damian Heltzel, Federal Ministry of Transport and Digital Infrastructure

Practical example: “*Practical implementation of a cycling zone and modal filter in municipalities*”, Michael Glotz-Richter, Free and Hanseatic City of Bremen

Practical example: “*What (unknown) options do the planning bases offer to ambitious local authorities?*”, Roland Huhn, ADFC

**B2: Towards the cycling city – is the first step really (that) hard?**  

When we think of a cycling city, we automatically think of cities such as Copenhagen, Utrecht or Münster. But in the shadow of the well-known pioneers, numerous large and small cities, towns and municipalities have set out to establish the cycle as a means of transport. It is these “climbers” from which local authorities can learn when they are still right at the beginning and do not know where to start. Representatives from three successful cities will talk about the path followed by their local community towards becoming a cycling city. This will be a forum on successes and failures, smart priorities, skilful networking as well as the many small and large local levers. A source of inspiration and a confidence booster for all towns and cities that want to become a cycling city themselves.

Format: *Master class*

Presentation: “*Hamburg as a textbook example of a cycling city? An overview of the promotion of cycling*”, Kirsten Pfaue, Authority for Transport and New Mobility of the Free and Hanseatic City of Hamburg

Presentation: “*Experiences and advice of an advanced cycling city*” (English), Anton Nikitin, City of Vilnius,

**C2: Yes, we can! – change management at the public authorities**  

Changing the infrastructure and circumstances in towns and cities and on the roads requires a culture change at the public authorities. Cycling planning is a textbook example of doing things differently than has been the standard in the past: processes and approaches need to be rethought and facilitated. Moving away from a culture of “no, because” towards a “yes, if” culture. The COVID-19 pandemic has opened up new scope for action at public authorities and has launched pop-up infrastructure and new processes. Creativity and innovations have to be integrated into administrative operations and are not contrary to administrative procedures. This requires new governance structures to progress organizational transformation within the authorities by means of a new leadership culture. New approaches and methods, such as design thinking or changed processes, can support this. This session will focus on the internal processes required to get a culture change at the public authorities underway.

Format: *Master class*

Presentation: “*How can participatory and transdisciplinary processes in public authorities be changed?*”, Caroline Paulick Thiel, Politics for Tomorrow

**D2: Panel discussion in cooperation with DPD/ADFC: fair solutions for cycling and commercial traffic in towns and cities** 

Crowded inner cities and the need for a lasting transformation of the transport system are the dominating issues with regard to urban traffic. In this context, parcel delivery vans and cyclists are often pitted against each other. In particular, stationary parcel delivery vans take up a lot of space on cycle paths due to the lack of alternatives and cyclists have to ride round them, which results in significant accident risks. At the same time, delivery must be ensured for commercial traffic. All inner city traffic problems can be discussed based on this conflict: How much space is given to whom in the cities? How can different road traffic stakeholders feel safer? How can the growing number of cyclists and the increased volume of parcels delivered to private households be reconciled? How can mutual respect be promoted?

During the panel discussion, high-level stakeholders from DPD, the Chamber of Industry and Commerce (IHK) and the German Cyclists’ Association (ADFC) will have an open exchange of views on possible approaches to achieving sustainable and safe inner cities. Among the issues addressed will be strategies for optimized area management, the significance of well-developed cycle paths for cargo cycles and international best practice examples of modal shift on the last mile from Western and Southern Europe.

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Discussion leader: Dankmar Alrutz, Road and Transportation Research Association

Practical example: "With a clear strategy towards becoming a cycling-friendly municipality", Jaime José Valverde, City of Lindau

Interview: Sascha Behnsen, City of Ludwigsburg  
Ramona Schumann, City of Pattensen

Moderation: Anne Klein-Hitpaß, Agora Verkehrswende

Discussion leader: Karola Lambeck, Federal Ministry of Transport and Digital Infrastructure

Discussion leader: Dr. Arndt Pechstein, agile coach and transformation expert

Participants: Rebecca Peters, ADFC  
Gerd Seber, DPD Deutschland GmbH  
Carsten Hansen, German Parcel and Express Logistics Association  
Prof. Antje Stokman, Hafencity University Hamburg (tbc)

Discussion leader: Anne Klein-Hitpaß, Agora Verkehrswende

## 14.30 hrs Meet the Speaker Lounge (L)

In an exclusive networking format of 30 minutes, 20 participants will exchange views on the preceding keynote with Anton Nikitin, Head of the Authority for Sustainable Mobility, City of Vilnius, (tbc). Join the session on time to get one of the sought-after places.

## Meet the Speaker Lounge (L)

In an exclusive networking format of 30 minutes, 20 participants will exchange views on the preceding keynote with the Federal Chairman of the German Cyclists' Association (ADFC) Ulrich Syberg and the Deputy Federal Chairwomen of the ADFC Rebecca Peters. Join the session on time to get one of the sought-after places.

## 14.50 hrs Award of the 2021 German Cycling Prize **mainstage (H)**

On 27 April 2021, the winners of this year's German Cycling Prize will be honoured in Hamburg during a digital awards ceremony. The 28,500 euro prize is awarded in the categories "infrastructure", "service", "communication" and "most cycling-friendly public figure" and will be presented for the 21st time. What is more, the winners of a photo and cycling culture competition under the slogan of "For the love of the bike" can look forward to winning a cycle tour, an e-bike or panniers.

This year, Dr Eckart von Hirschhausen, who is a physician, comedian and founder of the "Gesunde Erde – Gesunde Menschen" (Healthy Earth – Healthy People) foundation, will be honoured as the most cycling-friendly public figure of the year 2021. When asked how others who don't cycle yet could be motivated to jump on the saddle, the 53-year old replied: "Humans cannot be healthy unless earth is not healthy. Cycling is not just about mobility – it does you good and it is good for everyone else, too!"

The German Cycling Prize is an initiative of the Federal Ministry of Transport and Digital Infrastructure and the Association of Pedestrian and Bicycle-friendly Cities, Towns and Districts in North Rhine-Westphalia (AGFS). The partners of the photo and cycling culture competition include the Cycling Industry Association (Zweirad-Industrie-Verband e.V. – ZIV) and the Service and Bicycle trade association (Verbund Service und Fahrrad e.V. – VSF).

Detailed information can be found at [www.der-deutsche-fahrradpreis.de](http://www.der-deutsche-fahrradpreis.de).

Moderation: Valeska Homburg (ARD) und Arndt Breitfeld (rbb)

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## 09.30 hrs **Opening of the day** main stage (H)

The inspirational keynote by Dr Arndt Pechstein, agile coach and transformation expert, will provide an impetus to rethink current approaches. The futurologist will use practical examples to show how we can get closer to the vision of a cycling country by strategically implementing cycling measures and using disruptive thinking. He will draw upon his toolbox and also show out-of-the-box stuff that facilitates new ways of thinking and collaborations.

Moderation: Valeska Homburg (ARD) und Arndt Breitfeld (rbb)

**Keynote** 

Dr. Arndt Pechstein, Agile Coach and transformation expert

“Tradition is not a business model: from the cycling vision to implementation”

Discussion leaders: Valeska Homburg and Arndt Breitfeld

## 10.00 hrs **BLOCK III**

**A3: Loads on wheels – holistic strategies for delivery by cycle**  

The trend towards online trade, which has been increasing sharply for years, has been given a further boost by the COVID-19 pandemic. The last mile is becoming increasingly important under the current circumstances for deliveries to the door or to alternative depots. To enable cargo and logistics to be shifted to pedal cycles, new vehicle types are emerging that are suitable for the transport of both goods and persons and provide new impetus for the logistics sector. Now, the various stakeholders from the retail trade, the logistics sector and the cycling industry need to be better connected and need to implement joint area-wide strategies. This forum will show what best practice solutions there are for sustainable delivery solutions as well as the (legal) framework needed for them to be implemented. What is the role in this context of holistic strategies that integrate micro depots as well as parcel delivery into hubs to transport goods flexibly and without emissions beyond the last mile?

Format: *Workshop*

Keynote: “Diverse parcel infrastructure for diversity in parcel delivery in towns and cities”, Marten Bos-selmann, Parcel and Express Logistics Association

Keynote: “What new vehicles will neighbourhoods and public authorities have to be prepared for?”, Ernst Brust, Bicycle Industry Association

**B3: Protected intersections – new panacea or overestimated solution?**  

Intersections are a special source of danger for cyclists and often accident blackspots. One instrument known from abroad to improve traffic safety is protected intersections where motor vehicle traffic and cycle traffic are routed separately, where possible. To what extent can protected intersections be an important element in the toolkit of planners to route traffic in a safe, efficient and understandable way? Why are there different assessments regarding protected intersections? What fields of application are conceivable and what alternatives exist in places where it would be better not to have protected intersections?

Format: *Panel discussion*

Keynote: “Subjective and objective safety in cycle planning – protected intersections as a new planning tool”, Heiko Rintelen, FixMyCity GmbH

Keynote: “Dutch intersection” model project in Darmstadt”, Katharina Metzker, City of Darmstadt

**C3: Policy decisions by the Federal Government – new guidance and financial assistance programmes for attractive cycle networks** 

With the National Cycling Plan 3.0, the Federal Government is defining new priorities in the promotion of cycling and is progressing the upgrading of the cycling infrastructure in Germany. The focus is on the creation of cycle networks that are physically separated from traffic both in towns and cities and in rural areas. The cycle path drive, within the framework of which the Federal Government will provide funding for capital investment projects of local authorities totalling approx. 657 million euros over the period to the end of 2023, is making a significant contribution towards implementation. At the same time, the Federal Government is seeking to achieve significant improvements in inter-urban cycling by upgrading cycle paths along federal trunk roads, cycle superhighways as well as the national cycling route network. Representatives of the Federal Government will present the programmes and answer questions from the participants.

Format: *Master class*

Presentation: “BMVI cycling campaign – how we support federal states and local authorities in financing inviting cycling infrastructure in rural areas” Karola Lambeck, Federal Ministry of Transport and Digital Infrastructure

**D3: The large toolkit of joint working groups at the local level: We take care of cycling!** 

Joint working groups at the local level have a large number of tools to promote cycling. Among other things, representatives from participating local authorities report of publicity campaigns, planner workshops, use of bicycle counters and parliamentary evenings. In nearly all federal states, there are local joint working groups for cycling (AGFK, AGFS, AGNH, RAD.SH, RAD.SN).

“Communication workshop – joining forces to develop ideas for walking and cycling”, Markus Linkenheil, Odenwald district

“Loaning bicycle counters – central procurement, multiple local use”, Anne Kampert, City of Nordhorn

“Avoiding glitches with the AGFK planning check”, Michaela Käfer, City of Leinfelden-Echterdingen

“The planners’ workshop – developing creative planning solutions together”, Matthias Breuer, City of Kamen

“Closely involved – the AGFK Bavaria expert talk – Starnberg district”, Susanne Münster, Starnberg District Authority

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Practical example: “Cyclelogistics EU – trial culture and pilot projects from various European cities”, Susanne Wrighton, Institut für Verkehrspädagogik

Practical example: “Real-time routing for cargo cycle delivery – presentation of “Smart RadL” project”, Steffen Bengel, Mobility Ecosystems Institut für Arbeitswissenschaft und Technologiemanagement IAT

Discussion leader: Dr. Tom Assmann, German Cycling Logistics Association

Panel discussion: “Redesigning intersection areas in a modern and forgiving way”, Jörg Ortlepp, German Insurance Association  
Markus Franke, ARGUS Stadt und Verkehr  
Angela Kohls, ADFC

Discussion leader: Prof. Angela Francke, Karlsruhe University – Technology and Economics

Presentation: “Capital investment model projects – lighthouse projects for cycling in Germany”, Thomas Hartmann, Federal Ministry of Transport and Digital Infrastructure

Presentation: “Cycle paths along federal trunk roads – the Federal Government is striking out in a new direction”, Manfred Silvanus, Federal Ministry of Transport and Digital Infrastructure

Interview: “Promotion and funding of cycling”  
Karola Lambeck, Thomas Hartmann,  
Manfred Silvanus

Discussion leader: Dagmar Köhler,  
German Institute of Urban Affairs

“Mecklenburg-Western Pomerania is a climber – exchange of views, networking and policy lobbying – the work of the AGFK in Mecklenburg-Western Pomerania”, Andreas Grund, Neustrelitz

Discussion leader: Christine Fuchs, Working Group of cycling- and pedestrian-friendly municipalities (AGFK) North Rhine-Westphalia and Tim Birkholz, AGFK Mecklenburg-Western Pomerania

11.00 hrs

FAQ: Funding and assistance options provided by the Federal Government Lounge (L) 

Participants will have the opportunity to put questions to representatives of the Federal Government on promotion and funding options for cycling.

Meet the Speaker Lounge (L) 

In an exclusive networking format of 30 minutes, 20 participants will exchange opinions on the preceding keynote with Katharina Metzker, Head of the Mobility Authority of the City of Darmstadt (tbc). Join the session on time to get one of the sought-after places.

11.30 hrs

## BLOCK IV

A4: Germany becomes a country of cycling commuters – making cycling fast 

Journey time is a major factor when it comes to choosing a means of transport. For towns, cities and districts, this means that making cycling fast is the essence of cycling promotion. With high-speed cycling links, cycles become an attractive alternative to the car even for journeys between urban and rural areas. But the toolkit of local authorities is much larger; planners can draw on a comprehensive repertoire of measures from the fields of city and traffic planning as well as architecture.

B4: Cycling as a brand – how to make professional branding successful in promotion of cycling at local authority level  

The professional establishment and cultivation of a “cycling” brand is increasingly gaining importance for towns and cities where the aim is to encourage people to cycle. Systematic branding creates external effects by opening up new target groups, changing the diffuse sense of a mobility culture and thereby also being able to generate support for urban processes of change. At the same time, brand values also have an influence on the internal actions of the public authorities.

C4: Cycling even during the hours of darkness – nature-friendly lighting systems  

Lighting devices are an important factor for cycling facilities to be fit for everyday use, in particular for high-speed cycling links and direct cycle routes. In particular on links outside of built-up areas and on sections with little development, lighting is still a pie in the sky. To be able to illuminate cycling links in rural areas, solutions are needed that take into account nature conservation and species protection requirements – e.g. adaptive lighting that only illuminates sections being used by pedestrians or cyclists. In Germany, initial lessons have been learned and recommendations derived from pilot projects, which will be presented by the speakers.

D4: “Pop-up infrastructure around the globe” – session in cooperation with the Association for International Cooperation (GIZ)  

Making a virtue of necessity: cities all over the world progressed cycling in the Corona year 2020. Acute lack of space, restricted local public transport and reasons of fairness motivated many towns and cities at the beginning of the corona crisis to quickly create space for the most efficient means of transport – the cycle – by means of temporary measures. Over the course of the crisis, it has become clear that for many towns and cities the cycle is a resilient and healthy alternative, and first steps have been taken to adapt and expand temporary installations as well as to convert them into permanent installations.

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Format: *Master class*

Presentation: *“Travelling longer distances by cycle more often – why speed is not everything”*  
Stefan Bendiks, Artgineering

Presentation: *“Sponsorship for the implementation of cycle superhighways as an intermunicipal project”*, Katja Krause, infraVelo GmbH

Practical example: *“Cycling flow: presentation of the “Leezenflow” project in Münster*, Dr André Wolf, City of Münster

Discussion leader: Prof. Jana Kühl, Ostfalia University of Applied Sciences Wolfenbüttel

But how is a real brand born? Marketing experts know that in order to successfully establish a brand, the advertising message needs to match the brand values of the product as perceived by the target group. Branding for the cycle as a means of transport therefore needs to go beyond the classic advertising aspects and also include cycling infrastructure design.

Format: *Workshop*

Presentation: *“Importance of infrastructure design and storytelling for the promotion of cycling”*, Prof. Sebastian Zenker, Copenhagen Business School

Practical example: *“From the product to mobility design: innovative design of a cycle-only road in Offenbach”*, Janina Albrecht, Offenbach/Main University of Art and Design

Presentation: *“What are the challenges facing good cycling marketing?”*, Michael Otremba, Hamburg Marketing GmbH

Discussion leader: Prof. Sebastian Bamberg, Bielefeld University of Applied Sciences

Format: *Master class*

Keynote: *Modern and energy-efficient lighting – Project-demonstration LUCIA I*, Elisa Hillgen, City of Oulu, Finland (English) (tbc)

Practical example: *“Targeted and responsive lighting in harmony with the environment”*, Dr Sibylle Schroer, Leibniz Institute of Freshwater Ecology and Inland Fisheries (tbc)

Practical example: *“Eco-friendly lighting concepts in sensitive areas for a cycle path through the Frankfurt forest reserve”*, Manfred Ockel, City of Kelsterbach

Discussion leader: Edwin Süselbeck, Working group of cycle- and pedestrian-friendly municipalities Lower Saxony/Bremen (tbc)

These transformations are not limited to cycling but aim to comprehensively reorganise the public realm in favour of sustainable mobility. Discuss with our speakers how these temporary easures can be transformed into long-term action strategies and how cycling can be used as a driver for transformation in the public realm.

Areli Carreón – Mexico City  
Laura Bahamón – Bogotá (tbc)  
Iman Abubaker – Addis Ababa  
Representative India – India (tbc)  
Discussion leader: Fernando Fontes, Cycling Expert and Humboldt Fellow

**Pitch: Best practice examples from Hamburg and the world main stage (H)**  

In 15 minutes around the world? From Hamburg to Amsterdam, from Spain to Colombia. This pitch format will take the audience on a quick journey around the world by presenting international best practice examples that everyone is currently talking about or could become the new trends of the next decade.

Every player has three minutes to convince the audience of the example they presented. When all presentations will have been held, the winner will be chosen who will then have ten minutes to answer questions or present their project again but in more detail.

The implementation of cycle routes in Hamburg Intelligent traffic light phasing – Prio Bike A Spanish town becomes car-free – the example of Pontevedra Kiezblocks – a idea from Barcelona has been adapted to Berlin “Bicycle Mayors” are changing towns and cities

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## 12.30 hrs Women in Mobility Lounge (L)

Networking: Female networking with Women in Mobility

Diversity in planning as well as designing and representing cycling schemes is key to inspire everyone when it comes to cycling. This holds true for government, public authorities, planning, industry and civil society. This networking session will provide a forum created by women for women to get to know each other and share experiences. In a short round, women will give different insights on their perspectives on promoting diversity in the cycling sector. Subsequently, there will be opportunities to network.

Kirsten Pfaue, Head of New Mobility Coordination, Authority for Transport and New Mobility, Free and Hanseatic City of Hamburg

Ramona Schumann, Mayor of the City of Pattensen (tbc)

Dr Sandra Wolf, Managing Director Riese&Müller

Pinar Pinzuti, Fancy Women Bike Ride

Silke Edelhoff, cycling planner

### Meet the Speaker Lounge (L)

In an exclusive networking format of 30 minutes, 20 participants will exchange opinions on the preceding keynote with Prof. Sebastian Zenker, Copenhagen Business School. Join the session on time to get one of the sought-after places.

Moderation: Prof. Dr. Sebastian Bamberg, FH Bielefeld

## 13.30 hrs BLOCK V

**A5: From non-cyclist to cycling fan – strategies to introduce people to the joys of cycling**  

The built environment has a considerable impact on patterns of mobility. The design of infrastructure and the public realm plays a key role in this context. But what should be considered to make cycling for everyone and to turn the cycle into a catalyst for inclusion and social integration?

Format: *Workshop*

Keynote: “(Re-)Climbers: sociological findings on recruiting non-cyclists (“RadAktiv” study)”, Prof. Henrike Rau, Ludwigs-Maximilians-Universität Munich (LMU)

Presentation: „Homo mobilis – what do people need to get on a bike?” Dr Elisabeth Oberzaucher, Vienna University

Practical example: “How to use gamification to motivate young people to cycle – “Rad(t)schlag” project (cycling advice)”, Andreas Stückl, “Bike Citizens”

**B5: Modern cycle parking – with design and functionality**  

The cycling world is becoming bigger and increasingly colourful. The number of cycles on the roads is rising, and pedelecs and cargo cycles are becoming an increasingly familiar sight. Despite all that, providing for modern cycle stands in the construction of houses as well as in infrastructure projects is not yet a given. However, pedelecs and cargo cycles, in particular, require a fast roll-out of high-quality cycle stands at all relevant destinations and sources of utility cycling. Innovative construction projects show that practical cycle parking and aesthetic architecture are not mutually exclusive but can be combined successfully and can upgrade the immediate vicinity. The discussion will address design potential, possibilities of the local authorities under land use law and possible consequences for car parking in new housing estates and (densified) existing neighbourhoods

Format: *Master class*

Presentation: “Cycle parking made easy – key lessons from Copenhagen”, Caroline Nagel, Cobe

**C5: Service and connectivity – the cycle in the transport chain** 

In combination with other means of transport, cycling can fully deploy its potential. Here, exciting possibilities are created in particular by new service and connectivity offers. Mobility stations or sharing systems, cycle subscriptions or corporate mobility management – the number of modern mobility solutions is growing and so is the experience gained. But what exactly is required to make new customers use the cycle as part of a range of mobility services? How do the cycle and local public transport have to be interlinked to ensure individual and at the same time efficient mobility? How can cooperation and communication across stakeholders be successful?

Format: *Master class*

Practical example: “Obstacles and requirements to be met by transfer points-presentation of the “Fahr-Rad-zum-Zug” project (take the bike to the train)”, Ulrike Hunscha, Pro Rail Alliance

**D5: Cycling Academy of the German Institute of Urban Affairs: “Walking and cycling – a tandem for liveable cities?”** 

Walking and cycling compete for space and resources in many places. This produces conflicts even though people who walk and cycle actually bring life to the streets. Cities need lively centres and attractive public spaces. Not least due to the pandemic, urban centres and the retail sector have to reinvent themselves to become attractive again and have to prevail over online trade, home office and greenfield sites. If you make cycling and walking a priority, you create quality space.

At this side event of the National Cycling Congress held by the Cycling Academy at the German Institute of Urban Affairs, we will deal with the question of how walking and cycling can revitalise city centres and how conflicts between pedestrians and cyclists can be reduced. The expectation of pedestrians and cyclists differ significantly. The question is how we can do justice to both groups? How can we plan in accordance with demand and build alliances at the same time?

Wednesday, 28 April 2021

13.30 hrs

*"Ways to activate older persons – lessons learned from the "Green Silver Age Mobility (GreenSAM)" EU project"*; Silke Edelhoft, Eimsbüttel Borough Office, Hamburg

*"Women and the City: Reclaiming the streets from cars"*; Pinar Pinzuti, "Fancy Women Bike Ride"

Discussion leader: Markus Belz, Working Group of cycling- and pedestrian-friendly municipalities Baden-Württemberg

Practical example: *"radbar & Co: "Secure cycle parking as a contribution to the transformation of mobility in the city of Osnabrück"*; Brigitte Strathmann, City of Osnabrück

Practical example: *"Holistic approach to housing and mobility?"*; Sarah Leuning, vdw Niedersachsen Bremen – Housing and Property Industry Association Lower Saxony and Bremen & Torsten Voß, Niebelungen-Wohnbau-GmbH Braunschweig

Discussion leader: Dr Julia Jarass, Transport Research Laboratory, German Aerospace Centre

Practical example: *"Multi-modal sharing service to meet flexible mobility needs"*; Jürgen Biedermann, Stadtwerke Augsburg Holding GmbH

Practical example: *"Cycle, rail, work – journey chains 2.0"*; Dr. Meike Niedbal, DB Station & Service AG

Discussion leader: Sebastian Hofer, freifahrt | mobility innovation

Keynotes and discussions with:

- Uta Bauer, German Institute of Urban Affairs
- Dr Ralf Kaulen, Urban and Transport Planning agency Kaulen
- Claudia Kruse, Hamburg-Mitte
- Michael Reink, German Retail Federation

Discussion leader: Dagmar Köhler, German Institute of Urban Affairs

## Meet the Speaker Lounge (L)

In an exclusive networking format of 30 minutes, 20 participants will exchange views on the preceding keynote with Dr Elisabeth Oberzaucher, Vienna University. Join the session on time to get one of the sought-after places..

Moderation: Markus Belz, Arbeitsgemeinschaft fahrrad- und fußgängerfreundliche Kommunen Baden-Württemberg

14.30 hrs

## Graduation panel: Between fish sandwiches and multi-storey car parks – what can we learn from Hamburg? **main stage (H)**

Hamburg has become a place where not only is the future of mobility being discussed but also, together with various stakeholders, visions are being turned into reality. Both technical and social innovations play a role in developing the city in a smart way. In Hamburg, the future of mobility is sustainable, multimodal and connected. Senator Dr Anjes Tjarks will report on Hamburg's trophy projects, his plans to turn Hamburg into a cycling city and Hamburg's role models. What can other local communities learn from Hamburg? Dr Philine Gaffron from Hamburg University of Technology will provide supplementary perspectives and explanations and explain what moves Hamburg. Caroline Stüdemann from Viva con Agua will provide a view from the outside; as a citizen and committed chief executive, she will look at the traffic trends in Hamburg from the perspective of a user. Together with our prominent guests, we will discuss the view of the citizens and how they perceive their city as cyclists. With hanseatic charme, well-known Hamburg citizens will look at the mobility metropolis of Hamburg from new angles.

Format: Interview

Participants:

Dr Anjes Tjarks, Authority for Transport and New Mobility of the Free and Hanseatic City of Hamburg

Carolin Stüdemann, Viva con Agua de Sankt Pauli e.V.

Dr Philine Gaffron, Institute of Transport Planning and Logistics, Hamburg University of Technology

Henrik Falk, Hamburger Hochbahn AG

Discussion leader: Valeska Homburg and Arndt Breitfeld

15.30 - 16.00 hrs

## Official closing event and passing the baton

When implementing cycling measures, cooperation across various levels is key. Hilmar von Lojewski, professional deputy of the German Association of Cities and Head of the Urban Development, Building, Housing, Transport Department, will put the pressure local authorities are subject to in the implementation of cycling measures into context and provide incentives for action.

The National Cycling Congress 2021 will be concluded by digitally passing on the baton to Tarek al-Wazir, the Hesse Minister of Economics, Energy, Transport and Housing, for the next National Cycling Congress 2023.

Discussion leader: Valeska Homburg und Arndt Breitfeld