

# BIKE TO WORK

Campaign BIKE TO WORK encourages you and your colleagues to use the bike for everyday commuting and transportation.

Using your bike – as opposed to many other means of transportation – you help reducing CO2 emissions while also doing good to your own physical and mental health. For instance, a single person may reduce CO2 emissions by 450 kilos per year by biking 6 kilometers back and forth every day. Add to that that you burn an average of 800 calories per hour. You literally get your exercise done while commuting!



The BIKE TO WORK campaign gives companies and employees a fun incentive to contribute to these positive effects of biking.

Team up with your colleagues and bike to work, while competing with teams from other companies – in 2018, 60.000 people from all over Denmark joined the campaign. The idea is to bike to work as many days as possible during the entire month of May. The more biking, the better the chance to win your next holiday trip from Ruby Rejser or new bikes from STRØM bikes



## HOW TO PARTICIPATE

To join the BIKE TO WORK campaign you must enroll with a company team of 4 to 16 participants. Companies with less than four participants can team up with other small companies.

The fee is 60 DKK per person. You may encourage your company to cover this – taking active part in the campaign is a great way to do teambuilding, and it can also be combined with company events and branding – for instance by acquiring campaign T-shirts with your company logo on.

As a participant you must use your bike as part of the transportation to work. You can combine biking with public transport or even with going by car some of the way. You will have to register the number of days you bike on the campaign website and you can keep track of the progress of each team. The lucky winners are revealed in the beginning of June.

The campaign is organized by the Danish Cyclists' Federation. Register and read more on [www.vcta.dk](http://www.vcta.dk).

## QUESTIONS?

Contact us on tel. 33 32 31 21 or [VCTA@cyklistforbundet.dk](mailto:VCTA@cyklistforbundet.dk)

