

Shopping by bike 2012

The campaign Shopping by bike started in Prague in June 2012 thanks to SRAM support and is organized by cycling NGO Nakole.cz. Every weekend at the central Farmers market “Naplavka” (www.farmarsketrziste.cz) there is a stand showing in practical way how to shop with a bicycle. Partners in this campaign besides SRAM Cycling fund are city bike and accessories manufacturers and retailers such as CityBikes, VeloRama, ABUS and AZUB. The campaign included production of a leaflet highlighting famous Czech actor and writer who is regular visitor of the farmers market and bicycle user. Other element of the campaign is web site www.nakupujnakole.cz. The campaign is visited by hundreds of visitors every weekend, in September the campaign will be expanded beyond the farmers market and will be part of large cycling events such as Prague Bell ringing (September 15) and Experience a different city (September 22) as well as to Pardubice - event City on bikes (September 18 and 20). Part of this campaign was promotion of **cargo bike** that can deliver up to 150kg and which is run by a partner in the campaign Prague based cycling workshop BajkAzyl.cz. The campaign is also promoting new cycling culture such as DIY bicycle workshops such as Bajkazyl.cz, bicycle events (VeloMarket, September 23), cycling fashion shows, bicycle rides which contribute to making cycling more visible.

Outcomes

The program delivered besides the campaign itself closer collaboration between NGOs (such as campaigners, bicycle workshops, farmers market operator) and Bicycle industry in the Czech Republic.