

# WINTER CYCLING CONGRESS 2013, OULU



# HOW AND WHY WINTER CYCLING CONGRESS HAPPENED?



Photo: Pekka Tahkola

- MSc IN CIVIL ENGINEERING (2000)
- MAINTENANCE QUALITY REQUIREMENTS FOR PEDESTRIAN AND CYCLE PATHS AND SINGLE ACCIDENTS AMONG PEDESTRIANS AND CYCLISTS (2000)
- NATIONAL WINTER CYCLING STUDY (2002)



**WHY?**

**WHO WOULD COME?**



# WCC 2013 IN A NUTSHELL

- KICK-OFF 06/2012
- 09/2012 [www.ibikeoulu.com](http://www.ibikeoulu.com) OPENED
- 10/2012 CALL FOR PROPOSALS and REGISTRATION OPENED
- RECEIVED xx PAPERS, X PRESENTATIONS
- 2 DAY EVENT (presentations, cycling tour, bike race, City of Oulu reception)
- 150 PARTICIPANTS FROM 10 COUNTRIES
- FIXED COSTS COVERED BY PARTICIPATION FEES



# TOPICS

1. Winter cycling and land use
2. Winter cycling safety and health effects
3. Winter cycling and maintenance
4. Determinants for winter cycling
5. City experiences
6. Winter cycling devices and services



# OUTCOME FOR THE CITY



1. Direct income from visitors
2. International attention and recognition
3. Boost for local cycling development
  - *Cycling coordinator started in 2013 until 2014*
  - *Oulu cycling advocacy founded 2013 (Oupo ry.)*
  - *Regional cycling and walking coordinator 2015 – 2018*
  - *City centre bike plan 2015 (construction to start in 2016)*
  - *More bike counters*
  - *Winter maintenance theme year 2016*
  - *Quality cycling network pilot 2016*
  - *Regional cycling network pilot in 2017*
  - *Etc.*



**OUTCOME**

