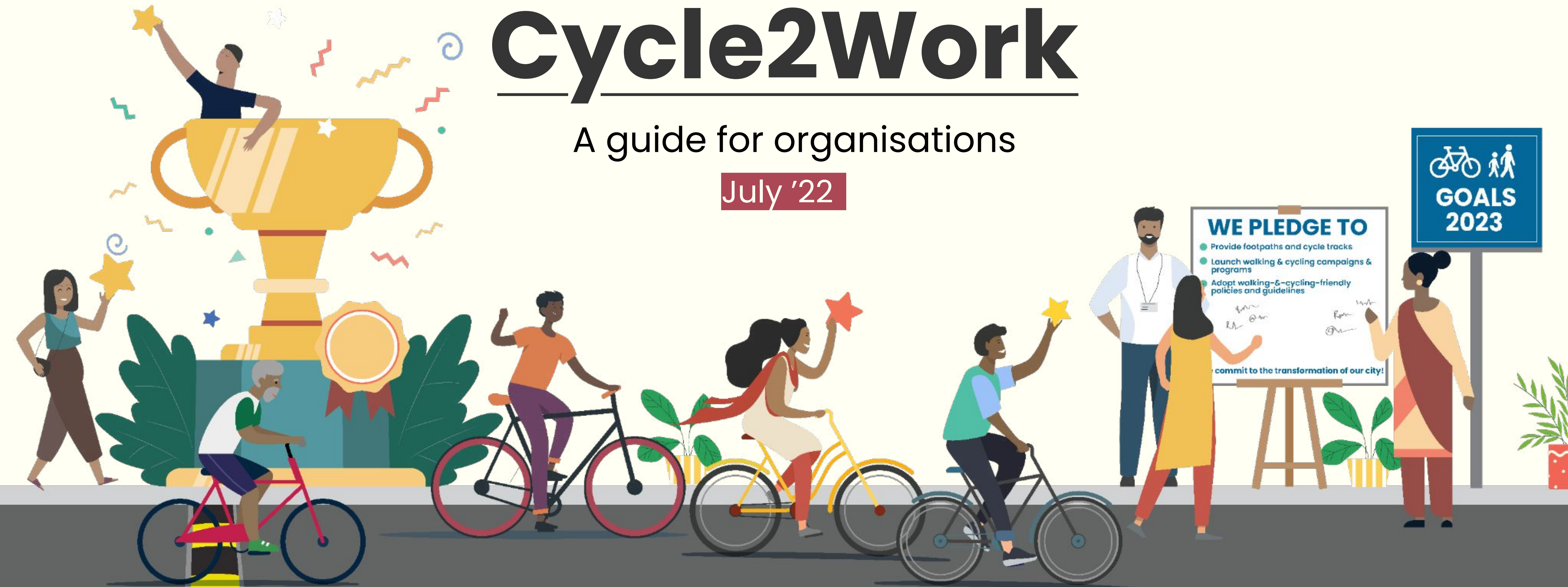


Embracing healthy commutes through

Cycle2Work

A guide for organisations

July '22





Location: New Town Kolkata

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- 02 Register your organisation on the platform
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01

Introduction to the Cycle2Work Campaign

In 2020, the Smart Cities Mission (Ministry of Housing and Urban Affairs (MOHUA) launched the India Cycles4Change Challenge and the Streets4People Challenge—to inspire cities to create ‘healthy streets’ with integrated walking, cycling, and public transport to make streets safe and convenient for all. More than a 100 cities are part of this nation-wide transformation.

An important part of these Challenges is building a walking and cycling culture through campaigns, where people opt for healthy, non-polluting modes. Cycle2Work is one such campaign that encourages organisations & their teams to shift from cars and motorbikes, and cycle to their workplace instead—building health while saving the planet.

Gamifying Cycle2work

Fitness tracking apps are a simple way to track your organisation's Cycle2work rides and get your team to compete (in a healthy way!) with one another, and nudging each other to perform better. However, it gets even more fun when you can track Cycle2work rides in the entire city, country, globally.

One such platform that gamifies cycling to work is [cycleto.work](#)—through leaderboard, challenges, maps, and more!

Cycleto.work shows you:

- How many cyclists from your company have enrolled
- The leaderboard position of your company in comparison to other cycleto.work companies
- The fuel that your team has collectively saved
- Carbon emissions that have been offset
- Routes that are used by the cyclists and several other features!

WHY CYCLE TO WORK?

ARE YOU AN INDIVIDUAL DRIVEN TO PROMOTE CYCLING TO WORK?



SURFACE YOUR RIDES

ACTION HAS MORE IMPACT THAN WORDS

Each ride to work is one less car on the road. That's one more emission free, fuel saving and quick trip to work.



HEALTHY COMPETITION

LEADERBOARD AND CHALLENGES

Our leaderboard the impact of cycling to work, all while users can partake in fun challenges!



HELP BUILD A COMMUNITY

KNOW YOU ARE NOT ALONE

Cycling for leisure is great, but cycling to work? It's the future. Join the thousands of others who have taken taken charge of their commute.



Home

About

Leaderboard

Challenges

Community

Map

Developers



LEADERBOARD

Updated on 19 Jul at 05:30 PM

Global Summary

3,839 97,236 852,209 92,043 213,053 <1%

1	TEXAS INSTRUMENTS INDIA, BENGALURU Apoorva, Karthik Ramanan, Karthik Ranganathan	422	11,596	49,334	5,328	12,334	35%
2	BOSCH, BENGALURU Anand Kurlekar, Anilgouda P Patil, Arun Shankar, Kriti, Lagna Acharya, Rohit Chandrashekhar, Swapnil Bargaonkar, Vasantha Kumara, Vengudupathi	420	8,939	82,811	8,944	20,703	3%
3	QUALCOMM, BENGALURU Amit Duggal, Bhaskar, Shilpi Sahu, Udaya	188	8,490	50,737	5,480	12,684	4%
4	BOSCH, COIMBATORE Karthik Seetharaman, Sebin	166	4,433	29,227	3,157	7,307	1%

LEADERBOARD

[View more](#)



TOTAL CO2 OFFSET
213,053 KGS

Bengaluru
180,160 Kgs

Pune
7,420 Kgs

Coimbatore
7,369 Kgs

Delhi
2,809 Kgs

Mumbai
2,687 Kgs

[+ 55 More Cities](#)

Updated on 19 Jul at 05:30 PM



FUEL SAVED
92,043 LTRS

Bengaluru
77,829 Ltrs

Pune
3,205 Ltrs

Coimbatore
3,183 Ltrs

Delhi
1,213 Ltrs

Mumbai
1,161 Ltrs

[+ 55 More Cities](#)

Updated on 19 Jul at 05:30 PM



TOTAL TRIPS
97,236

Texas Instruments India
11,596 Rides

Bosch
8,939 Rides

Qualcomm
8,490 Rides

Bosch
4,433 Rides

Juniper Networks India
4,780 Rides

[+ 446 More Companies](#)

Updated on 19 Jul at 05:30 PM



Note: Cycle2Work campaign is optional for companies with existing bus services.

02

Register your organisation on the platform

Firstly, sign up and register your organisation onto the cycleto.work website. Follow these simple instructions to get your organisation onboard!

Head to cycleto.work and register your organisation

Step 1: Personal Information

*** Full Name**

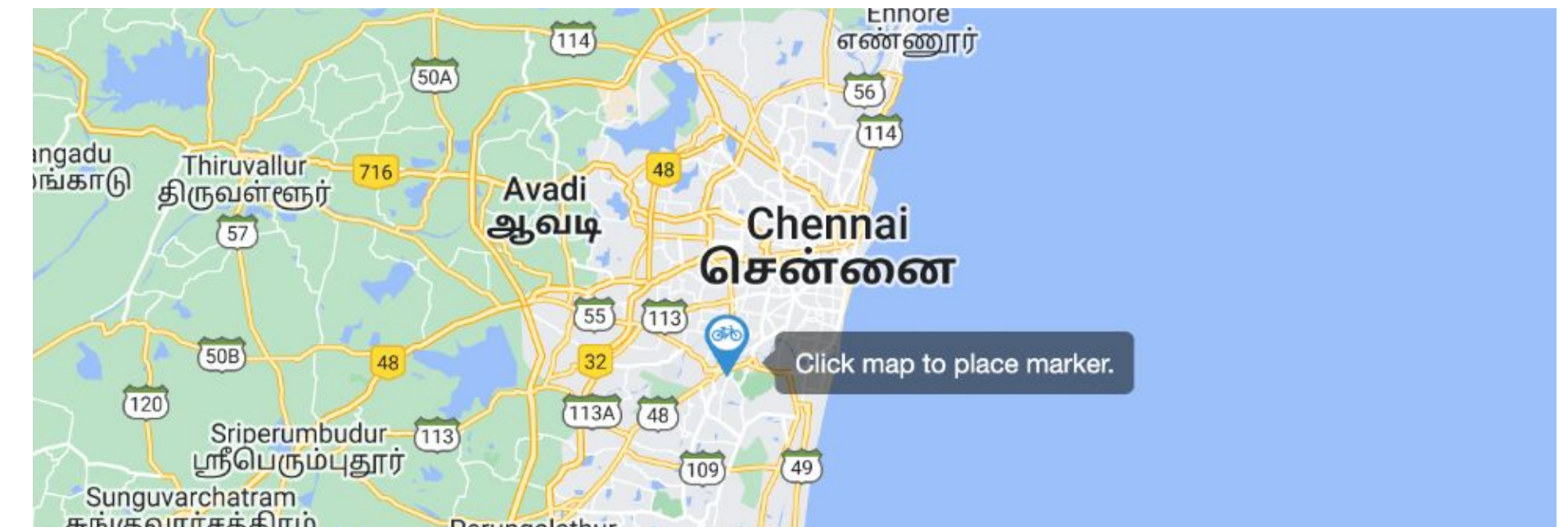
*** Email**

*** Password**

How Old Are You?

Gender

Step 3: Company Location



Step 2: Company Information

*** COUNTRY**

*** State**

*** City**

*** Company Name**

Can't Find Your Company?

Step 4: Company Details

*** Company Name**

*** Company Address**

*** Total Employees**

Refer the [video here](#) for a step-by-step guide.



Location: Valsad

Note: Rains may slow down the process, hence ensure that you onboard your team at the earliest, to start riding post-monsoon.

03

Get your team to start cycling

Cycleto.work platform allows team members to compete with each other, as well as with other organisations.

On the leaderboard, individuals can check how they stack up against others within their company as well as in the city, country, and even around the globe!

Showcase the benefits of Cycle2Work to your team and encourage them to sign up!

Appoint a **Cycle2Work Ambassador** and get them to sign up

Appoint a Cycle2Work ambassador—someone who can champion the cause of cycling and can dedicate time towards this initiative.

The Ambassador must have:

- Good communication skills
- Well connected with team members
- A Creative mind to think of new initiatives

The ambassador would encourage other team members to sign up, motivate them to cycle regularly, and sustain the cycling to work momentum.

For large organisations, you can even appoint 2 or more ambassadors.

The Ambassador also gets access to the organisation level leaderboard, where they can track the progress of each team member.

Step 1: Personal Information

*** Full Name**

**** Email**

**** Password**

How Old Are You?

Gender

Step 2: Company Information

**** COUNTRY**

**** State**

**** City**

**** Company Name**

Step 3: Choose “I want to become an ambassador”

I WANT TO BECOME AN AMBASSADOR

Why Do You Want To Become An Ambassador?

How Often Do You Ride To Work?

Enter Your Social Media URLs

Step 4: Connect to Strava



CONNECT TO STRAVA

New to Strava? [signup here](#)

Fill in the questions

Refer the video [here](#) for a step-by-step guide.

Encourage your team to sign up!



Setup a registration desk at the security cabin for team members already coming in on cycles



Share posters and videos on social media and in offices to reach a wider audience



Host sessions to spread awareness on environmental and fitness benefits of cycling



Organise cycling events like cycle repair workshops, campaigns to build momentum

Motivate senior managers to share circulars, emails and cycling stories to get other team members to join!



Session to spread awareness for Sterlite team, Silvassa



Posters in the cycle parking shed at Sterlite, Silvassa.

Share the following steps with your team to sign up

Step 1: Personal Information

* Full Name

Enter your full name

* Email

example@email.com

* Password

minimum 6 characters

How Old Are You?

Gender



Step 2: Company Information

* COUNTRY

India

* State

Select State (mandatory)

* City

Select City

* Company Name



Step 3: Submit the application

We assume that you are an individual to whom cycling to work is of utmost importance and you would champion the cause within your organisation. This includes setting up challenges and events, and being a spokesperson for the cause.

And all because YOU want to! Sounds like you? apply below.

I WANT TO BECOME AN AMBASSADOR

By clicking submit you agree to the [terms and conditions](#)

PREVIOUS

SUBMIT

Step 4: Connect to Strava



CONNECT TO STRAVA

New to Strava? [signup here](#)



04

Incentivise cycling to encourage participation

It is important to provide incentives to your team as a gesture to show that your organisation is committed to the cause of cycling, and values the team members who choose to cycle to work.

Apart from incentives, ensure your team feels comfortable by providing facilities like showers, cycle parking, lockers, cycle repair workshops.

Allow your team to carry smartphones to track their rides on Strava. Provide locker facilities to safely store their phones.

If your company has policies prohibiting two-wheelers, make an exception for cycles!

Shed reserved for cycle parking at IPCA Laboratories, Silvassa



Milestone-based incentives

Gifts, like water bottles, helmets, etc. as rewards for hitting 100km, 500km milestones



Reward incentives

Token money to reward for consistency for one month, two months, or more



Appreciation incentives

Certificates to appreciate consistency/ milestones



Competitive incentives

Leaderboards to track progress of the entire team to build the team spirit

Facilities



Shower



Cycle parking



Lockers



Cycle repair points





Create a dedicated position of a Cycling Ambassador to ensure regular efforts to sustain the campaign for years to come.

Certificate of appreciation for the team at Sterlite Technologies, Silvassa

05

Build on the momentum through active outreach

Sharing the wins of the Cycle2Work programme, from within your organisation and from other organisations, can motivate the team to keep cycling more.

Here are some things that you can do:

- Regularly check leaderboard to track for new signups, and if team members cycle regularly
- Create WhatsApp groups to share stories, as well as alternate routes with less traffic
- Get your senior management to share their cycling stories with the team
- Share your rising ranks in the leaderboard status to motivate the team

The ambassador plays a big role in sharing the cycling stories across organisations!

We look forward to seeing your organization embrace the Cycle2Work campaign, and creating a new wave of cycling for commute in India.

Prepared by

