



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE

**Streets 4  
People**  
CHALLENGE

**Guide**

**Guide for cities  
to implement  
CYCLE2WORK campaign**





# Who does the Cycle2Work campaign target?

The campaign is directed at the ones who:

- Use personal motor vehicle users to commute to work
- Own a smartphone
- Have a fixed office location

Through the campaign, individuals make an everyday choice to cycle—which is a healthy, non-polluting & space-efficient mode for commute! By choosing to cycle, they build health, while saving the planet!



Location: Valsad



Location: Rajkot

# What are the benefits of Cycle2Work?

## *For individuals*



### **Save money**

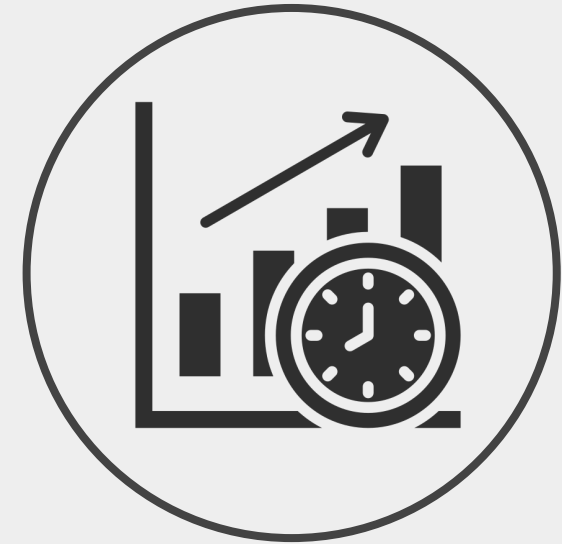
*Cycling is one of the most affordable of all modes*



### **Better health**

*Helps boost physical & mental well being*

## *For organisations*



### **Better productivity**

*Individuals who cycle are more efficient & energized*

# What are the benefits of Cycle2Work?

*For society and the city*



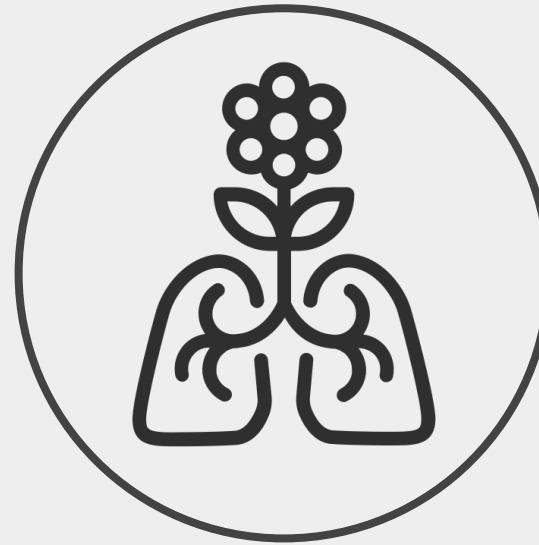
## **Lower congestion**

*Cycles occupy less space on the road*



## **Carbon offsets**

*Helps reduce carbon footprint*



## **Better air quality**

*Cycling is a zero emission mode of commute*

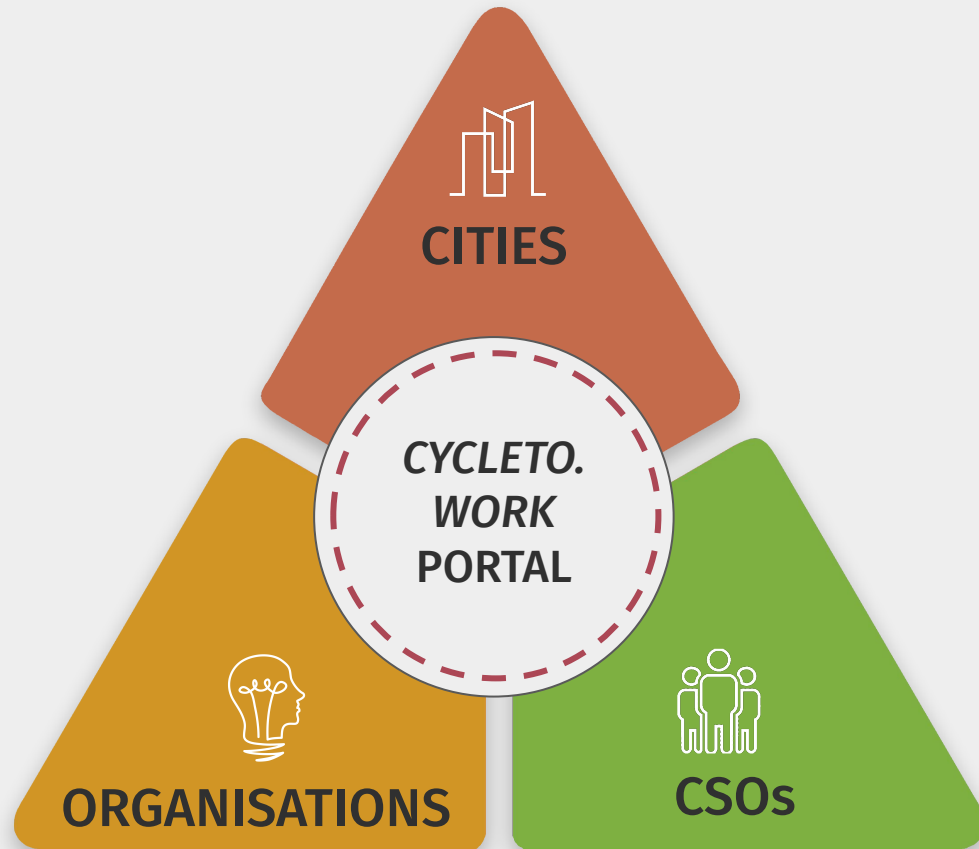


## **Vibrant, healthy communities**

*The more people cycle, the more vibrant and healthy the city becomes*



# What are the key stakeholders, and what are their roles?



**CITIES:** The city anchors and leads the campaign

**ORGANISATIONS:** Organisations participate in the campaign and encourage their team to cycle2work.

**PARTNER CSO(s):** They keep the momentum going, they promote the campaign and manages it. The city can also play this role, if they have the bandwidth to do so.

Pivotal to the Cycle2Work campaign is the Cycleto.work portal. Created by UrbanMorph, the portal helps track the company-wise Cycle2work rides and gets team to compete (in a healthy way!) with one another.

**Cycleto.work gamifies cycling to work—through leaderboard, challenges, maps, and more!**

Cycleto.work shows you:

- How many cyclists from your company have enrolled
- No. of rides to and from work, and distance (at individual level and organisation level)
- The leaderboard position of your company in comparison to other cycleto.work organisations
- The fuel that your team has collectively saved
- Carbon emissions that have been offset
- Routes that are used by the cyclists

# Using the TEST-LEARN-SCALE mantra

Cities can benefit from using the approach of Test-Learn-Scale by first testing the Cycle2Work campaign in phases. Start with 5 organisations, then 10, and then plan for a city-wide rollout with all the organisations in the city.

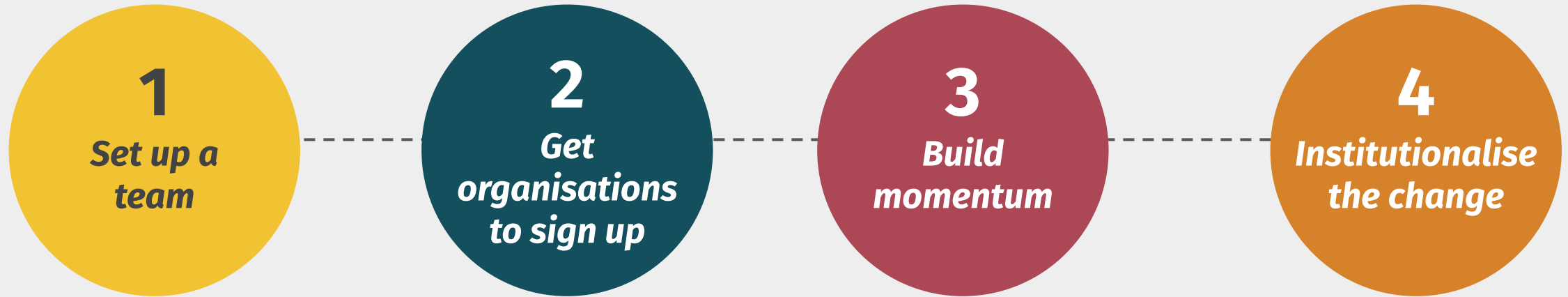
Through the process of testing, cities will learn what strategies and tools work best, and can improve the campaign before scaling it up.



Silvassa felicitating its industries who were part of the testing phase

Location: Silvassa

# 4 steps to get started with the campaign!





**Step 1: Set up a team**



# Identify a City Ambassador

To successfully host this campaign, your city will require to:

- Identify a point of contact (POC) for the campaign
- The POC will be known as the 'City Ambassador'. They should be engaged with the city for at least 2 more years and should be enthusiastic about cycling.
- The role of this person is to ensure that the campaign is running smoothly, to flag issues any issues, and monitor the campaign throughout.



**Chandni Jardosh, Project Engineer, Silvassa Smart City** is the city ambassador for the Cycle2Work Campaign in Silvassa!

*She coordinated with the organisations, with the technical platform back end team and the city to ensure the smooth running of the campaign!*

Location: New Town Kolkata

# Familiarize yourself with the Cycle2work platform

The responsible identified person will register on the platform as the 'City Ambassador'

- Once registered, all the backend data will be made available to the city ambassador
- The city ambassador must familiarize himself / herself with the working of the platform
- The city ambassador will also be responsible to troubleshoot technical issues for organisations if any

The image shows two screenshots of the Cycle2work platform. The top screenshot displays the 'WHY CYCLE TO WORK?' section with three columns: 'SURFACE YOUR RIDES', 'HEALTHY COMPETITION', and 'HELP BUILD A COMMUNITY'. The bottom screenshot shows the 'LEADERBOARD' section with three columns: 'TOTAL CO2 OFFSET', 'FUEL SAVED', and 'TOTAL TRIPS'. Each column lists data for various cities and companies.

**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 white 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.

**LEADERBOARD** (Updated on 19 Jul at 05:30 PM)

Rank	City/Company	Participants	CO2 Offset (Kgs)	Fuel Saved (Ltrs)	Total Trips
1	TEXAS INSTRUMENTS INDIA, BENGALURU	422	11,596	49,334	5,328
2	BOSCH, BENGALURU	420	8,939	82,811	8,544
3	QUALCOMM, BENGALURU	188	8,490	50,737	5,480
4	BOSCH, COIMBATORE	166	4,433	29,227	3,157

**LEADERBOARD** (Updated on 19 Jul at 05:30 PM)

Metric	Value
TOTAL CO2 OFFSET	213,053 KGS
FUEL SAVED	92,043 LTRS
TOTAL TRIPS	97,236

**TOTAL CO2 OFFSET**

- 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**

- Bengaluru: 77,829 Ltrs
- Pune: 3,205 Ltrs
- Coimbatore: 3,183 Ltrs
- Delhi: 1,213 Ltrs
- Mumbai: 1,161 Ltrs

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**TOTAL TRIPS**

- Texas Instruments India: 11,596 Rides
- Bosch: 8,939 Rides
- Qualcomm: 8,490 Rides
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Source: Cycleto.work Platform



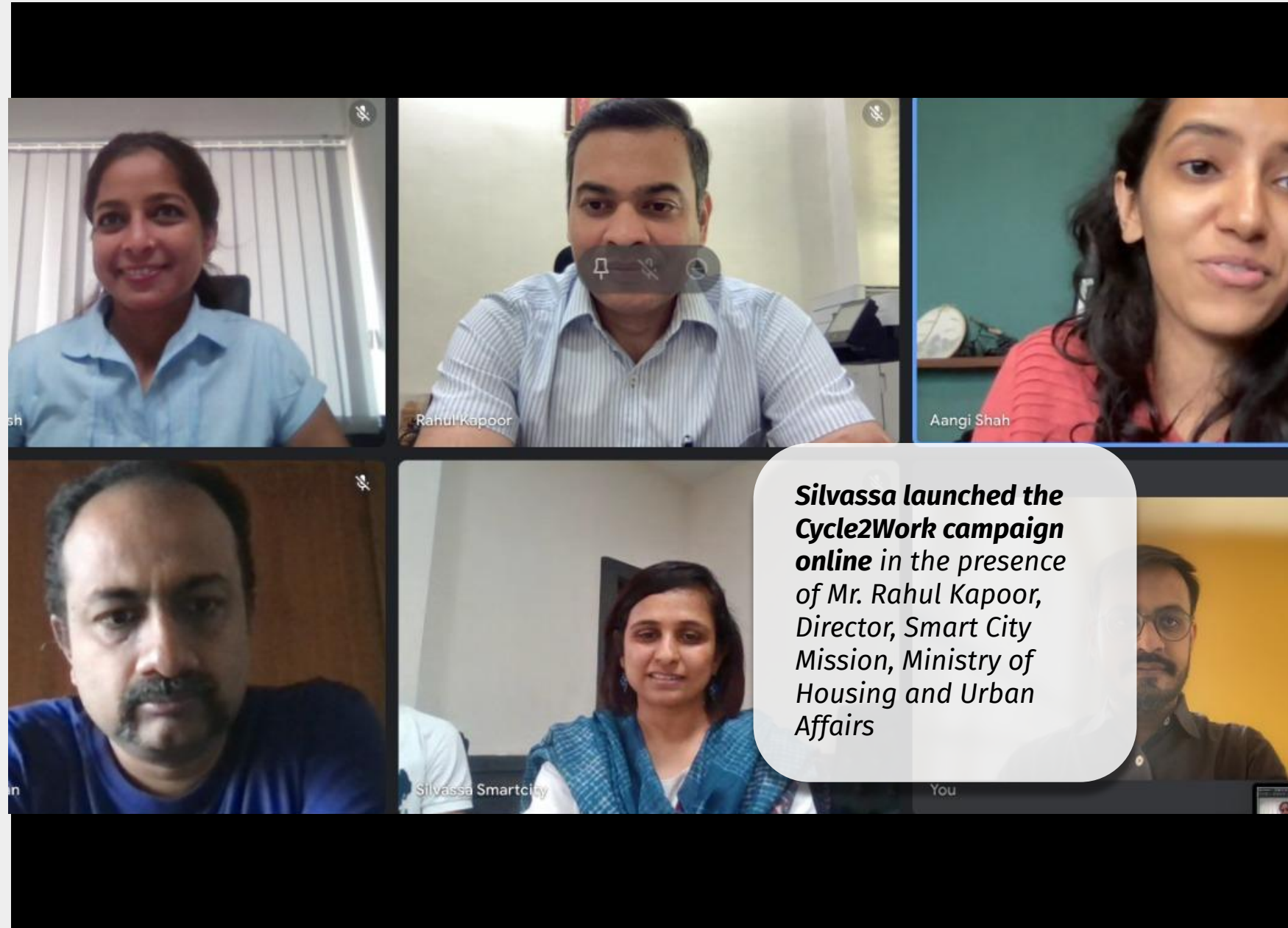
**Step 2: Get organisations to sign up**



# Launch the campaign

Host an event to announce that the campaign is now being launched:

- **Online event:** The event can be hosted online. Invite senior dignitaries from your city, state, or national level who can add value to the launch event!
- **Offline event:** An offline cycling event can also be planned wherein the Cycle2Work campaign launch announcement can be made!





# Spread the word on the campaign

Inform organisations that the city is rolling out this campaign to get them to register on the platform:

- Put it out on social media with the registration link
- Put out newspaper articles with a registration link
- Reach out to relevant CSOs to spread the word amongst the organisations
- Reach out to shopkeeper's associations and others to inform them about joining the campaign

**The aim is to get maximum organisations to sign up so their employees can now start cycling to work!**



**Silvassa,  
let's ride  
to work.**

It's great for your health, it's great for nature's health too.

*Cities could also partner / tie up with a media house for this campaign to ensure regular coverage of the updates as well to spread the word!*

Register on the [cycleto.work](https://cycleto.work) and link your Strava account, and start riding to work everyday!

Share this [step-by-step video](#) with the organisations to simplify their registration process

Share this [guide](#) with the organisations to get employees to [register and participate!](#)

# Meetings with chambers of commerce / equivalent

Host a meeting with your city's chamber of commerce or equivalent organisation association:

- Inform them about the launch of the campaign and the benefits to employees
- Guide them through the registration process
- Share the **organisation Guide** with the participants in the meeting
- Inform them that the campaign will be regularly monitored and that leading organisations will be recognised



*Silvassa maximized outreach by bringing on board their '**Labour Enforcement Officer**' who leveraged his network and advocated to the organisations to register and participate in the campaign*

*Location: Resident Deputy Chamber, Silvassa*



# Reach out to individual organisations

Target the organisations in your network individually and request them to participate:

- Send a letter to the organisations from the office of the City corporation/Smart city
- Visit the organisations to spread awareness about the campaign
- Put up posters and banners regarding the campaign in the organisations to spread the word

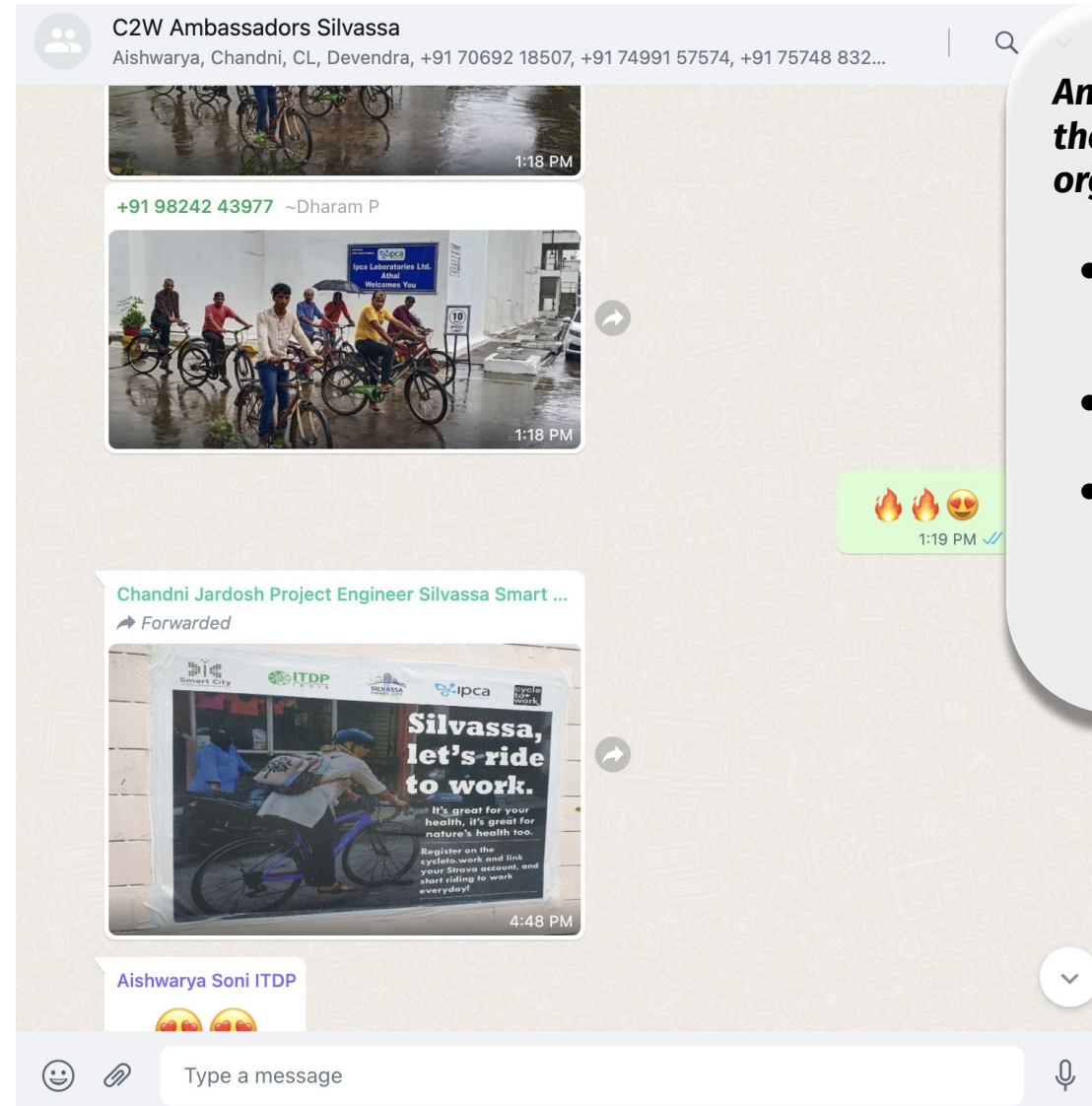




# Set up a Cycle2Work Whatsapp Group

Once organisations start enrolling, create a whatsapp group with all the organisation ambassadors:

- Regularly post the leaderboard (as can be downloaded from the Platform) on the group to create a sense of competition between the organisations!
- Nudge organisations to regularly share updates on this group
- Give kudos to organisations who are performing well



**An organisation ambassador is the champion from each organisation who:**

- Leads the cycle2work campaign for the organisation
- Gets maximum employees to sign up
- Signs up on the cycle2work platform as the 'organisation ambassador' and has access to the organisation wide data





## **Step 3: Build momentum**

# Document, track and share the impact of the initiative

**Analyse and learn** from the real-time impact of the initiative and **build awareness** for other organisations.

- **Organise regular events** around cycling and nudge the organisations to **document** and share their journey
- **Track** the progress using the leaderboard on [cyclo.to](https://cyclo.to) platform
- **Share** the progress on social media and the city WhatsApp group to nudge more participation



Cycle Ride with women and children on World Bicycle Day in Silvassa



# Nudge the organisations to build momentum

Get more team members to join the initiative and experience the change.

- Share videos/documents on the 'benefits of cycling' with organisations to **communicate the right message** to their teams
- **Organise monthly meetings** with the organisation ambassadors to track their progress
- Nudge the organisations to **incentivise** their team using innovative methods



Share this guide with the organisations to learn how to incentivise cycling!

Meeting with company representatives at Silavassa



# Reward innovation and impact numbers

Build momentum through a **positive reinforcement** and promote behavioural change towards adopting cycling

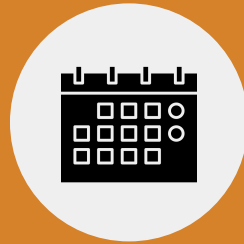
- Reward the organisations that have used **innovative methods** to nudge their team
- Reward the organisations that have shown **consistent growth and/or high impact numbers**
- Celebrate the wins of all organisations on **social media** platforms



*Silvassa plans to organise reward events every quarter to felicitate the best performing organisations*

Felicitation of cycle enthusiasts at Silvassa





## Step 4: Institutionalise the Change

# Organise regular campaigns and events around cycling

**Build team spirit** in the city and ensure the campaign continues long-term.

- Organise **reward events every 3 months** to build a momentum towards achieving milestones
- Organise **Cycle2Work peer learning sessions** with organisations **every month** to ensure exchange of ideas and learnings
- **Build a team with the ambassadors** to ensure consistent outreach on social media & WhatsApp



*Silvassa launched the **Cycle2Work Newsletter** to share monthly updates.*

Launch of the Silvassa Cycle2Work Newsletter



# Build infrastructure & integrate multi-modal transport across your city

**Sustain the modal shift** and promote your city as a leader in bringing this change.

- Use the collected data to **identify potential routes** and **get financial support** to create cycling infrastructure
- **Build infrastructure** to support cycling and walking for the organisation team
- Integrate **public bicycle sharing system** to ensure seamless first and last mile connectivity
- **Host training sessions for the traffic police** in your city to prioritise cyclist traffic on the streets



Cycle2Work Ride with organisations in Silvassa





# FELICITATION OF CYCLE2WORK CHAMPIONS



## Acknowledgements

We thank the CEO of Silvassa Smart City Ltd, **Ms.Charmie Parekh**, and the team at **Silvassa Smart City** for leading the first pan-city Cycle2Work campaign in India.

We also extend our gratitude to Urban Morph- Sathya Sankaran and Sapna for providing insights on the Cycleto.work platform and how best to leverage the tool.

We also thank all the industries of Silvassa who took part in the testing phase, and helping us learn through their process.





**Let's embrace Cycle2Work  
ALL across India.**

**Let's together start a new  
wave of cycling for  
commute in the nation!**



# Is your city cycling to work?

Bring organisations and partners together to incentivize citizens to cycle to work using the cycleto.work portal!



  
CITIES

CYCLETO  
WORK  
PORTAL

  
ORGANISATION

  
CSOs

## LEADERBOARD



TOTAL CO2 OFFSET  
**213,053 KGS**

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# Cycle2Work campaign is one of the 2023 milestones!

## A. ACTION

*to implement physical interventions*

**15kms** of walking- and cycling-friendly corridors with dedicated infrastructure

**30km of neighborhood streets** traffic-calmed for safe walking and cycling

### Other initiatives:

Safe intersections, Cycle-repair clinics, Public Bicycle Sharing System, Cycle training center, etc.

## B. FOUNDATION

*to bring institutional reforms*

B1. Adopt the **Healthy Streets Policy**

B2. Adopt the **HS Design Guidelines**

B3. Adopt the 3-Year **Cycling & Walking Action Plan**

B4. Adopt the **Parking Policy**

B7. Set up the **HS Apex Committee**

B8. Set up the **HS Department / Cell**

## C. COMMUNICATION

*to build momentum*

C1. Institutionalise the **Open Streets Campaign**

C2. Declare & Host the **Pedestrian Day, Bicycle Day**

C3. Institutionalise **Cycle2Work / Cycle2Shop Campaigns**