

GLOBAL RIDE TO RIO – THE GLOBAL IMPACT TOUR

Template for Activities World-Wide Before, During, and After the Summit in Rio

Objective:

The objective of the Global Ride to Rio campaign is to propose tangible action towards global sustainable development, to maximize public involvement and media awareness, and to seek commitment from decision makers at and around the Earth Summit in Rio on June 20 to 22. The main message is that fostering bicycle use worldwide is a concrete, practical and extremely effective activity with a wide range of positive effects in all dimensions of sustainability. All details are described in the campaign's communiqué "Save our Future: Cycle!" and on www.global-ride-to-rio.org.

The objective of the global impact tour is to publicize and gain support for the communiqué and its message; at conferences, presentations, and during events that are happening anyway or are specially organized for that purpose. These are important before the Summit, to seek further partners and sponsors, attract media, and maximize the impact at the Summit. However, these are even more important after the summit, to make sure that the momentum is sustained, the effect maximized, and the commitment realized. Activities proposed will have to relate to the campaign and help strengthen bicycle mobility; they will be presented at the website, and may be labeled as part of the campaign.

Thanks to all for making this happen!

Event/Conference/Presentation:

Presentations of the campaign at the Velo City conference in Vancouver (www.velo-city2012.com/)

Dates and Duration:

June 25 / 26

City/Region/Country:

Vancouver, British Columbia, Canada

Teaser/How it Relates to the Campaign:

Direct address to many decision makers from cities world-wide, and experts in bike mobility. Linking to existing initiatives, and discussion about "how to go on"...

Caretaker(s) at/for the Integration of the Campaign at the Event:

Bernhard Ensink (b.ensink@ecf.com), general secretary of the European Cyclists' Federation

Caretaker(s) from the Action Team:

Eckehard Fozzy Moritz, efm@innovationsmanufaktur.com

Main Promoter(s):

Manfred Neun, president of ECF, read his testimonial on the website...

Brief Description of the Action:

Presentation of the campaign by Fozzy at the meeting of the cities for cyclists and scientists for cycling network at the Velo City in Vancouver, integration of the campaign success story into the opening speech by Manfred Neun.

Possibility to Participate:

For participants of Velo City only...