

Targeted promotion of cycling strengthens the health of employees in your company

Physical activity stimulates blood circulation – so it also leads to improved productivity. Employees who cycle to work are doing something good for their health – and they are reducing the energy consumption triggered by the company.

Action

Targeted promotion of cycling boosts performance and promotes employees' health.

What to do

- For example: on your intranet, assemble all the bike promotion information, offers and activities available from your company or in your immediate vicinity (e. g. bike-sharing services).
- Establish your employees' requirements for bike infrastructure. Conduct a short survey for this purpose (see overleaf).
- When you evaluate the survey, focus on the concerns of employees who are positively disposed to cycling.
- Analyse why cycles are not used to travel to and from work, and what is needed for this to change.
- On this basis, develop measures that will deliver the greatest benefits for your company and your employees. These could include
 - covered bike parking places
 - charging facilities for e-bikes
 - changing areas
 - cloakroom/changing room lockers
 - shower facilities
 - joint after-work repair course
 - participation in the “bike to work” campaign
- Involve your employees in evaluating the measures, and implement them in your company.



Costs – effort

- Depending on the size of your company, the survey and evaluation will result in one to two days' work.
- There are also the costs of
 - implementing infrastructure measures (such as purchasing and installing bike stands)
 - promotional and team-building activities (such as a flat-rate bike contribution, or a contribution to a bike-sharing subscription)
- You may possibly need fewer staff parking spaces in the medium term, which can result in cost savings.

Please note!

- It is often not possible or sensible to implement all the actions at the same time. In this case, start out with a project that you expect to meet with high acceptance. Collect initial experiences, and then put the next steps into practice gradually. The goal is also for you to create an enthusiastic biking community among your employees by making your contribution to sustainability.

Additional explanations

Employee survey

A short employee survey is an important basis for a bike promotion project that is precisely tailored to the needs of the employees in your company. If you know the actual requirements and the potential, you will save costs and time when you implement measures to promote cycling. For example, this will prevent you providing showers that are then never used.

In companies with up to 20 employees, a printed questionnaire that you evaluate manually is suitable for the survey. In larger companies, it is worth using an online tool to conduct the survey. You can find various solutions for this on the internet – some are free whereas others require payment, but these usually offer more possibilities for evaluating the data.

SwissEnergy offers you a model questionnaire for your employee survey; it takes little effort to adapt it to your requirements.

Model questionnaire
Promoting cycling
for employees



Cycling promotes health

There are many ways of reducing stress. Endurance sports – and cycling in particular – have proven to be particularly effective for this purpose. Uniform cyclical movements have a calming and relaxing effect on people. Cycling also strengthens the muscles in the legs, back and neck, so it can prevent painful tension caused by long periods spent sitting behind an office desk. Healthy employees will thank you by reducing their absences.

Motivation and communication

There are many good options for you to promote cycling in your company. Here are two examples as suggestions:

- **bike to work:** “bike to work”, a nationwide campaign run by Pro Velo Switzerland, promotes your employees’ team spirit and fitness as well as helping to encourage sustainable mobility behaviour. “bike to work” takes place in May and June each year. Around 80’000 cyclists from 2800 companies and organisations pedal to work every day. They record how many kilometres they cover in a “Challenge Calendar” which they use to enter a grand prize draw. The company pays the moderate participation fee for the project, which is based on the number of employees.
- **Company outing by bike:** it doesn’t always have to be a cruise on Lake Lucerne! E-bikes open up options for new types of team-building that motivate the whole workforce to get involved in sport. For example: an excursion along a pretty lake or river that could be combined with cultural and culinary experiences. And who knows? Maybe one or more of your employees will get a taste for cycling and use their bike for the journey to and from work in future.

Additional information

- [Mobility management in companies](#), SwissEnergy
- [Bike to work](#), Study by the University of Lausanne
- [Funding contributions for mobility projects in companies](#)