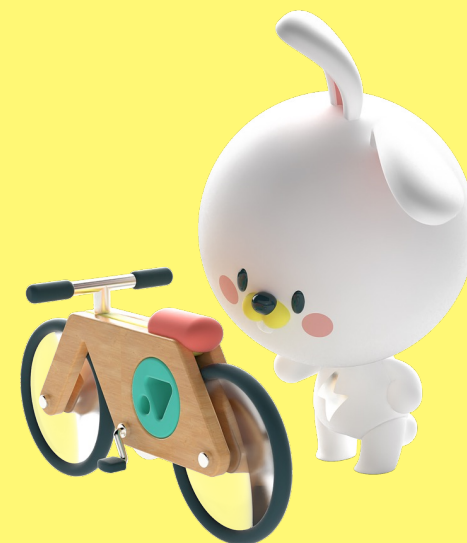




# CHANGING URBAN MOBILITY FOR GOOD

through cycling – Mikko Ampuja, Founder



# CYCLING HAS A MASSIVE POSITIVE IMPACT IN EU

**57B**  
**BUSINESS**

**78B**  
**HEALTH**

**6B**  
**ENVIRONMENT**

# How can the government support cycling?

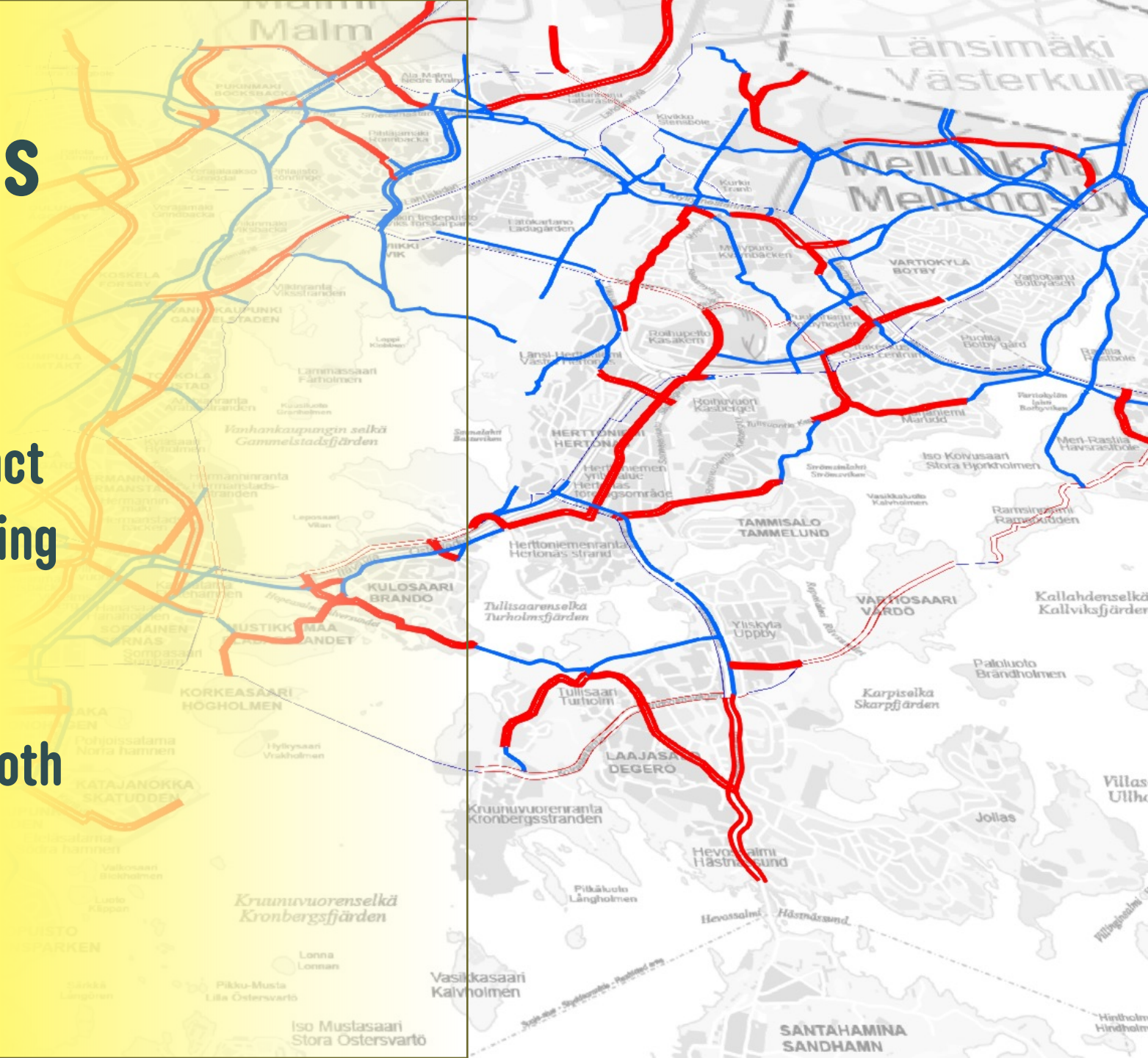
1. Budgeting
2. Data
3. Legislation





# What can the cities do?

1. Recognize cycling as distinct from both driving and walking
2. Support safety of both the cyclist and the bicycle
3. Create a pleasant and smooth riding experience



# WORKPLACES CAN BE PIVOTAL - BENEFIT BIKES ARE NOW MORE COMMON THAN COMPANY CARS

80 000

BENEFIT BIKES

92%

"BENEFIT BIKE HAS INCREASED MY CYCLING"

76 000

CARS AS A BENEFIT

56%

"BENEFIT BIKE HAS REDUCED MY PRIVATE CAR USE"

