



CASE STUDY: SHOP- BY- BIKE CAMPAIGNS IN KOPRIVNICA, CROATIA IN SPRING AND AUTUMN 2013.

INTRODUCTION: The City of Koprivnica has been involved in the project Cyclelogistics through a member of project Advisory board. Besides organizing a Focus Group, the City agreed to run two Shop- by-bike campaigns in spring and autumn of 2013. The aim of the campaigns was to motivate more citizens to do their shopping by bicycle and to find out if the local shops recognize cyclists as an important customer group.

RATIONALE: Koprivnica has a high percentage of sustainable mobility modes in the modal split of daily urban traffic. The most important of these modes is walking, with over 20%, while the share of cycling is between 15-22%, depending on the season and weather conditions. Small size, compact urban design, flat terrain combined with intense promotion of sustainable mobility modes have made the city one of the regional mobility champions. However, there is still a vast potential for improvements and one of them is shopping on foot and by bicycle. The campaigns wished to explore this potential and come up with possible areas of improvement.

IMPLEMENTATION: Two campaigns were organized, both launched in scope of important environmental and mobility events: Koprivnica Climate Week in March and European Mobility Week in September. The promotion of the campaigns included a press conference at the beginning of each campaign and a letter to management /owners of all shops and services. Four shops and services took part as sponsors of the campaign, including a small grocery –shop chain, a computer equipment shop, a stationer's and a bicycle shop. All shops are local or regional, small in size and locally owned. On the other hand, bigger shops remained uninterested in the campaign. The participants were recruited following a public call through local media, town web site and leaflets. There were 57 participants in spring campaign and 97 participants in the autumn campaign. The number of car drivers involved was 6 (11%) in the first and 13 (13 %)in the second campaign. Initial perceptions of the participants were checked by the initial questionnaire, which unsurprisingly reflected the high popularity of bicycle among the citizens of Koprivnica. The final survey confirmed the campaign to have been a pleasant experience for everybody concerned.

Closing events took place in on 9 June and 9 November. Both occasions provided another opportunity for everybody concerned to express their views and raise their concerns. The latter refer mostly to cycling infrastructure and security of parked bicycles, as well as the wider use of cargo bicycles, promoted through the project.

CONCLUSION: Shop-by-bike was a successful campaign, confirming the popularity of bicycles for all purposes in the city of Koprivnica. Even though only a small number of shops took part, some positive changes, mainly in the provision of bicycle stands, were recorded by campaign participants.

The results of the questionnaires are attached to the report.

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