

## **LIFE CYCLE Workshop at MOVE 2010**

### **Aim:**

Transferring knowledge, lessons learned and best practice for the promotion cycling for daily transport. The aim is that LIFE CYCLE results are used and adapted by stakeholders working in similar environments or addressing similar topics.

### **LIFE CYCLE workshops address target groups young and old**

- Kindergarten children and pupils: What can institutions like pre-schools do to provide cycle training? How can schools encourage pupils to cycle to school?
- Families / Parents: What can parents do to help their children cycle as their prime mode of transport?
- Adults: What can employers do to get more people cycling to work? How can local authorities get more people cycling to shops or leisure destinations?
- Older people: How can general practitioners/family doctors & organisations for the elderly get more people cycling, focussing on the health & social benefits?

### **Who should attend?**

- kindergarten and school headmasters, school teachers
- town planners general practitioners (doctors), health insurance agencies
- chambers of commerce, employers associations, experts working for public authorities. health insurance
- organisations for elderly, experts working for social services, general practitioners, doctors

### **What can participants expect from the LIFE CYCLE workshop?**

- experience developing an intervention plan to promote cycling
- ideas and motivations to develop your own intervention plan
- knowledge about the LIFE CYCLE approach (lifelong cycling) and the resources LIFE CYCLE offers including the LIFE CYCLE Intervention Manual, Best Practices Handbook, LIFE CYCLE website, contacts, and more)
- a better understanding of the potentials and obstacles in your specific field of work and with your target group

### **Contact:**

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