



**Intellectual Output 3:
Resources for promoting
sustainable mobility by bike
SPAIN**





Resources for the general public

	Title of the Resource	Type of the Resource (app, video, article, mooc...)	Description of the content	Link	How It can be used	Cost
1	<i>Senda ZEC. Andaina e marcha cicloturista inaugural</i> (SAC trail. Inaugural cycling and walking tour). 12 nd February 2023.	Community event	Call for citizens to participate in the inauguration of the bicycle and pedestrian path of the Special Area of Conservation Abegondo - Cecebre reservoir.	Inscription: https://www.dacoruna.gal/deportes/inscripcion-andaina/ Poster: https://www.dacoruna.gal/files/2416/7342/1284/ARTE-FINAL_CARTEL-web_Senda-Zec_02FINAL.pdf	The organization of the event aims to publicize the new infrastructure to the public. Limited to 700 people to participate in the event, by walk or cycling along 8 km.	
2	<i>Informative campaign of the Directorate General of Traffic to</i>	Social media campaign	Informative campaign to promote the use of bicycles in cities, making it coincide with the advance of the phase that has occurred this	https://revista.dgt.es/es/noticias/nacional/2020/05MAYO/0526campana-bicicleta-Dgt.shtml	Citizens can be informed through video	



	<i>promote the use of bicycles</i>		week in almost all the provinces and that is generating greater mobility			
3	Norwegian Public Roads Administration road safety campaign to raise awareness among cyclists and drivers	Social media campaigns	The NPRA is the Norwegian agency in charge of managing everything related to public roads and traffic in the country. To try to raise awareness among cyclists and drivers, this organization has launched a great advertising campaign in which we can see, with a certain dose of humor, both the dangers that lie in wait for a cyclist on the road and the recklessness themselves (or derived situations) that a cyclist can also cause. Undoubtedly, a very revealing video about the risks that lurk on public roads, despite the apparent	https://youtu.be/01p-JTNyORg	Citizens can be informed through video	

			seven lives that the main cyclist has.			
4	"By bike to work" campaign	Video (social media campaign)	Video in which we are shown the benefits that cycling has in different social and environmental areas, such as avoiding traffic jams, improving air quality, and preparing today's society for a more beneficial future.	https://esmovilidad.mit.ma.es/estrategia-estatal-por-la-bicicleta/porque-ir-en-bici-trabajar-no-cuesta-trabajo	Citizens can be informed through video	
5	Promotional video of "Ecotourism Paths of the Biosphere"	Video (educational material)	Promotion of the: itineraries that will connect spaces of high cultural and natural interest through low-traffic municipal roads, which will be signposted for the purposes of their safe use by pedestrians and cyclists.	https://youtu.be/mAFIKRh8pMY	Citizens can be informed through video	