



PR METHODS FOR ANY COMMUNITY

How to promote cycling

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Promotion video

Necessary resources:

- ✓ scenario
- ✓ actors
- ✓ bikes
- ✓ cameraman

Steps in implementing the method:

1. Writing the scenario
2. Casting – four main actors
3. Organization (kindergarten, primary school, mayor)
4. Filming
5. Final product: <https://www.youtube.com/watch?v=kwm9EBx8Aes>

Costs: 756,14 kn / 99,5 € (for the cameraman)

Advantages of the method:

- 👉 the process of writing the scenario was very exciting: we had a brainstorming first and students could express their ideas and creativity; we organized casting for the main four actors and the final decision was made by our cameraman who was hired to make our video in a professional way.
- 👉 no problems in including children from local kindergarten and primary school
- 👉 great enjoyment in doing the filming, especially group scenes and the scenes filmed in the main square
- 👉 this video promotes not only cycling, but also the beauty of cycling through our city, so most of people working or living in Bedekovčina were very proud of our work

Drawbacks:

- 👉 high costs if you want a professional video of good quality

*Method implemented by the students of
Srednja Skola Bedekovcina, Croatia*

Photos taken while filming the video





Necessary resources:

- ✓ IT equipment
- ✓ suitable software (Photoshop)
- ✓ printer or printing services

Steps in implementing the method:

1. Team brainstorming
 - a. attributes
 - b. slogans
 - c. benefits
2. Competition on graphics
3. Printing
4. Distributing

Costs: 700 CZK / 26 € for printing services

Advantages of the method:

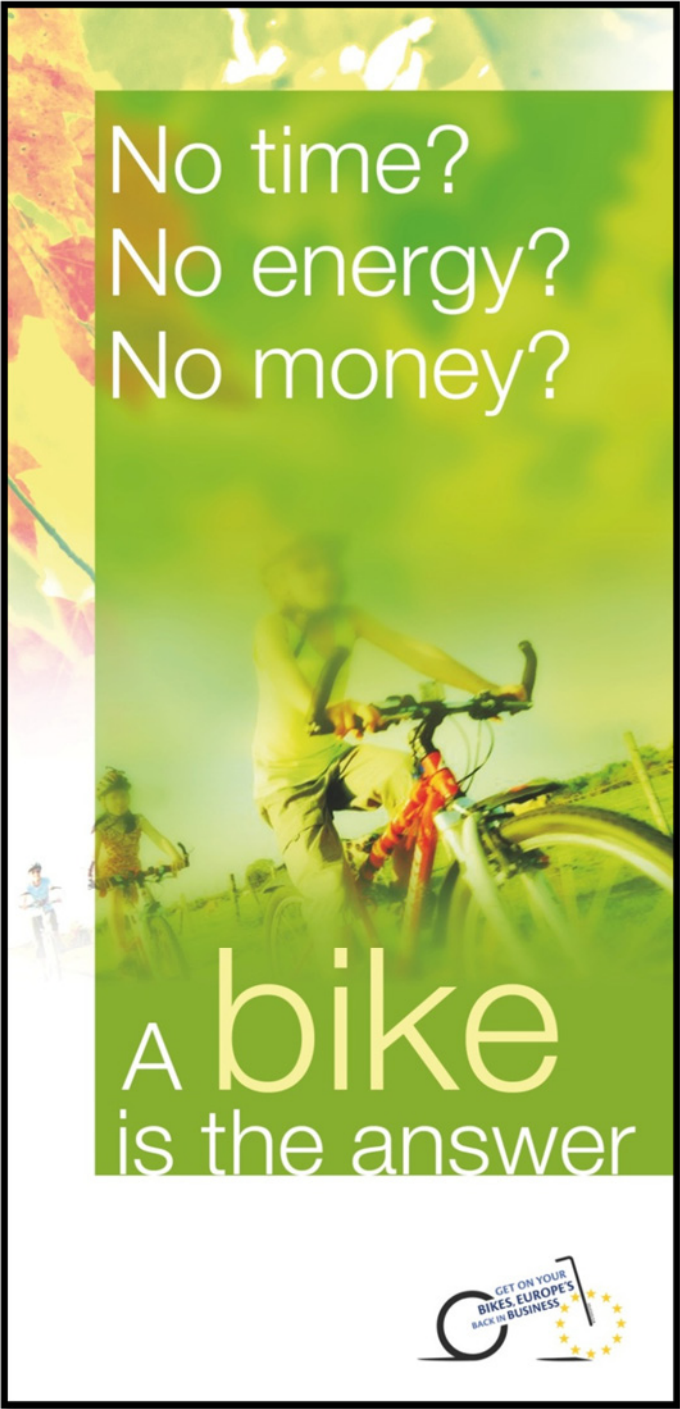
- 👉 flyers are cheap and price effective
- 👉 they are easy to design (basic knowledge in ICT)
- 👉 they are easy to distribute
- 👉 large reach
- easy to update
- 👉 big target market

Drawbacks:

- 👉 flyers do not have a long-term effect

*Method implemented by the students of
Gymnazium Zdar nad Sazavou, Czech Republic*

Samples of flyers





Man's
best friend?

A book?
A dog?
Or a **bike**?



Photos taken while preparing the flyers





Face-to-face campaign

Necessary resources:

- ✓ video projector (to show photos and/or videos from previous activities)
- ✓ a white wall to project on or a special white screen
- ✓ a laptop
- ✓ multiple posters
- ✓ 2-3 bar-tables
- ✓ a table for the laptop and the video projector
- ✓ a list to sign in
- ✓ students from the project team (to tell about their experiences)
- ✓ a biking class to offer

Steps in implementing the method:

1. Preparation: creation of a presentation as an anchor for the later direct communication. Building a booth, setting up the arrangements.
2. Presentation: actively speaking to interested students to inform them about cycling.
3. Showing commitment: getting the students to sign in on the list as interested persons in taking part in the biking class and in riding the bike actively.
4. Evaluation of the process at the end of the campaign. Suggestions for improvement.

Costs: approx. 100 € for renting the bar-tables and printing the posters

Advantages of the method:

- 👍 increased commitment of project team members
- 👍 all project members can take part
- 👍 easy to understand and implement
- 👍 low costs

Drawbacks:

- 👎 as the presentation should include various activities and has to be target-group oriented, this requires a lot of time

*Method implemented by the students of
Nicolaus-August-Otto-Schule Berufsbildende Schule Diez, Germany*

Photos taken during the face-to-face promotion campaign



Photos taken during the face-to-face promotion campaign



Erasmus+



Nicolaus-August-Otto-Schule

NAOS



Sicher auf dem Bike durch Wald, Wiese und die Welt

Ich möchte gerne lernen, sicher auf dem Bike zu fahren und an dem internationalen Projekt Erasmus+ „Get on your bikes, Europe’s back in business“ teilnehmen.

Hierzu beteilige ich mich aktiv an mehreren Veranstaltungen des Projektes in Schul- und Freizeit.

Mir ist bewusst, dass dies neben persönlicher Erfahrungen auch jede Menge Spaß, neue (internationale) Kontakte und einen positiven Einfluss auf meine Gesundheit haben kann.

Hiermit bitte ich darum, an der nächsten Info-Veranstaltung und dem nächsten Bike-Kurs teilnehmen zu können.



Name	Vorname	Klasse	Datum	Unterschrift
Ebatsbauer	Parline	BGY L 15a	23.01.16	Parline Ebatsbauer
Bauke	Michel	BGY W 15a	23.01.16	M. Bauke
Simon	Arthur	BGY W 15a	23.01.16	A. Simon
Ramakers	Lea	BGY W 14	23.01.16	Lea Ramakers
Frank	Philipp	BGY W 15b	23.01.16	Philipp Frank
_____	_____			
Konrad	Marc-Luca	BGY W 15 D	23.01.16	M. Konrad

List signed by students



Necessary resources:

- ✓ a place to set the stand/gazebo
- ✓ desks
- ✓ gadgets and leaflets
- ✓ posters
- ✓ balloons
- ✓ glue, ice-cream sticks, papers, strings and felt
- ✓ students

Steps in implementing the method:

1. We started with e-mail and newsletters writing, flyers design, publishing on the school's facebook page, inviting the local community, sponsors and students of different schools of Teramo to take part to our initiative.
2. We created gadgets (key-rings and bookmarks), balloons in the shape of bikes, and leaflets, for the direct promotion of the use of bikes. Some bookmarks in particular, represented bikes designed from fruits and vegetables, to indicate that the use of bicycles safeguards nature and our health.
3. We were helped by the masters of mountain biking and bicycle dealers: they volunteered to bring bikes and arrange a training path at the fair.
4. During the fair "Apennines festival", held in spring, we set a stand promoting cycling as a sport, as well as a touristic activity. We attracted visitors, kids and adults, also with music and dances.

Costs: 30 – 50 € for ???

Advantages of the method:

- 👍 not very expensive
- 👍 easy to realize
- 👍 joining other initiatives already in programme is advisable (else the costs would be really higher)
- 👍 no special equipment required

Drawbacks:

- 👎 lots of energy and turn shifts of people involved advisable
- 👎 commitment from a quite large staff required
- 👎 weather condition could affect the positive result of the event

*Method implemented by the students of
I.I.S. Di Poppa-Rozzi, Teramo, Italy*

Photos taken during the fair



The stand



Competitions for participants

Photos taken during the fair



Promoting cycling



Promoting cycling



The team of students

**Necessary resources:**

- ✓ the definite standpoint: in this case, the point about the necessity to promote cycling inside our community
- ✓ arguments for
- ✓ a definite action plan
- ✓ clearness of purpose/strategy
- ✓ a team of people/students to work on the whole concept

Steps in implementing the method:

1. Making the support base(lobby group) and arguments
2. Informing the village mayor, influencing, submissions (letters, phone calls, petitions etc.)
3. The research process, preparing briefings
4. Meeting,
5. Discussion, persuading, agreement

Costs: 9 € for stationary

Advantages of the method:

- 👉 lobby is the open method, involving groups, teams, associations, society
- 👉 lobbying is directed towards public affairs, not private, and the aims are to influence specific, not general matters
- 👉 if the right decision is made, both the claimants and the community will benefit
- 👉 easy to realize

Drawbacks:

- 👉 lobbying is a long term strategy, it must be planned, proactive and persistent, therefore it needs time
- 👉 not everyone plays fair, sometimes gifts are offered or favours are made to persuade someone, which is corruption not lobbying

*Method implemented by the students of
Nautrenu Vidusskola, Rogovka, Latvia*

Photos taken during the lobby campaign



The lobby team



The petition is ready



At the Local Municipality Office



Discussions with the mayor



Necessary resources:

- ✓ scenario
- ✓ actors
- ✓ bikes
- ✓ cameraman

Steps in implementing the method:

1. Writing the scenario
2. Casting – six main actors
3. Organisation: the main square in Rzeszow, local community, students of ZSE in Rzeszow

* *find the flashmob here:* <https://www.youtube.com/watch?v=ACs0GMBIkvo>

Costs: there were no costs for the flashmob as we got the bikes for free, we borrowed the camera from the school and the filming, cutting and editing of the video was made by the students of ZSE who have the necessary ITC knowledge

Advantages of the method:

- 👍 students could express their creativity while making the scenario
- 👍 we used the school equipment and the knowledge of students
- 👍 we performed in the city centre
- 👍 enjoyment in doing flashmob as for the participating students it was quite a new thing, which was exciting for them
- 👍 it was a new and unusual performance for local audience, passers-by, who stopped and asked us some questions about the event; they also liked the idea behind of what we were doing

Drawbacks:

- 👎 it needs a lot of effort to persuade young people to perform in front of people they have never met before
- 👎 it would cost some money if you want to make a very professional video
- 👎 the effect is not on long term

*Method implemented by the students of
Zespol Szkol Elektronicznych, Rzeszow, Poland*

Photo taken during the flashmob





Necessary resources:

- ✓ students with talent in music
- ✓ pen, paper
- ✓ equipment for recording
- ✓ software for editing the recordings

Steps in implementing the method:

1. Choosing a song (in our case, the soundtrack from the cartoon “Lazy Town”) or creating a new melody (it depends on students’ talent)
2. Writing the lyrics, which should include some key-words like bike, ride, healthy, cycling, nature, fun; stanzas should also have rhyme
3. Rehearsals
4. Finding a professional studio where to record
5. Recording the jingle
 - in English: <https://www.youtube.com/watch?v=PjBnxdvWJ60>
 - in Romanian: <https://www.youtube.com/watch?v=vB8ny0FI0aI>
5. Broadcasting the jingle on the radio

Costs:

- 217 RON / approx. 50 € for recording and editing the jingle in a radio studio
- 186 RON / approx. 92 € for 15 days broadcasting on the radio (once a day)

Advantages of the method:

- 👍 a jingle can be catchy thus, easy to remember
- 👍 the jingle is meant to convey a message to the consumer and also to capture his attention
- 👍 easy to make
- 👍 the costs are not so high

Drawbacks:

- 👎 by being broadcast on the radio, the chances to be heard are limited to the listeners of a certain radio station
- 👎 the effect is on long term only if the jingle is really well done and has good lyrics or melody

Text of the jingle

This text is read:

Do you want to be healthy? Use the bike!
Do want to keep fit? Get on your bike!
Do you want to save some money? Cycling
is the solution!
Do you want to stop polluting? Ride the
bike!

Singing:

Go, go, go, get on your bike
As riding means being healthy.
It's not, it's not just for fun
But also for training.

Ride away and keep fit,
You will save your money
And the nature you protect
As it's environmentally-friendly.

And if you feel you cannot stand anymore
Come with us and ride the bike
Leave your problems way behind
Cycling will blow your mind!

This text is read:

A product that promotes riding the bike,
created by the students of "Pintea Viteazul"
Economic College, from Cavnic, Romania,
in the framework of the strategic
partnership entitled "Get on your bikes,
Europe's back in business!", financed by
the European Commission through
Erasmus+ programme, Key Action 2.

The European Commission support for the
production of this communication does not
constitute an endorsement of the content,
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and the Commission cannot be held
responsible for any use which may be made
of the information contained therein.

Citit:

Sănătatea ți-o dorești? Bicicleta folosești!
Vrei să ai un corp frumos? Urcă-te pe două
roți!
Vrei să economisești? La bicicletă te
gândești!
Vrei să nu mai poluezi? La bicicletă apelezi!

Cântat:

Hai cu toți să ne mobilizăm
Și pe biță să urcăm
Doar atunci când pedalezi
Sănătatea ți-o păstrezi

Nu e doar de-amuzament
Ci faci și antrenament
Tot în formă ai să fii
Și banii nu-i vei risipi

Când pe biță pedalezi
Natura o protejezi
Bicicleta, nu uita,
Mereu te va ajuta

Și de simți că nu mai poți
Hai cu noi pe două roți
De probleme vei scăpa
Când pe biță te vei da.

Citit:

Produs de promovare a mersului pe bicicletă
creat de elevii Colegiului Economic „Pintea
Viteazul” din Cavnic, în cadrul
parteneriatului strategic „Get on your bikes,
Europe's back in business!”, finanțat de
Comisia Europeană prin programul
Erasmus+, Acțiunea cheie 2.

Conținutul acestui produs reflectă numai
punctul de vedere al autorului, iar Comisia
Europeană nu este responsabilă pentru
eventuala utilizare a informațiilor pe care le
conține.

Photos taken while recording the jingle in the studio





Necessary resources:

- ✓ bicycles
- ✓ quadrocopter
- ✓ camera
- ✓ microphone
- ✓ program for editing

Steps in implementing the method:

1. Screenplay
2. Choosing right film scenes
3. Audition for the roles
4. Recording
5. Production
6. Editing
7. Publication online or TV broadcasting
8. Find the commercial here: https://www.youtube.com/watch?v=VpaQ6aS_xBA

Costs: 125 € (for professional filming services)

Advantages of the method:

- 👍 the biggest target group
- 👍 colorful and creative
- 👍 provides a lot of money
- 👍 popular
- 👍 most efficient on TV and youtube
- 👍 big and quality production

Drawbacks:

- 👎 too much competition on the market
- 👎 it is very expensive to make a professional commercial
- 👎 government controls the market
- 👎 you have to pay for the length of the commercial
- 👎 you must pay extra money for daily quantity of commercials

*Method implemented by the students of
Ekonomška Sola, Celje, Slovenia*

Photos taken while filming



2nd instrument of the TOOLKIT “Get on your bikes”, developed in the framework of the Erasmus+ strategic partnership entitled “Get on your bikes, Europe’s back in business!”, implemented in the period 2014-2017

Partner schools:

Srednja Skola, Bedekovcina, Croatia
Gymnazium Zdar nad Sazavou, Czech Republic
Nicolaus-Augus-Otto Schule, Diez, Germany
I.I.S. “Di Poppa-Rozzi”, Teramo, Italy
Nautrenu Vidusskola, Rogovka, Latvia
Zespół Szkol Elektronicznych, Rzeszow, Poland
Colegiul Economic “Pintea Viteazul”, Cavnic, Romania
Ekonomaska Sola, Celje, Slovenia