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**A new image for Bike mobility in
Bolzano/Bozen, Italy**

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Introduction

Bolzano/Bozen (100.000 inhabitants), capital of the region South Tyrol, with a bike modal split of 22,7% average year, has already a remarkable position in bike mobility. Nevertheless the Municipality of Bolzano/Bozen intends to further promote the use of bike in order to reach in few years a modal split of 25%.

To attain the actual results many activities have been realized or are ongoing: a new corporate design, completion and extension of the bike lanes network, a new communication and orientation system, a new map of bike lanes, big bike events, marketing activities. All these activities were proposed by Ökoinstitut Südtirol/Alto Adige, which was charged in 1999 by the City to elaborate the "Cycle mobility Plan of Bolzano". This activity was partially carried out in the framework of the EU Project "Emotions" - emotional marketing for sustainable mobility.

A new corporate design

All the activities carried out in Bolzano/Bozen to promote bike mobility have been grouped under a new logo "Bici Bolzano – Fahrrad Bozen", with BZ (the abbreviation for Bolzano and Bozen) depicted on two wheels. In addition to the logo, a whole corporate design covering all aspects and all activities of bike mobility in Bolzano/Bozen has been created. A comprehensive corporate design with strong emotional appeal is a relatively new concept for bike mobility.



For the development of the new corporate design for bike mobility a first analysis of similar projects in different countries was carried out. Many different logograms and sign systems, especially in German cities, were analysed. The specific "aesthetics" of the city of Bolzano/Bozen and its bike lanes was studied, in order to develop a concept coherent with the spirit of the city. The logogram for Bici Bolzano – Fahrrad Bozen was developed based on this "aesthetic concept". The colour red, the colour of bike lane crossings, predominates and the identification with the city (bz) is strong. The logogram is being applied to all aspects of bike mobility: information material, maps, rental bikes, mega prints in the city, ads on the busses, cinema spots, big events, but also to all marketing applications, such as gadgets, T-shirts, give-aways.

An emotional appeal is important, because biking in the city is very often more a cultural, than a technical matter. We have to appeal to fantasy, to emotions, to the heart. Bike mobility is partially in competition with the automobile and to win this competition, biking has to be as appealing as driving. Biking has to become and to be perceived as a mobility system, with the same dignity and importance as the other transportation systems in a city. The new corporate design will contribute to further increase bike mobility in Bolzano/Bozen, by creating the perception that in Bolzano/Bozen not only many people use the bicycle, but that there is a system in place for bike mobility.

A new orientation system and better printed information

To enhance this perception, a guided system along the bike lanes has been realized, with all the signs necessary to help the cyclist find the main landmarks in the city. The principal bike lanes have different colours, similar to underground lines. The whole orientation system is coherent with the overall corporate design.

The orientation system is strongly marketing oriented and represents an integration to the classical roads signs. The cyclist is directed toward the principal attraction points in the city, also with the help of maps along the bike lane system.

A practical map in the Z-card system illustrates the whole picture of infrastructures for bike mobility, always with the typical corporate design. 20.000 copies were distributed up to now. Other 20.000 are being distributed.

Marketing and communication

Among the various activities to promote bike mobility carried out in the context of Emotions, a marketing campaign with posters and a postcard was started. Posters were put in place on the outside of busses and in some public site. The goal is to highlight the beauty and the pleasure of using the bicycle in a town already strongly committed to this endeavour.



The reason of these action is clear: in a world in which optical media play an increasingly important role, pictures become the "normal" way to communicate and optical impressions are among the most important sensory perceptions.



The postcard campaign was based on 50.000 postcards with five different ironic images of bike mobility. The postcards were distributed mainly in schools for the competition “Collecting green miles”. More than 6000 pupils participated. Another set of nine postcards (together with six postcards regarding the “Emotion” actions in Trento/Rovereto) was printed and 800 copies were distributed as “Give Aways”.

A marketing campaign with posters on the outside of busses was carried out on buses in the Town of Bolzano/Bozen for the months September through November.



A video based on the idea of a computer game is being presented. In three different spots three different persons move quickly by bike in the city collecting scores on their way and being finally winners. The spots are running in cinemas.

The emotional campaign showed that one element is fundamental: beauty. Beauty of images, beauty of design, beauty of materials, beauty of rental-bikes, etc. Biking mobility is possible with a minimum of resources, so the design should reflect the aesthetic of “less”, the elegance of simplicity, the beauty of sustainability.



Beauty of design was a determining factor in convincing political decision makers to support bike mobility. In Bolzano/Bozen beauty of corporate design was the key winning factor, which will guarantee political support for bike mobility in the future as well.

Marketing and communication

In Bolzano/Bozen every year takes place a bike festival “bolzanoinbici – boznerradtag”, a sort of competition between the districts of the city. In 2003 this event took place on May 25th, in conjunction with a “Giro d’Italia” stage. More than 6000 people participated, young and old people, many families, many people from outside the city. Speeches of by politicians, music, clowns, various artistic events, food and drinks made this big event a great success.



Yearly bike festivals are important for a sense of community: biking together gives a feeling that there are many people sharing your way to live mobility in the city.

It animates you to go forward on this path and give the opportunity to experience a city in a different way. Without motorized traffic, cyclists dominate the roads and show that a city can be different: without noise, without pollution, with an enormous improvement in quality of life.



“bolzanoinbici – boznerradtag”, as other bike festivals, give the opportunity to discover/rediscover or confirm the beauty and the pleasure of biking in the city. It shows that there is naturally an enormous potential for bike mobility, which is not yet expressed in the daily life of the city. Bike festivals are also an important instrument for city marketing and positioning the city in an international competitions, where quality of life and leisure opportunities are winning factors.