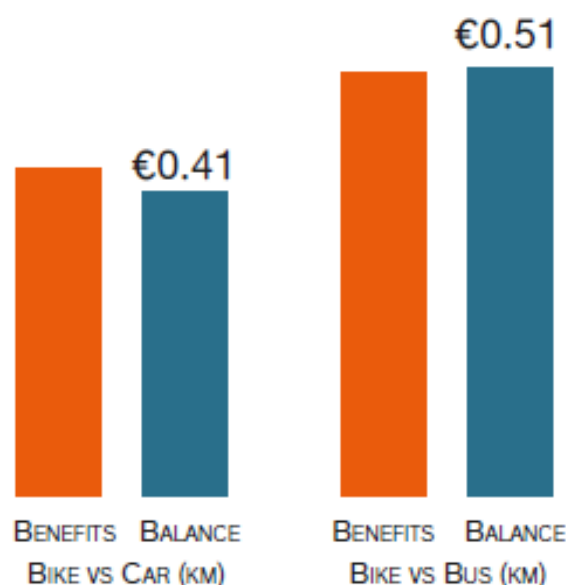


# Do you REALLY know what cycling delivers to your city?

## WELCOME TO BIKENOMICS:

Helping you optimize the economic, social and environmental potential of cycling



CYCLING INVESTMENTS HAVE A **MUCH HIGHER** ROI THAN CAR AND BUS\*

\*SCBA FOR CYCLING, DECISIO 2012

**CYCLISTS VISIT SHOPS MORE OFTEN THAN CAR OWNERS, INCREASING REVENUES FOR LOCAL BUSINESS**

# 20%

PERCENT OF VISITS TO SHOPS BY CAR VERSUS WHAT SHOP OWNERS PERCEIVED WAS 40%\*

\*SUSTRANS STUDY, 2006

TO ARRANGE YOUR FREE QUICK SCAN CALL US ON  
+31 (0)20 6700 562 OR EMAIL [S.VISSER@DECISIO.NL](mailto:S.VISSER@DECISIO.NL)

# BIKENOMICS:

## QUANTIFYING CYCLING POTENTIAL

FOR EVERY KM CYCLED...



€0.64

HEALTH BENEFIT\*

\*WORLD HEALTH ORGANIZATION (WHO)



€0.05

PRODUCTIVITY  
BENEFIT\*

\*DECISIO, 2012

13:1

BENEFIT TO COST  
RATIO FOR  
CYCLING INVESTMENT\*

\*UK DEPARTMENT OF HEALTH, 2010

### A BIKENOMICS STUDY WILL:

IDENTIFY THE ISSUES AND OPPORTUNITIES IN YOUR CITY

CREATE A UNIQUE STRATEGY TO DELIVER ECONOMIC IMPACT

CREATE A SUPPORTING PUBLIC PROGRAMME

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BIKENOMICS PARTNERS:

