



# Cycle Friendly Employer Luxembourg

## Certification guidebook

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At a time when climate issues and quality of life at work are at the heart of employers' concerns, adopting a pro-cycling policy becomes a fantastic opportunity. Cycling is a powerful tool for improving the daily mobility of your employees, while also promoting their health and improving their well-being and performance at work.

Committing to the Pro-Cycling Employer certification process allows you to strengthen your employer brand, improve your carbon footprint, make concrete progress in your CSR commitments, and contribute to a better quality of work life for your employees.

### Introduction

Our handbook helps you build a cycling culture within your company. It describes numerous measures that help make your workplace more bike-friendly and encourage more colleagues to cycle. It is aimed at all employers – both public and private – wishing to structure and promote their cycling policy.

This handbook is for anyone involved in active workplace mobility, whether you already commute regularly by bike and want to improve the conditions on-site or whether you work in sustainability management, occupational health management, or sustainability and want to implement something new. Feel free to be inspired by the suggestions and examples.

There are many paths to becoming a certified bike-friendly employer! With a wide range of bike-friendly measures (MS), you can put together your own package for implementation on-site. During the certification process, you will also receive tips to help you sustainably promote cycling within your company.

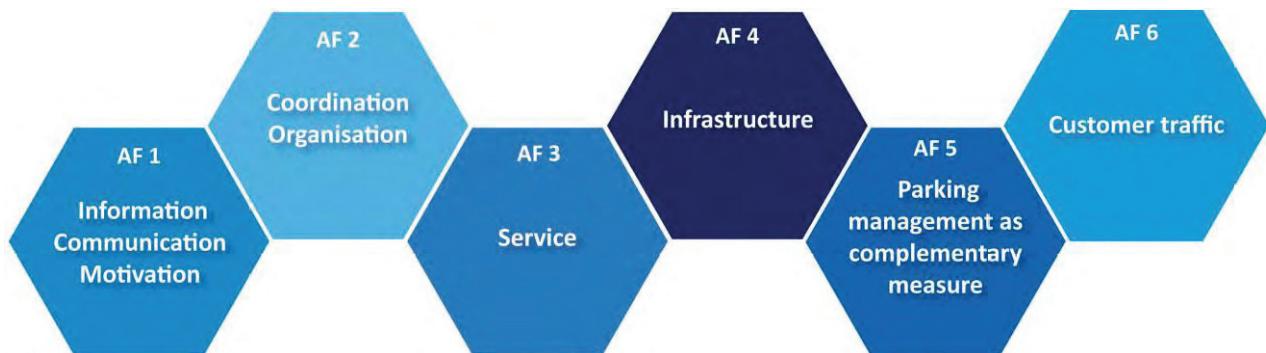
To get started with the certification process check out the CFE webpage and give the self-evaluation tool a try.



## Guidebook: Bicycle friendly employer

### Action fields and measures

The measures described in this handbook are divided into six action fields (AF). For successful certification, a mix of measures (MS) from the different areas of action will be required. For each level of the label a minimum amount of points needs to be scored both, in regard to the points in each AF and in regard to the total amount of points.



The number of points awarded for each measure reflects its importance. For each measure, it is only possible to receive full points or no points at all, a partial allocation of points is not possible.

#### Evaluation criteria of the actions:

To get at first quick overview of the implementation effort and the costs of each action will be evaluated with appropriate indicators in regards to:

Implementation effort: High



Medium



Low



Costs:

High



Medium



Low



Free





### Certification

With certification as a Bicycle-Friendly Employer, companies and institutions receive comprehensive consultation and support throughout the process, in addition to the EU-wide label. This includes an analysis of the current situation, advice on improvement opportunities, and concrete suggestions for suitable measures.

The certification consists of a 3-step process that looks as follows:

#### Step 1: Self-evaluation

Interested companies can register on the CFE website and make an online self-evaluation to see whether they can reach sufficient points for certification or whether further improvements are needed.

#### Step 2: Audit

Contact us to set up a review of your self-evaluation and an on-site audit. After the audit, you will receive a comprehensive report with the results and further recommendations on how you can further enhance bicycle-friendliness within your organization.

#### Step 3: Certification

If you fulfill the criteria you will receive the “Bicycle-Friendly Employer” label in bronze, silver, or gold. The certification is valid for three years. After that, you can apply for recertification.

The project management team and our trained auditors will support you during the preparation phase and are available to answer any questions. This includes a detailed preliminary consultation by video call to discuss the audit process and review the preparations for the appointment.





### Action Field 1: Information, Communication, Motivation

## MS1: Participation in the “GoGoVelo“ campaign

10

Points

“GoGoVelo” is the new bike to work campaign that replaces “mam Vélo op d’Schaff” since 2024.

In addition to fostering your own cycling culture, participation in the GoGoVelo campaign(s) can strengthen your company’s local presence.

The basic principle is as simple as it is effective: Participants collect kilometers and are rewarded for it, whether with prizes or recognition.



#### Practical tips:

- › Designate a coordinator.
- › Invite your employees to participate.
- › Distribute the information through as many channels as possible.



## MS2: Organisation of (complementary) bike campaign

5

Points

Take action and expand existing campaigns or create your own:

- › Establish your own teams within the company or at the department level to participate in the “GoGoVelo” campaign together.
- › Organize accompanying events. For example, bike check or test ride days, information sessions about bikes and accessories, group bike rides after work or on weekends...
- › Create your own internal bike-to-work challenges for employees.
- › Organize your own bike to work events independently, for example on world bicycle day (June 3rd).



Practical tips:

- › Designate one person within the company to coordinate these activities.
- › Communicate actively and regularly through internal channels to ensure high participation.
- › Contact ProVelo for more information about how to participate in “GoGoVelo” as a company/department team.
- › Distribute small gifts (vouchers, company shirts...) to employees that participate.
- › Celebrate the successes: Invite all participants to a joint breakfast or other event after the campaign ends to celebrate the kilometers cycled and strengthen team spirit.



## Guidebook: **Bicycle friendly employer**

### Action Field 1: Information, Communication, Motivation

## MS3: Information on cycling for new employees or those switching to cycling

5

Points

New to the company? Switching to a bicycle or e-bike?

New beginnings are the perfect time to leave the beaten path – and of course, to get on a bike.map of cycling routes

Here's how you can help during the on-boarding process:

- › Provide practical information: For example on safe routes, bike services and bike facilities at your company.
- › Offer support with individual consultations: Help new employees plan optimal routes and familiarize themselves with company bike leasing options or financial incentives.
- › Prepare a welcome package: This could include a , contact information for repairs, information on internal bike networks, small gifts, vouchers for bike shops...



Practical tips:

- › Contact ProVelo and the municipality to obtain resources such as cycling maps and advice.
- › Offer regular introductory sessions on cycling, led by experienced colleagues who share tips and tricks.
- › Use interactive elements, such as a digital map that is edited by staff members.



## MS4: Internal bicycle marketing

7

Points

Make cycling visible and keep the topic present in your internal communications to strengthen its role in the company. Use occasions like World Bicycle Day (June 3) or the start of cycling initiatives to motivate your colleagues to cycle.

This could include:

- › Inform about cycling related campaigns and events.
- › Inform about cycling policy and infrastructure changes in the company.
- › Give tips on buying a bicycle and accessories such as lights, locks, bags, kickstands, and tires.
- › Offer tips for cycling in winter.
- › Share cycling safety tips.
- › Provide tips for navigating by bicycle.
- › Inform about updates to the local cycling network.



Practical tips:

- › Publish at least one piece of information per month.
- › Develop your own bicycle logo and a consistent design.
- › Contact cycling associations, such as ProVelo, and discuss available information and training opportunities.



## MS5: Bike courses for insecure/non-cycling employees

5

Points

Offering cycling courses to employees can help open the door to a change in their mobility.

For employees who don't know how to cycle, are new to cycling or lack confidence, these courses can provide essential skills, boosting their self-assurance and reducing the fear of accidents. As a result, employees may feel more inclined to use cycling as a sustainable and eco-friendly mode of transportation.



#### Practical tips:

- › Contact cycling associations, such as ProVelo, and discuss available training opportunities.
- › Assess interest in the company and consider whether a course exclusively for your employees or coupons for public courses make more sense.



## MS6: Rewards for cyclists

4

Points

Show your cycling employees appreciation with small tokens of appreciation. These don't have to be expensive, but should primarily be a sign of recognition.

Examples:

- › Fresh fruit for cyclists (e.g., a fruit basket in the changing room)
- › Giveaways such as saddle covers, bells, t-shirts, vouchers... at the start/end of cycling campaigns
- › Maintenance kits (e.g., chain oil, cleaning wipes, and puncture repair kits)
- › Invitation to a shared breakfast, hot tea (on "Winter Bike to Work Day", the second Friday in February) or other get-together for cyclists



Practical tips:

- › Have promotional items produced with your company logo.
- › Involve the communications department to promote the campaigns.



## MS7: Individual trip planning guidance for cyclists

4

Points

Use route planners, analog maps and apps to find the best routes for your employee's commute by bike.

Support in using these tools is especially helpful for employees who have little experience with them.



### Practical tips:

- › Designate a person to provide route advice.
- › Check which route planners and apps are best suited for your location.
- › Collaborate with a university/high school to create routes to your location as a student project.
- › Integrate route advice into the on-boarding process for new employees.



## MS8: Networking and/or mentor system

3

Points

Bring the cyclists in your company together to foster exchange and community. This can be done digitally via intranet groups, Teams, or messaging apps, as well as through in-person meetings and helps strengthen the team spirit.

Encourage a mentoring system in this community to help your (less experienced) employees find the best commute routes in the course of an accompanied bike ride.

Here's how you can support:

- › Digital networking: Create groups for cyclists on the intranet or in messaging apps.
- › In-person meetings: Organize regular meetups such as after-work rides or breakfasts for cyclists.
- › Sharing tips: Encourage the exchange of tips on the best routes, equipment, and specific advice for transporting children and cargo...



Practical tips:

- › Provide a meeting space.
- › Regularly inform members about upcoming meetings and the mentoring program.
- › Post a (digital) map where employees can mark their routes.
- › Get advice from local cycling associations, such as ProVelo, to support networking or the mentoring offer.
- › Offer incentives for experienced cyclists that take on a mentoring role.



## Guidebook: **Bicycle friendly employer**

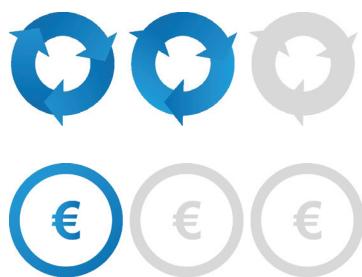
### Action Field 1: Information, Communication, Motivation

#### MS9: Company bicycle tour

3

Points

Organize company outings by bike to establish and strengthen a cycling culture. Such outings foster community and contribute to team building, serve as role models, and enhance the company's image.



#### Practical tips:

- › Choose routes with little traffic.
- › Don't choose overly challenging routes – the tour should be fun.
- › Check if rental (e-)bikes are necessary.
- › Involve colleagues in the planning.
- › Expand your route by combining train and bicycle.
- › Make sure groups size remains reasonable: organize tours either by department or by difficulty



## MS10: Information and training opportunities

4

Points

Offer information and training events about cycling to promote your employees' interest and knowledge. Such offerings increase the visibility of cycling and can increase the motivation to use bicycles for everyday journeys.

Examples of offerings:

- › Cycling safety training
- › Bicycle repair course
- › Ergonomics – bike fitting
- › Information on cycling and health
- › Information and tips on e-bikes
- › Tips and tricks for cycling with children
- › Tips and tricks for navigation with common apps



Practical tips:

- › Some content can also be offered as a webinar.
- › Inform all employees about the available options in a timely manner.
- › Research potential events in the region that could be suitable for employees.
- › Involve employees who can contribute to these topics.
- › Collaborate with the company's health management program.
- › Create a pool of external event providers.



## MS11: External pro-cycling communication

3

Points

Communicate externally on the internal pro-cycling approach through media, on social networks...

Alternatively, you can also explore sponsorship opportunities for cycling events such as “GoGoVelo”, bicycle advocacy organizations, such as ProVelo... that underline your commitment to promoting cycling as a means of transport



Practical tips:

› Check out possible events or organizations in the region.



## Guidebook: **Bicycle friendly employer**

### Action Field 1: Information, Communication, Motivation

## MS12: Create a map of the surrounding area of your company

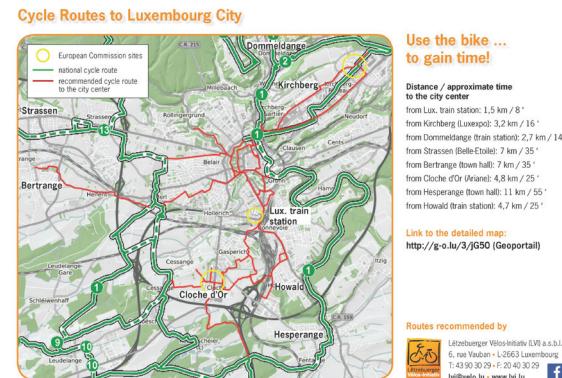
4

Points

Create a map that shows employees and visitors the best routes and most important information for cyclists in the area.

These maps can be published on the company intranet and websites and should include the following information:

- › Main cycling routes and other important cycling infrastructure
- › Train stations and other public transport stops
- › Entrances and access points for cyclists
- › Bicycle parking options
- › Air pumps or other services
- › Shops, service facilities, and other points of interest nearby



#### Practical tips:

- › Only include important facilities – ensure the map is legible and easy to understand.
- › Obtain the base map from the local municipality.
- › Use OpenStreetMap.
- › Get help from experienced employees or cycling associations, such as ProVelo, to create the map.



#### MS1: Company mobility/ bicycle coordinator

5

Points

The mobility and bicycle coordinator (or coordinating team) collects all information regarding mobility and bicycle transport.

They are the central contact point for all employees with specific queries regarding mobility and are responsible for coordinating measures and services related to cycling and driving the topic forward.



They don't have to implement everything themselves, but should be well-informed and work closely with the relevant departments.

#### **Attention:**

This measure is mandatory for the company in order to be certified as bicycle-friendly!



#### Practical tips:

- › Plan for resources – both time and budget.
- › Consider professional development/training opportunities.
- › Establish collaboration with company management and other departments e.g., health management, sustainability, or facility management.
- › Talk to dedicated everyday cyclists.
- › Contact the cycling coordinators of the municipality.



### Action Field 2: Coordination, Organisation

## MS2: Key objectives to raise the bicycle share within the company

2

Points

Set specific goals to measure the impact of your measures.

Start with a survey of employees about their current commutes and what they need to do to cycle more often.

Based on this, you can formulate goals such as:

- › Increase the percentage of employees who cycle to work by a certain percentage.
- › Increase the number of kilometers cycled.
- › Increase the number of year-round cyclists.

After a defined period, review how well these goals have been achieved.



Practical tips:

- › Keep the questionnaire on commuting routes short and concise.
- › Involve management and the works council or staff council in its creation.
- › Choose clear, easily measurable goals.
- › Conduct preliminary research on company mobility management and best-practice examples.



## MS3: Development and determination of mobility strategy

5

Points

A mobility concept should be based on your current situation and take into account individually defined goals and needs for all areas of mobility (walking, cycling, public transport and cars).

Start by analyzing the current situation and comparing it with existing environmental and sustainability goals. For many employers, employee mobility will be a topic in future sustainability reporting (CSRD).



Possible goals can include :

- › Increasing the proportion of employees who use public transportation for commuting.
- › Revising business travel guidelines to prioritize train travel.
- › Reducing the number of company cars.
- › Conversion of car parking spaces into green spaces

A mobility or sustainability concept should be adopted as a binding agreement and contain concrete figures and data.



Practical tips:

- › Conduct a mobility analysis.
- › Contact the Ministry of Mobility and Public Works regarding mConcept
- › Utilize consulting services from experienced organizations.
- › Develop action strategies together with management and the works council or employee representatives.
- › Research funding opportunities for mobility concepts.



## MS4: Financially support cycling

6

Points

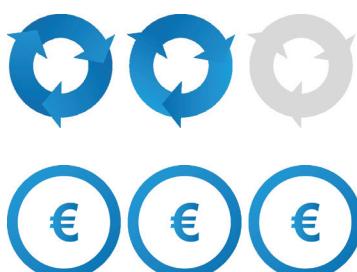
Most people in Luxembourg own a bicycle – but not always one that's well-suited for commuting to work.

Purchasing an e-bike for longer or hilly routes, or a cargo bike for transporting children, often requires a significant investment.



There are various options to make these purchases easier for employees and to make cycling to work more attractive:

- › Company bike leasing
- › Subsidies for the lease payment or full coverage of employee's bike
- › Employer loans
- › Subsidies for purchasing a bicycle and equipment
- › Refund/subsidize bicycle maintenance
- › Mileage allowance for commuting by bicycle



#### Practical tips:

- › Conduct a survey among your employees to determine their needs.
- › Coordinate the introduction of company bike leasing or subsidies with the works council or staff council.
- › Clarify the implementation with your tax advisor.
- › Use parking management revenue to promote cycling (See AF5 MS4).
- › Check out national and/or municipal funding opportunities.



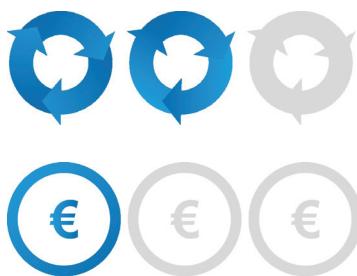
### Action Field 2: Coordination, Organisation

#### MS5: Use bicycles for work-related mobility

3

Points

Do you have a large company site? Or are your employees spread across several properties? Then bicycles can be a good way to cover business-related journeys quickly and easily – regardless of whether they are done with a private bicycle or a company bicycle.



#### Practical tips:

- › Inform and motivate employees to use bicycles for short business trips.
- › Check whether business trips by bicycle can be reimbursed.
- › Develop routes between company locations and make them available.



### Action Field 2: Coordination, Organisation

#### MS6: Use cycle logistics for deliveries

4

Points

Bicycles have many uses in everyday business life.

Whether it's internal logistics or mail being delivered between different properties, or delivery of goods to nearby clients/business partners – often the bicycle is the fastest option and saves time searching for parking.



Cargo bikes can also be used as mobile advertising media or converted for special purposes, such as a maintenance vehicle.



#### Practical tips:

- › Test different types of bicycles before buying.
- › Sign maintenance contracts with local bicycle dealers or repair shops.
- › Brand cargo bikes with your own logo.
- › Research available funding opportunities.
- › Gather information about services and tariffs of local cycle-based logistics companies and bicycle based deliveries
- › Establish internal guidelines stipulating that bicycle delivery should be used for the transport of light goods on short trips.



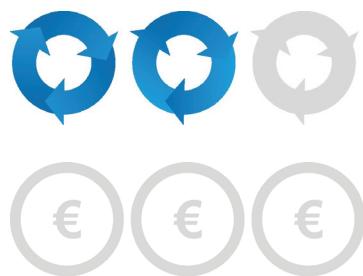
## MS7: Exchange with employees on mobility/ cycling

5

Points

Make sure you give your employees ample opportunities for feedback, particularly in the beginning of your process to becoming bicycle friendly.

In addition to direct contact with the bicycle coordinator, this can be done through meetings designated to exchange specifically on the company's bike policy or through (yearly) mobility/bicycle questionnaires.



### Practical tips:

- › Try different approaches to see what works best to get employee feedback.
- › Have the coordinator organize these interactions.
- › Make sure the feedback gets acknowledged and implemented/acted upon where possible.



## MS8: Exchange/ coordination with other companies

3

Points

Working together, we can achieve more.

Get in touch with neighboring employers and see if you can plan and implement cycling-related activities together. This might even lead to a network of cycling-friendly employers who exchange information regularly.

Examples:

- › Exchange best practices and ideas
- › Contact the local council together for better access to the cycling network.
- › Organize joint bike check days.
- › Offer joint information or training events.
- › Cooperate with regard to sharing services/parking... where it makes sense.



Practical tips:

- › Invite colleagues to an information exchange in a relaxed atmosphere and find common interests.
- › Agree on a joint approach.
- › Establish a network and schedule regular meetings.
- › Network with the local bicycle associations, such as ProVelo.



### Action Field 3: Service

## MS1: Create bicycle maintenance opportunities

7

Points

Enable your employees to carry out minor repairs or maintenance on their own bicycles by providing the necessary equipment – for example, a bicycle service kit.

You can purchase these as a set or equip them yourself with:

- › Floor pump
- › Screwdriver
- › Puncture repair kit
- › Wrenches
- › Allen key set
- › Pliers
- › Tire levers
- › Oil
- › Cleaning paper



Also consider whether a repair station near the bicycle parking facilities would be beneficial.



#### Practical tips:

- › Research prices for service boxes or repair stations and inquire at local shops.
- › Inform your employees where they can find the tools.
- › Collect existing tools in a box.
- › Install the service box close to the bicycle parking facility.



### Action Field 3: Service

#### MS2: Bicycle repair room or service contract

7

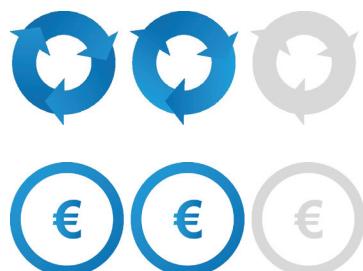
Points

In addition to the bicycle service box, you can provide a room or covered area for maintenance and repairs. You can also give access to existing bicycle workshops.

Are there no suitable premises available? Contact local bicycle retailers and arrange maintenance contracts.

Suggested equipment:

- › Tool kit
- › Air pump
- › Oil
- › Puncture repair kit
- › Repair stand
- › Bicycle inner tubes and tires



Practical tips:

- › Designate a person responsible for the premises.
- › The room or space should be easily accessible by bicycle.
- › Check offers for maintenance contracts with mobile, on demand bike repair shops too.



### Action Field 3: Service

#### MS3: Test days for bicycles/equipment and/ or bicycle exchange market

4

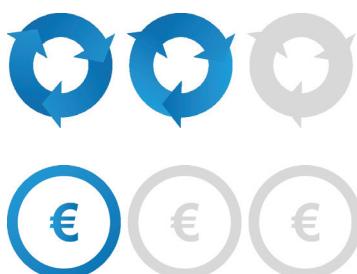
Points

Organize test days where your employees can try out different types of bicycles, e-bikes, and accessories.

Such test days offer a good opportunity to learn about different models. E-bikes in particular can nudge people to change their approach to commuting.



Alternatively or additionally organize a bike exchange or bike second hand market where your employees – especially those planning to change their mode of transport - can get a good deal on a second hand bike.



#### Practical tips:

- › Designate a person responsible for the organization and execution.
- › Contact local bike shops/bike leasing company early on.
- › Ensure sufficient space on company premises for test rides.
- › Set up courses or test tracks.
- › Inform employees sufficiently ahead of time.



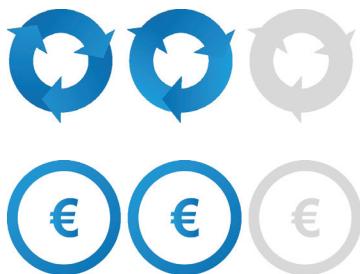
## MS4: Acquisition of company bicycles

8

Points

Do you have a large company site or do your employees work across multiple locations? Bicycles can be a quick, easy and cost-effective solution for these trips.

Employees also appreciate being able to use these bikes for errands during their lunch break or for private purposes (commute, after work...).



#### Practical tips:

- › Test different types of bicycles before buying.
- › Conclude maintenance contracts with local bicycle retailers or repair shops and have a general maintenance done at least yearly.
- › Brand the bicycles with your own logo.
- › Clearly define bicycle use conditions outside of working hours.
- › Consider also lending company bicycles to customers or business partners.



Action Field 3:  
Service

## MS5: Price reduction for employees in bicycle shops

3

Points

You can contact local bicycle retailers and repair shops to negotiate discounts for your employees.

These discounts can apply to the purchase of bicycles, accessories, and clothing, as well as repairs.



### Practical tips:

- › Make long-term agreements with local bicycle retailers.
- › Work with neighboring employers to obtain better terms.



## MS6: Rental pool of (special) bicycles for employees

5

Points

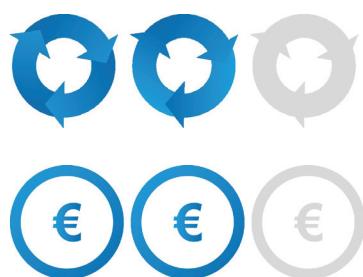
Enable your employees to test their everyday commutes by setting up a rental pool. This allows colleagues to try out cycling for several days to see if commuting, errands, and leisure rides are feasible.

Bicycles and accessories can be purchased or rented from a bicycle shop as needed.



Suggested equipment:

- › Bicycles: E-bikes, cargo bikes (also with child seats), folding bikes
- › Bicycle trailers: Cargo trailers, child trailers
- › Bicycle accessories: Rain gear, bags, gloves, locks



Practical tips:

- › Designate a person responsible for rentals, maintenance, and restocking the pool.
- › Find a suitable storage space for the bikes and equipment.
- › Establish simple rules for rentals.
- › Keep staff regularly informed about the available bikes.



## MS7: Anti-theft protection

5

Points

Those who cycle to work every day often use a high-quality bicycle. The number of e-bikes is growing, and with it, the value of the bikes. To ensure your employees actually use their bikes, they need to be stored securely.

Company bikes/leased bikes are usually insured – the requirement is usually that they are locked to a firmly anchored object with a suitable lock.



To prevent theft, you can offer many things:

- › Regularly inform employees about locks and theft protection.
- › Provide parking facilities in underground garages or bicycle cages that are only accessible with an access card.
- › Issue/borrow high-quality locks to employees.
- › Offer subsidies for locks.
- › Monitor the parking facilities with cameras.



Practical tips:

- › Convert parking spaces and install secure bicycle cages.
- › Offer the option of double locking the bicycle (2 locks).
- › Offer heavy stationary locks at the parking facilities for long-term use
- › Consider providing/subsidizing bike insurance for employees who use their private bike.



#### MS8: Periodical bicycle-check days

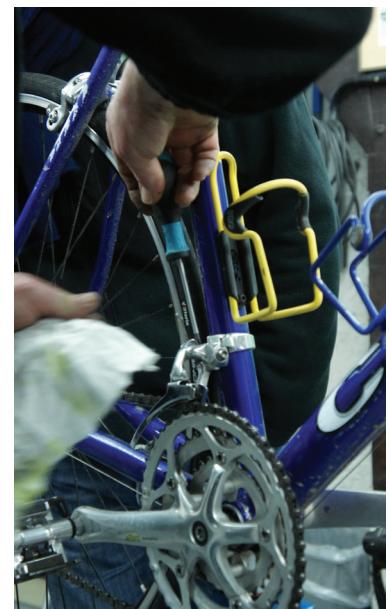
7

Points

Organize bicycle check days where employees' bikes are inspected for road-worthiness. Minor repairs can be carried out on-site, while more serious issues are referred to a bicycle repair shop.

The goal is to ensure that all employees are riding safe bicycles.

Furthermore, bicycle check and repair days are extremely popular with employees – it's hard to imagine a more convenient way to take care of your bike.



#### Practical tips:

- › Prepare small parts, chain oil, and other materials.
- › Inform employees in a timely manner.
- › Schedule appointments for the checks.
- › Establish long-term partnerships local bicycle retailers, or non-profit bicycle repair shops.
- › Combine with key thematic actions.



## MS9: Seasonal key actions

7

Points

Through regular initiatives, you can motivate your employees to cycle to work year-round.

Depending on the season, you can offer different activities to increase interest and participation:

- › Spring check-up
- › “Make yourself visible” campaign focusing on lights and lighting in autumn
- › Group ride in summer
- › Tips and tricks for cycling in winter



Practical tips:

- › Inform your employees about the campaigns well in advance.
- › Repeat successful campaigns annually.
- › Establish long-term partnerships with cycling associations, such as ProVelo, local bicycle retailers...
- › Combine with bicycle checks.



## MS10: Regular health checks

3

Points

Make cycling a part of your health promotion program!

Those who regularly cycle to work prevent lack of exercise, arrive at work alert and fit and have fewer sick days. The positive health effects are supported by numerous studies.

As part of a company health management program, you can promote fitness and cycling, for example through:

- › Yearly employee health checks
- › Health programs that go beyond the mandatory curriculum, such as in-house sports facilities or subsidies for gym memberships
- › Active lunch breaks on bikes
- › Advice on ergonomics/bike fitting
- › Company cycling sports group



Practical tips:

- › Inform your colleagues about available programs early.
- › Ask employees to book in advance
- › Integrate active mobility into your company's health strategy.



## MS1: Bicycle parking close to the entrance (< 100m) or closer than car parking

6

Points

Install bicycle parking facilities near the entrances.

The closer the parking facilities are to the (employee) entrance, the more attractive they are to employees. Parking facilities close to the entrance not only serve cycling employees but demonstrate that cycling has a high significance within the company.



If facilities near the entrance (100m) are not possible, they should at least be closer to the entrance than the car parking spaces.



### Practical tips:

- › Convert some of the nearest car parking spaces into bicycle parking spaces to clearly prioritize cyclists.
- › When planning renovations or new construction, consider integrating bicycle parking facilities near the entrance from the outset.
- › Research funding opportunities for the construction of bicycle parking facilities.



## MS2: Number and quality of bicycle parking facilities

10

Points

A sufficient supply of high-quality bicycle parking facilities is crucial for encouraging employees to use bicycles for commuting.

Good bicycle racks provide secure support, preventing the bicycle from rolling away and the handlebars from turning. The frame and wheel should be able to be locked with a single lock. Simple front wheel holders (“rim killers”) are not suitable.



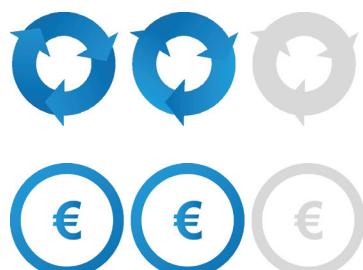
Consider that bicycles are becoming wider and heavier, and more people are using cargo bikes or trailers. Many employees own high-quality bicycles – consider whether you can offer secure parking options such as underground garages or bicycle cages.

Features of good bicycle parking facilities:

- › Option to lock a wheel and frame
- › At least 200 cm x 70 cm per parking space, 50 cm for raised/lowered positions
- › Secure positioning of bicycles, protection against tipping and damage

Number of bicycle parking facilities:

- › Target: At least one parking space for every 10 employees who are regularly on site.
- › However, consider the current share of bicycle traffic plus a reserve: if you already have a large number of bike commuters in your company the above number might be insufficient.



Practical tips:

- › Plan for future expansion.
- › Calculate sufficient space for parking and maneuvering.
- › Place them close to the entrance area.
- › Check if car parking spaces can be converted.
- › Consider the feasibility of installing e-bike charging stations.
- › Plan for demand: Count the number of parked bikes on different days and in varying weather conditions.
- › Research funding opportunities for bicycle parking.



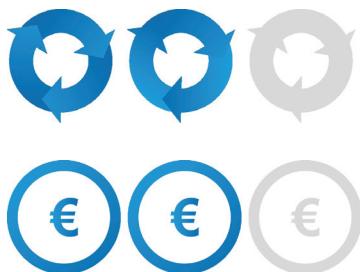
## MS3: Construct roofed bicycle parking facility

6

Points

Covered bicycle parking facilities protect bicycles from the elements and increase comfort for employees. A roof prevents wet saddles and protects the bicycles from rust and other damage.

This is particularly important because employees often park their bikes for extended periods.



### Practical tips:

- › Ensure the roof is large enough to provide lateral protection.
- › Check if bicycles can be stored in the underground garage.
- › Consider whether existing structures can be retrofitted with a roof.



#### MS4: Lighting of bicycle parking facilities

3

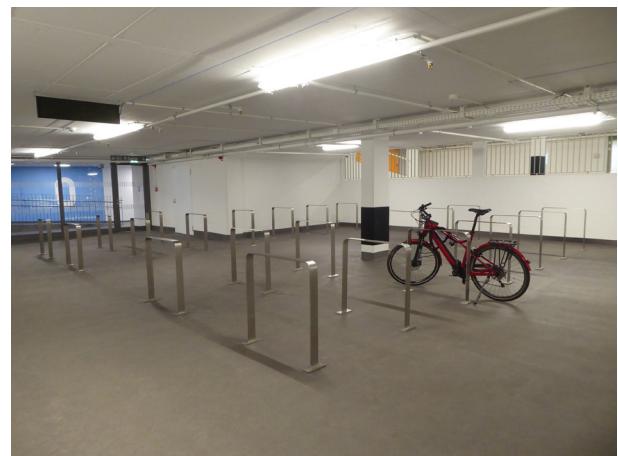
Points

Well-lit bicycle parking facilities increase safety and act as a deterrent against theft.

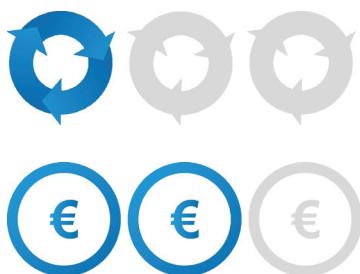
Ensure that the parking facilities are clearly visible and well-lit, so that employees can easily use their bicycles even during the darker months.

High quality bicycle parking facilities should have good lighting and high visibility.

Illuminated parking facilities with a good visibility increase the subjective feeling of safety in public space and prevent bicycle theft.



Consider the possibility of solar panels if it is not possible to supply electricity for the parking facility.



#### Practical tips:

- › Check if the existing ambient lighting is sufficient.
- › Install lighting with motion detectors.
- › Consider whether a power supply or solar panels are feasible.
- › Provide video surveillance for facilities with bad visibility.



## MS5: Barrier-free, bicycle-friendly access

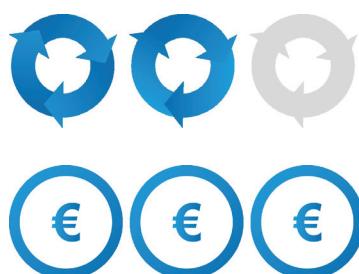
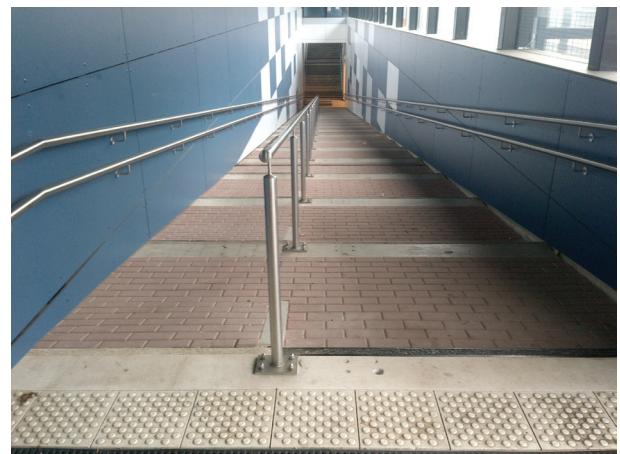
8

Points

Barrier-free access to bicycle parking facilities makes them easier for all employees to use. The quicker and simpler things are, the more likely people will be to resort to cycling to work.

Since more and more people are traveling with heavy e-bikes, cargo bikes, and trailers, this criterion is relevant for many.

The parking facilities should be at ground level and accessible without obstacles. Avoid heavy doors, narrow entrances, and steep ramps that make use difficult.



#### Practical tips:

- › Ensure that ramps are not too steep and that wide passageways are available.
- › Install automatic door openers with push buttons to facilitate access.
- › Create barrier-free access points in new constructions or during renovations.
- › Install rotary gates or barriers that can be passed by bikes for secured premises.



## MS6: Bicycle service close to/ directly at the bicycle parking facility

2

Points

Combine high-quality bicycle parking facilities with practical services such as air pumps and tools.

Ideally, place the pump and tools directly near the parking facilities. This allows your employees to carry out minor repairs and maintenance immediately.



### Practical tips:

- › Install a repair station at the parking facilities.
- › Provide an air pump and a tool kit at the gate or reception.



## MS7: Take first steps to assure good access to the cycle path network

2

Points

Well-developed cycle paths and connections to the cycling network make commuting by bike more attractive.

Check if your location is already easily accessible. If not, start initiatives to encourage the municipality to improve the cycle paths.



#### Practical tips:

- › Contact your local council and present your request.
- › Send an official inquiry to the responsible department.
- › Cooperate with neighboring employers who support your cause.
- › Involve the cycling coordinators of your municipality.
- › Exchange information with cycling associations, such as ProVelo.



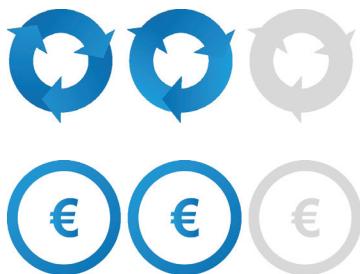
## MS8: Create bicycle-friendly access to secured/ closed company premises

7

Points

Make access to your company premises bicycle-friendly, to make it easier for employees to get to work and shorten their trip length.

Short distances and direct connections to the cycling network make cycling more attractive. For secure company premises, shortened barriers or bicycle gates can provide access for cyclists.



#### Practical tips:

- › Install a bicycle barrier or shorten existing barriers.
- › Set up a bicycle gate.
- › Implement access control at the gate.
- › Regularly inform employees about access options.
- › Install multiple bicycle gates on large company premises.
- › Build bicycle gates as close as possible to the nearest cycling infrastructure.
- › Allow cycling on (large) company premises and mark the routes.



## MS9: Allow access for bicycles to secured/ closed company premises

4  
Points

Allow your employees to use bicycles on company premises. This improves mobility on large company sites and promotes cycling overall.

Allow access to secured / closed company premises for cyclists so that they are able to park their bicycles at bicycle parking facilities close to the entrance. Access authorization for cyclists enable an improved mobility on large company premises.



#### Practical tips:

- › Check access authorizations and adjust the company regulations accordingly.
- › Coordinate the changes with management, occupational safety, and the works council.
- › Regularly inform employees about the regulations and available options.



## MS10: Changing facilities

4

Points

Offer your cycling employees changing facilities.

After longer rides, or in case of bad weather, many employees want to change and freshen up. Changing rooms with lockers are ideal for this.

Check whether existing changing rooms can be made accessible to everyone.



Practical tips:

- › Build changing rooms as close as possible to the bicycle parking facilities.
- › Use existing rooms in the workplace as changing rooms.
- › Equip the changing rooms with lockers.



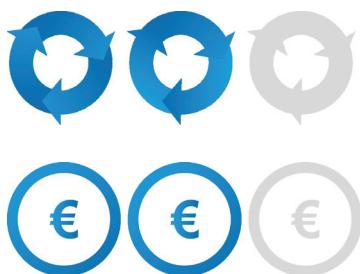
## MS11: Lockers for clothing and bicycle equipment

3

Points

Make it easier for your cycling employees to commute by providing lockers for storing rain gear and cycling accessories.

Place these in existing changing rooms or other easily accessible areas of the workplace. This way, your employees can store their equipment safely and neatly.



### Practical tips:

- › Determine the need for lockers and storage units. Use the number of bike parking places as a guideline.
- › Place lockers on office floors or near changing rooms.
- › Inform employees about the allocation and use of lockers.



## MS12: Drying rooms

2

Points

Provide your employees with drying rooms so they can dry their wet clothes after a rainy commute to work. This way, they don't need to store the wet clothes at their workplace.

You can also check if there is enough space for drying facilities in the changing rooms.



In the best case scenarios the previously described drying rooms are also fitted with washing machines. Washing machines offer employees the possibility to wash clothing that got sullied on the way to work, directly at the work place.



#### Practical tips:

- › Check where clotheslines or drying racks would fit.
- › Inform employees about drying facilities.
- › When planning new premises or relocating, include space for drying rooms in your plans.
- › Use existing washing machines (e.g. those of the cleaning personnel)

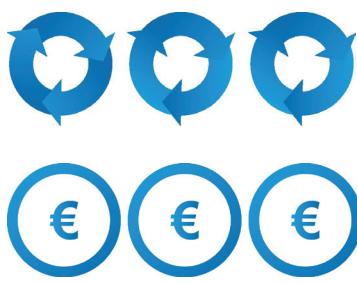


#### MS13: Showers

2

Points

Offer your cycling employees shower facilities so they can freshen up before work. This is especially important after long or strenuous rides.



#### Practical tips:

- › Regularly inform your employees about the availability of showers.
- › Include the location of showers on floor plans.
- › Provide a hairdryer.
- › Include showers in your plans for relocations or renovations.
- › If no showers are available, consider partnering with a nearby gym or swimming pool.



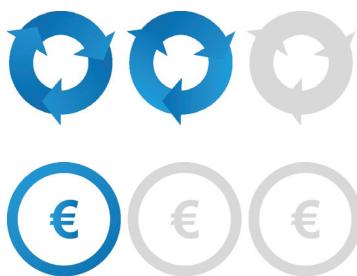
## MS14: Parking facilities for special bikes

5

Points

Ensure that employees with cargo bikes, recumbent bikes, special needs bikes, or bicycle trailers have suitable parking facilities.

These require special parking systems such as ground anchors, low locking bars, level access, and sufficient space.



#### Practical tips:

- › Determine the need for these special bicycle parking facilities.
- › Inform your employees about the new parking options.
- › Take advantage of existing funding opportunities for bicycle parking.



Action Field 5:  
Parking and mobility management

## MS1: Restrictions for car parking

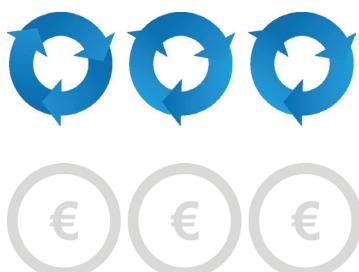
10

Points

By implementing restrictive measures for car traffic, you can promote the use of sustainable transport options.

Prioritize allocating parking spaces to employees according to certain criteria:

- › Employees with special needs, such as limited mobility
- › Employees that live out of cycling/walking range (>3-10 km)
- › Employees with poor public transport connections



### Practical tips:

- › Designate a person responsible for allocating parking spaces.
- › Calculate travel distances and compare travel times (see mConcept).
- › Coordinate planned changes with the works council or staff council.
- › Do not include a right to a parking space in new employment contracts.
- › Adjust company agreements accordingly.



## MS2: Paid parking for employees

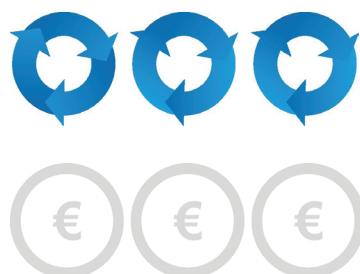
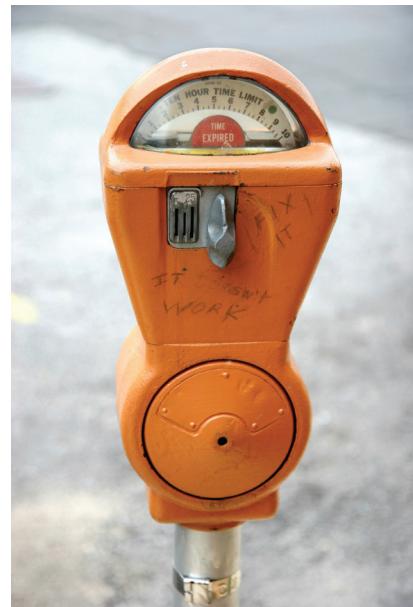
8

Points

Charge parking fees for the use of the parking spaces and use the revenue to promote sustainable transportation.

This is an effective measure to motivate employees to use sustainable means of transport. The fees can be charged monthly or daily, based on actual usage.

Target the cost level with the market prices for parking spaces in the area.



### Practical tips:

- › Plan the implementation together with the works council or staff council.
- › Clarify responsibilities and procedures.
- › Use an access system or do random checks
- › Do not include a right to a parking space in new employment contracts.
- › Consider a (gradually decreasing) “parking cash-out” for employees willing to give up their “free” parking spot instead of introducing fees.



Action Field 5:  
Parking and mobility management

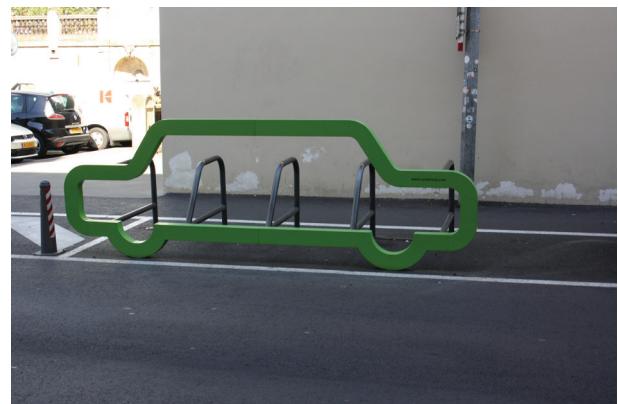
## MS3: Transformation of car parking spaces close to the entrance

8

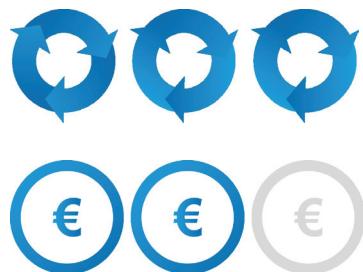
Points

Converting car parking spaces into bicycle parking facilities or green spaces has a big symbolic value and shows that you take the promotion of cycling seriously.

One car parking space can be converted into up to eight bicycle parking spaces, which is highly effective.



If there are already enough bicycle parking spaces available, you can improve the quality of the area by creating green spaces.



### Practical tips:

- › Start with car parking spaces near the entrance.
- › Convert one parking space at each of several entrances, instead of converting several in a central location.
- › Consider installing access barriers for car access, at least during the conversion phase.



Action Field 5:  
Parking and mobility management

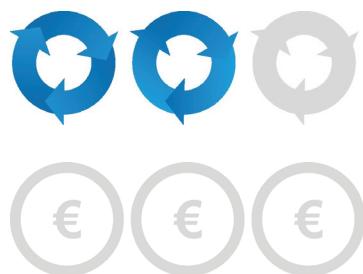
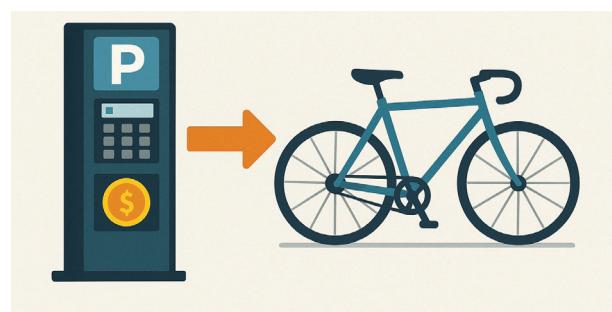
## MS4: Use revenue from car parking fees for bicycle campaigns

8

Points

Use the revenue from parking management to promote sustainable transport and especially to support cycling initiatives.

This is an effective way to strengthen cycling and motivate employees to cycle while also unburdening the company budget.



### Practical tips:

- › Use parking revenue primarily for regular events such as bicycle check days or key thematic actions.
- › Ensure clear information and communication regarding the implementation of these measures.



### Action Field 5: Parking and mobility management

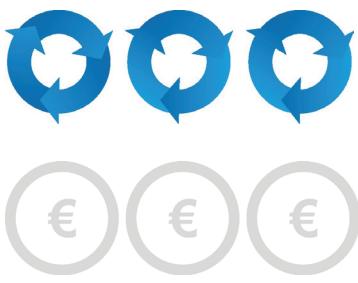
#### MS5: Reduce the number of company cars

5

Points

Providing a company car is an attractive employee benefit for some employees. Although private use is subject to taxation, employees often use a company car more than a private vehicle.

Through company car policies, you as an employer can influence car traffic and promote cycling.



#### Practical tips:

- › Review the company car policy.
- › Incorporate the avoidance of air travel and private car journeys into the business travel policy.
- › Coordinate any changes with the works council or staff council.
- › Use pool vehicles instead of personally assigned company cars.
- › Explore car sharing/rental offers for business trips.



### Action Field 5: Parking and mobility management

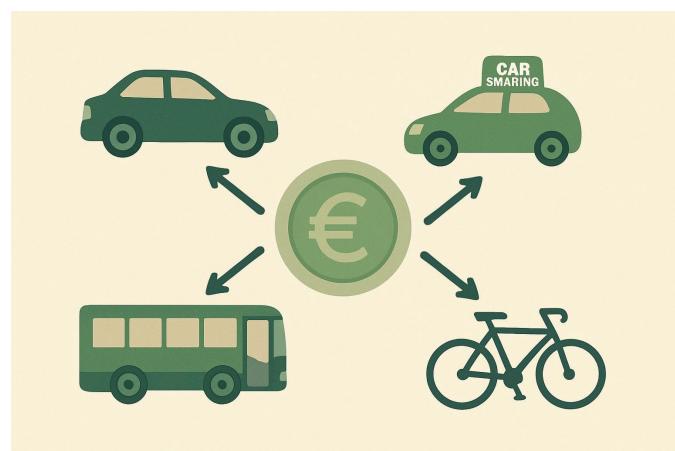
#### MS6: Mobility related benefits

5

Points

Promote the use of sustainable transport options through targeted employer benefits.

Explore how you can support other forms of mobility in an at least equivalent way to company cars/travel allowance/ parking spaces if these exist and are to be maintained.



Offer subsidies or cover the costs of:

- › 1st class public transport tickets or cross-border public transport tickets
- › Bike sharing
- › Car sharing
- › Company bike leasing
- › Private use of company bikes
- › “Parking cash-out” for employees without free parking spot



Practical tips:

- › Coordinate any changes with the works council or staff council.
- › Explore the possibility of introducing a mobility budget.
- › Investigate how employer-provided benefits can remain tax-free.
- › Do not include a right to a parking space or other car related benefits in new employment contracts.
- › If the company's CSR goals include environmental objectives create a connection wherever appropriate.



Action Field 5:  
Parking and mobility management

## MS7: Guaranteed ride-home program

3

Points

A Guaranteed Ride Home (GRH) program is an initiative to provide employees with a free or subsidized ride home in the event of an unexpected situation, such as a personal emergency, illness, or the need to work late.

This program is designed to reduce the anxiety or barrier of relying on public transportation, carpooling, or biking.



For employers, it's a way to promote sustainable commuting options while ensuring that employees still have reliable backup options when needed.



### Practical tips:

- › Explore your options (taxi services, rideshare apps...)
- › Define clear eligibility requirements for your GRH program (who, when, how...)
- › Explore the possibility of introducing this measure in the frame of a mobility budget.



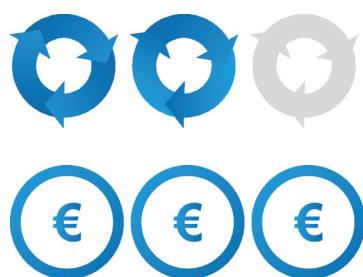
## MS1: Create bicycle parking facilities for customers

10

Points

Ensure that business partners, service providers, visitors, and customers can also park their bicycles safely.

These parking facilities should be designed for short-term parking, be easily and safely accessible, and be located as close as possible to the entrance.



### Practical tips:

- › Ensure sufficient space for parking and unparking.
- › Make sure the bicycles are securely and firmly parked.
- › For further information on the number and quality of bicycle parking facilities, see section AF4 MS2.



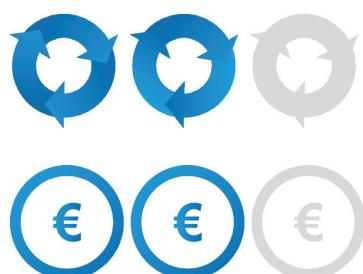
## MS2: Motivational programme/ incentives for cycling customers

5  
Points

Encourage your business partners, service providers, visitors, and customers to come to you by bike.

Show your appreciation with small giveaways for cyclists or programs/incentives like:

- › reward points/stamps/stickers
- › bike check for customers
- › cargobike(s)/bike trailer(s) that can be rented/borrowed for transport of purchased goods



Practical tips:

- › Cooperate with neighboring employers to increase/share incentives.



## Guidebook: Bicycle friendly employer

### Action Field 6: Customer Traffic

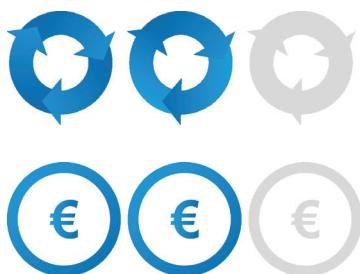
#### MS3: Bicycle service box

3

Points

Offer your business partners, service providers, visitors, and customers the opportunity to use an air pump, tool kit, or repair station on-site.

For equipment details, see AF3 MS1.



#### Practical tips:

- › Place a sign at the visitor bicycle parking areas.
- › Ask a local bicycle dealer for appropriate service boxes



## Guidebook: **Bicycle friendly employer**

### Action Field 6: Customer Traffic

## MS4: Information for cycling customers

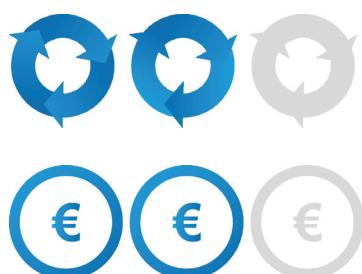
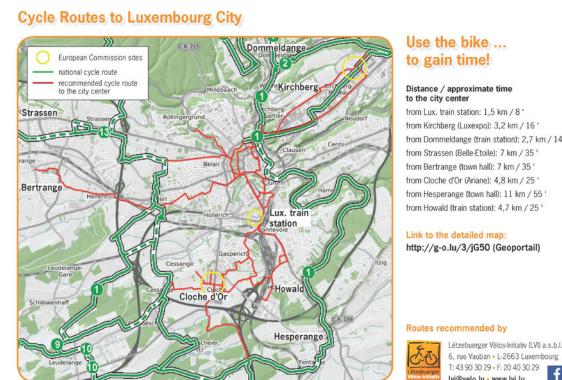
5

Points

Inform business partners, service providers, visitors, and customers about the best way to reach you by bicycle. Directions on your website, clearly indicating where bicycles can be parked, are helpful.

Share informational materials about cycling at the reception and online, such as:

- › Cycling map
- › Seasonal brochures
- › Cycling safety information



#### Practical tips:

- › Display the city's cycling map on site.
- › Request brochures from cycling associations, such as ProVelo.
- › Integrate the workplace environment map (see AF1 MS12) into your website.



All Information about the label can be found at [www.cyclefriendly.lu](http://www.cyclefriendly.lu)  
or by contacting us at [cfe@provelo.lu](mailto:cfe@provelo.lu)

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