

Who is in? An exploration of the participants in the German campaign “Mit dem Rad zur Arbeit” (‘Cycling to work’)

The campaign ‘Cycling to work’, organized by the General German Cycling Club ADFC and the German health insurance AOK, is the largest event in Germany to promote cycling to the workplace. Since 2001 the event takes place every year and in 2015 it attracted up to 150,000 cyclists. From June to August 2015 campaign participants were invited to cycle at least 20 days to work. The campaign was promoted via several communication channels, but mainly via contact persons of the health insurance company AOK in companies. By promoting active transport modes, the campaign brings together aspects of company mobility management, workplace health prevention and environment protection.

For an evaluation of the 2015 campaign a probability sample was drawn from the participants in fourteen German federal states. 2,296 participants took the online survey that included questions i.e. about the physical impacts of cycling to work, details of the commuting distance, the usual travel mode choice, or the individual cycling habits.

‘Cycling to work’ is a successful best practice example that combines active travel behaviour and individual health prevention. As the event is mainly promoted in companies, the project contributes to companies’ mobility and health management. For practitioners, the evaluation results also highlight practical reasons that contribute to the success of the campaign from a social science perspective.

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