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# VELO-CITY 2015

CYCLING AS A WAY OF LIFE

THE POWER TO CHANGE AND TO CREATE  
LIVABLE CITIES

CYCLING FOR HEALTH AND WELLBEING

# CONFERENCE CONTENT

EDUCATION AND PROMOTION

INFRASTRUCTURE AND PLANNING

CYCLING AS PART OF AN ECOLOGY OF  
TRANSPORT MODES

# THE BENEFITS OF CYCLING

HEALTH

ECONOMIC

ENVIRONMENTAL

SOCIAL

# VELO-CITY 2015

## THE PRINCIPAL LESSONS

CYCLING CULTURES DON'T JUST ASPIRE  
- THEY DO!

CREATING A CYCLING CULTURE REQUIRES  
CHAMPIONS AND POLITICAL WILL