

**COPEN
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IZE
EU** Design Co.

2023 YEAR IN REVIEW

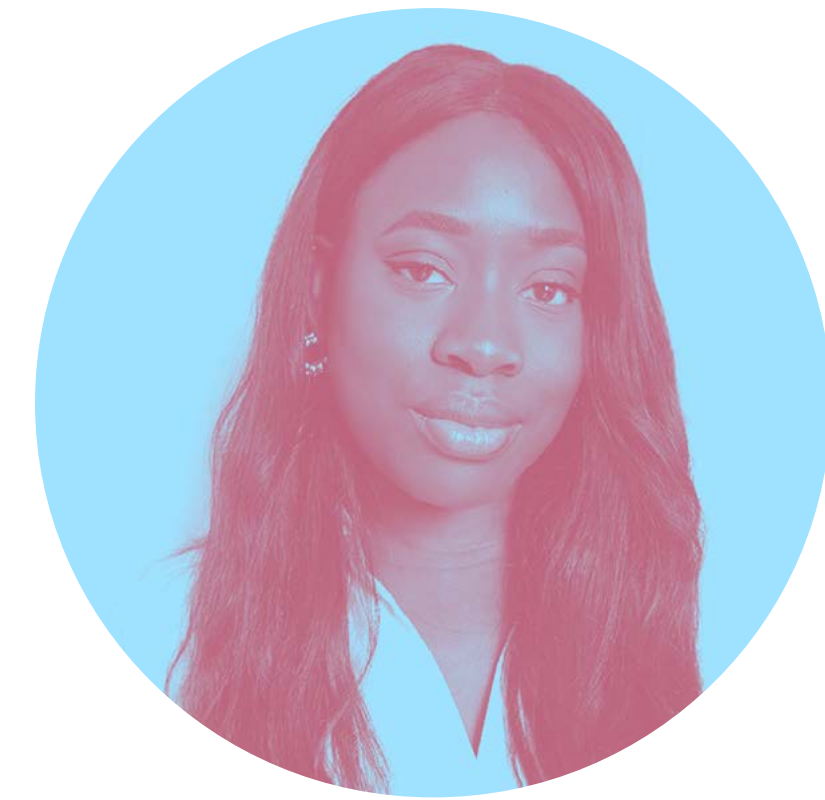
COPENHAGENIZE 2023

As we reflect on the cycling landscape of 2023, a remarkable transformation has taken place. Cycling is now firmly established as a serious means of transportation in city centers and dense urban areas. What was once a niche activity has been seamlessly integrated into the urban fabric, presenting a natural choice for commuters navigating bustling cityscapes. However, the challenge for the coming years lies in extending this transformation to suburban and rural landscapes — the countryside, coastal regions, and mountainous terrains.

Despite the diverse geographical contexts, our strategic approach remains the same. The fundamental needs of users continually guide our efforts — the demand for safe and comfortable cycling infrastructure and services, regardless of location. Solutions and best practices must be continuously adapted to the unique demands of each local setting.

2023 represents a pivotal moment for cycling mobility and Copenhagenize, as our work expands beyond the confines of denser metropolitan areas and ventures into rural, seaside, and mountainous regions. In response to the arising challenge of developing cycling outside of urban areas, we embarked on the creation of our first cycling strategy in the rugged terrain of the French Alps.

Our continued commitment to promoting cycling mobility through the principles of bicycle urbanism is exemplified through our ongoing design, strategy, communications, and educational work, as well as the development of new types of projects and activities.



As part of this work, Copenhagenize actively engaged in bicycle infrastructure coaching with teams of engineers, formulating context-specific cycling and wayfinding strategies, and providing expertise through master classes.

This year, we also welcomed different partners from the global cycling community to our Paris office, drawn by the exciting developments in cycling within the French capital. It is a testament to the international interest and collaborative spirit propelling the cycling movement forward. A significant addition to our team, Sami Ibrahim, now heads the Cycling Strategy Department, bringing a wealth of experience and a unique ability to collaborate across borders and within diverse contexts.

Looking ahead to 2024, Copenhagenize anticipates an exhilarating year. We are set to participate in an European Union project about green logistics and are leading a new phase in the development of cycling infrastructure in the Cotentin area of Normandy. Our annual master classes, for which registrations have already begun, promise more enriching experiences.

In an era marked by international events, Copenhagenize will offer a unique perspective on the 2024 Olympic and Paralympic Games, sharing the experiences of cyclists navigating the streets of Paris during these significant occasions. Witnessing how a major city, amidst its cycling development, manages mobility during such global events offers valuable insights into the harmonious coexistence of cycling and urban life.

As we invite you to explore the diverse projects that have kept our dedicated team working hard in 2023, we extend our hopes for continued progress and innovation within the world of cycling, eagerly anticipating the exciting ventures that lie ahead in 2024.



CYCLING STRATEGY & URBAN DESIGN





CYCLING & THE CITY

With the Covid-19 pandemic now behind us, its profound impact on transportation dynamics is evident, particularly in accelerating the global adoption of cycling as a primary means of transportation. This shift has prompted cities worldwide to reevaluate their cycling infrastructure and policies, recognizing the pivotal role they play in shaping daily mobility.

Cities with established cycling networks are strategically assessing their policies, aiming to propel further development in cycling mobility. Simultaneously, other cities are actively implementing high-standard, protected cycle tracks, and major cycling corridors, taking tangible steps to enhance safety and efficiency as cycling extends from city centers to the suburbs.



THE CITY OF LISBON EVALUATES ITS CYCLING NETWORK

Four years after conducting the Desire Lines study and hosting a Master Class for city technicians, Copenhagenize returns to Lisbon for a new project. This time, we are conducting a comprehensive audit of the entire cycling infrastructure network in the Portuguese capital, which has expanded to over 100 km of protected bike lanes. Employing criteria rooted in world-class cycling infrastructure planning, our evaluation involves a combination of extensive on-site observation, filming of the cycling network, and data-driven spatial analysis to assess the city's overall cycling ecosystem. The

objective is to formulate schematic solutions that identify shortcomings in typical crossings, providing the City of Lisbon with precise tools to address them. Through such analysis, Copenhagenize aims to assist municipalities and regions in developing their cycling networks, emphasizing the significance of evaluating the entire cycling policy, including the network, before advancing further. This involves questioning the existing design standards and offering expertise in designing intersections, identifying missing links, and connecting major destinations.



NANTES MÉTROPOLE BUILDS ITS FIRST GRANDES VOIES VÉLO

Since late 2022, Copenhagenize has been working as part of a consortium on the design of the Grandes Voies Vélo A. This main cycling axis will connect the Nantes railway station to the Bottière Chénaie neighborhood. Tasked with guiding the cycling infrastructure design, Copenhagenize has been involved in the preliminary studies, and the early and advanced design phases to ensure the implementation of a high-quality cycling route with a top level of service. Through various studies

and a series of recommendations, Copenhagenize has helped determine the final configurations of the cycling infrastructure. Once the project is completed, users of all ages will benefit from a safe route, including the city's first dutch-style roundabout. We have also provided input on the need for services along the route and the bicycle-user experience on adjacent streets after the new traffic circulation plan is implemented.



MONTPELLIER MÉDITERRANÉE MÉTROPOLE

DEVELOPS QUALITY CYCLING INFRASTRUCTURE AND STRONG WAYFINDING

Copenhagenize enters its third year of an ongoing partnership with Montpellier Méditerranée Métropole to advance the Vélolignes Montpelliéraines Cycling Network. Our focus encompasses diverse projects, including the design of new high-standard cycling infrastructure — the Véloligne A on Avenue du Mondial 98 (2 km) and the Vélolignes 10 & 10a on Avenue Charles Flahault - Route de Ganges (3 km) — with construction set to begin in 2024. Our support extends to major initiatives, like tactical cycling infrastructure construction along the city center's bicycle ring, beginning in 2023 and continuing into 2024. We are actively contributing to the development of best practices, shaping a forthcoming bicycle facility design manual. Ongoing collaboration with the metropolitan authority's technical departments has already yielded high-quality bicycle infrastructure on Route de Mende and Boulevard Benjamin Milhaud this year. Additionally, Copenhagenize is spearheading a robust wayfinding strategy, leveraging detailed maps, specific facilities, and distinctive ground markings to ensure the clarity and easy identification

of the 235-kilometer cycling network. Through these initiatives, Montpellier Méditerranée Métropole is strengthening its reputation as an innovative metropolis, steadfast in promoting cycling as an efficient and attractive mode of transportation.



SEINE-SAINT-DENIS TRANSFORMS AN EXPRESSWAY INTO AN URBAN BOULEVARD

Initiated by the Department of Seine-Saint-Denis, this project focuses on the redevelopment of a corridor in a northeastern suburb of Paris, France. Copenhagenize, in collaboration with its partners, is actively engaged in the transformation of the D933 Expressway by introducing a dedicated public transportation lane. The primary objective is to redesign this 10-kilometer-long corridor, originally designed for cars, into an urban boulevard that accommodates public transport and promotes sustainable mobility. This transformation includes the integration of a tramway, bicycle lanes, pedestrian areas, as well as the development of public

and landscaped spaces. Copenhagenize is overseeing the design of the cycling infrastructure along the entire corridor, ensuring seamless integration with adjacent commercial and residential areas. The ultimate goal is not only to establish a dedicated cycling corridor, but also to improve intermodality and enhance user accessibility to the surrounding neighborhoods. Copenhagenize is also responsible for implementing a wayfinding strategy along the corridor to further support navigation and orientation. Once completed, this corridor will become an integral part of the future RERvélo of the Île-de-France region.

TOULOUSE MÉTROPOLE IS SET TO EXPAND ITS CYCLING INFRASTRUCTURE BY 2030

In line with its goal to develop 440 km of Réseau Express Vélo (REV) level cycling infrastructure by 2030 and establish a secondary network, Toulouse Métropole has enlisted the Systra - Copenhagenize consortium for three feasibility studies. The initial study, conducted in Toulouse, revolves around REV 5 and involves the construction of a bicycle bridge to address a significant

gap in the network: the Cépière interchange. Rectifying this significant discontinuity is crucial for establishing a connection between the Arènes neighborhood and the renowned Toulouse octagon (REV 13 on the boulevards) to various educational facilities in the globally acclaimed modern Mitrail district. The remaining two studies concentrate on suburban municipalities in the southeast



of the agglomeration. These studies aim to facilitate the development of the secondary cycle network, designed to complement the REV. The implementation of this network is expected to increasingly encourage residents to opt for cycling as their mode of daily commuting.

CYCLING & PERI-URBAN AREAS

In the dynamic spaces bridging bustling urban cores and rural expanses, peri-urban areas emerge as vital zones with distinct mobility needs, underscoring the importance of flexible and sustainable transportation solutions.

Cycling takes center stage as a key player fostering not only connectivity and eco-friendly mobility, but ensuring equal access to education and employment opportunities for residents in these areas. Beyond its practical benefits, cycling becomes a transformative force, contributing to the creation of resilient, interconnected, and sustainable communities within the ever-evolving urban landscape.



GRAND NARBONNE MAKES INTERSECTIONS ON TRANSIT ROADS MORE BIKE-FRIENDLY

Copenhagenize is collaborating with local partners to develop cycling connections for the Grand Narbonne Agglomeration, located on the Mediterranean coast. The primary goal of the first project is to address discontinuities at 12 main road crossings with heavy vehicular traffic. This project unfolds in three stages: diagnosis, scenario development, and elaborating a feasibility study for each of the 12 crossings. The second project focuses on establishing three connections between different activity hubs and cities within the same zone. We are studying the technical and financial feasibility of these connections. The first connection involves two medium-

sized municipalities; one with the industrial port of Port-la-Nouvelle, aiming to facilitate home-to-work, leisure, and cycle tourism due to its proximity to the coast. Another connection involves the city of Narbonne and the town of Mont-Redon, emphasizing a home-to-work link and future connectivity to the planned high speed train station. The third connection, in a rural area, includes the crossing of the Orbieu watercourse, aiming to establish a home-to-work link for rural inhabitants reaching Narbonne and ensuring a home-to-school connection as well.



TOURS MÉTROPOLE EVALUATES ITS NEW ROUNDABOUT BIKEABILITY

In Tours, Copenhagenize was tasked with evaluating the Saint-Sauveur roundabout following the renovations carried out in the summer of 2022. This marks a significant investment by Tours Métropole Val de Loire in improving safety for pedestrians and cyclists. The project involved the implementation of a dedicated cycling lane, continuous pedestrian facilities, and modifications to the lighting around the roundabout. Particularly, this initiative represents the first step in

a broader strategy, as similar renovations are planned for other large roundabouts typical of peri-urban areas. Copenhagenize's project included observing the usage patterns on these new cycling and pedestrian facilities, assessing their levels of safety, comfort, and clarity, with the overarching goal of providing a comprehensive overview of the current situation and proposing potential improvements for future projects.



The background image shows a scenic rural landscape. A wide, calm river flows through the center, reflecting the sky. On the left bank, a dirt path winds through tall grass and trees. Two cyclists are riding along this path, one further ahead than the other. The sky is a mix of blue and white clouds. In the bottom left corner, there is a white line-art illustration of three cyclists riding towards the right, followed by a series of stylized houses and a church spire.

CYCLING & RURAL AREAS

Regardless of the geographical setting, cyclists share the common need for safe and comfortable mobility. However, the distinction in a rural environment lies in the increased distance between destinations, requiring residents to adopt a multimodal approach.

In rural settings, individuals often need to favor using their bicycles for short trips and seamlessly connecting to other modes of transportation, specifically trains. In these contexts, embracing the bicycle, not only enhances local mobility, but becomes a pivotal catalyst for holistic rural development.

COTENTIN

VOTES FOR AN AMBITIOUS BICYCLE PLAN

In a region where personal car usage prevails, Copenhagenize played a pivotal role in guiding the Cotentin region in reshaping mobility behaviors. This three-part project involved creating a cycling strategy to structure policy directives, developing a cycling master plan to map out actions, and crafting a guide for cycling infrastructure design best practices. Three key challenges were addressed. Firstly, promoting utilitarian travel in small-sized towns and rural areas by establishing comprehensive cycling infrastructure to address daily travel needs. Secondly, fostering intermodality and ensuring safe bicycle travel to public transport hubs. Thirdly, encouraging bicycle usage and developing tailored services along the coast, which attracts heavy tourist traffic each summer, thereby helping alleviate traffic and parking issues during the summer season.



SCHÉMA DIRECTEUR CYCLABLE 2024-2031



CYCLING & COASTAL AREAS

Coastal areas embody a unique blend of natural beauty and a coveted quality of life. Cycling adds to the allure of coastal towns, providing both residents and visitors with a sustainable and leisurely means of exploration.

As urban dwellers increasingly seek solace in these serene environments, the importance of sustainable mobility options, such as cycling, becomes paramount. In this context, cycling assumes a multifaceted role, addressing not only daily commuting needs but also catering to the diverse preferences of families, retirees, and tourists.



THE CITY OF GRUISSAN PUTS IN PLACE A CONCRETE CYCLING ACTION PLAN

Copenhagenize collaborated with the small coastal town of Gruissan, situated along the Mediterranean Sea, to develop a cycling strategy. The objective was to structure bicycle travel by developing an operational cycling plan. In this tourist destination, the aim was to foster a cycling culture that caters to diverse users, including vacationers, visitors, and residents. The diagnostics phase involved assessing the current cycling infrastructure and services, leading to the creation of a master plan for cycling facilities and accompanying measures. Through collaborative discussions, priority actions were identified for the municipality to achieve by 2030. These actions include the evaluation and support of cycling practices, infrastructure enhancements, user services, signage, and wayfinding. Scenario planning outlined a long-term vision for the cycling network, ensuring consistent and achievable developments.



CYCLING & MOUNTAIN AREAS

In the face of climate change and reduced snowfall impacting mountain regions, prioritizing cycling is crucial for economic resilience and a sound ecological transition.

Traditionally reliant on winter tourism, these areas must reinvent themselves. Cycling development not only diversifies economic activities but aligns with sustainability objectives, transforming mountain areas into year-round destinations for a resilient and ecologically conscious future.



SERRE-PONÇON

STRIVES TO BECOME A PREMIER CYCLING TOURISM DESTINATION

Lake Serre-Ponçon, renowned for its natural beauty and outdoor physical activities, is the canvas for this Copenhagenize project. Copenhagenize is working with the region to develop a cycling tourism strategy to transform it into a premier cycling destination. With three mountain resorts and two bike parks already in place, the strategy evaluates tourism appeal, identifies necessary investments, and projects potential economic benefits. Leveraging local stakeholders' commitment to cycling, the strategy includes diverse activities and services. Copenhagenize's goal is to propel Serre-Ponçon into the spotlight as a thriving cycling destination.



CYCLING & BICYCLE PARKING

Copenhagenize continues its commitment to fostering sustainable urban mobility in collaboration with real estate developers.

From the Méliades to the Nest project, Copenhagenize addresses diverse cycling challenges across various contexts.

Through these projects, our focus is on creating innovative bicycle parking solutions, promoting daily cycling mobility in an inclusive and accessible manner.



THE MÉLIADES PROJECT IN SAINT-JEAN-DE-VEDAS - PROMOTING CYCLING MOBILITY

Copenhagenize is proud to announce that our collaborative project with URBIS Réalisations on the Méliades real estate development has won the 2023 Societal Impact award from the Fédération des Promoteurs Immobiliers OM. This recognition highlights our dedication to pioneering solutions for sustainable urban mobility. In designing bicycle parking facilities for the Méliades project, encompassing 60 residences and a daycare, Copenhagenize

focused on creating conditions that promote daily cycling mobility for residents and daycare users. Our proposal ensures sufficient bicycle parking, addressing various needs and types of bicycles, with careful attention to optimal location and layout. This award-winning project exemplifies our commitment to effective and accessible bicycle parking solutions, contributing to a more sustainable and bike-friendly urban environment.

THE NEST PROJECT IN LUXEMBOURG - TRANSFORMING BICYCLE SPACES

Copenhagenize collaborated with Eaglestone Group and the architectural team at Maison Edouard François for The Nest, a real estate program in Luxembourg's Cloche d'Or district. Operating in the preliminary design phase, Copenhagenize assessed the placement and design of bicycle parking spaces to contribute to the project's BREEAM® and WELL

Core certifications. Our primary goal was to enhance accessibility, attractiveness, and inclusivity of bicycle spaces. To achieve this, we proposed improvements for practical and secure bicycle parking, including provisions for large-sized bicycles. Our comprehensive cycling expertise addressed location, access, layout, and design considerations. Special

attention was given to the user experience, ensuring an aesthetically pleasing design. Recommendations covered essential services and facilities (racks, repair stations, lockers, etc.), as well as signage and lighting for all spaces dedicated to cycling mobility.





EDUCATION & RESEARCH

AS CYCLING MOBILITY ADVANCES AROUND THE GLOBE, SO DOES THE DEMAND FOR KNOWLEDGE SHARING AND EXPERTISE




As cycling continues to grow into a more established and accepted form of mobility in urban centers and beyond, so does the need to educate and train practitioners, city officials, government representatives, and mobility advocates. This year was no exception as Copenhagenize's education activities grew immensely with twelve Master Classes, two learning expeditions, five bike tours, and seven online and in person conference appearances. However, what's most exciting is not the numbers, but the quality of the experience and learning provided at each of these events.

If seeing is believing, then riding is transforming. There's no better way to demonstrate the advantages of quality

cycling infrastructure, services, and policies than to be immersed in it. And that's exactly what we strive to do through our Master Classes, learning expeditions and bike tours. Whether in the classroom, on the street, or meeting with local experts from the cycling ecosystem, participants are immersed in the city and all things bicycle urbanism. This method of learning provides a holistic knowledge of cycling mobility with the tools and strategies to have an impact as soon as participants return home and creates an environment where they can connect, share, and learn from each other's experiences.

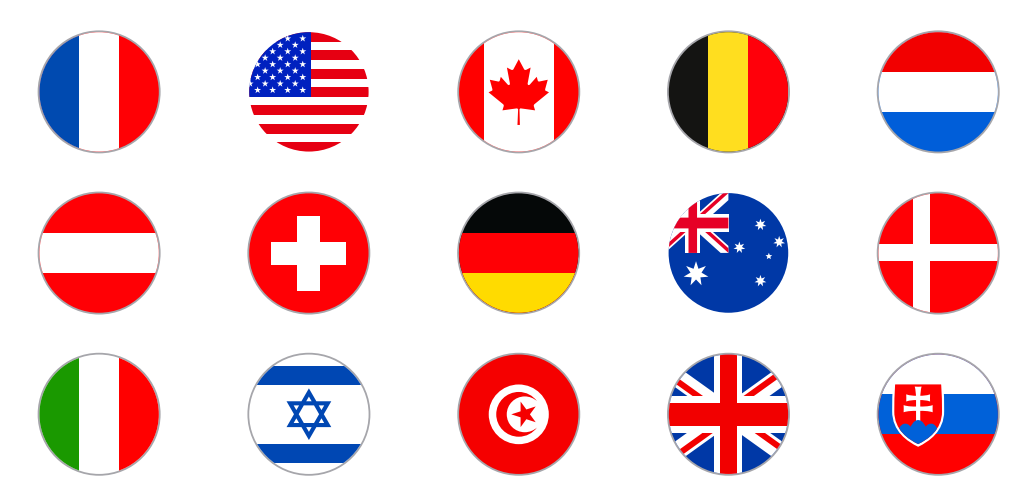


MASTER CLASS LOCATIONS

-  Annual Master classes
-  Special Edition Classes
-  Private Master Classes

COUNTRIES OF PARTICIPANTS

15
nationalities



ANNUAL MASTER CLASSES

– COPENHAGEN & PARIS

Our annual Master Classes include our flagship Copenhagen course we've been hosting every June since 2015 and the frenchified version in Paris. This year these three-day intensive courses gathered 10-15 motivated planners, architects, designers, engineers, city and elected officials, academics, advocates, and cycling enthusiasts from around the globe to be immersed in the essentials of bicycle urbanism. Copenhagen is an obvious destination, well established as one of the world's most bicycle friendly cities. Paris, the city of lights, but also of bicycles, demonstrates how strong political will enables a city to evolve and adapt their mobility at a rapid pace.

These are not your standard professional training courses. They are designed to immerse participants in the content, but also the city itself, treating the urban experience as an extension of the classroom. This year was no different. Whether on a bike tour, meeting with a local member of the cycling ecosystem, or observing cyclists on the street, participants understood by experiencing the challenges and solutions they can use in their work. The goal of the annual Master Classes is to disconnect from the day-to-day and open minds to what an ambitious cycling policy could be back home. The course covers a variety of topics from infrastructure, design, data collection, and policy to communications and inclusion, so participants have a global understanding of all that is bicycle urbanism.

**Registration
for our 2024
Editions
are open:**

COPENHAGEN

June 12-14
(in English)



PARIS

September 25-27
(in French)



SPECIAL EDITION MASTER CLASSES – MARSEILLE & FRIBOURG



In addition to our annual Master Classes we also host one-time Special Edition courses catered to a specific geographic location or event. This year we organized two Special Editions. The first one was a half day introduction to bicycle urbanism integrated into Les rencontres du vélo et des mobilités douces, a day long colloquium in Marseille, France, to help boost cycling mobility in the region. Our Master Class provided an opportunity for participants to be introduced to essentials of bicycle urbanism and inspire change in this region that is lagging behind on developing cycling.

Our second Special Edition was a 2-day intensive Master Class hosted in Fribourg, Switzerland. Why Switzerland? At the beginning of 2023 the country enacted a new law supporting the development of more and better cycling infrastructure, now cities and planning and mobility professionals are seeking to hone their skills. This course included our core bicycle urbanism content while developing new modules catered to the needs and challenges of Swiss towns and cantons, like how to promote cycling in rural areas.



PRIVATE MASTER CLASSES

In addition to our annual and Special Edition Master Classes we also offer private bespoke Master Classes that vary in length, format, content, and duration depending on the client's needs.

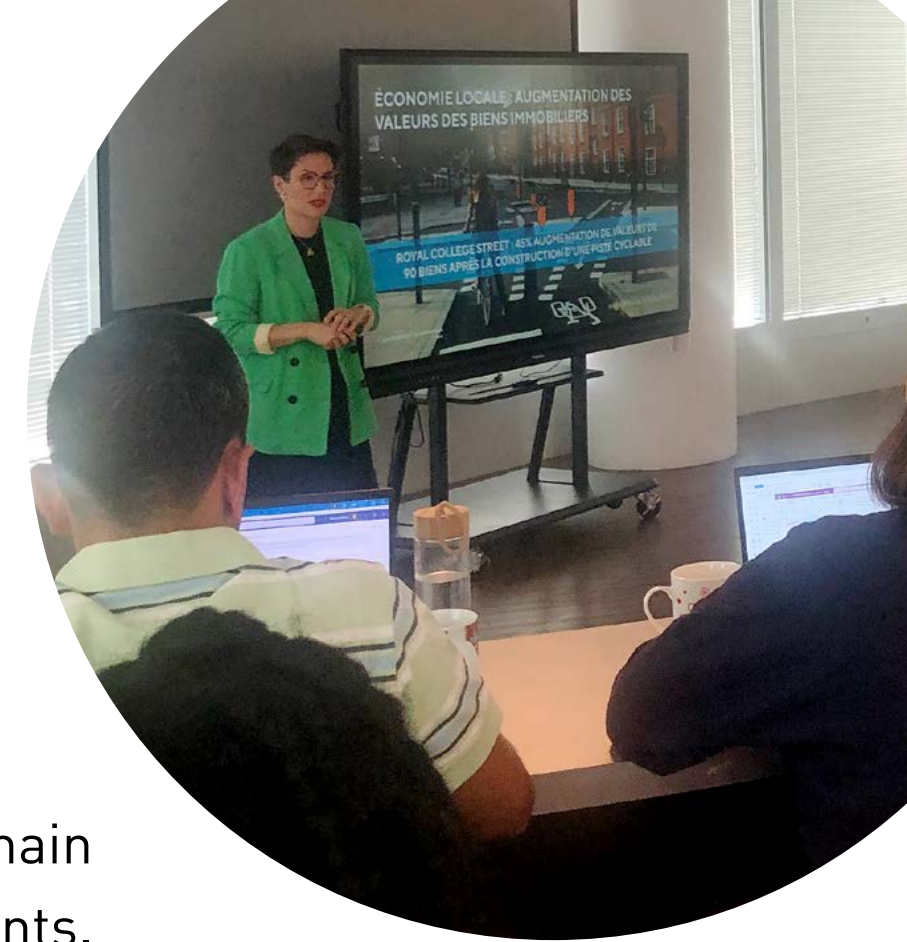
In October we put on a whirlwind week of Master Classes in Flanders, Belgium. We hosted five day-long data collection and observation Master Classes in five different cities over three days training over 100 participants. This format was new to us and our client Fietsberaad and enabled us to train a vast number of participants across the province in a short period of time.

This fall we also hosted a private Master Class for Paris La Défense, the entity that manages the development and planning of this unique Parisian business district. The first part was a half-day introduction to bicycle urbanism and its challenges with strong focus on central business districts. The goal was to inspire and provide team

members across departments with the knowledge of what an ambitious cycling policy could look like for Paris La Défense. The second day focused on infrastructure and design for a more select group of technicians, designers, and engineers complete with a workshop using local case studies. The two part format meant we could reach a large portion of the team with the general knowledge and arguments supporting bicycle urbanism, while providing more specialized and technical knowledge for planning teams.

Our private Master Classes also include institutional partnerships. This year we provided one day of bicycle urbanism training for planning and mobility professionals in Sfax and in Tunis as part of a two week urban planning training course organized by the Agence Francaise de Development (AFD) and the Tunisian government. In March we returned to SciencePo Rennes, Campus des Transitions in

Caen, France for three days of teaching the main principles of bicycle urbanism to masters students. We value opportunities like these to connect and share knowledge with more diverse participants around the world that otherwise wouldn't be able to access our other Master Classes and expertise.



LEARNING EXPEDITIONS IN THE MOST BICYCLE-FRIENDLY CITIES – COPENHAGEN & FLANDERS

Pack your suitcase and get ready to ride! Our Learning Expeditions take you to cities and regions that are ambitiously implementing and investing in cycling mobility. Witnessing and experiencing what “bicycle-friendly” means in real life helps to transform and open minds to what’s possible in a world no longer ruled by cars.

In September we welcomed a group of 15 elected and city officials from the city of Norderstedt, Germany, to Copenhagen for 48 hours of cycling, visits, guest speakers, talks, and delicious food. Getting around the city uniquely by bike, testing the Supercykelstier highway, and visiting residential neighborhoods meant participants got to experience the cycling network at every level while learning valuable lessons to take back home.

In October, we took a group of 40 elected officials from the Grand Est Region of France to the Flanders region of Belgium. Visiting the cities of Antwerp, Ghent, and Deinze in 48 hours traveling exclusively by bicycle and train proved to be an eye-opening experience to the possibilities of intermodal travel at the regional level. Participants witnessed how Antwerp’s bike streets successfully calm residential neighborhoods and are seamlessly incorporated into the city’s bicycle network. They rode with ease through the center of Ghent where through vehicle traffic is forbidden. Finally, they cycled in the small town of Deinze that’s not letting its size get in the way of its ambitious cycling plan. Exposure to these different cycling environments proved to participants that cycling mobility makes sense for municipalities of all sizes.



RAISING AWARENESS THROUGH BIKE TOURS, CONFERENCES & WEBINARS – COPENHAGEN & PARIS

Awareness building and knowledge sharing is at the core of what we do. Throughout the year we regularly participate in webinars, conferences, and events about cycling and mobility. We also offer bike tours in both Copenhagen and Paris. In Copenhagen, we explore the center of the city and its famous bridges learning about the world class cycling infrastructure and innovative solutions the city continues to test and implement. In Paris we ride by world famous monuments in the heart of the city then explore more residential areas to show the evolution of infrastructure and policy. This year we rode with the mayors, city officials, and transportation specialists from Zurich, Switzerland and Quebec City, Canada. We also toured with students from RheinMain University from Germany.

Our largest conference of the year was a half-day awareness building event organized for AREP France, a pluridisciplinary architecture agency, as part of their Mai à Vélo programming. In France, Mai à Vélo is a month-long initiative in May to encourage cycling in all its forms. Our conference was organized in the Paris office and diffused across France as part of their CSR efforts to support Mai à Vélo.



A person is riding a bicycle on a cobblestone path. The path has several white directional arrows painted on it, indicating the direction of travel. The background shows a road with parked cars and a signpost. The entire image has a red overlay.

COMMUNICATION & WAYFINDING



COMMUNICATION & WAYFINDING

In terms of wayfinding and communications strategies, their development aligns with that of cycling networks, prompting Copenhagenize to operate across diverse scales, from major metropolises to rural areas. To enhance the visibility and legibility of intermunicipal cycling networks linking city centers to their peripheries or rural landscapes, we've developed various wayfinding strategies. Cities such as Nantes, Lille, and the Cotentin have embraced distinctive, identity-driven signage, guiding users through increasingly continuous and coherent networks. Moreover, communication campaigns are particularly crucial in rural settings, where cyclists may be less prevalent. Emphasizing secure cycling routes, promoting local bicycle shops, and instilling both confidence and a passion for cycling are pivotal steps in facilitating shifts in mobility.

NANTES MÉTROPOLE

- WAYFINDING FOR THE GRANDES VOIES VÉLO

Copenhagenize is assisting Nantes Métropole in the implementation of its new metropolitan cycling network, the Grandes Voies Vélo, by designing comprehensive wayfinding strategies encompassing both vertical and horizontal elements. Alongside ground markings, directional and informative totems will be deployed, providing users with essential information on the cities along the cycling routes,

connections with public transport and estimated travel times. Nantes has chosen a daring and innovative wayfinding approach consistent with their new mobility brand, Naolib. Collaborating with a committee of partners on this project allowed us to tap into cyclists' user experience. A pilot project that took place over several months was instrumental in testing and refining the wayfinding strategy.



COTENTIN

- WAYFINDING & COMMUNICATION STRATEGY

In the coming years, the Cotentin agglomeration is set to develop ten significant cycling routes connecting town centers to daily destinations and intermodal exchange hubs. In this rural context, where the development of a cycling network requires a different approach from dense areas, Copenhagenize has opted for a pragmatic wayfinding strategy that is easy to deploy over time. Our primary goal is to help identify

easily reachable destinations by bicycle. Based on the visual identity of local mobility authorities, Cap Cotentin's wayfinding for the future cycling network will be colorful, easily recognizable, and provide key information (distance, travel time, connection to other modes), supporting this proactive agglomeration in developing cycling mobility.



MÉTROPOLE EUROPÉENNE DE LILLE

- WAYFINDING FOR THE EXPRESS BICYCLE NETWORK VÉLO PLUS

The brand-new Vélo Plus express bicycle network in the Lille metropolitan area has been operational since fall 2023! Copenhagenize designed a comprehensive bicycle signage for the network, including creating its visual identity and name, as well as designing service areas, directional and informative totems,

and distinctive ground markings. Bicycle users can already experience this wayfinding on the Vélo plus 1 route, which will continue to be deployed throughout the entire network, aiding users in long-distance cycling journeys.



SUD LUBERON

- COMMUNICATION CAMPAIGN & CARTOGRAPHIC GUIDE

Copenhagenize is assisting the Territorial Community of South Luberon (COTELUB) in the implementation of their cycling policy by developing an everyday cycling awareness and communication campaign. Our job is to produce guide maps of cycling routes for residents to use and signs raising awareness for respectful behavior by motorists when passing

cyclists on the road. In this rural area of southern France, daily cycling routes, sometimes off-street greenways, intersect with transit roads. The primary goal of the campaign is to encourage residents to consider cycling as a regular transportation option and remind them of good driver conduct for enhanced road sharing.



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