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How to motivate young people to cycle?

Katharina Endes, IDEE 21

bikepool - a school-based interventions
to teach adolescents how to bike (safely)

Karim Abu-Omar, University Erlangen-Nürnberg, Germany

JEUDI 12 DECEMBRE 2024 | 12h00 – 13h00
en ligne (ZOOM)

Unil

UNIL | Université de Lausanne

Observatoire universitaire du
vélo et des mobilités actives

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How to motivate young people to cycle?

DEFI VELO is a national initiative in Switzerland promoting cycling among 13-20 year olds. Through a fun annual school competition, DEFI VELO helps young people see cycling positively and enjoy its freedom. Since 2011, over 50'000 participants have joined, with impressive results: over the years about 55% of all participants felt motivated to cycle more post-competition and over 80% felt safer on bikes. The project's success is due to its unique peer-education approach. It focuses on hands-on field practice, small group interactions, team spirit, peer support, role models, and a mix of fun and competition.

Bikepool – a school-based interventions to teach adolescents how to bike (safely)

Teaching young people how to bike safely in traffic is a key skill that will support active mobility and help to decarbonize the transport sector. The project bikepool provides schools with bikes, safety equipment, a repair-shop, and vocational training for teachers. Bikepool is run by a volunteer organization and has in the meantime been scaled to more than 170 schools. The presentation will report on the evaluation of the project, drawing on the frameworks of realist evaluation and transformative science.

CYCLE de conférences

Cette présentation fait partie du cycle de conférences « Les mobilités actives des jeunes: entre contraintes socio-spatiales et opportunités » organisé par l'OUVEMA avec le soutien du Centre de compétences en durabilité, de l'Institut de géographie et durabilité, de l'Institut des sciences du sport de l'Université de Lausanne, et de l'Alliance École+Vélo.

Inscription

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CONTACT

Université de Lausanne | **UNIL**
Observatoire universitaire du vélo et
des mobilités actives | **OUVEMA**
UNIL-Mouline, Géopolis
CH-1015 **Lausanne**
Suisse

ouvema@unil.ch | www.unil.ch/ouvema