

A YEAR IN REVIEW

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COPENHAGENIZE DESIGN CO.

2022

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Introduction

2022 This past year has demonstrated that the unprecedented cycling explosion of recent years is more than just a temporary post-lockdown solution, it's a valid mode of transit gaining momentum with the public.

In this unique time, the Copenhagenize team is working more than ever alongside city stakeholders who want to accelerate this mobility paradigm shift. From France to Luxembourg, Tunisia, and Canada, Copenhagenize is continuing its mission to promote quality bicycle urbanism.

Supporting the development of projects in the company's four areas of expertise, the team - now entirely managed by Clotilde Imbert - has grown with the arrival of Anne Xiong, graphic designer and communications specialist, Kassandra McCleery, education and research project manager, Guillaume Verguin, artistic director, and Laure Verdier, landscape architect. Arthur Duhamel is now leading the Urban Design and Conception team.

In France, a country where the world of cycling is evolving and becoming more structured, the team has delivered one-of-a-kind projects: an ambitious regional cycling plan, the first national study on the mobility of middle and high school students, branding and communications strategies for bicycle highway networks, and quality bicycle infrastructure design.



The dynamic is different in Copenhagen and Paris, but both cities share the same enthusiasm for developing prominent cycling projects. In France the stars are aligning with projects becoming more ambitious and well-funded. We even saw a handful of government ministers participate in the cycling sector's general assembly in November. Denmark, on the other hand, hosted the start of the Tour de France in July, attracting millions of enthusiastic spectators and inspiring all of Europe to develop their own cycling policies.

Several key moments stand out for the team and represent the Copenhagenize spirit: the ever-inspiring Copenhagen and Paris Master Classes, a stand at the Salon des Maires (French Mayors Expo), a role in the French cycling sector's general assembly, and participation in the nationwide Mai à Vélo challenge where our company placed first in our category in Paris for riding the most kilometers during the month.

2023 promises to have equally enriching projects. The Copenhagenize team will be active in new places like Narbonne (France), Bogota (Colombia), and Switzerland, and of course continuing our work in Paris, Copenhagen, and Montpellier. We hope to cross paths with you on the way to one of these places this year!





PLANNING & STRATEGY

During the past year, specifically in France, public authorities are tackling the subject of cycling. Depending on their approach, they carry out either strategic or operational plans in order to make their municipalities more bicycle-friendly. Copenhagenize has worked at various scales, ranging from a region with a population of 5.6 million people to a town of 5000, as well as an agglomeration of 129 predominantly rural towns. Projects have crossed the globe from the eastern region of France to the Pacific coast of British Columbia in Canada.



Grand Est, France

an ambitious and well-funded regional bike plan

La Région Grand Est souhaitait développer la pratique cyclable pour toutes et tous et l'a acté dans un plan vélo unique par son ambition et son budget. Le vélo y est considéré comme un outil au service de la Région pour développer son territoire et l'accompagner dans la transition écologique. Avec ce plan, c'est la première fois qu'une région française est dotée d'une stratégie vélo à 360

degrés et financée à hauteur de 125 millions d'euros alloués pour les six prochaines années. Elle traite de vélo du quotidien, d'économie du vélo, de santé, de mobilité scolaire, mais aussi de sensibilisation, de cyclotourisme et de la pratique sportive. Une approche qui montre que toutes les formes de vélo doivent être soutenues et profiter l'une à l'autre.

Client : Grand Est Region

Cotentin, France

cycling in a rural context

Cycling is no longer the prerogative of urban centers. Many small towns and rural areas have recently launched cycling strategies to benefit their residents and make regular use of a bicycle easier, safer, and more enjoyable. Cotentin is a current example of an agglomeration where seaside and rural municipalities have come together to define a clear cycling strategy and action plan for the coming years.

Client : Agglomération du Cotentin

Beaucouzé, France

a suburb taking the lead

Located a few kilometers outside the center of the mid-sized French city of Angers, Beaucouzé and its cycling strategy will have significant impacts on the bicycle-friendliness of the entire city. Whether it is children going to school, workers commuting to the city center, or seniors gaining back access to the shops in the heart of Angers, all will benefit from safer and more comfortable cycling conditions

Client : City of Beaucouzé

For Copenhagenize’s Bicycle Strategy team, 2022 had a strong focus on developing cycling for children and teenagers. The impact teaching this demographic to ride a bike has for today and our future cannot be emphasized enough. Our team is passionate about this topic and will continue pursuing it in 2023.

ADEME, France

Encouraging cycling mobility for middle and high school students

After nine months of research, Copenhagenize delivered the first national study on the cycling mobility of middle and high school students to The French Agency for Ecological Transition (ADEME). The issues of mobility, health, and accountability are very real for children and

teenagers: at this influential age, few children consider cycling as a serious mode of transport. This is even more the case for girls than for boys. We hope the recommendations of this study will guide national policy in the right direction and help tackle these issues.

Orgueil, France

A Bike to School Plan

Building on a previously conducted strategic study, Copenhagenize embarked on the implementation of a bike-to-school plan for a primary school in the Southern French city of Orgueil. Over a two year period, the school will carry out a program

aimed at identifying the mobility of students and teachers with targeted actions for developing different forms of commuting with a focus on active transportation.

Client : City of Orgueil





Bike parking, France

For real estate developers

From Luxembourg, to Lyon, to Montpellier, more and more real estate developers are asking us for help to implement bike parking and other building services for cyclists. A true added value for their projects! This year we assisted developers and architects in housing projects, offices, and

daycares in both new and renovated buildings. User expectations are clear: to safely and conveniently park their bikes. In one development in Montpellier, residents have access to electric bikes and a bicycle repair workshop.

Client : Icade, Eaglestone, Urbis, LinkCity

Los Angeles, USA

Planning bike-friendly developments in Koreatown and Hollywood

Following interviews with local stakeholders and researching local mobility data, Copenhagenize analyzed the socio-demographics, politics, and existing infrastructure in two Los Angeles neighborhoods: Koreatown and East Hollywood. These analyses were the basis for developing a cycling strategy for two future buildings. The recommendations ranged from cycling infrastructure

to measures encouraging residents to bike. For example, the organization of bicycle buses, bike share passes and pop up events for residents to try and rent cargo bikes. This study with a real estate developer highlighted how these impactful stakeholders can create an environment around their projects that encourages cycling mobility.

Client : Grubb Properties



CONCEPT & URBAN DESIGN

The Urban Design team spent the year supporting public authorities and engineering companies in the development of several kilometers of bicycle lanes. By analyzing every intersection and street section using a bicycle-user-first approach, the team has contributed to making future bicycle networks, particularly in France, safer and more comfortable for experienced cyclists and beginners alike.

Tours, France

Drawing inspiration from abroad to innovate

The city of Tours and the metropolitan public authorities have drawn inspiration from international best practices to develop multiple cycling infrastructure projects in their metro area. This is how the longest bicycle-street in France and a Dutch-style roundabout came to be in the second half of 2022.

Copenhagenize supported local engineers in the design of this new roundabout that creates a safer crossing for bicycle users. This design ensures cyclists are kept separate from motorized vehicles and provides better visibility to limit the points of conflict.

Client : Métropole de Tours

Nantes, France

Redefining a thoroughfare entering the city for bicycle users

The Copenhagenize team, in a consortium with Super 8 and Systra, is starting a challenging project that is set to have a real impact on cycling mobility in a district of Nantes. A central shop-lined thoroughfare that enters the city and crosses a working-class neighborhood all the way to the main train station will soon

welcome the first major section of Nantes' bicycle highway network. Beyond its effect on cycling mobility, this project demonstrates how the bicycle can be used as a tool to redefine urban spaces, both physically and socially.

Client : Nantes Métropole





Montpellier, France

The “Vélolignes” design phase

This year Montpellier, the Mediterranean metropolis invested in transforming mobility throughout its metro area, revealed the plan for its future Vélolignes network: fifteen bicycle routes equipped with quality services connecting different communities to each other. High design standards are needed to meet the increasing number of cyclists heading

to the heart of the city by bike. In the role of project management consultant for the metropolitan area, Copenhagenize is advancing the implementation of this cycling policy with designs for two primary portions of bicycle lanes. The design phase will continue into the beginning of 2023 before starting construction.

Client : Montpellier Méditerranée Métropole

Toulouse Metro Area, France

Feasibility studies for its bicycle highway network

Committed to the implementation of its bicycle highways and primary cycling network, the Toulouse Metropolitan Area has called on Systra and Copenhagenize to collaborate on their feasibility studies. In 2022, this working group completed four studies on a range of themes: planning of

major roads entering the city, a bypass crossing, and a connection between the city center and an outlying train station. When appropriate, these studies utilized tactical urbanism to respond to various constraints and user expectations.

Client : Toulouse Métropole

A circular image showing a person from behind, riding a bicycle on a paved road. The person is wearing a dark t-shirt, light shorts, and a cap. The road has white directional arrows and labels: 'Townsite' with a yellow arrow pointing right, 'Brooks School' with a yellow arrow pointing right, and 'Pole Line' with a grey arrow pointing left. The image has a warm, reddish-orange tint.

COMMUNICATIONS & WAYFINDING

A branding strategy is a good way to start creating a primary bicycle network. A strong visual identity provides users with useful information, makes the network visible and recognizable for everybody, and allows citizens to take ownership of their city or region. This is what we have achieved in Valence-Romans and what we are currently working on in the metropolitan areas of Lille and Montpellier. By creating a branding strategy, these local authorities can meet the expectations of current users while inciting new users to increasingly choose their bikes.



Cycléo, France

Valence-Romans' new bicycle network

200 km of bicycle infrastructure are planned in the vast agglomeration formed by the cities of Valence, Romans-sur-Isère, and the surrounding municipalities. In order to develop this inter-municipal bicycle network and to encourage residents to choose cycling as a form of transport, Valence-Romans Déplacements launched a project to create both an infrastructure plan and a brand for the network. Copenhagenize thus created

Cycléo, a brand for the network that uses a sea green color and round shapes. We made routes easy to recognize and remember using a two-color map that highlights the network's hierarchy. Finally, we applied this branding brand to create clear, efficient, and attractive signage.

Client : Valence-Romans Déplacements

Montpellier's Vélolignes, France

Montpellier's metropolitan network

In May, France's seventh largest city announced the creation of a 15-route Vélolignes bicycle highway network covering Montpellier's metropolitan area. Copenhagenize worked with the metropolitan area on the entirety of its signage branding strategy so users will soon be able to find their way from the Place de la Comédie to the surrounding towns with ease.

Client : Montpellier Méditerranée Métropole

#BiketownBC, Canada

Communications and Wayfinding Strategy for Powell River, British Columbia

After completing the bicycle plan for Powell River's future cycling network, Copenhagenize continued its mission developing a communications strategy and wayfinding charter for this small town in British Columbia. The #BiketownBC campaign aims to promote and give visibility to the town's

different groups of cyclists, from parents on their daily commute to young mountain bikers. The new coherent signage helps residents and visitors explore Powell River by bike.

Client : City of Powell River

Vélo Plus ou Vélo Bis, France

Deux types de réseau cyclable dans la métropole de Lille

One metropolitan area: two bicycle network concepts. This dual strategy was chosen by Lille to structure its future bicycle network. Visually the two networks will be distinguished from each other with two separate wayfinding identities.

Client : Eurométropole de Lille



Copenhagenize's interdisciplinary team of urban planners, urban designers, and graphic designers collaborated to deliver wayfinding projects and bicycle plans for our clients, always accompanied with aesthetic brochures and effective communication campaigns. Telling a new mobility story, changing the image of cycling, guiding elected officials and constituents in this paradigm shift is what inspired us while working on these projects:

Plan Vélo région Grand Est, France

a booklet for a sport-themed bicycle plan launch

Riems, July 26, 2022: the place and date mark the departure of one stage of the Women's Tour de France with Zwift, but also the unveiling of the Grand Est Region's bicycle plan. Attendees left

with an attractive booklet, designed according to the region's brand new graphic charter, highlighting the strategy implemented by multiple stakeholders over the prior months.

Client : Grand Est Region

Cycléo, France a bicycle network launched in Valence this September

The Cycléo network was pre-launched in anticipation of the completion of its first sections. This included a press conference, website, brochure, posters in public spaces, as well as a

site visit to see the wayfinding pilot project the 13th of September. Everything was prepared by our team to announce the beginning of this intercommunal bicycle network.

Client : Valence-Romans Déplacements





EDUCATION & RESEARCH

The entire Copenhagenize team continues its commitment to knowledge sharing and awareness building in an effort to accelerate the development of bicycle urbanism. We strive to ensure that all city stakeholders wishing to improve cycling mobility are equipped with the best practices in design, infrastructure, services, and communications. Through our tried-and-true Master Classes, and new guided tours of Paris' cycling infrastructure, there have been many opportunities to discuss cycling in a new post-pandemic context.



Master Class

Our annual Master Class returns to Copenhagen and Paris

Dozens of Master Classes have been organized since 2015, with the original one returning to Copenhagen every June and a new session in Paris every autumn. This year both Copenhagen and Paris welcomed around fifteen participants who enjoyed an intensive 3-day course, rich in discussion and learning. To respond to the rapid development of bicycle urbanism, our master

classes are becoming more specialized and technical, introducing new topics like how bicycles can be used as a tool for social inclusion and the importance of using a gender inclusive approach in mobility. Registrations are open for Copenhagen (**June 21-23, 2023**) and Paris (**September 27-29, 2023**) - don't miss the opportunity to reserve a spot.



Private master classes

Architects, urban planners, Tunisian government

Once again, we taught targeted professional courses for architecture and planning firms. For the first time this year, we are excited to prepare a training course for the Tunisian

government in 2023. They are motivated to develop their urban mobility strategy for cities across the country and want to make sure cycling mobility is properly integrated.

Bike Tours Copenhagen and Paris

World cycling capital, Copenhagen continues to attract visitors looking to learn from the leaders and understand how to accelerate their cycling policy at home. Now numerous cities, both large and small, have launched ambitious bicycle plans becoming sources of unexpected inspiration for others transitioning from a car-centric model to a more bike and human-

friendly one. Paris is one of these cities. This year Copenhagenize guided multiple groups of engineers from different European countries along the famous Rue de Rivoli and the new corona pistes to show what Paris has done best, as well as the errors and compromises made by this historic metropole undergoing a massive increase in cycling.

A dozen conferences

...and continued motivation to share our expertise

Throughout 2022, Copenhagenize participated in a dozen conferences and webinars. As expertise in cycling mobility advances, our motivation to share our knowledge, inspire, and accelerate the implementation of best practices becomes even stronger. From Marseille to Scotland,

passing through Lille, Valence, Nîmes, Strasbourg and Bourges, Clotilde and other members of the team collaborated with Sustrans, ADEME, Tans.Cité, Vélos & Territoires, and fifteen to share and build awareness with city stakeholders and residents.



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