



Best practice example - Czech Republic

## Replace the “Official cars with Official electric bicycles”

Many venues such as film, theatre and fashion festivals have their official carrier. Usually it's well known car manufacturer who connect its brand to the festival stars. In Cannes its Renault, for Film festival in Karlovy Vary Toyota and the Fashion Week in London coop with Mercedes-Benz.



The organisers of the well known festival TANEC PRAHA (The International Festival of Contemporary Dance and Movement Theatre) selected for the 12<sup>th</sup> edition as their official vehicle electric bicycles from ekolo.cz. Why?

The festival is taking place in June 2010 in three theatres in the center of Prague, the Czech capital. The production office is located in the suburb of Karlín and the transport during the daily rush hours from and to here is problematic.



Festival committee selected four electric bicycles - folding and city style for the production managers and runners, who were touching the tight schedule during the Festival preparation and the along the venue. Occasionally the bikes were also used by performers and dancers for the city rides.

Comparing the previous years, when the cars were used for transportation, the organizers enjoyed the speed and comfort given by bicycles. Especially the parking in a big issue in the city centre, so there were new mobile bike stands installed in front of all theaters. Interestingly they were immediately used by other cyclists as well. The Festival city e-bikes were adapted for loading over 30kg of cargo, so all leaflets distribution among the festival location was also done on the bicycle.

The usage of electric bicycles brings to the TANEC PRAHA festival interesting money and time savings. The bikes itself raise the huge public awareness for the project.

### **BOX OF ADVICE**

- Municipality representative could monitor events/festivals. In am to actively participate in such issues - to have clear and visible activity in such an event
- To prepare a budget for several activities (renting e-bikes cca 2000 CZK/bike/week, to hire temporary workers for spreading out leaflets etc.)
- For personal transportation, even with some light cargo, the electric bicycle is the fastest vehicle in the busy city centres.
- The electric bicycles can be hired from sponsors the same way as the "official cars". Advertising on the Bicycles will make the venue much more visible.
- The safe parking of bicycles is easy, as the bike stands can be installed everywhere. The charging of the e-bike batteries is usually done in the office, while the bikes remain locked outside. Regarding safety it would be better to take battery out of a frame. But the safety minimum is to lock it (keep the key). There is usually no problem to recharge battery in restaurants or pubs, cafeterias if needed. It was tested several times and in 9 cases from 10 there was no problematic issue. And as Municipality participates on usage (and support it) of an e-bike it is much more better and positively accepted by