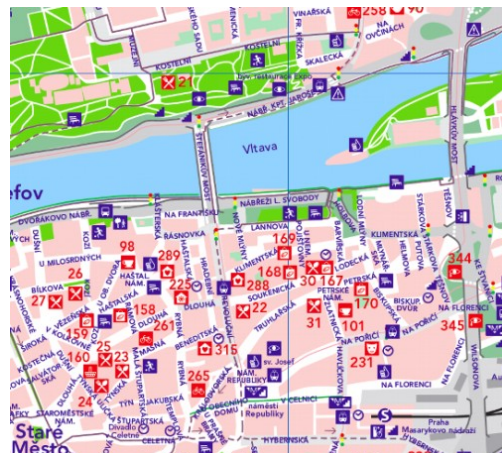


Best Practice Example – Czech Republic **Green Map Prague**

The green map of Prague was made to help the citizens of Prague to get through the city easier with bikes. The green map was developed in 2010 mainly by volunteers and was published by AutoMat, a non-profit organization, with support from the Nadace Partnerství and the Ministry of the Environment of the Czech Republic. The target group for this green map is people who use any kind of bicycle in Prague.



The Green Map offers a new perspective of the city for bike riders. It differs from conventional maps in that way that it maps green living, ecological and cultural resources. It achieves this by emphasizing the city's walking and bike paths, parks and pedestrian zones. Thanks to the green map, riding with electric bikes is becoming one of the fastest ways of getting around Prague.

The green map includes hundreds of guidelines and tips like places to eat, bars etc. It is also suitable for tourists, because the cultural monuments and touristic sights which are reachable by bike are included. Furthermore the green map gives you the possibility to go around the city quickly by avoiding heavy traffic streets, and streets not suitable for bikes.

The green map has some unusual features, like the scale in the lower left corner. The scale does not show the distance, but the time in which you can walk the distance on foot or by bike.

Finally, this map is free of charge, and according to the official web site, there are around 40.000 printed maps so far. The number of green maps printed may be increased in the future. So far the feedback has been positive, and the map is being used by the bikers in Prague.

Box of Advice:

+ Green Map can be especially useful tool to boost the usage of bikes in cities that do not have developed infrastructure for bikes.

+ If the green map is available in the city where you operate, try to have samples of the green map in your showroom for bikes, so the customers can easily spot it.

- Do not put too many information on the map, it might become difficult to use.

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