

How infrastructure development and road markings influence cycling habits

Name: Anders Wellving

Contact: awellving@gevekomarkings.com

Company: Geveko Markings

How to increase cycling is an important topic, and various measures are needed to reach the goals of the EU cycling declaration, the green deal etc. The aim of this presentation is to familiarize decision makers with road markings, and their impact on road safety and cycling habits. Geveko Markings is involved in several international organizations working toward increased cycling such as CIE, ECF, SVMF and DGMove, for the benefit of safety, health and sustainability. This presentation will take standpoint in the role of infrastructure for increased cycling, and road markings as an integral part of cycling infrastructure. Shown through various studies that will be shown at this presentation.

One of the studies conducted by CIE & Sporting insights in 2023, across eight European countries and more than 8.000 respondents. Giving insights from both cyclists and non-cyclists and what encourages them to cycle more and/or start to cycle.

As part of infrastructure development, surface markings can there for have real impact in creating inclusive infrastructure that encourages behavioural change across age groups toward cycling, and as part of a multimodal system. Presentation of studies in combination with our real-world examples will draw upon first-hand experience, working with clients across Europe. Taking factors such as traffic flow (speed to work), safety, safe routes to school, active experience (tourism and leisure) into consideration.

Anders Wellving:

- Commercial development manager at Geveko Markings
- Member of expert group for Road infrastructure safety for unprotected road users - European Commission/DG-MOVE (2024 -)
- Member of the Market impact and intelligence expert group - Cycling Industries Europe. (2020 -)
- Leader of the Micromobility expert group - Scandinavian Road Marking Association. (2020 -)