

## **“Weizer Fahrradbörse”**

### **Exchange of second-hand bikes**

#### **Short summary:**

In Weiz, Austria an exchange of second-hand bikes was organized in the car-free area of the city before Easter. The main goal is to make it possible that you can buy a cheap bike. It is one of the events for the marketing of cycling in Weiz.

#### **Problem description:**

Too many people use their car even for short distances which is the reason for frequent traffic jams and noise in the city. Of course it causes a lot of environmental problems and leads to different health problems as well, due to lack of movement. There is also a social aspect in this event: many people with low income cannot afford to buy new bikes, especially for their children.

#### **Description of the campaign / measure:**

The best date for an exchange like this is the Saturday before the Easter holidays, because parents can buy cheap bikes for their children as Easter presents. In the morning you can take your bike (or cycling accessories, scooters, roller-skates etc.) you want to sell to a square in the car-free area in the center of Weiz. A number and the price is stuck on it. Voluntary helpers write your name and the number of your bike into a list. Then it is put out for sale. At midday you come back again and you get your money if the bike has been sold. If not you have to take it home again. A charge of 10% is kept for the exchange service.



Main objectives:

- Offering second-hand bikes at a very cheap price.
- The Municipality of Weiz wants to show that cycling is an important matter and that cycling is promoted by the municipality.
- Rising (foot-) passengers` frequency in the city: People from the neighbour communities come to sell and buy bikes. While waiting for the money for their bikes they go shopping or visit pubs.

### **Who is the driving force behind it? Who is the beneficiary?**

The event has been funded by the European Commission through the Interreg 3B Program – Alpine Space and by the City of Weiz, Austria.

It was designed by Otmar Handler, community councilor, responsible for mobility management. It was carried out by him and some voluntary helpers. The event was supported by the City-Marketing of Weiz.

The benefit was at everyone who could buy a cheap bike and at the shops and pubs in the center of Weiz.

### **Main slogan / statement:**

“Fahr Rad in Weiz!” which means „Go by bike in Weiz!“

### **Results:**

Most of the bikes and accessories (about 150) could be sold. More than 80% were bikes for children.

### **Opportunities / barriers:**

#### **Factors of influence and criteria of success and possible barriers**

- Good cooperation with the city-marketing manager of Weiz
- Good cooperation with the bakers in Weiz who had an Easter market in the afternoon on the same day
- Good date for a bike exchange (Easter presents)
- Good contacts with schools and kindergartens (each child got a leaflet with an invitation to the event)
- Good contacts with media

### **Time of implementation:**

Saturday, 19 th March, 2005

### **Cost / Benefits:**

Costs only for posters and leaflets (about 500 Euros). All the helpers worked voluntarily.



# Weizer



# Fahrradbörse

**Samstag, 19. März 2005**

**am Weizer Südtirolerplatz**

Sie können ihre kleinen und großen gebrauchten Räder zum Verkauf anbieten oder solche günstig erwerben. Es ist auch möglich, Fahrradzubehör wie Helme, Kindersitze oder Rollerskates und Scooter vorbeizubringen beziehungsweise zu kaufen.

Abgabe der Fahrräder: Ab 8.30 Uhr  
Verkauf: Ab 9.30 Uhr  
Geld für verkaufte Räder: 11.30 – 12.00 Uhr

Veranstalter: Weizer Einkaufsstadt, Stadtmarketing KEG, Referat für Mobilitätsmanagement  
unterstützt von den Referaten Stadtmarketing, Verkehr, Umwelt, Jugend und Familie.

**Kontakt bei eventuellen Fragen:**  
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**V O R S C H A U**

A radlin  
N laufern  
wa rken

mit **Multi-Kul<sup>t</sup>-Fest**

**Donnerstag, 5. Mai 2005**

**Ab 10.00 Uhr, Weizer Hauptplatz**