

# ENERGY GLOBE

## SERBIA

## NATIONAL WINNER 2023



### Mountain biking association "BicikLO"

#### Bicycle for everyone

The "Bike for All" initiative in Serbia's Loznica aimed to enhance cyclist engagement in daily commuting, driven by circular economy principles and greenhouse gas reduction. The project, undertaken collaboratively by the Mountain Biking Association "BicikLO" and "Ekocikl" association, repurposed discarded bicycles (10 in total) through refurbishment and painting, converting them into publicly accessible bicycles. These bikes were donated to the Loznica city administration for management.

The project illuminated traffic congestion issues in Loznica, advocating for increased bicycle use through public forums. The densely car-populated area faced high motorization levels, contributing to emissions exacerbated by geographical factors. The initiative strategically positioned publicly accessible bicycles in the city center, raising their visibility as an alternative mode of transportation.

By promoting cycling, the project sought to bolster Loznica's resilience against climate change and mitigate greenhouse gas emissions. With a history of advocating cycling for tourism and urban well-being, the associations believed this endeavor aligned with their values. The project's distinctiveness lay in its circular economy approach and ecological benefits, achieved by repurposing discarded bicycles.

Key activities included bicycle refurbishment, establishing bike parking, advocating to local authorities, creating an informative website, educating citizens on climate change, and producing a publication highlighting the project's role in climate resilience. The initiative not only demonstrated ecological benefits but also contributed to social well-being by alleviating traffic stress.

Results encompassed a functional publicly available bicycle infrastructure, heightened climate change awareness, initiation of discarded bicycle repairs within the "Ekocikl" association, and a 3-5% increase in cyclist participation in city traffic. The project's innovative aspect stemmed from its circular economy foundation and its role in endorsing sustainable urban mobility.

The project's success suggests potential for replication in other cities seeking green transportation and waste reduction solutions. However, its expansion requires local authority support, advocacy from cycling federations, and effective promotional strategies. As the concept aligns with contemporary priorities, it presents a blueprint for fostering circular economy practices and sustainable transit.

- "Bike for All" promoted cycling in Loznica, Serbia, using circular economy principles to refurbish discarded bicycles.
- Repurposed bikes were donated for public use, combating traffic congestion and reducing greenhouse gas emissions.
- The project heightened climate change awareness, achieved a 3-5% increase in cycling participation, and established bike infrastructure.
- Its unique circular economy approach, ecological benefits, and social impact distinguished the initiative.
- Successful implementation suggests potential replication in cities, advocating green transit and waste reduction.

#### Contact data

Attention: This is for your information only. Please do not yet contact the applicant, as he is not informed that he is a winner. We will give you green light for contacting him.

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