

VCD online platform „Lasten auf die Räder!“ („Shift cargo on bikes!“)



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Verkehrsclub Deutschland e.V. (VCD)

- service and lobby association for sustainable mobility
- > 50,000 members in 12 regional sections, > 35 staff members in national office in Berlin
- sister organisations: VCS (Switzerland) and VCÖ (Austria)
- member of European network *Transport & Environment*
- projects on different aspects of mobility on national and EU level
- more:
www.vcd.org/about-us.html



VCD executive director Claudia Maiwald with brandnew VCD cargo bike

VCD Cargo Bike Project

promoting cargo bikes in commercial transport
www.lastenrad.vcd.org



team

Wasilis von Rauch, Arne Behrensen,
Stephan Gliese



funders

Federal Ministry and Federal Agency
for the Environment



friends

at cyclelogistics stand at the transport
logistics fair in Munich

Online platform „Lasten auf die Räder!“ („Shift cargo on bikes!“)

Why:

- media hype but no comprehensive information source yet

For Whom:

- businesses and others concerned with commercial transport

Main message:

- Become an attractive pioneer and a successful business!
- You are not alone!

How:

- attractive layout and pictures
- well structured relevant information for businesses
- practical tips and contacts

Structure and content

- **About us**
- **Examples with pictures and company statements:**
courier+post, delivery, services+craft,
in-house traffic, mobile advertising+sales
- **Advantages:**
time, money, health, environment, image
- **Types and models**
including comprehensive database of external partners
- **Acquisition and operation**
including legal questions and contacts of consultants
- **Tips for municipalities** for promoting cargo bikes in commercial transport
- **News/Media**
including download of high quality pictures



Visit us at
www.lastenrad.vcd.org
after launch on May 6



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