

Anne Diepenbroek



Contact

Mail: diepenbroek@appm.nl

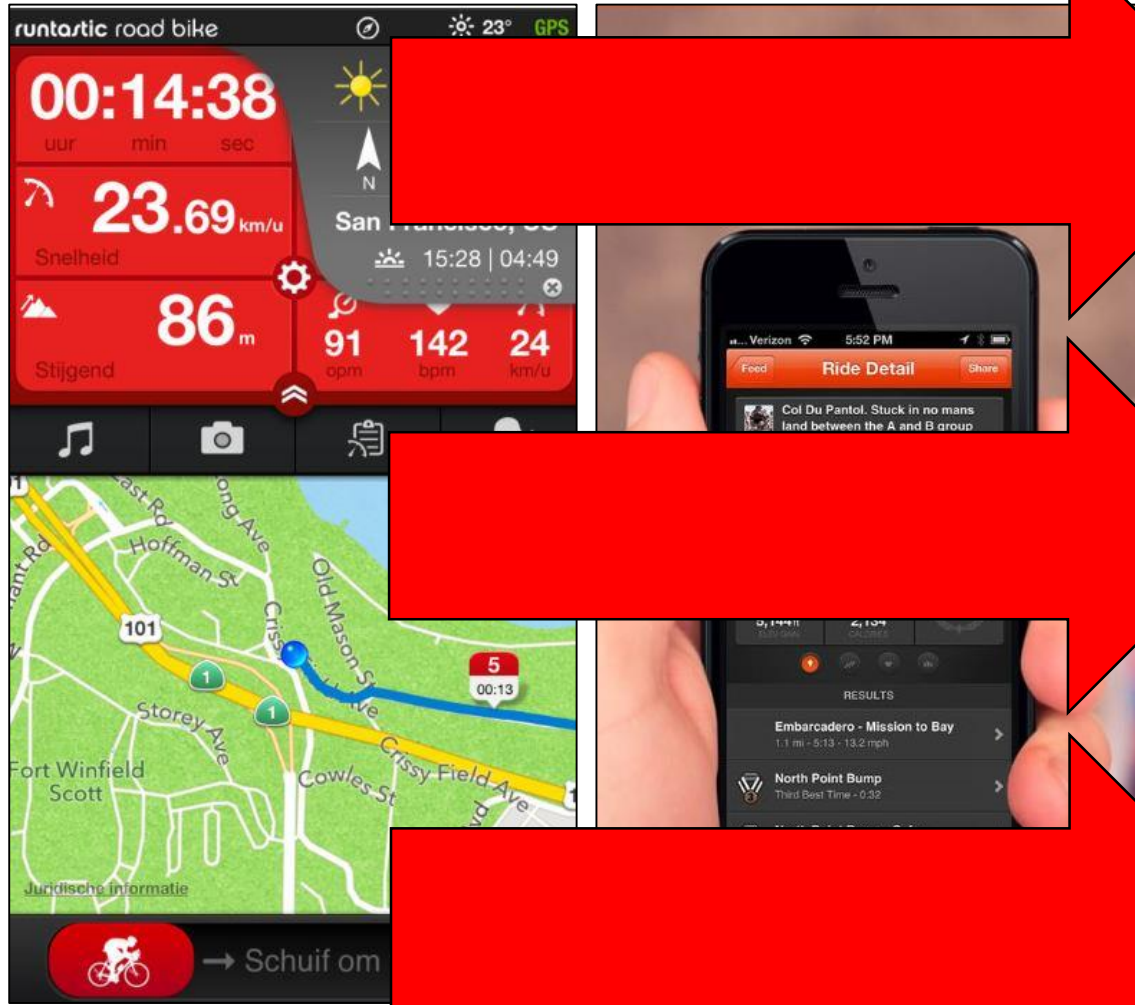
Tel.: +316-21706543

- APPM Management Consultants
- B-Riders
- 'Beter Benutten' program
- Amsterdam multi-annual cycling plan

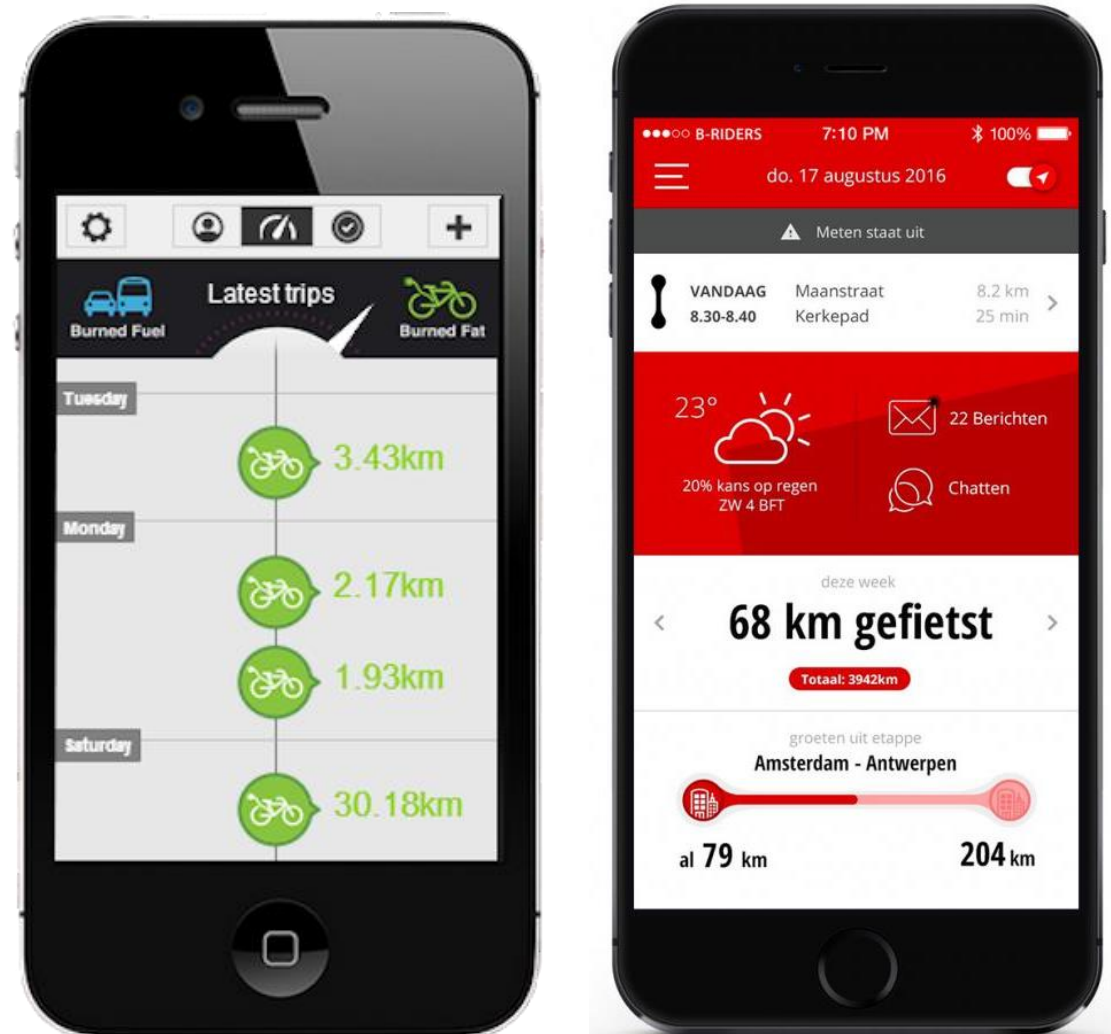


Photo credits: gemeente Amsterdam

Recreational



Commuting



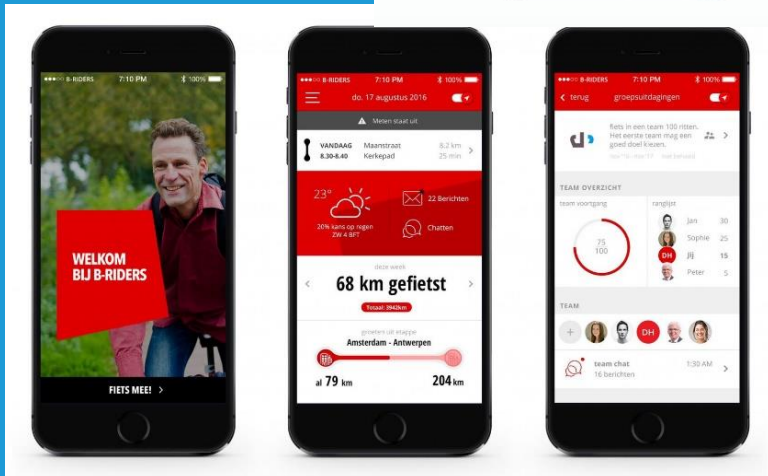
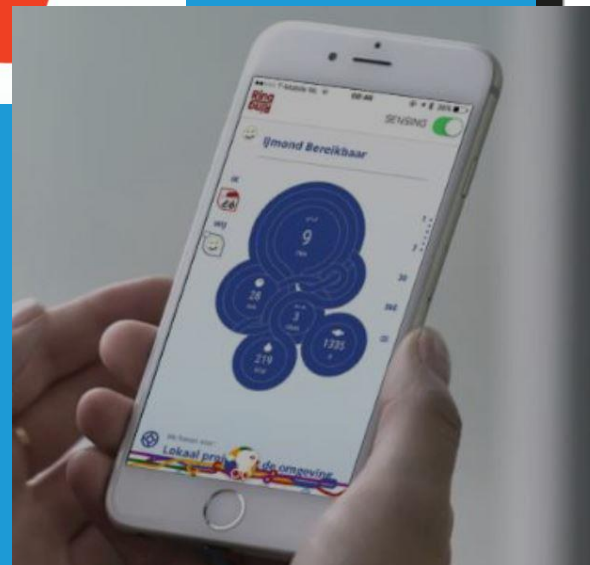


Alpm
management consultants

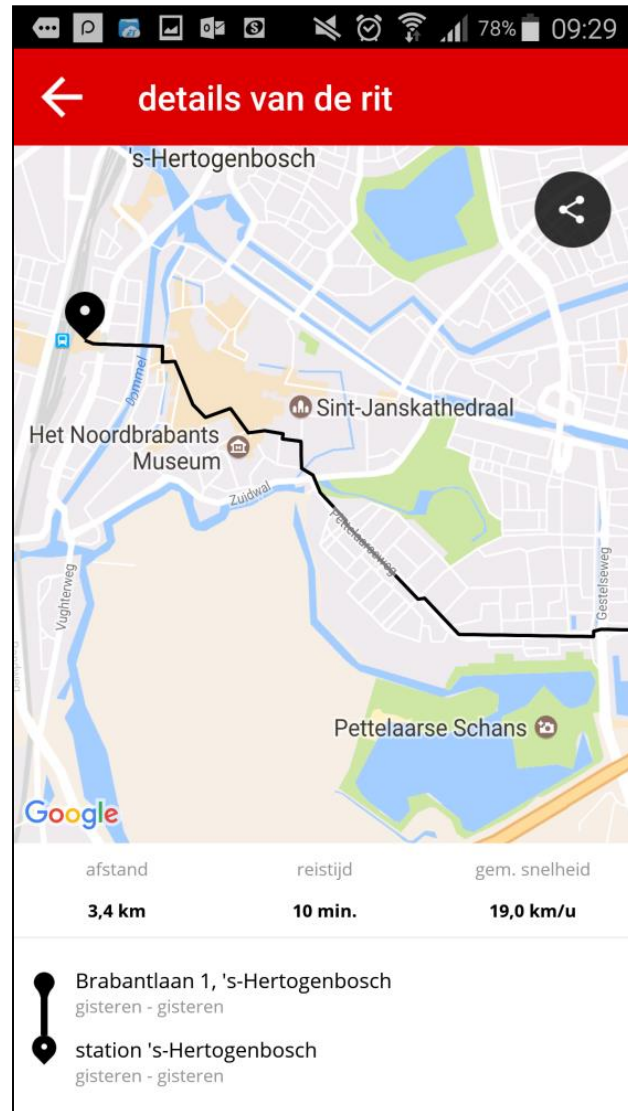




Campaigns & apps



Common features



Success factors

Guiding behaviour



Success factors

Geographicly marked area



Success factors

Growth model



App Store



Google Play

Success factors

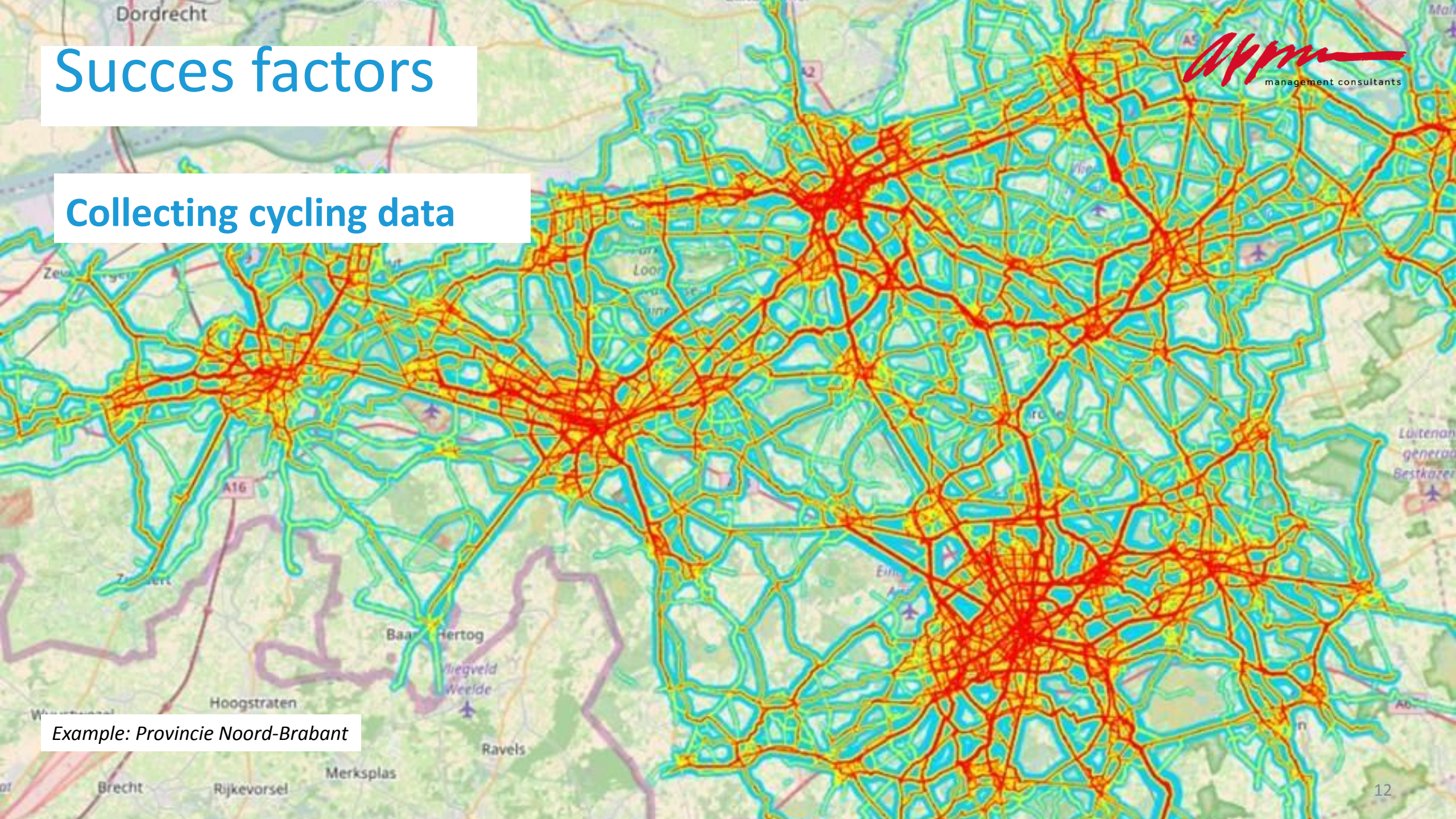
Keep it simple



Succes factors

Collecting cycling data

Example: Provincie Noord-Brabant



Success factors

Monitoring tool



THIS ONE RUNS ON FAT AND SAVES YOU MONEY



THIS ONE RUNS ON MONEY AND MAKES YOU FAT

Challenges

Reinventing the wheel





B-Riders
@BRidersBrabant

- Home
- About
- Photos
- Likes
- Events
- Videos
- Posts

Create a Page



Challenges

Building a community

B
**DEEL
 WAT JOU
 BEWEEGT
 #B-RIDERS**

Liked ▾
 Following ▾
 Share
 ...

Send Message

Unlike this Page

Photo/Video



Photos



Community

Community

- Invite your friends to like this Page
- 1,782 people like this
- 1,720 people follow this
- Coos En Hannie Diepenbroek-Robben likes this 15

Challenges

Organisation

Behaviour
experts

Marketeer

Helpdesk

Project &
process
manager

Evaluator

App developer

Challenges

Outbalance expertises



Keeping it interesting









VELO-CITY 2017
THE FREEDOM OF CYCLING
ARNHEM-NIJMEGEN, JUNE 13-16