



A few numbers

- Campaign from **2021 to 2024**
- **10 regions of Quebec**
- **40+** participating organizations and municipalities
- **60+** workplace awareness-raising activities
- **1,300+** people participating in trials
- **100,000+** people exposed to the campaign
- **40+** Quebec mobility stakeholders mobilized

Increase the modal share of Electrically Assisted Bicycles (EAB) among commuters



Implement measures to encourage the use of bicycles and EABs



Reduce the modal share of cars and of GHG emissions associated with work-related travel



GOALS



Raise awareness of the benefits of using of the EABs for daily commuting

Increase awareness among key actors in the sector of active electric mobility

Study potential of the EAB as an alternative to the single-occupant car

Information booths



Trials of Electrically Assisted Bikes

Target audience: *workers, transportation managers and organizations.*

Consultation and mobilization of key stakeholders



Recommendations and training

Target audience: *property managers, municipalities, transportation companies and economic actors.*

Data collection and assessment



Analysis reports

In partnership with: *Mobility Chair of Polytechnique Montréal*



ACTIVITIES

This campaign is being carried out jointly by Équiterre and the Association des Centres de gestion des déplacements du Québec (ACGDQ). Velovolt is receiving funding assistance from the Quebec government under its Action-Climat Québec program and is aligned with the objectives of the Plan for a Green Economy 2030. This campaign is also being supported by partners such as the Mobility Chair of Polytechnique Montréal, the firm Quantum, and numerous Quebec cities and organizations.

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A campaign by:



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