GOALS

A campaign to test, research and promote electric bikes as an alternative to the car

2021 - 2024

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.

Agnès Rakoto
Project Manager, Équiterre
arakoto@equiterre.org (514) 522-2000

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

Raise awareness of the benefits of using 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

A campaign by:
In partnership with:
With the support of: