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KIDICALMASS
Platz da für die nächste Generation

**How do I organise a
Kidical Mass?**

WWW.KINDERAUFSRAD.ORG

What motivates you about the Kidical Mass?



KIDICAL MASS NETWORK

2021: Over **25,000 participants** in more than 130 cities in Germany and beyond (Ecuador, AU, CH, FR, UK)

Partners: ADFC, Campact, Changing Cities, Deutsches Kinderhilfswerk, Greenpeace, VCD...

...Unicef, Deutscher Kinderschutzbund, BUND ProVelo Schweiz, VCÖ, **BYCS, Clean Cities**, European Cycling Federation and others requested

2022: Already over 250 cities and towns in Germany and other (European) countries part of the network

[Kidical Mass 2021](#) & [European Cyclists Federation](#)
Videos [Kidical Mass 2020](#)



KIDICAL MASS 2021 – REVIEW

Dortmund

1,500 participants



Foto: Sebastian Peter

Cologne

1,500 participants



Foto: Amrei Kemming

KIDICAL MASS 2021 – REVIEW

Amt Schrevenborn

330 participants (19,000 inhabitants)



Foto: unbekannt

Rösrath

400 participants (bei 28,000 inhabitants)



Foto: VeloCity Rösrath

KIDICAL MASS - VISION

The vision of Kidical Mass is that **all children and young people can safely and independently travel by bicycle.**

Kidical Mass wants **child-friendly, green cities** in which there are **many and diverse open spaces** for play and for encounters between **all people.**

Space for the next generation is the motto, using the premise that child-friendly cities are good for people of **all ages.**



Foto: Stefan Flach

#KidicalMass
#KidsonBike

KIDICAL MASS - STRATEGIES

Megaphone: Give kids a voice in the public realm, make them visible, demand their rights

From aha to action: Showing a positive future to work towards, connecting and mobilizing old and young, crossing boundaries in the cycling scene

Change: exerting pressure on decision-makers, at the same time strengthening their backs for forward-looking decisions



„SMALL TRANSFORMATIONS“...

...are convincing because we can see them, try them out and **experience** them*



Foto: Stefan Flach



Rues aux écoles Paris @David_Belliard



Residential street Amsterdam @modacitylife

*Harald Welzer: [Alles könnte anders sein](#)

CHILDREN AND TRAFFIC TODAY

Children development in the context of urban design and independent mobility

Support for growing up free, safe and independent in public spaces

Across the street...



On the importance of children primary experiences in the outdoor space

Marco Hüttenmoser, Dokumentationsstelle Kind und Umwelt, Muri AG

MOVEMENTS CREATE CHANGE

STOP DE KINDERMOORD AMSTERDAM 1970s



Bicycle Dutch: <https://bicycledutch.wordpress.com/2013/12/12/amsterdam-children-fighting-cars-in-1972/> Filme: <https://youtu.be/YY6PQAI4TZE> & <https://youtu.be/XuBdf9jYj7o>

KIDICAL MASS 2020s



Foto: Nürnberg, Ludwig Eble

KIDICAL MASS 2022

Many new cities planned for 2022
also in AU, BE, CH, ES, FR and UK



KIDICAL MASS DEMANDS 2021

Safe school cycling networks by 2030

School streets and traffic-calmed areas in front of schools and nurseries/ kindergartens

Steady annual funding with concrete targets for the municipalities

Child-friendly road traffic laws with Vision Zero as the highest premise

- a speed limit of 30 km/h in built-up areas
- protected and structurally separated, wide cycle paths on main roads
- play streets and residential areas without through traffic.



KIDICAL MASS CAMPAIGN & DEMANDS 2022

Goals

- Increase political pressure
- Exploit mobilisation potential

Main focus

- Child-friendly road traffic law

Testimonials

Manifesto



NETWORKING & EXCHANGE

Open Source Platform

The cloud folder is for knowledge transfer:

- here you can find useful information, e.g. templates for demo applications,
- you can get inspiration e.g. flyers and poster templates from other cities or
- use photos for your communication.

How to Kidical Mass Guide

- Most important basic knowledge for the organisation of a Kidical Mass
- Available in German, under construction in English

Closer exchange and networking

Idea: setting up signal groups on different topics. Pre-defined rules are important (netiquette)

If you want to change something, you have to start with the children!



**We are not (just) cute...
...we are the mobility revolution!**

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Target group

- Young people and all children who can already cycle themselves
- Families with babies and toddlers on seats, in trailers and cargo bikes.
- Running bike also possible for fit kids, best with "back-up" in case they "give up": change to bike seat, trailer or cargo bike (communication rather passive because of running wheels)
- The whole family incl. grandma and grandpa, friends
- "Familiy and friends": People without (small) children in their lives are also welcome to join the ride

Registration as protest/demonstration (Germany specific)

- For the protection of children
- Also legally, children under 8 years of age are not allowed to ride on the road as they do at the Critical Mass
- Advertising for demonstrations usually only after at least 48 hours after registration (state-specific)
- Possibility to make concrete political demands, to have banners with you
- Template for demo registration also for hygiene concept Corona is provided in the cloud folder
- Route can be chosen freely, inform authorities in advance - usually no restrictions

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Route length/speed

- 5 - 8 km in other cities, sometimes breaks are included for street painting with chalk and ball games
- In Cologne between 6 - 8 km, we do not communicate the route in advance (only shortly before the start via Facebook and CM APP for latecomers), as many parents do not trust their children with the route
- Even the 3-4-year-olds manage it without any problems
- Alternatively, plan a route to shorten in hot or rainy weather and coordinate with the police
- Speed approx. 8 - 12 km/h depending on the width of the roads (and the number of participants)

Date and time

- Saturday or Sunday (very dependent on local structures, time very individual)
- Sunday, typical excursion day, Saturday, on the other hand, classic weekly shopping day
- Saturday, can lead to more attention depending on the city
- Afternoon, less stressful for families (relaxation Sunday morning and nap time for small children)

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Start and end of the ride

- You'll need to start somewhere a few people on bikes/trikes can gather.
- It's nice to end your ride in a place where there's lots of space, so people can park their bikes and chat. Space to have a picnic and for children to run around is also important! If you can, get people to bring cake, cake makes everyone smile :)
- Possible destinations: playground, park, community centre, etc., important
- In Cologne: changing destinations to reach as many people as possible. Common end with picnic for chat (leads to greater bonding and creation of further multipliers), sometimes highlights such as crêpe/waffle/ice-cream bike or concert (not a must-have!)

Welcome

- Greeting as well as possible short speeches with demands with soundbike and microphone
- List safety-relevant things: Parents are responsible for children, follow instructions of stewards, always leave 1 - 1.5 m space on the left/right for corks/stewards or as an emergency lane, reference to photos and videos in the context of a public event, the group stays together and those following also drive at red lights (important for children)
- Optional: point out the "children's block" = children who drive at the front of the demo without parents (age-dependent)

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Safety

- Mostly police cars in the front and back, always an experience for the children too
- Ask about e-cars in your city
- Often police motorbikes for securing intersections and major roads
- In Cologne: Round table with command, complete bike squad (12 people), avoid police motorbikes as safety risk when using pavements
- Corkers as marshals from CM circles for side protection, closing gaps, road closures, etc,
- The ratio of marshals to participants is determined individually for each city/state.
- **No event liability at a meeting (“demo” is not an “event”)**
- Important: Closing speech on arrival at the destination, official end of the demo, reference to a common end after the demo (this means that it is not an event at the destination, the task of the police is also finished)
- Possibly have a paramedic or volunteer doctor on the bike (not a requirement)

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Promote the ride (communication)

- Personal contact with families with flyers, posters and multipliers (cycle shops, schools, day-care centres, cafés, events, etc.), primarily in the vicinity of the starting point and above all the destination.
- City and family magazines, calendar of events
- Invite local media and send press release in advance
- Website (if necessary, provide posters and flyers for self-printing / "promo kit")
- Email distribution list and Messenger service Initiatives/associations/parents
- Social media, good for networking, but personal contact remains most important

Supporters/Alliance

- Find suitable (cycling/mobility/sustainability) initiatives, networks and associations to support (financially, materially and/or for communication)

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Orga-Team

- Get a few people together who can help you organise the ride, because it will be good to get some help and other people also bring in new perspectives. You don't need any prior experience, just enjoy cycling 😊
- In the cities very different: partly private persons, members of cycling/mobility/environmental initiatives
- Team Cologne consists of private persons (5 pers.) with and without children = good for different perspectives, partly active in associations like ADFC (local group of German cycling association)
- Advantageous/important: at least one team member with children, as even more "lifeblood" and suitable perspective flows into the matter
- No political parties

Orga effort

- Very variable, if only demo registration, search for organisers + destination with picnic: very low. Then flyer distribution is the biggest effort, but can be done well with 2 - 3 people,
- During the demo, corks/ stewards are needed according to the number of participants

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Capture the event

Try to get a (semi-)professional photographer or videographer to capture the ride, as well as friends and supporters to take photos and videos with their phones. The friends and supporters footage will be useful to post during or very soon after the ride, to tell people about the ride and how successful it was. Make sure you ask the photographer/videographer if and how they'd like to be credited.

HOW TO ORGANISE A KIDICAL MASS IN YOUR TOWN



Finances/ Budget

- For flyers and posters (sustainable printers are usually not much more expensive).
- If necessary for other activities or highlights, e.g. ice cream/waffles on a donation basis, games/craft activities, stickers, "parking ticket action" see Frankfurt
- Good experience with donation box and on-site appeal

Politics

- Invitation of city representatives (politicians and city administration) to a direct exchange with the families and, if necessary, to present/state concrete demands
- Ensure that there is no party politics and that the families' point of view is taken into account
- In Cologne: Team "bicycle representative" as well as district mayors of starting points and destinations.

ASSESSMENT FROM TRAFFIC ADVOCATE OF THE ADFC (BICYCLE FEDERATION OF GERMANY)



The Kidical Mass is not an event, it's a political demonstration.

For a demonstration no costs must be caused to the registration, so that every person can exercise his democratic right.

On the topic of liability.

There is always (at least) one parent present. In this case, the organizing organization has not assumed any supervisory responsibility for the children. As is usual in public road traffic, this is the responsibility of the parents.

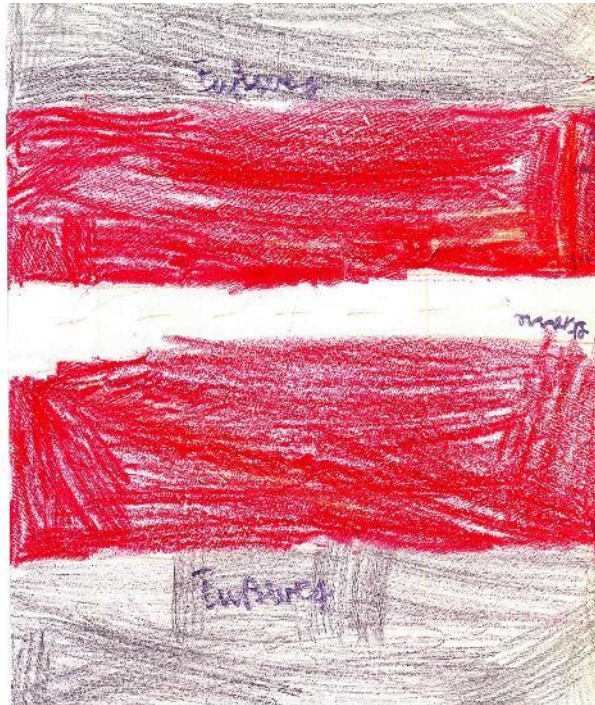
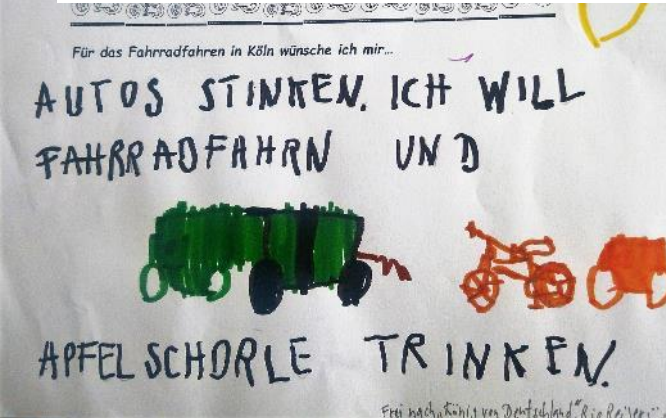
It is not sufficient for liability that someone has come to harm, e.g. through a fall or collision. Nor is mere causation sufficient (without the Kidical Mass, the child would have stayed home and not fallen). Liability requires fault in the form of intent or negligence, with few legal exceptions.

It can be negligent to prepare the Kidical Mass as an organizer inadequately (no registration as a meeting, selection of unsuitable streets, no/too few/badly prepared stewards). This would then be a violation of the traffic safety obligation, especially if this would also overburden the accompanying parents. I can hardly imagine that with a proven format like the Kidical Mass. The organizing organization or other associations are not liable for the misconduct of impatient drivers. In this case, the car driver or owner would even be liable for the operating risk of his motor vehicle without fault. In addition, children under the age of ten are generally not liable for accidents with motor vehicles.

Thus you do not need insurance. But of course you should look at this again with the right to demonstrate in your country.

Generally, the police also always wanted things, that we didn't have to do. Unfortunately, they didn't know any better. And we had to teach them 😊

TAKE ACTION AND ATTRACT ATTENTION



Für das Fahrradfahren in Köln wünsche ich mir...

- Fahrradwege (groß)
- sichere Fahrradwege
- Fahrrad-spielplätze



Für das Fahrradfahren in Köln wünsche ich mir...

das man sich mehr für den Umweltschutz einsetzt und mehr Fahrradwege.



Fahrräder brauchen
mehr Platz
auf der Straße

TAKE ACTION AND ATTRACT ATTENTION



Liebe AutofahrerIn,
DANKE

**...dass Du nächstes Mal so parkst, dass
Du Menschen nicht in Gefahr bringst!**

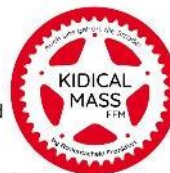
Ein Tipp von mir: Wenn Du das nächste Mal Deine Autotür öffnest, benutze als FahrerIn bitte Deine rechte Hand. Dadurch schaust Du automatisch nach hinten und siehst noch rechtzeitig, wenn Radfahrende an Dir vorbeifahren. Leider werden nämlich viele Radfahrende durch unachtsam geöffnete Autotüren schwer verletzt.

Dein/e _____, _____ Jahre alt

PS: Ich fahre mit bei der Kidical Mass FFM,
mehr Infos: www.kidicalmass-ffm.de

Liebe Autofahrerin, lieber Autofahrer,

**Dein Auto bringt mich
in Gefahr!**



○ Ich muss als Kind mit meinem Rad auf dem Gehweg fahren. Leider parkst Du hier so, dass ich mit dem Fahrrad nicht vorbeikomme und auf die Straße fahren muss. Das ist sehr gefährlich für mich!

oder

○ Du hast in einer Kurve/vor dem Zebrastreifen geparkt, deshalb muss ich hier über die Straße gehen. Durch Dein Auto kann ich nicht gut auf die Straße schauen und sehe herannahende Autos nicht. Und noch schlimmer: sie können mich nicht sehen!



Wie Du heißt: AURELIA

Wo Du wohnst: Frankfurt Riedenswald

Welcher Tag heute ist: 20. Mai 2019

Liebe Mitglieder der Stadtverordnetenversammlung,

ich heiße Aurelia und bin 5 Jahre alt:



Die Straßen in Frankfurt finde ich... / Ich wünsche mir für die Straßen in Frankfurt... / Das ist mir auf den Straßen in Frankfurt schon mal passiert...



Per Post an:
Kidical Mass
Spenerstraße 32
60320 Frankfurt
Per Mail an: mail@kidicalmass-ffm.de

TAKE ACTION AND ATTRACT ATTENTION



KIDICALMASS

JETZT für OL unterschreiben:
www.verkehrswandel.de/kinderaufsrad

Kidical Mass setzt sich für kinderfreundliche und lebenswerte Städte ein.

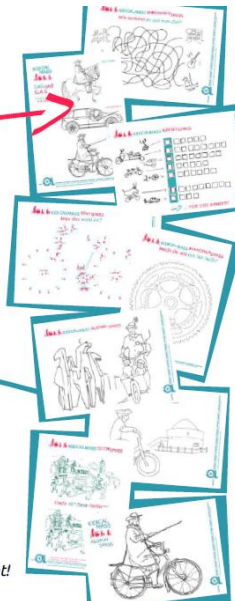
Wir fordern eine neue Verkehrspolitik. Wir wollen, dass sich Kinder und Jugendliche sicher und selbständig mit dem Fahrrad in unseren Städten bewegen können.

Schick uns Dein Ergebnis an oldenburg@verkehrswandel.de. Wenn Du magst, veröffentlichen wir Deine Bilder. Vielleicht bist Du aber auch selbst kreativ und entwirfst ein eigenes Rätsel oder malst ein Bild getreu dem Kidical-Mass-Motto:

Platz da für die nächste Generation

Alle Rätsel und Malbilder auch zum Download unter www.verkehrswandel.de/kinder Vervielfältigen ausdrücklich erlaubt und gewünscht!

Rätselspaß und für Ausmalbilder! für Dich



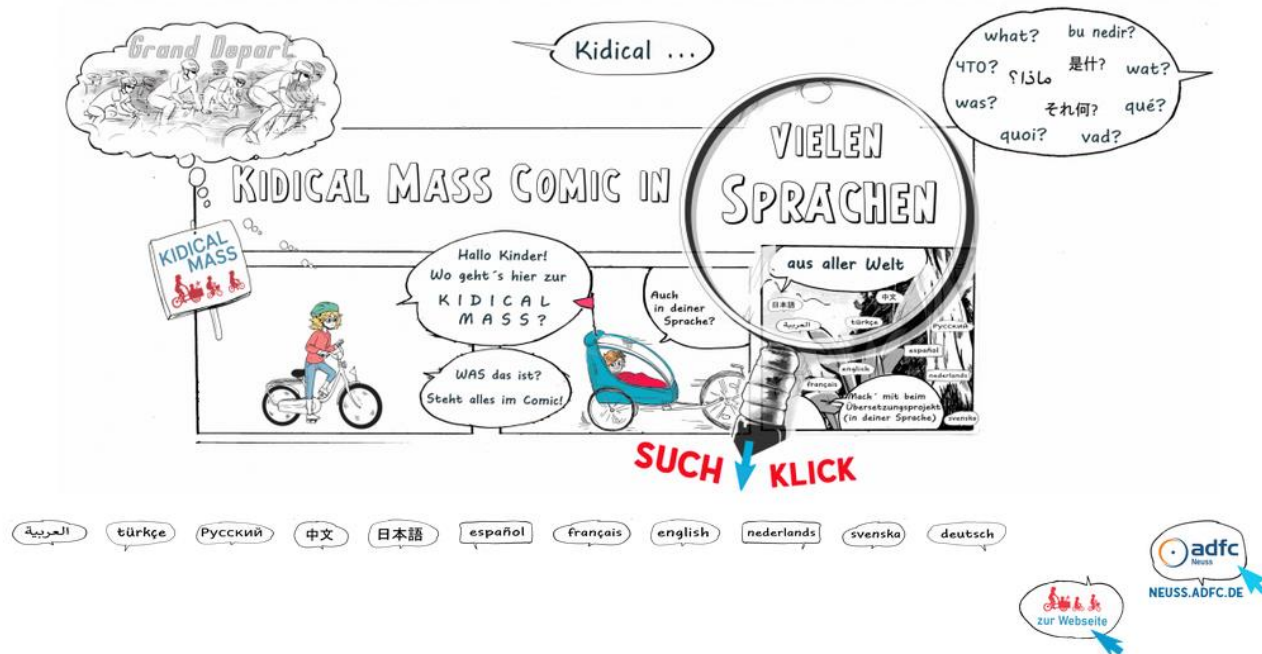
Stuttgart



Oldenburg

TAKE ACTION AND ATTRACT ATTENTION

Comic in several languages



<https://kinderaufsrad.org/#comic>

EXAMPLES OF COMMUNICATION IDEAS

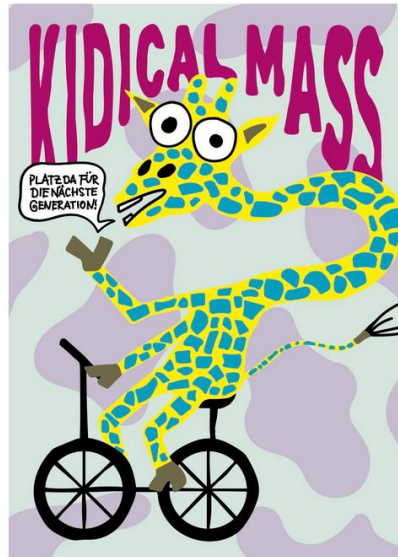
Flyer



Sticker



Poster



SCHOOL STREET ACTIONS

Temporary ban on motor vehicles passing through one or more streets in the vicinity of a school at the beginning (and also) at the end of the school day

Two actions in Cologne 2021 : Weiden (film)
& Ehrenfeld (press)

Accompanying project day/week on mobility education

Both school streets approved by politicians as traffic trials for 2022: BV Lindenthal & BV Ehrenfeld
...and another decision on a school street by BV Mülheim (BI Sicher durch Dünnwald)



Scaling Germany-wide, but also Europe-wide network
Basis for school cycle path network

THANK YOU

KIDICAL
MASS

Köln



kontakt@kinderaufsrad.org
<https://kinderaufsrad.org/>

