



Last year, **nearly 1,200 companies and organizations** took advantage of the “Bike to Work” campaign to offer their employees an engaging activity during the work year and encourage them to adopt a healthier lifestyle. At the same time, they had the opportunity to see how employees’ commutes to work on two wheels can positively impact their work performance and health.

If you actively participate in the “Bike to Work 2026” campaign, you’ll be able to see firsthand the benefits that promoting cycling can bring to companies – you’ll have happier employees, present yourself as a modern and socially responsible organization, and you might even save money!

In addition, you’ll gain another interesting benefit – you’ll be able to use the campaign to build positive relationships in the workplace and as a form of team-building, the organization of which will require almost no effort on your part, and we’ll handle all the technical details!

Through our sophisticated tracking system, your employees will not only be able to easily sign up for the campaign, but they will also be able to record their commute statistics to and from work. As an employer, you will have an overview of this data, and after the contest ends, you will be able to conduct an internal company evaluation.

How can your company get involved, and what activities can you organize to encourage your employees to sign up for the campaign?

Registration is free. As soon as the first team of your employees registers for the campaign, your company’s participation will also be recorded in the system. However, to ensure that as many employees as possible learn about it and to encourage them to sign up, you can take one of the following steps:

- **Send out a mass email inviting employees** to form teams of 2 – 4 members, who will then register in the campaign system at www.dopracenabicykli.eu (Note: If you would like to hold a competition among employees, choose a uniform team size – e.g., all 4-member teams – so that the conditions are the same for all teams and the data can be compared).
- **Regularly inform employees** about opportunities to get involved through internal communication channels.
- **Select an employee who will be responsible for coordinating the campaign** within your company, reaching out to colleagues to encourage their participation, and keeping them informed about the progress of the contest. If desired, we can also create a company coordinator account for them.
- **Motivate your employees by purchasing [official competition T-shirts](#)** if they register. The price of a designer T-shirt made from organic cotton is just €13.50 this year when you use a discount coupon!
- **Turn the campaign into your own company contest** – at the end, recognize the top performers or draw winners for the prizes.

- **Motivate employees by offering them a small reward** if they sign up (a bike light, a bike tool kit, etc.).
- **Offer your employees a unique benefit – a financial reward** for commuting to work by bike, on foot, or by public transportation. Choose the amount you will reimburse them per kilometer (e.g., €0.20) and the maximum amount they can earn per month (e.g., €20 or €30). Based on the number of kilometers traveled in June recorded in the DPNB system, you can then award them a special bonus.
- **Organize a “Breakfast for Cyclists/Walkers/Public Transit Riders” for your employees** – treat everyone who comes to work by a mode other than a car on a selected day. One of the most rewarding DPNB activities! :)
- **Involve company leadership in the campaign** – good examples are inspiring.
- If you don't have adequate **facilities** for employees who commute to work by bike, **use the campaign to create and promote them**. Purchase new bike racks and a bike repair stand, and set aside a shower for employees to use after arriving at work by bike. This will motivate employees to keep cycling even after the campaign ends! ;)

We hope your company will join the campaign this year. However, if you are interested, please note that team registration is open **until June 7, 2026, at the latest**. We therefore recommend that you begin implementing activities to encourage your employees to register well in advance.

For more information, please visit www.dopracenabicykli.eu, or contact us directly via the contact form. We'll be happy to answer any questions you may have.

Best regards
The organizing team of the "Bike to Work" campaign 2026
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