

Promotion of A New Cycling Culture

Ehime Prefecture



Situation The Governor of Ehime Prefecture focused on the picturesque scenery of the many beautiful islands of Setouchi and the web of bridges connecting them, in particular, on the Shimanami Kaido, one of the three bridges between Honshu and Shikoku but the only one on which cyclists can cross. This project aims to foster friendships, purpose, and health by increasing prefectural citizens' use of bicycles, as well as to increase the number of visitors and revitalize the region by attracting cyclists from both home and abroad.

Action

- Hold international cycling events on the Shimanami Kaido
- Create a cycling course within the prefecture, the Ehime Marugoto Cycle Route (28 courses), designated by blue lines painted on the roads
- Make the second Sunday of November Ehime Cycling Day, and hold cycling events simultaneously throughout the prefecture
- Improve user-friendliness for cyclists in coordination with public transport (cycle trains, buses that allow bicycles, etc.)
- Spread a “share the road” spirit, with the 1.5m Campaign (ensuring a safe distance between cars and bicycles) etc.
- Distribute free helmets to all prefectural high school students, and mandate their use (first initiative of this kind in Japan)

Impact

- The number of total participants in Cycling Shimanami 2018 was 7,215, and there were 701 overseas participants from 26 countries, which was a new record. This was one of the biggest international events in the country.
- There is a need for a mechanism to spread this effect throughout Ehime, and the whole of Shikoku.
