

#ICE RIDE

GREENPEACE

LOGISTICS

Here are some tips about deciding the route for your ride, and ensuring things stay safe and roll smoothly.

ROUTE — WHERE SHOULD MY BIKE RIDE GO?

- Choose a good place to gather at the beginning of the ride, and a place where you can relax together at the end. Think about a location where others can join who are not able to participate in the ride but would like to support your event for Arctic protection.
- Try to pass embassy and consulate buildings of the Arctic states (Canada, Denmark, Iceland, Norway, Russia, Sweden, Finland, and USA). If you do, make sure to snap photos of the Ice Ride community in front of the Arctic embassies and share it using **#IceRide**. Let's make sure the Arctic state diplomats become aware of your Ice Ride and the loud call for Arctic protection.
- If you can, pass by famous landmarks of your city and take a photo.
- Think about fun elements to include in your route, like roundabouts, bridges etc.

FUN AND SAFE

It's important that the rides stay safe – people have more fun when they feel carefree. These ideas might help.

- Inform local authorities or the police in advance about the ride, so they are prepared and can block streets, if need be. They can also advise you if this is the first time you are organising a public bike ride. Have someone prepared to be a police liaison in case they have questions during the ride.
- Identify bike stewards to help guide and control traffic.
- Think about a first aid person and a bike mechanic in case anyone has problems. Mark those people well so that they are easy to recognize by participants.

THE MORE THE MERRIER — ASK OTHERS TO HELP

You probably already realise by reading this brief that you might need others to help you organise an Ice Ride. This of course depends completely on the size of your ride. Think of possible roles during Ice Ride. These can include others who are in charge of informing participants, focal points for local media inquiries or the police, stewards for guiding and controlling the traffic, and an MC to keep up the mood. Involve your friends and family in preparing the Ice Ride. It's more fun to prepare such an event as a team!

CODE OF CONDUCT

Each Ice Ride is independent and responsibility for the ride sits with whoever takes the initiative to organize it.

In general, all Ice Riders are asked to follow this simple code of conduct:

- Observe guidance from the organisers to ensure safety.
- When riding with traffic respect traffic rules and cycle safely.
- Ice Rides are respectful, peaceful and inclusive events calling for Arctic protection.
- This is a family friendly event and we assume that all children will be accompanied by an appropriate adult.
- Please note that photographs and video will be taken on each ride in order to support the campaign.

THE DAY OF ICE RIDE

As people gather and prepare for Ice Ride, there is bound to be the usual mild chaos that exists when large groups of people come together.

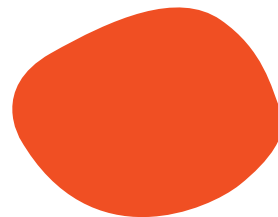
Consider the following to keep things rolling smoothly:

- Keep everyone informed at the gathering point as to when the ride will leave and how much time they have for final bike decorations or trips to the bathroom.
- A megaphone can help with communicating if you have a large group of people. People want to feel like someone is in charge and that there is a plan.
- Music before, during, and after your Ice Ride will help to create an upbeat atmosphere.

Additional things to think about include:

- Access to toilets
- Emergency water and snacks
- First aid kit
- Bike repair kit
- Check the weather and prepare for a rain scenario
- Check what other events are happening in town on the day, that may influence or affect your Ice Ride.

We have also provided an easy to use checklist that you can bring with you for practical reminders on the day as well as a template speech that you can modify to inspire everyone before you ride.



Ice Rides from 2013