



de Varsovie Paris !

RAJD ROWEROWY | CYCLING EXPEDITION | RALLYE À VÉLO

WARSAWA  BERLIN  AMSTERDAM  BRUKSELA  PARYŻ
10 - 26 | LIPCA | JULY | JUILLET 2024



P A R I S



W A R S A W

Table of contents:

- 03. Project authors
- 06. Project description
- 12. Forms of support of the project
- 18. Project partners
- 20. Project promotion
- 24. Issues underlying the project
- 30. Contact details



W A R S A W



P A R I S



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The authors of the "**De Varsovie à Paris!**"
Cycling Expedition Project



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PROJECT AUTHORS

The Foundation has been delivering road traffic regulation education projects since 2012. The projects are targeted both at kids, and adult drivers, cyclists and teachers. The Foundation has been delivering cycling tourism projects in the territory of Mazowieckie province, and Poland. It has been organising summer daycare events for children, cycling expeditions for children and adults. The Foundation delivers health protection projects, through road traffic accident prevention projects, and promoting an active cycling life style.

We are a signatory of the European Road Safety Charter, we are a member of "Road Safety Partnership".

2023

- ⌘ "Droga z klasą. 2023 Edition", modernisation of e-learning platform for teachers of communication education. For: Ministry of Infrastructure, project value: PLN 160,000 / € 36,000
- ⌘ "Karta rowerowa dla Mazowsza. Pruszków" - a training for communication education teachers in new curriculum, mock lessons, theory, Dutch learning. Value: PLN 75,000 / € 18,500
- ⌘ FIA Road Safety Grant Programme - improving driving skills for female bikers, FIA Best Young Driver. For: Polish Automobile and Motorcycle Federation Value: PLN 240,000 / € 60,000
- ⌘ Zimowa Plastyka z Volvo Autogala - art classes for children at Volvo Autogala car retailer's. The children painted paintings, the car retailer sold the paintings as a car extra. The income was utilized to buy training bicycles for the school, the authors of the paintings attended. Value: PLN 20,000 / € 5,000



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Adam Sobieraj

CEO OF THE "DROGI MAZOWSZA" FOUNDATION

A licensed bicycle touring guide, PZM RTA emergency responder, driving teacher. Manager of Road Safety Projects within Polski Związek Motorowy [Polish Automobile and Motorcycle Federation], a spokesman of Zarząd Dróg Miejskich w Warszawie [Warsaw Road Authority]. A mastermind behind cycling expeditions.

Author of „Karta rowerowa dla Mazowsza” [Bicycle license for Mazovia], author of „Drogi z klasą” [Classy Roads] website, author of road traffic safety social media campaigns and education projects.

Autor of cycling routes for Tour de Pologne, Lang Team Maratony Rowerowe, Memoriał Królaka.





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“De Varsovie à Paris!” Cycling Expedition Project description



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A social project.

"de Varsovie à Paris!" Cycling Expedition

is a charity project organised on account of the 33rd Olympic Games. We will cycle from Warsaw to Paris, to raise funds to buy bicycles for children from orphanages, children in foster care, and children from low-income families.

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-  **Start:** 10 July 2024
-  **Start venue:** Polish Olympic Committee
-  **Finish:** 26 July 2024
-  **Finish venue:** Paris Olympic Stadium
-  **Number of participants:** 1
-  **Number of technical support staff members:** 2
-  **Number of days:** 16
-  **Number of kilometers to cover:** 1,850



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The expedition will be a solo expedition of the project's author, although he will be accompanied by his son. The author is 48 years old, Marcell is 12. He will also train for the expedition alone, to show that everyone must fight their own weaknesses on their own. He may have some assistance, but nobody will cycle for him.

Using the Summer Olympics is intended, to lend some of its media coverage to the project's objective, to utilize the interest the Summer Olympics will enjoy right before they start. The Summer Olympics are also an incentive, a clearly determined point in time get in perfect shape to.

The route will take us across Poland, Germany, the Netherlands, Belgium and France. Major cities along the route are Poznań, Berlin, Bremen, Amsterdam, Brussels, Paris. The route was planned based on existing international cycling routes.



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Main project objective:

We want to buy **100** bicycles for children from orphanages, children in foster care and low income families. We want to raise PLN 100 / € 25 per kilometer covered.

1,850 km x PLN 100 = PLN 185,000 / € 45,000

The bicycles will be purchased in a tender.

We want to distribute the bicycles by December 2024.





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 **Paris !**

Interim objectives

- 🚲 To promote a healthy life style among children and adolescents; we want to raise awareness of the issue of obesity among children and adults;
- 🚲 Promotion of bicycle touring; we want to raise awareness of bicycle touring safety;
- 🚲 To promote traffic regulations; we want to raise awareness of cycling training safety; to carry the message of UN Decade Action for Road Safety 2021-2030;
- 🚲 To promote Mazowieckie province, to promote "Moda na Mazowsze" tourism project;
- 🚲 To promote statutory operations of the "Roads of Mazovia" Foundation.



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How you can support
“**De Varsovie** à **Paris!**” Cycling Expedition

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EN Packages

We did not prepare typical sponsor packages or special benefits. We did not hire a major advertising agency, to sell the project, like one sells phones, or fries with mayo. Maybe it would have been more professional. But this is natural!

We are a small organisation, but we have a big heart. We are a local organisation, but we look and think globally. We can't afford small actions, that's why we make big ones. We always work and think out of the box. This time it will be the same!

For more information about the project's budget, and support options, see below.



Minimum budget of the “De Varsovie à Paris!” project

Prep stage		Cost [PLN]	Cost [EUR]
1	Training camp	6,000	1,500
2	Website	5,000	1,250
3	Social media	6,000	1,500
4	Media coverage	13,000	3,250
Expedition			
5	Expedition: accommodation	8,000	2,000
6	Expedition: board	5,000	1,250
7	Expedition: support vehicle, support Staff	10,000	2,500
8	Expedition: media coverage	8,000	2,000
9	Expedition: fuel for the technical support vehicle, there and back	3,000	700
10	Expedition: cycling uniform with project logo and partner logo, marketing materials	8,000	2,000
Tender			
11	Legal support	4,000	1,000
12	100 bicycles	185,000	46,250
IN TOTAL		260,000	65,200





"De Varsovie à Paris!"

Principle:

1 partner = 1 bicycle

Pay an equivalent value of 1 bicycle,

PLN 1,850 or € 450

and your name (company name) will be on the bicycle to be given to a child. You will receive a thank you letter from the child, we gave the bicycle with your name (partner's name) on to.

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How can you provide support during the Expedition (10 to 26 Jul 2024)?

- 🚲 You can follow us in social media, you can share our posts, you can cheer for us en route from Brussels to Paris.
- 🚲 You can invite us for breakfast, lunch or dinner en route, you can give us a multi-pack of water.
- 🚲 You can provide support by providing equipment en route: a bicycle, a trailer, a cycling uniform, a rain coat, a technical support van en route from Warsaw to Paris and back.
- 🚲 Of course, you can support our campaign by donating some money.

Others will learn about everything from our social media, over the radio, and during promotional events.








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How can your support us at prep stage?

At prep stage, we will focus on improving our stamina. The expedition is 16 days, at least 100 km per day, 1,850 km in total.

-  You can follow us in social media, and cheer for us.
-  You can lend us equipment to train on, to transport bikes.
-  Of course, you can support us by donating some money.






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"De Varsovie à Paris!" Cycling Expedition
Project is supported by



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-  the Governor of Mazowieckie Province
-  PRO.So
-  Polskie Radio [Polish Radio]



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"De Varsovie à Paris!" Cycling Expedition
Project promotional activities

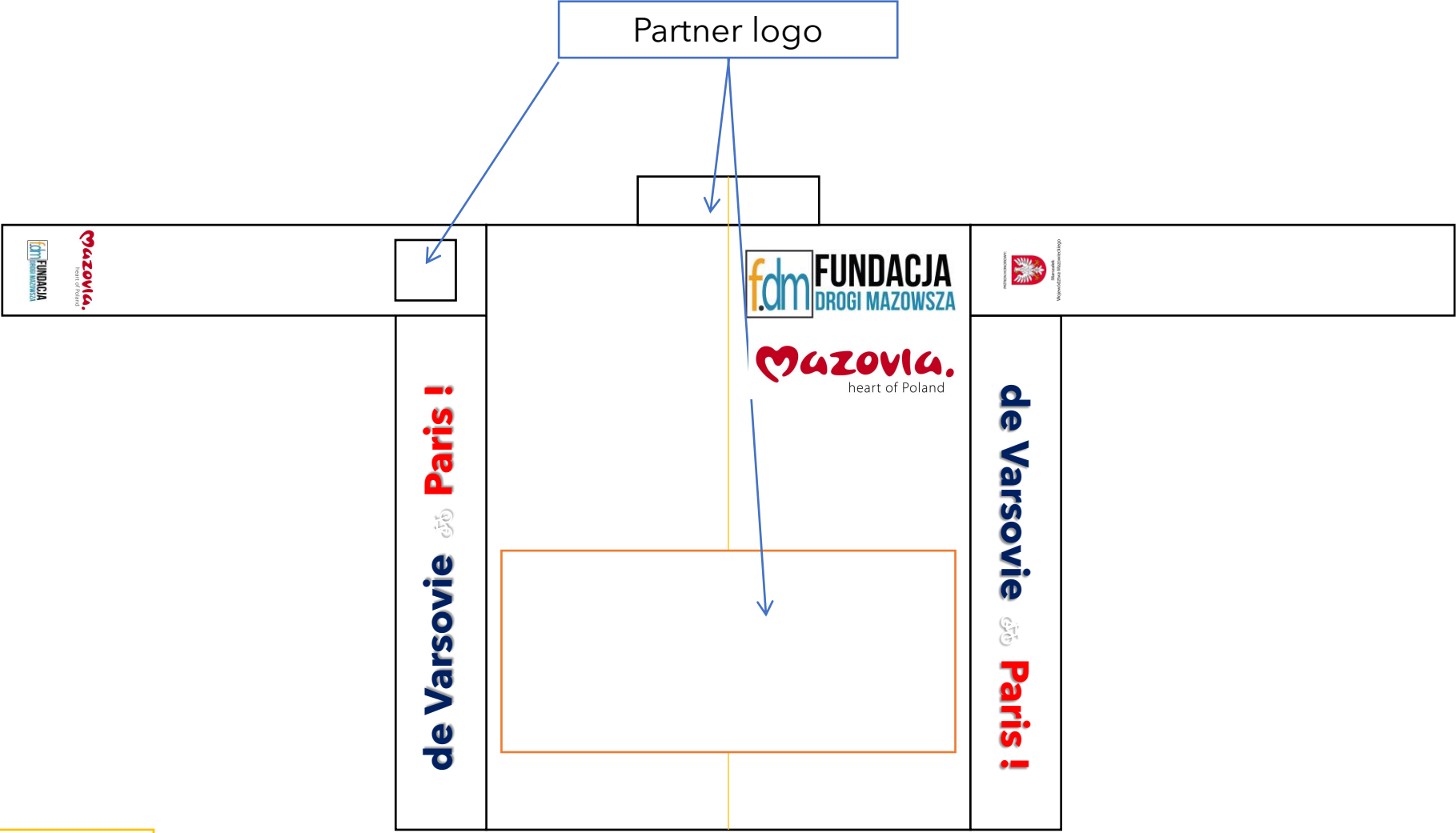


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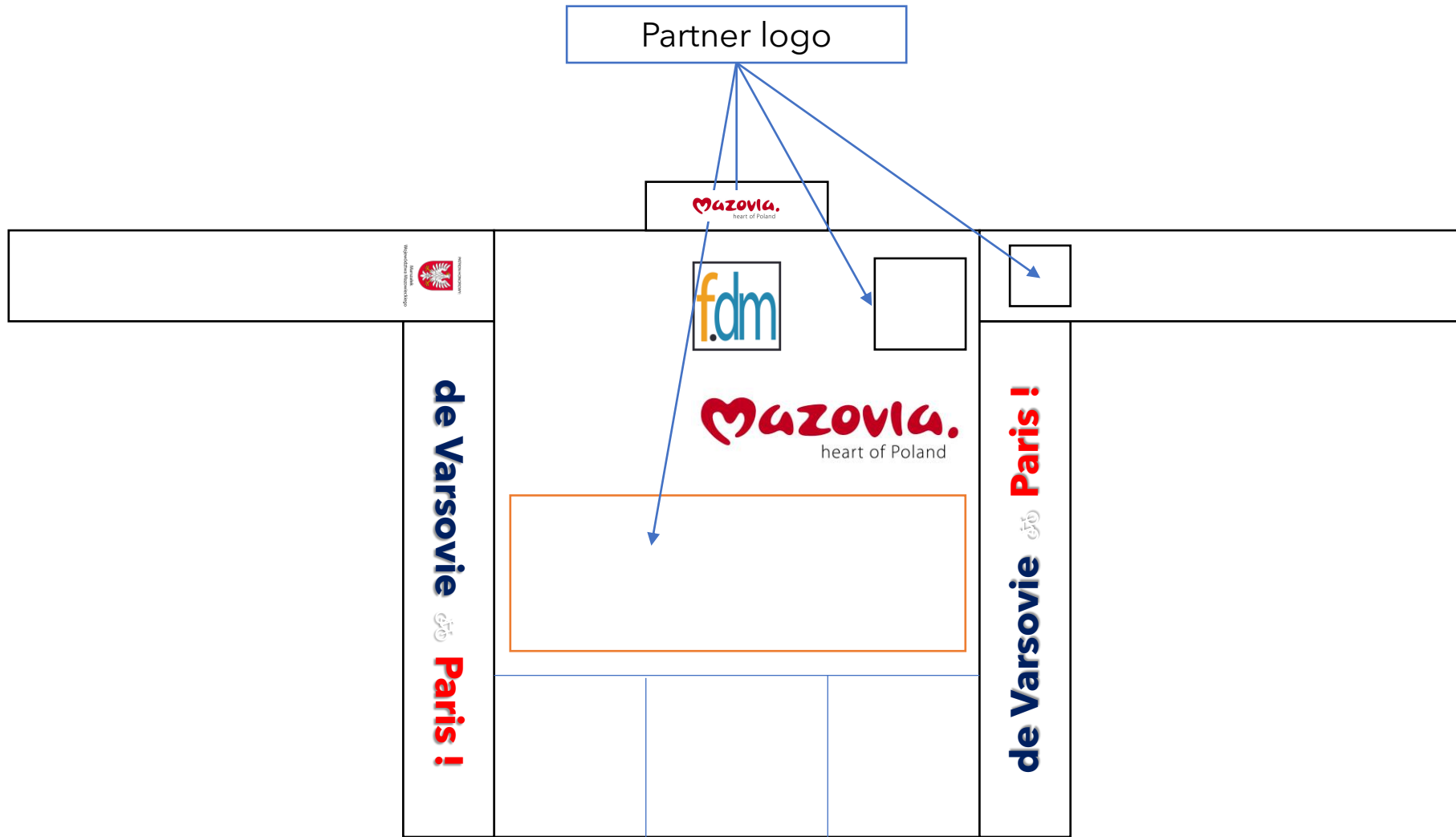
Marketing activities:

- 🚲 Securing honorary patrons of the Polish and French Olympic Committee for the project;
- 🚲 Securing media patrons for the project;
- 🚲 Project launch press release;
- 🚲 Training camp coverage, from the pre-expedition training stage;
- 🚲 Promotion of the project at Bike Expo (PGE Narodowy)
- 🚲 UN World Bicycle Day, 3 June cycling event
- 🚲 Radio campaign in June 2024
- 🚲 Summer daycare events for children 2 weeks before the Expedition take-off
- 🚲 A grand take-off, 10 July 2024
- 🚲 A photo coverage of each expedition stage.
- 🚲 5 live coverages from Pozań, Berlin, Amsterdam, Brussels, Paris.
- 🚲 A press release once reached the finish line, on 26 July 2024
- 🚲 A press release on announcing the tender to buy the 100 bicycles.
- 🚲 A press release once a supplier of the bicycles has been selected.
- 🚲 A press release on delivery of the bicycles concerned.
- 🚲 An official hand-over of the bicycles.
- 🚲 A fundraising event income and expenses statement and project summary.

Partner logo



T-shirt front





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Data underlying the “**De Varsovie à Paris!**”
Cycling Expedition Project

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Obesity level among children

Obesity has been considered a disease and incorporated in the International Classification of Diseases (ICD-10): World Health Organisation report indicates that 32% Polish children aged 7-9 were reported obese. That means Poland is ranked 8 in Europe (amongst the countries covered by the survey).

Only 6% children under the age of 12 can do basic sports routines. The others have motor fitness deficiencies.

A moderate physical activity, i.e. at least one hour a day of physical activity 7 days a week (WHO recommendations) was achieved by: in 2013 - 21%, 2018 - 15%, 2022 - 12% students aged 11-17.



Training safety

There is no single year without hearing of a tragedy when training. Regardless of country, the scenario is always the same: a cyclist dies hit by a car.

Tijl De Decker, 22 y.o., is dead. A tragical accident at a training. [2023]

***Adrián Babič**, a two times European champion in mountain biking, the Slovak was hit by a car when training. [2022]*

***Rita Malinkiewicz and Katarzyna Konwa** were hit by a car. The women have been struggling for their lives for a long time. [2021]*

***Desiet Kidane** died in a car accident during one of her trainings. [2021]*

***Anna Karbowniczak** was fatally hit by a car when cycling. [2020]*

***Danna Ortiz**, a promising cyclist from Columbia. She was hit by a truck, she died.[2019]*



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Our survey

In 2023, we delivered a “Karta rowerowa dla Mazowsza. Pruszków” project. We taught children about traffic regulations in schools of Pruszków county. The classes were attended by 3,200 students.

As part of the classes, we made a survey, which reveals that some 25% 4th graders in Pruszków have no bicycle at all, they have nothing to learn on to take their cycling license exam.

At least 1 child per class admits they cannot ride a bicycle at all. Children ride bicycles dating 40 years back.



"De Varsovie à Paris!"

9%

fatalities in road traffic accidents in the EU are **cyclists**.



**Join us!
Make the bike
come true!**



CONTACT

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