



Raising Public Awareness and building a culture for Sustainable Urban Mobility

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Urban
Pathways

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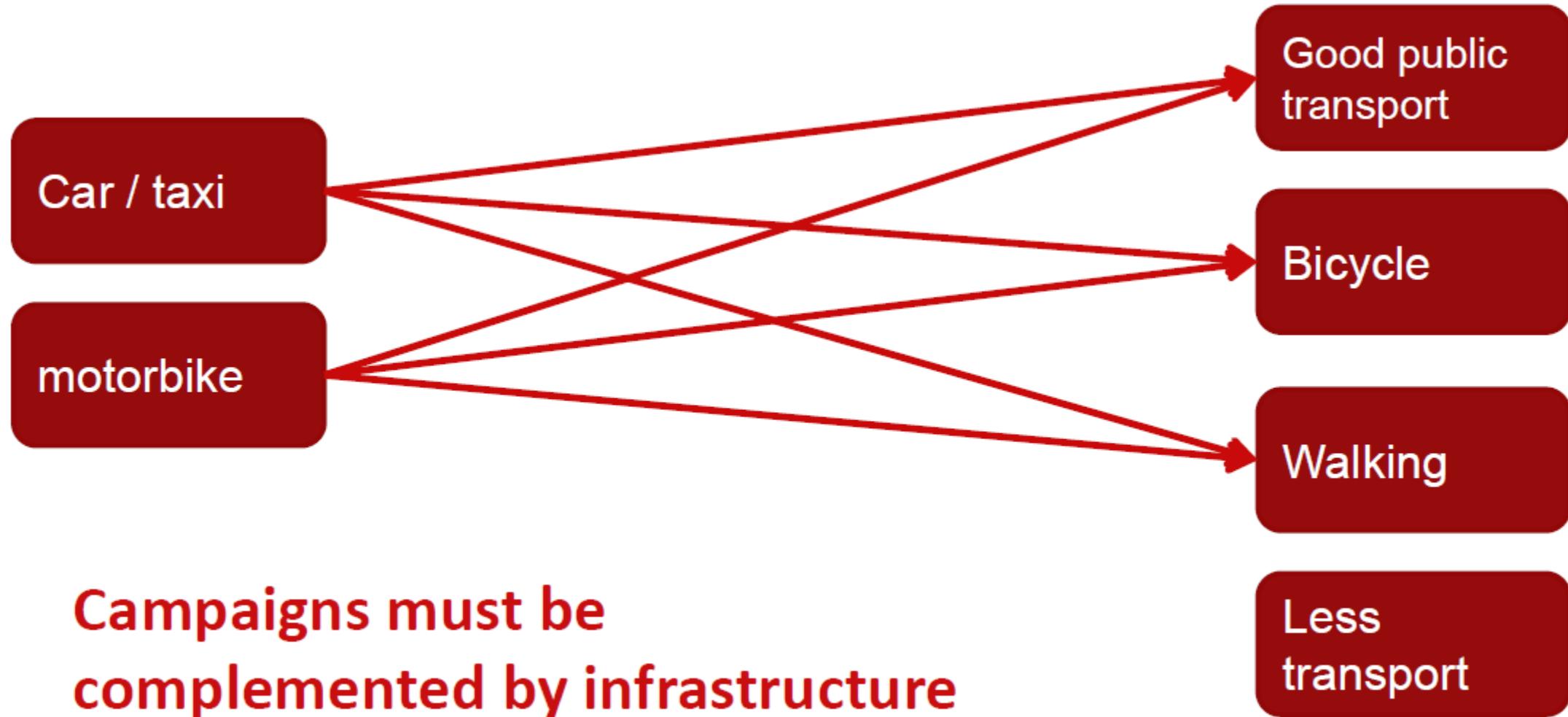
The issue (bluntly)



"A man who beyond the age of 26 finds himself on a bus can count himself as a failure."

- Margaret Thatcher, former UK Prime minister (1979-1990)

Ideal Modal Shift



**Campaigns must be
complemented by infrastructure
and policies!**

It's time for change

- We have to aim at:

We have to change (in this order):

1. **Policymakers'** negative views towards public transport and NMT
2. Poor **quality of service** of public transport and NMT
3. **Citizens'** negative perception of public transport and NMT
4. People's feeling of a **car** as their beautiful child.



A wide-angle photograph of a street scene where many people are walking or standing. The ground is covered with various chalk drawings, including the words "PEACE", "LOVE", and "HAPPY". In the foreground, a group of about ten people wearing white t-shirts with a colorful logo are posing for a photo, some with their hands raised. The overall atmosphere is one of a community event or a protest.

1. Changing policymakers' views towards sustainable transport

- Present best practices of sustainable transport
- Describe key issues of successful systems
- Study tours/ “To walk in sb. else’s shoes”
- Persuade them to create budget for marketing and public awareness as complement to infrastructure



2. Improve quality of service of public transport

- Develop a comprehensive plan for public transport improvement
- Identify a comprehensive TDM strategy (push and pull)

3. Change citizen's negative perception of sustainable transport

- Do a comprehensive marketing campaign
- Get to know population (do real research on citizens' needs, perceptions, proposals)
- Use mass media carefully (it will not always work)
- Use targeted media (community approaches, events in neighborhoods, Open Street Days, etc.)





4. Get the car out of everyone's mind

- Show losses from using the car every day (costs of running, parking, insurance, taxes, fuel)
- Show social problems (accidents, health, pollution)
- Use TDM measures (combine push and pull mechanisms) to make PT and NMT most convenient

People love their cars...



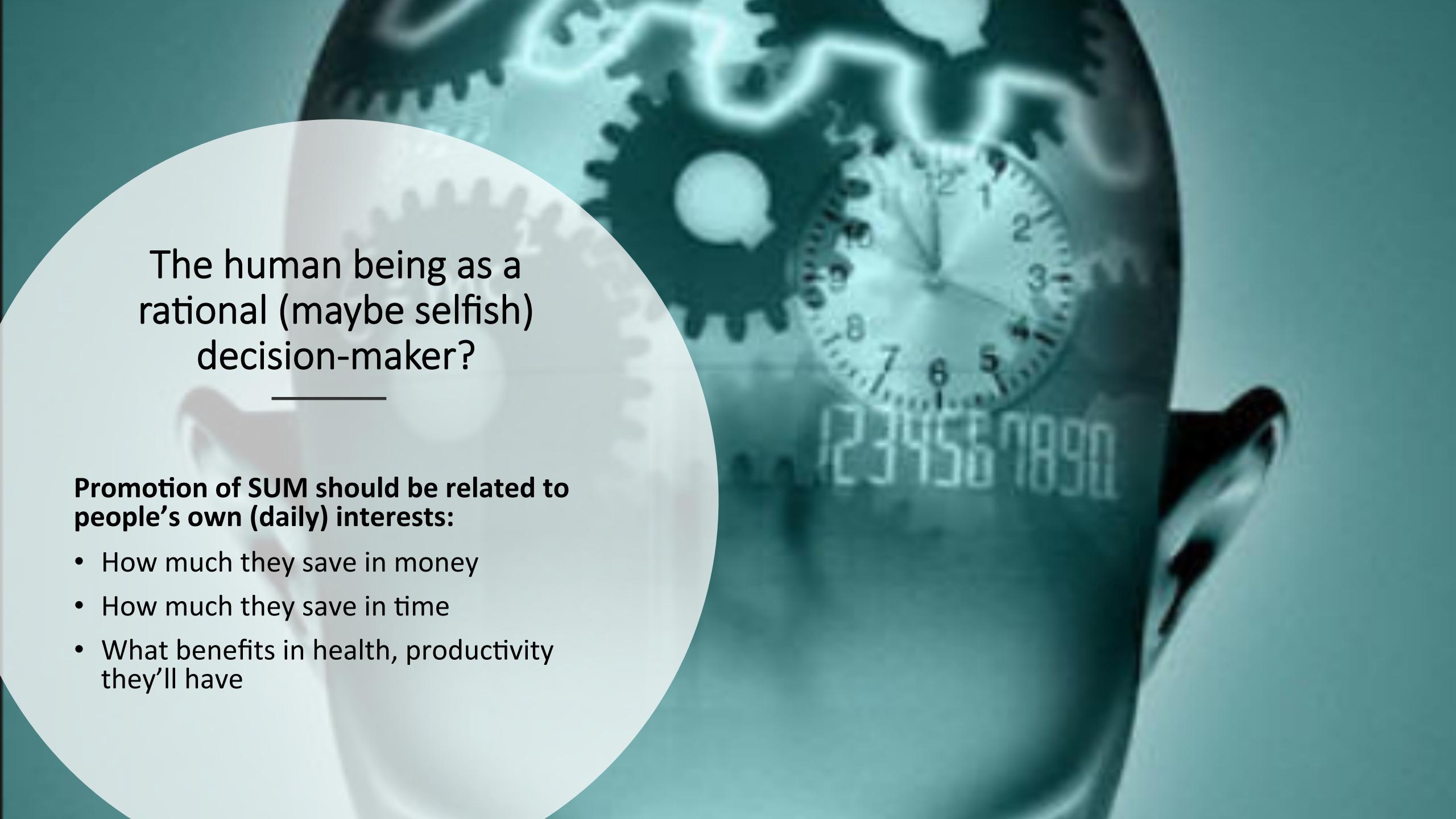
Source: Pew Research Center study: Americans and their Cars. 2006

Car Got Attitude?

Do you ever think of your car as having a personality of its own, or don't you think about your car this way?

2006

	%
Yes	31



The human being as a
rational (maybe selfish)
decision-maker?

**Promotion of SUM should be related to
people's own (daily) interests:**

- How much they save in money
- How much they save in time
- What benefits in health, productivity
they'll have

Which message is more convincing for you? LET's VOTE



Reduce your
speed to
save 720
children
every day!

The climate
is changing –
save the
polar bear!





— 500 CHILDREN KILLED —
Every day in road crashes worldwide.

A FILM DIRECTED BY LUC BESSON
SAVE KIDS LIVES



Promoting sustainable mobility through the message of “global warming” can be difficult

Impact on daily life of people is limitedly tangible...



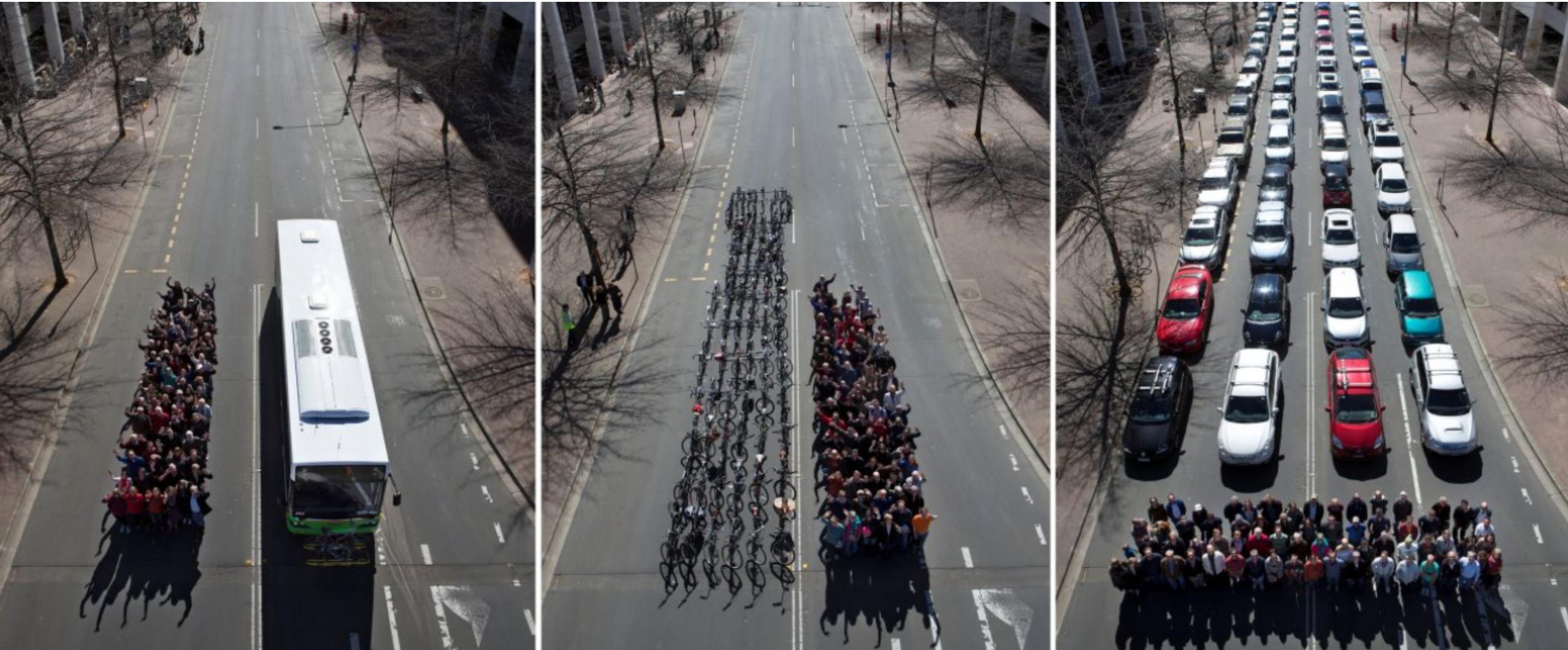
To Road Safety – no one can say no!

Generate greater awareness towards road safety might be more efficient:

- Promote Safe Street Design and Speed Reduction
- Individual responsibility in road safety
- Follow speed limits (hopefully always below 30 km/h in urban setting)
- No drunk driving
- Maintenance of vehicles

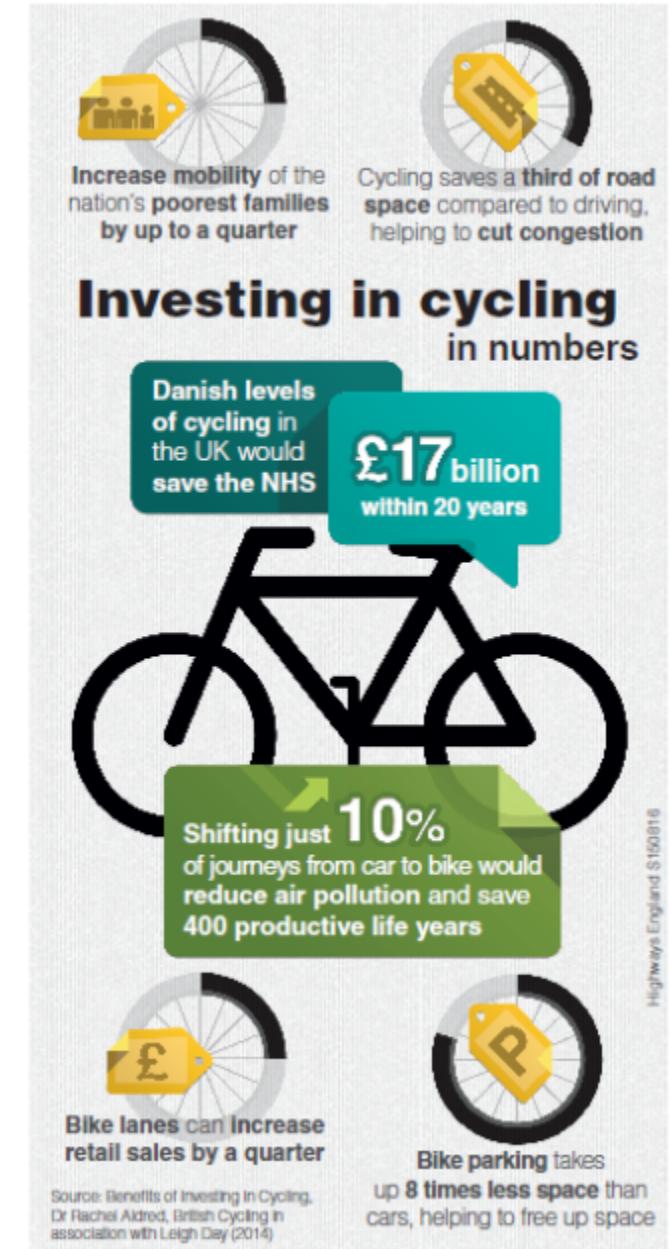


Space-Efficiency and Traffic Reduction Potential might be a good way for “Messaging” for the Individual as well



Start Communicating the Cost-Effectiveness of Sustainable Urban Mobility

“If I invest x in PT/walking/cycling, the benefit will be y.”



Use self-referenced information to change behavior

This is what you think you will get



This is what you get



Communicate the Hidden / forgotten advantages of PT and NMT

In public transport / when walking and cycling you can:

SLEEP



A photograph showing a group of people on a subway train. In the foreground, a man with glasses and a striped shirt is gesturing with his hands while speaking. Next to him, a man wearing a red, yellow, and black striped beanie and sunglasses is smiling. To his right, another man in a similar beanie is eating from a sandwich. A woman with blonde hair is partially visible behind them. The background shows the interior of the subway car and the platform outside through the windows.

Relax (or even drink ☺)



Read



Hug

A man in a dark suit and red backpack is riding a stationary bike. The background is blurred, suggesting motion. A white horizontal bar spans across the middle of the image.

Be fit / do sports



Stop (wherever you want) & Shop

Watch our for...

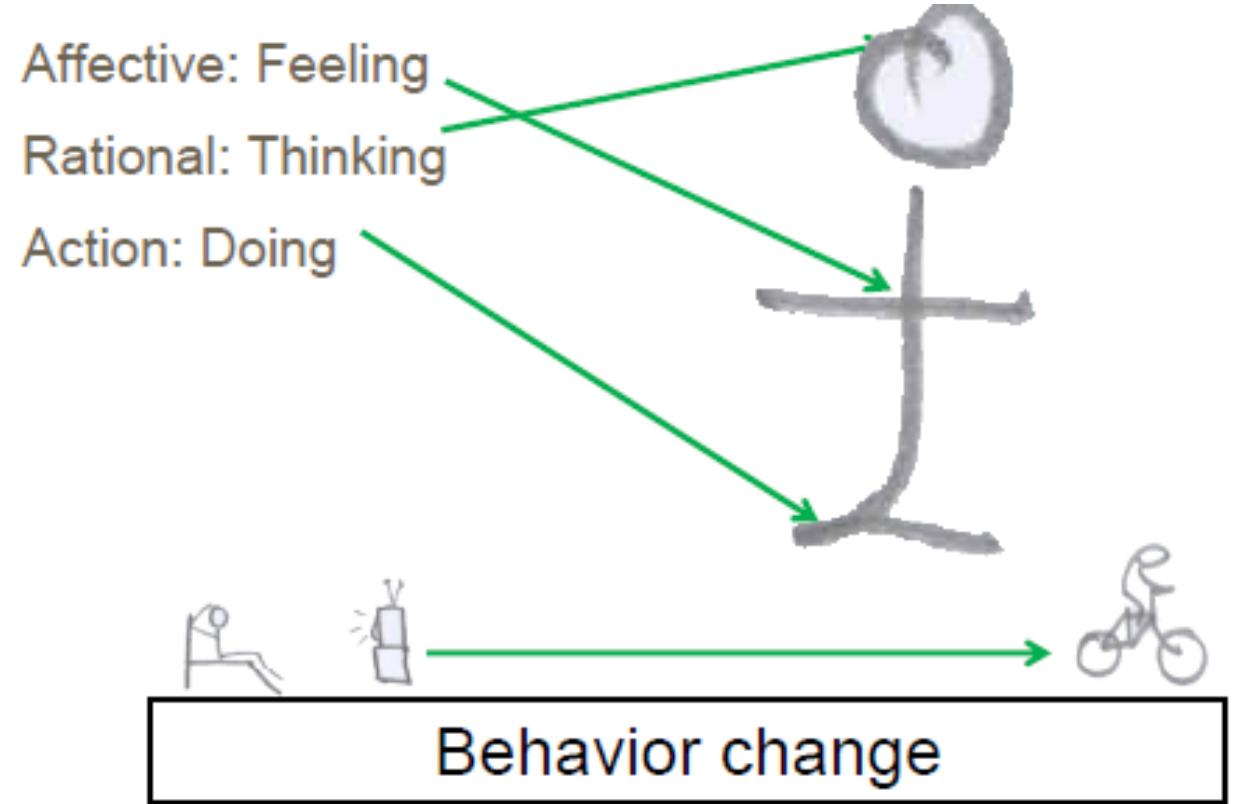
- **Do not** promote public transport where a good system is not in place, and no plans are being made (that is, **start with the plans**)
- **Do not** plan a public transport system based on what the industry tells you. Ask citizens what they want and plan for it
- **Do not** spend all your marketing budget in a huge billboard sign, or a TV advertising (if something is left, then spend it on that, but not first)

Levels of Awareness

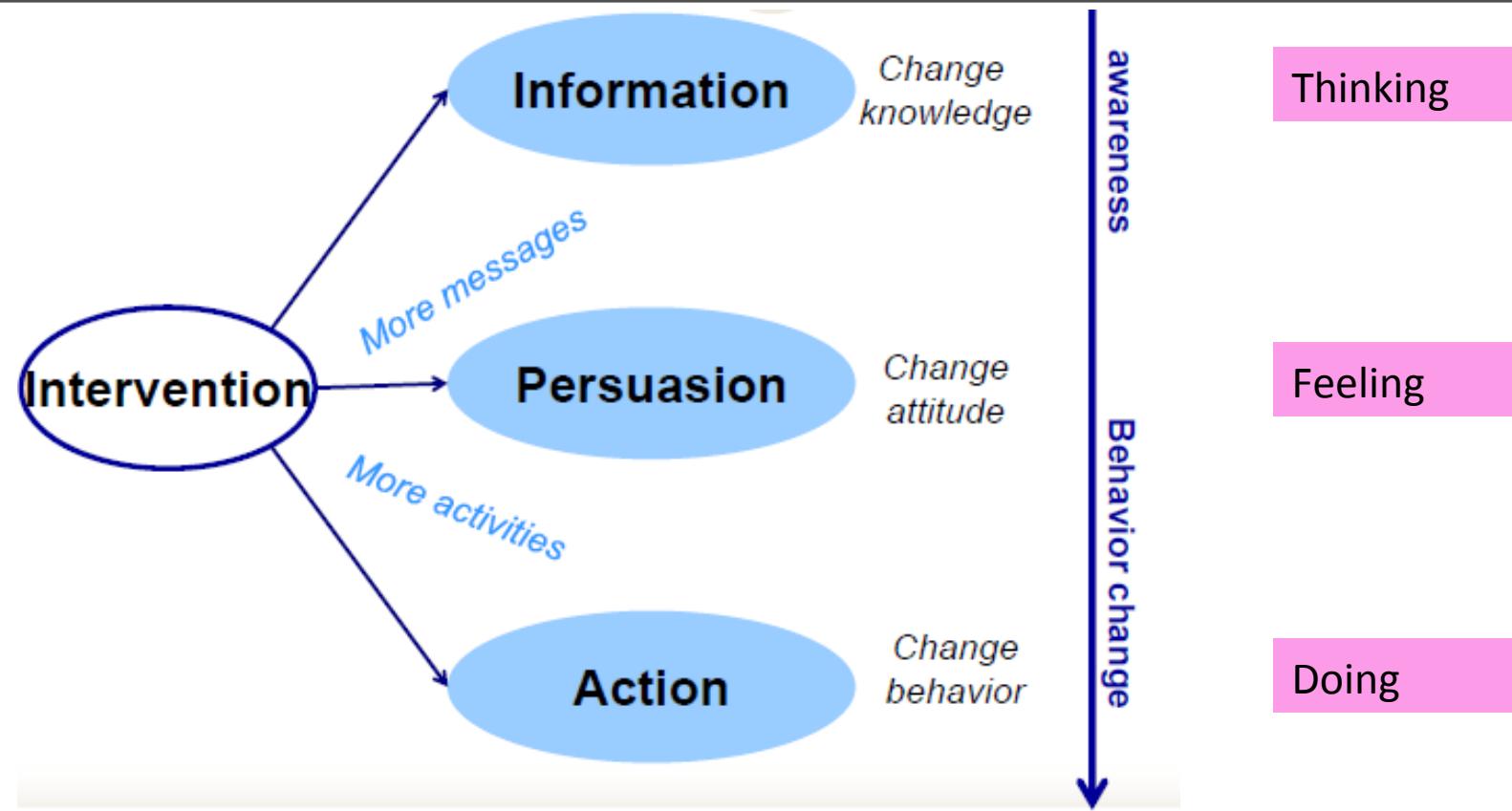


That is why it is not so easy to change behavior

3 Channels of transmitting the message



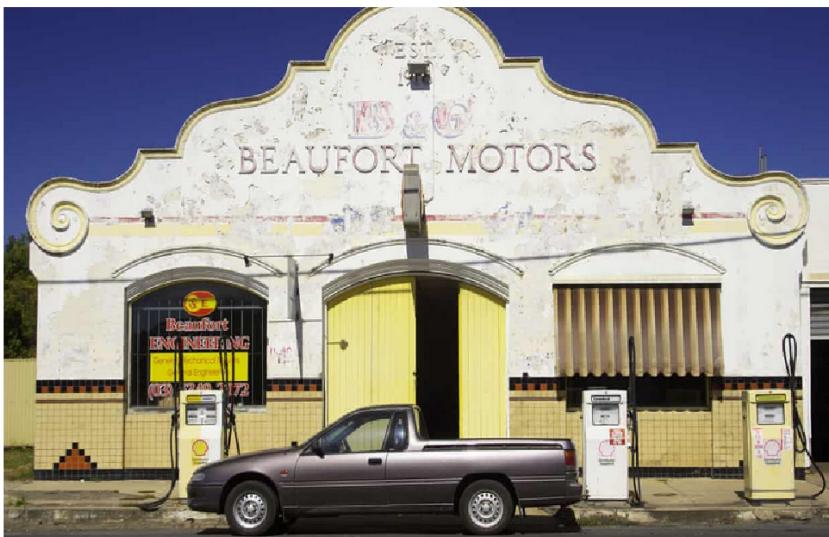
From awareness to behavior change



Cultural Change: Are phones replacing cars?

The end of the affair: why Australians are falling out of love with cars

Are falling sales figures a reflection of a weak economy or has car ownership become less important to many Australians?



▲ Old garage in Beaufort, Victoria. Retail figures show Australian car sales have been falling for 12 months.
Photograph: David Wall/Alamy

Gadgets And Travel Are Modern Day Status Symbols?

by Andrew @ She Think's I'm Cheap | Apr 4, 2013 | Personal Finance | 14 comments

Maybe it's because I work in technology but I've never thought of tablet computers and 3D TV's as **status symbols** in today's world. According to [this article from the UK's Daily Mail](#) these symbols have changed significantly from 20 years ago.

It might have been enough to own a house with a 2 car garage and take a vacation once a year before, now however there are many more "must have" items for those wanting to show their success.

While it's natural for people to seek status symbols, spending beyond their means to acquire them is what leads to problems down the road. Setting your expectations too

Example: Promoting and Creating Awareness on Cycling

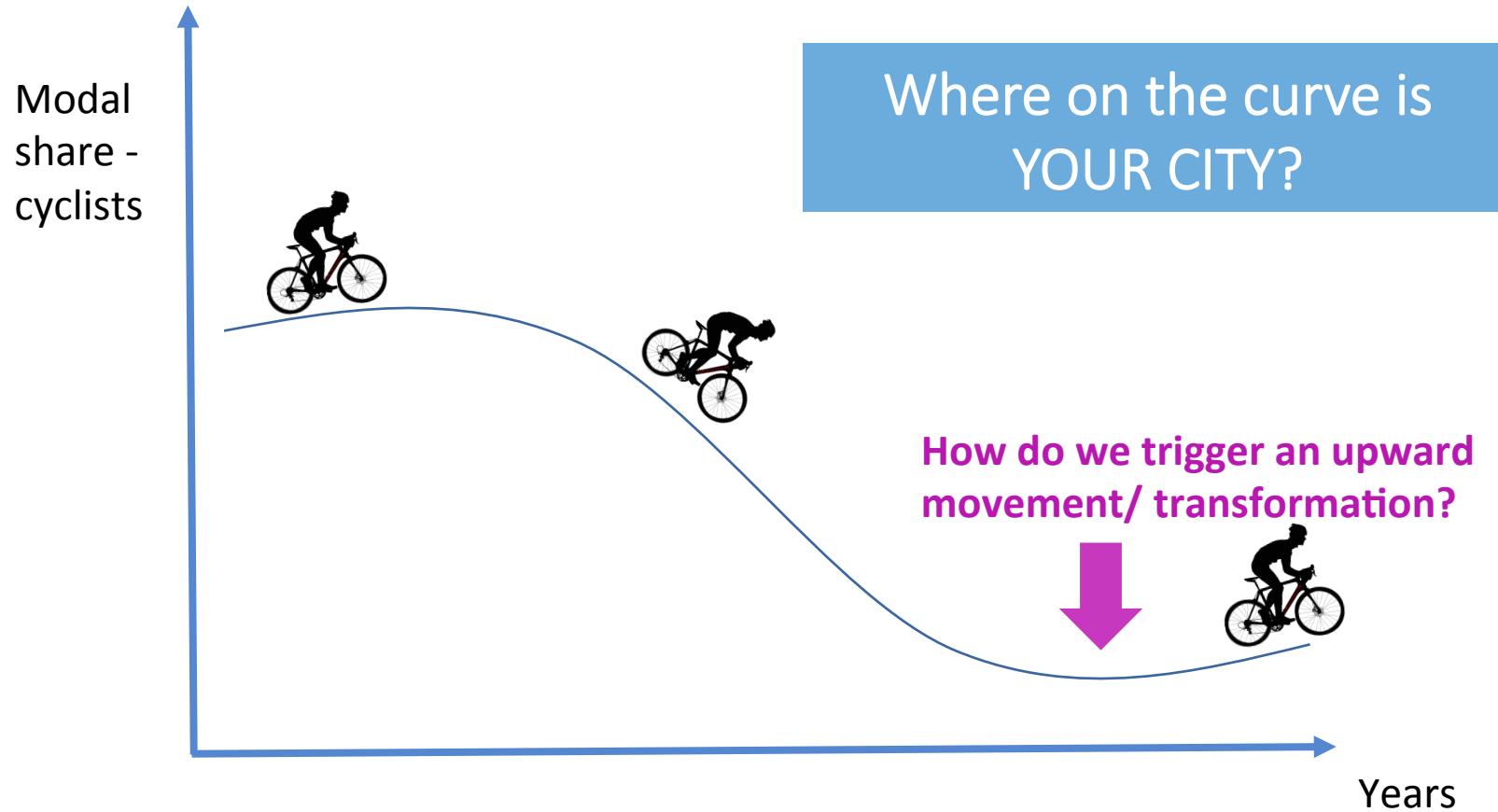
– How to Build a Bicycle Culture?





Let's remember
the good old
days...

The historic curve of Cycling Development

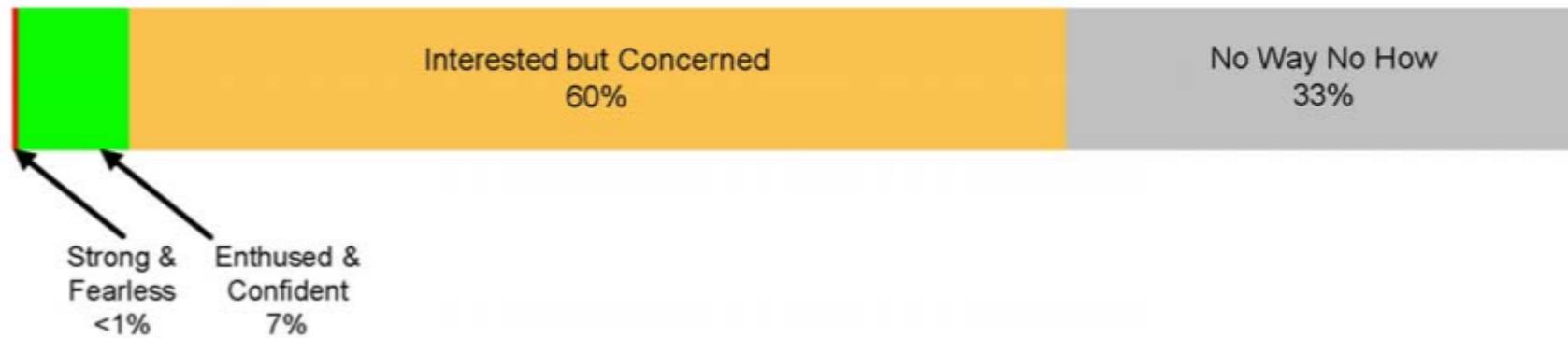


Four Types of Cyclists

Four Types of Transportation Cyclists

By Proportion of Population

Source: Portland (but globally applicable)



- <1%: Cycling in the absence of any infrastructure
- 7%: comfortable sharing the roadway with cars but need some supporting infrastructure
- 60%: curious about bicycling but too afraid. They would ride if they felt safer on the roadways. They want slow speeds, bicycle lanes etc.
- 33%: high level of disinterest in cycling

Where is YOUR CITY? How can YOUR CITY move to the right side of the scale?

Our Common Belief: Build Infrastructure and the Cyclists will come

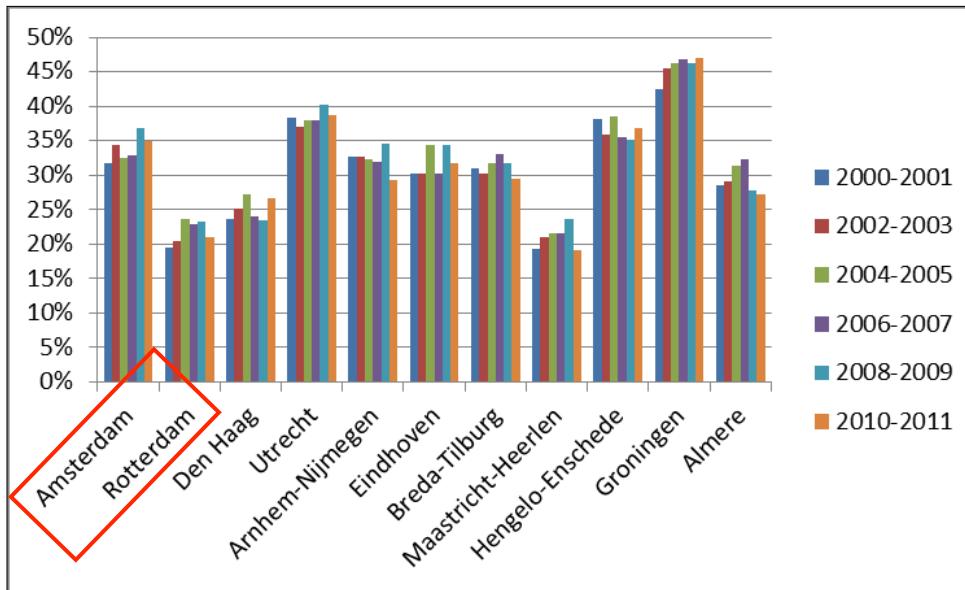
Build it & they will come.



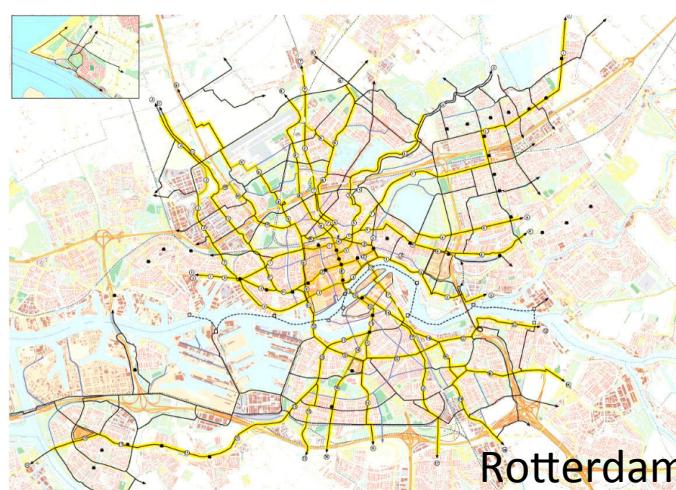
Infrastructure alone is not sufficient!!!!

Building a Cycling Culture through
Promotion and Awareness is important as

It is not that easy...



While Amsterdam and Rotterdam have a difference of 15-20% of cycling modal share...

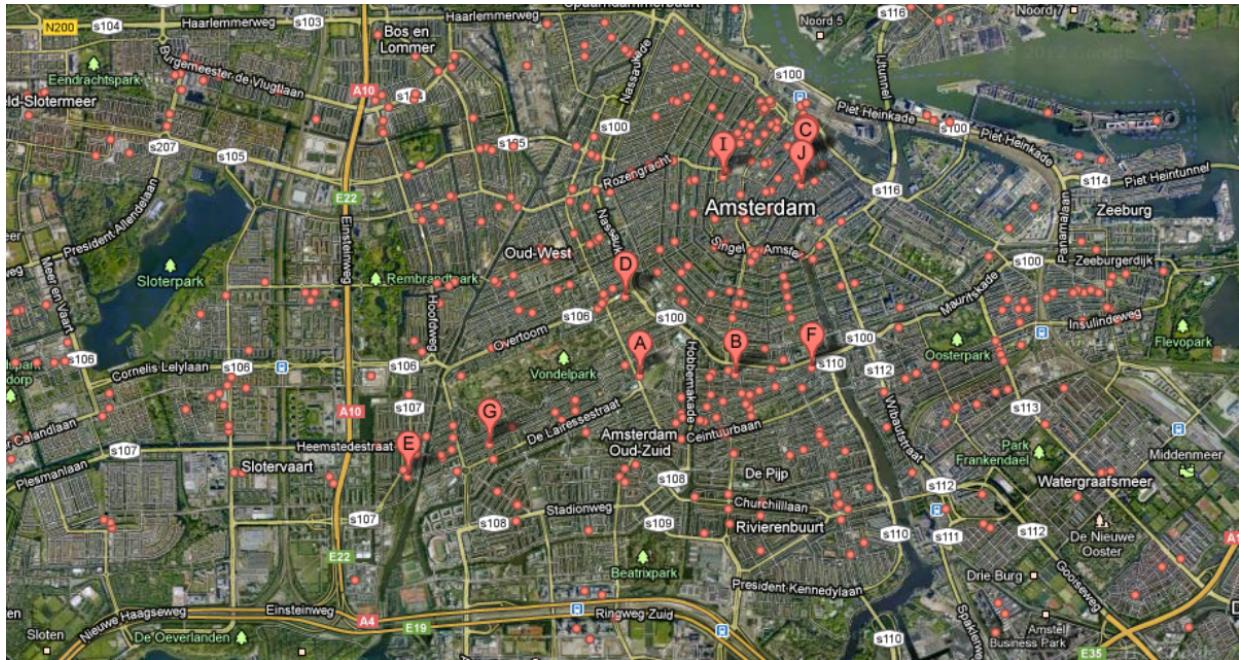


...their bicycle networks are similarly developed

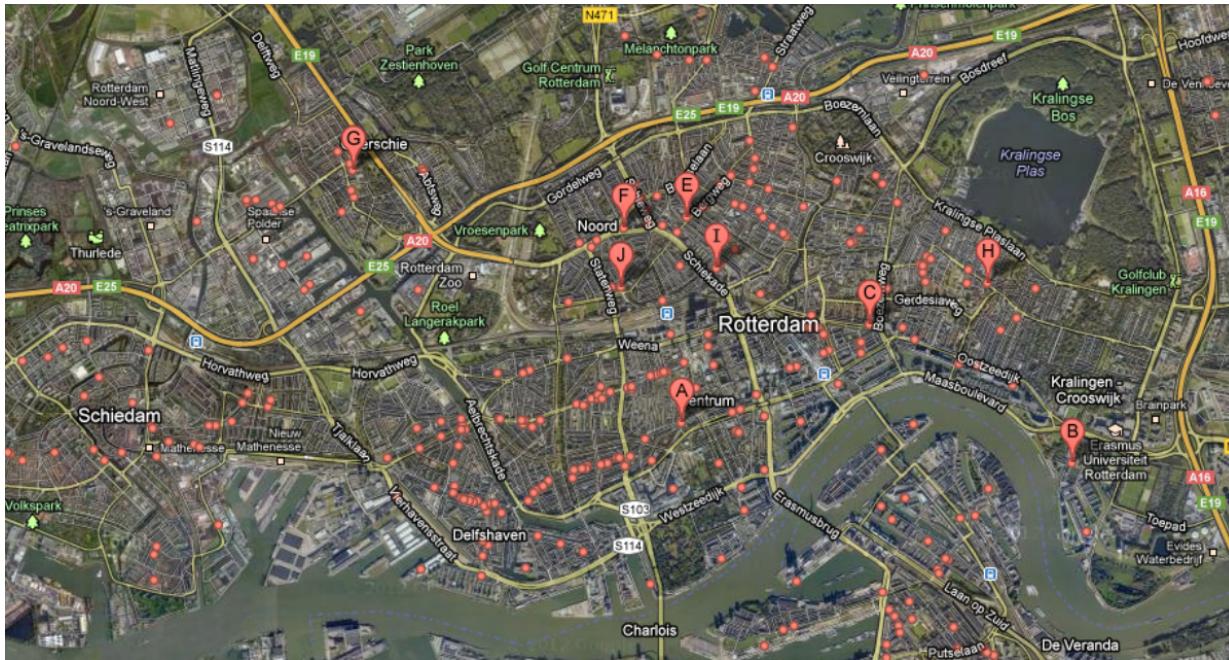
So what else matters?

Simple google search: supermarkets

Amsterdam



Rotterdam



Supermarkets are found city-wide, with clusters and concentrations on a neighborhood scale/ narrow streets

Supermarkets are found along major roads/ transit corridors

Land Use Matters!

So what else matters?

Amsterdam



Cycles are THE iconic item in the city fabric

Rotterdam



Cycles are there, but cars are also there!

Cycling Culture Matters!

Ways to Make the “Cycling Change” in your City



Build
network of cycling
and e-bike
infrastructure



Implement
large-scale bike-
share programs



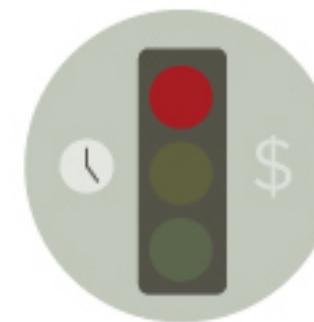
Invest
in sidewalks,
footpaths, and
public transport



Plan
urban growth to
prioritize cycling,
walking, and
public transport



Remove
motor vehicle
incentives,
such as parking
requirements
and fuel subsidies



Adopt
management
policies such as
congestion pricing

Combine this with Building a Cycling Culture!

Who is cycling?



Unconscious “Cycling”

(sth. that one does,
considered normal,
obvious, self-evident)



Conscious “Cycling”

(part of identity, e.g.
mountain-biking)



Obligatory “Cycling”

Out of necessity



WHO IS CYCLING IN YOUR CITY?

Illustrating Cycling Culture through the case of the Netherlands



- Dutch cycle a lot - UNCONSCIOUSLY
- EVERYBODY CYCLES, from high to low, old to young
- Infrastructure, architecture, urban planning, public transport, businesses and nightlife organized around biking
- Bike-minute as standard unit of time measurement
- Bike as national symbol and pride

→ The above immediately changes across national border
→ Cycling culture as a case to explore the concept of “National Habitus” >> Cultural Practice that has become a “Second Nature”, self-evident, not-reflected upon

So why do the Dutch cycle?

1. Strong social integration / Little distance between classes
2. No nobility / lifestyles in which being “normal” is rewarded

Underlying Concept: Conspicuous non-consumption

- Cycling as a way of showing off, by not showing off
- Even though you could, you are not consuming
- Rich can cycle without being embarrassed, but rather admired



Everybody cycles – even the Royals

Cycling more and more becomes part of a cosmopolitan lifestyle

Global development

- Global pattern moving towards non-consumption and sustainability awareness
- Lifestyle based urban cycling is becoming more relevant (cool designs, special bikes)
- From poor man vehicle to **cosmopolitan** cycling class (people with money)



Let's Discuss:

- Who cycles in your city?
- Do you see a cosmopolitan cycling class rising?
- How do we make cycling normal / unconscious?

Ways to Build a Cycling Culture

1. National Bicycle Policies and funding;
2. Strong leadership / “Political champions”;
3. Local Action Plans;
4. “Tame the Bull”;
5. Implement and Extend Cycling Routes & Facilities;
6. Cycling Promotion and Awareness Raising;
7. Marketing Everyday Cycling;
8. Partnerships: public private sector
9. Citizen Engagement / “public creativity”
10. Tame hostile Media / “Change Reality by changing language”
11. Invite Others to Try / Social Movements

1. National Bicycle Policies incl. funding

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

Fahrradportal

 > erweiterte Suche

deutsch | english



Aktuell

Praxis

Förderfibel

Literatur

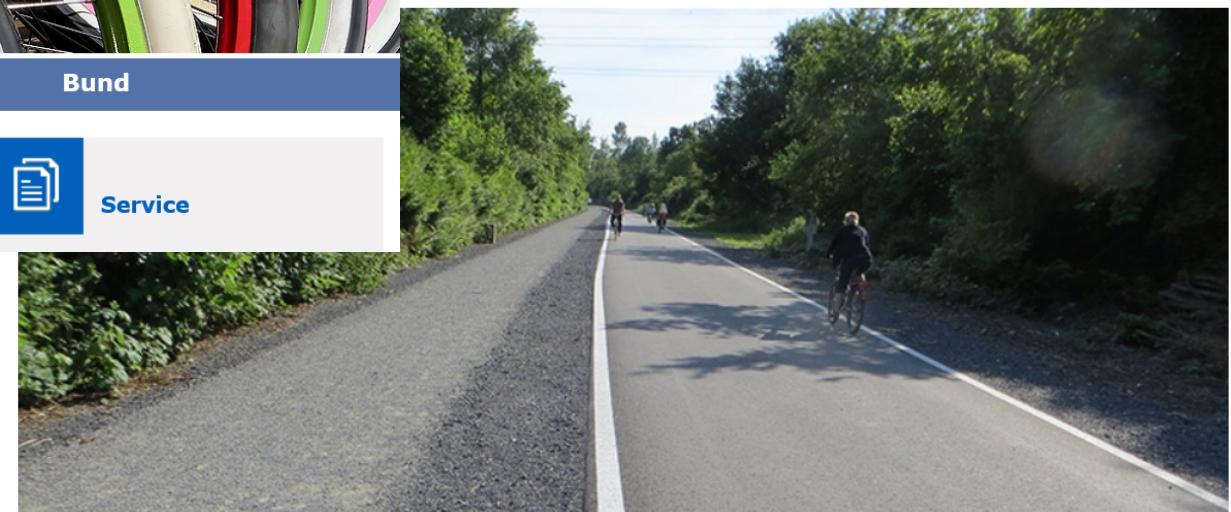
Fahrradakademie

Bund

STARTSEITE » AKTUELL » NACHRICHTEN » BUNDESLÄNDER KÖNNEN FÖRDERMITTEL FÜR RAD SCHNELLWEGE ABRUFEN

BMVI stellt 25 Millionen Euro bereit

Bundesländer können Fördermittel für Radschnellwege abrufen



Der Radschnellweg Ruhr an der Stadtgrenze Essen/Mülheim © Hauswirtschaft / [Wikimedia](#)

BMVI stellt 25 Millionen Euro bereit - Scheuer: Sauber, schnell und sicher auf Highspeed-Radwegen ans Ziel

Ab sofort können Bundesländer Fördermittel für Radschnellwege abrufen. Die Länder haben den dafür erforderlichen Förderkriterien jetzt zugestimmt.

Bundesverkehrsminister Andreas Scheuer: "Mit den neuen Highspeed-Radwegen bringen wir Radler auf die Überholspur. Radschnellwege sind eine echte Alternative für längere Strecken - auch für Pendler. Auf diesen exklusiv für sie reservierten Strecken kommen Radfahrer sauber, schnell und sicher ans Ziel. Das ist gut für die Radler und gut fürs Klima. Ab sofort können die Länder die Mittel abrufen und verbauen."

2. Strong Leadership - Political champions



COPENHAGEN: Emmanuel Macron and Danish prime minister Lars Løkke Rasmussen set off on a cycle tour of Copenhagen on Wednesday during a visit by the French president to Denmark.

PHOTOS: Esther Passaris ditches car, rides bicycle to parliament

Local News By Davis Muli 3 months ago

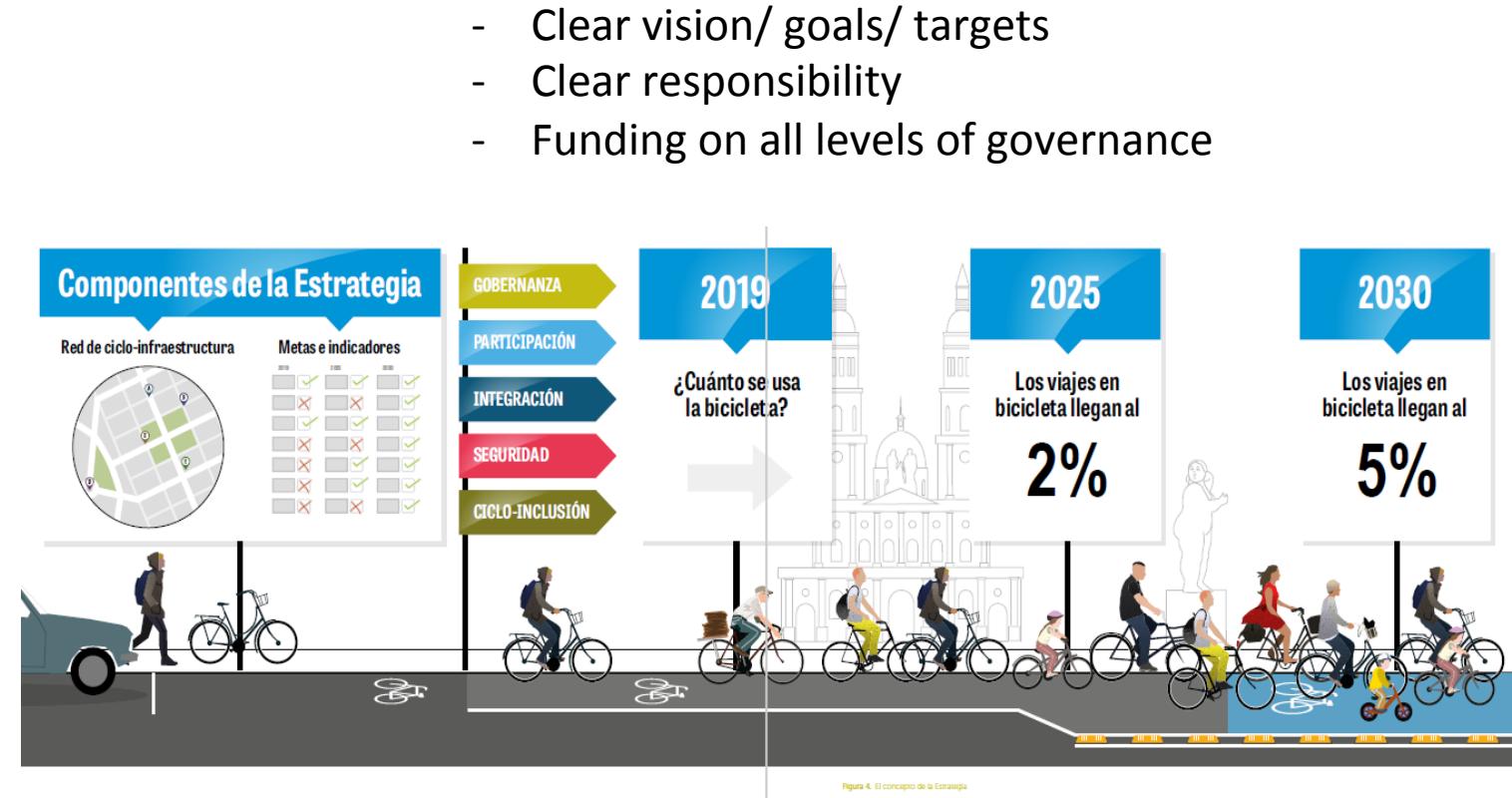
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WHAT'S TRENDING NOW



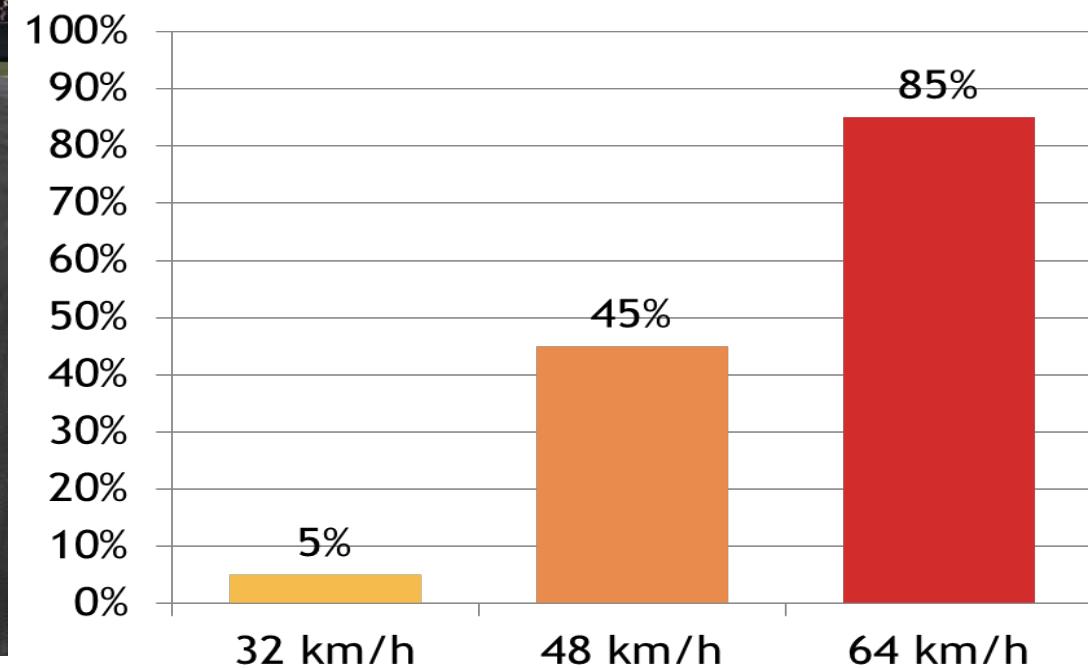
3. Bicycle Strategy/ Local Action Plan



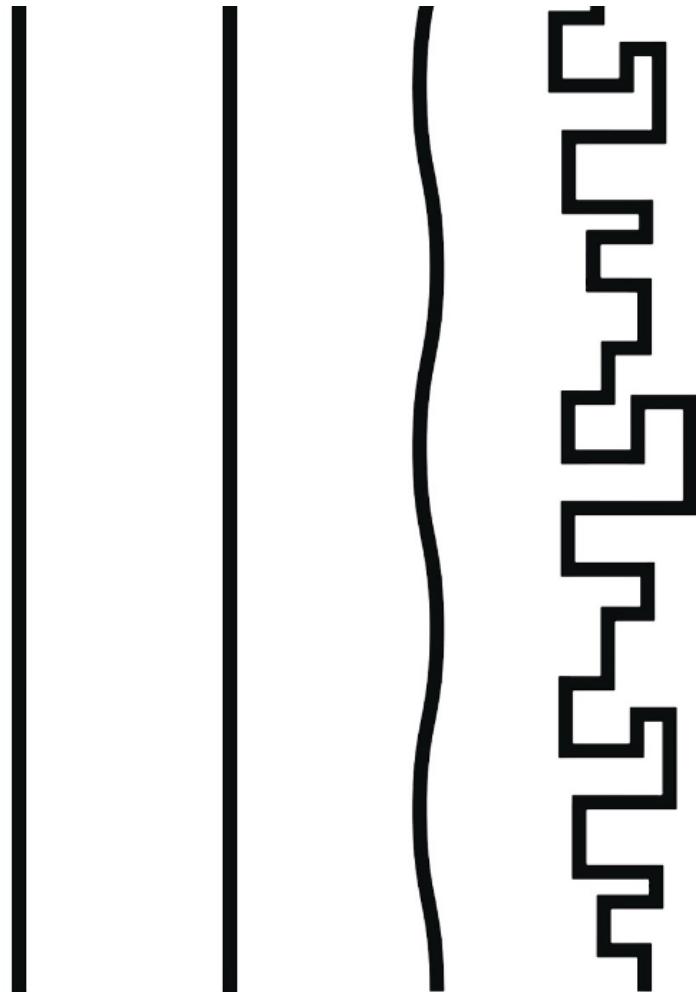
4. “Tame The Bull”



Chance of pedestrian death if hit by a motor vehicle



4. “Tame The Bull”



“You can’t become a cycling city, if you don’t say something about cars.”

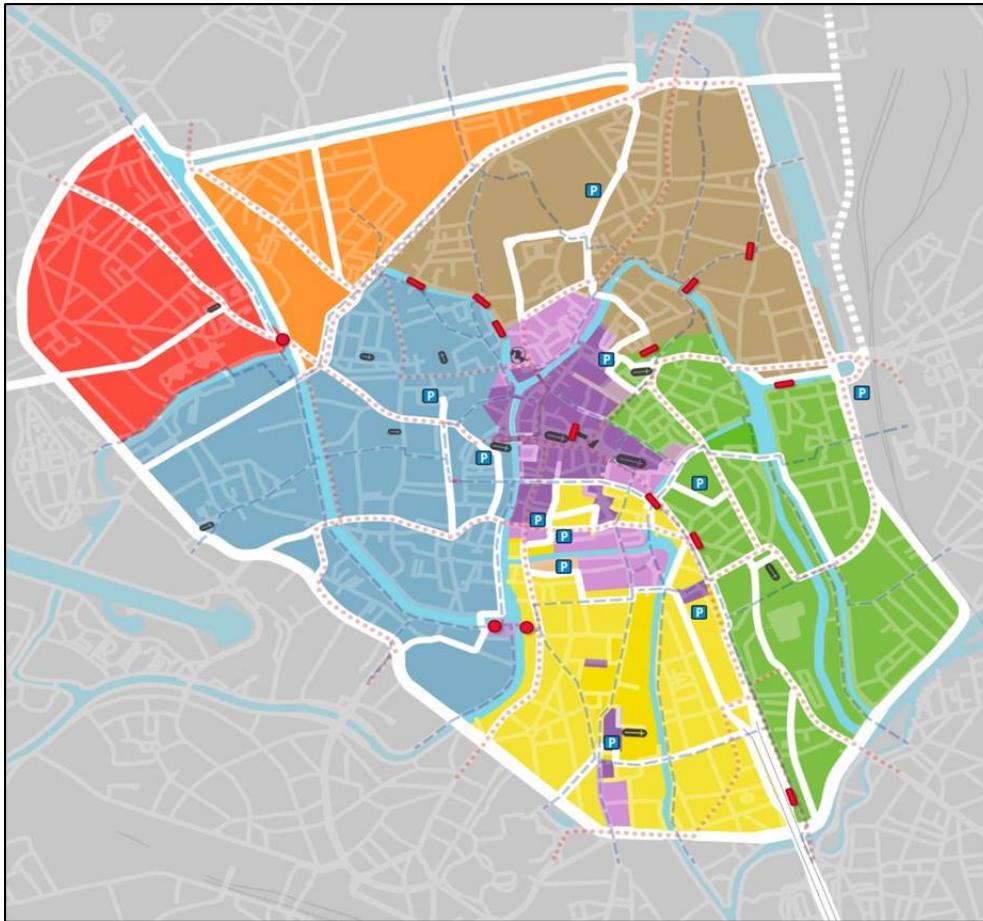
- Filip Watteeuw, Ghent, Mobility Councillor

Make cycling the most convenient mode



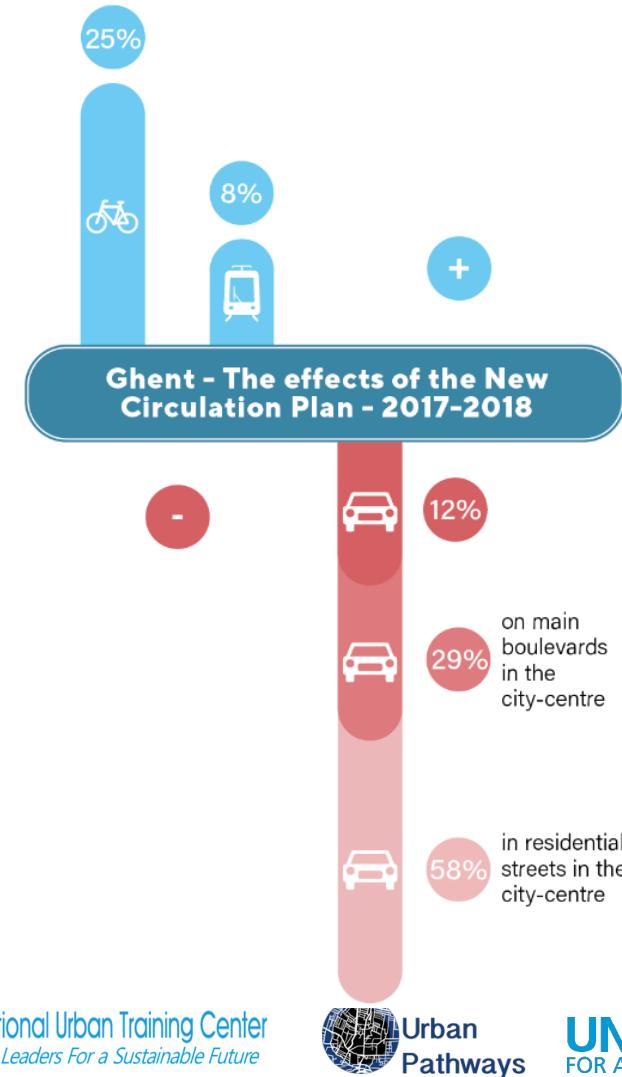
Source: the Copenhagenize Traffic Planning Guide

4. Example: Ghent's New Circulation Plan



- Remove through-traffic
- fewer cars, more space for cyclists
- infrastructure gets an extra value

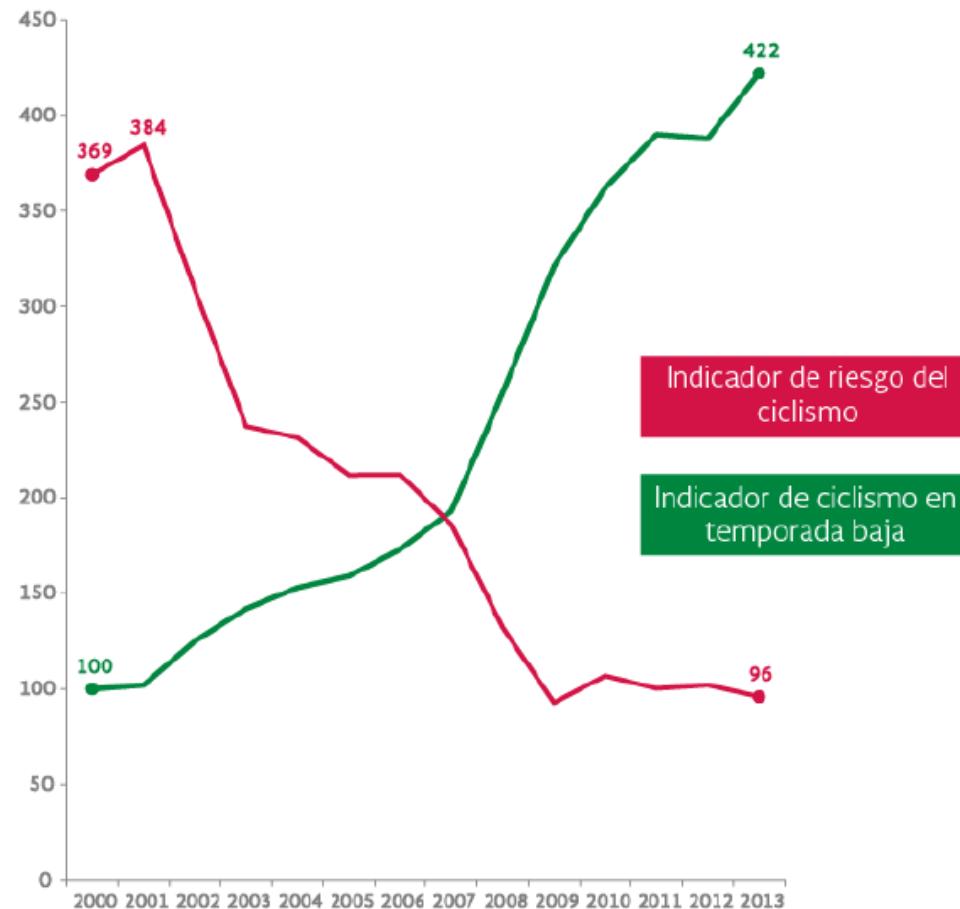
25% more bicycle users vs. 12% less cars



Source: <http://www.copenhagenize.com/>

4. Tame the Bull - With cyclists comes safety

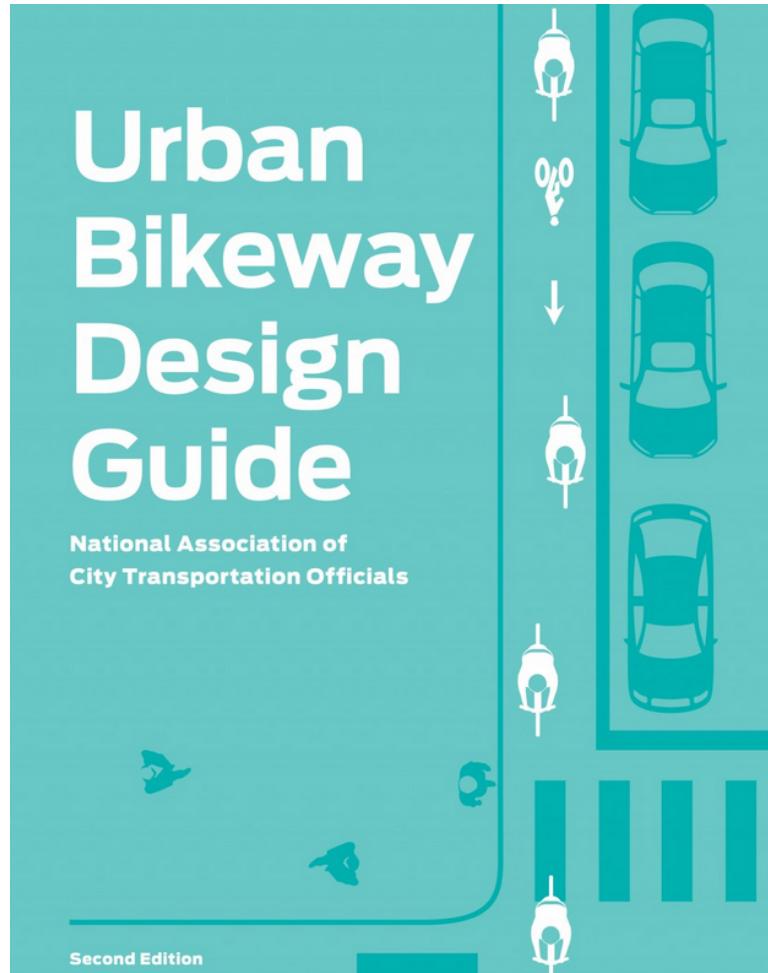
Riesgo del ciclismo en Nueva York



Source: New York city

5. Implement and Extend Cycling Routes & Facilities

- Appropriate standards for infrastructure, parking, other facilities
- Quality and conformity of design
- Allow for local flexibility to solve technical problems and meet citizen needs



5. Routes and Facilities: Easy Wayfinding



6. Cycling Promotion and Awareness Raising



7. Marketing Everyday Cycling



Source: ITDP

7. Marketing Cycling – the car industry is doing so well



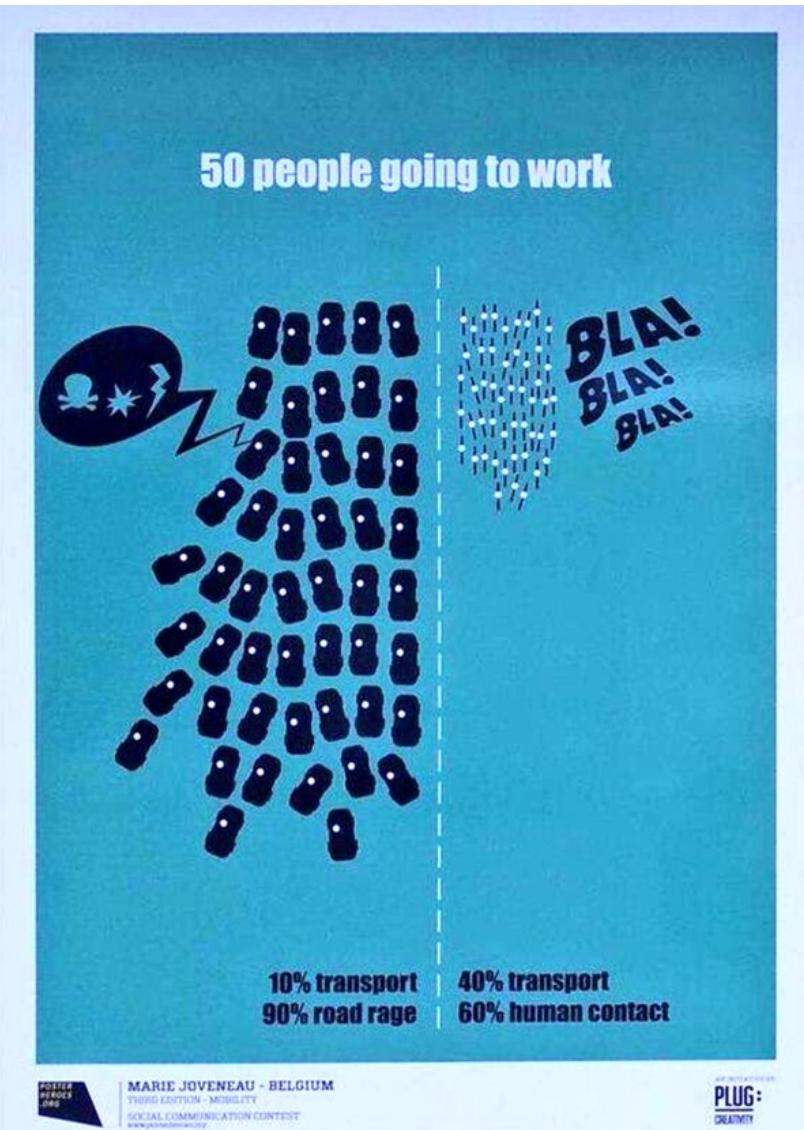
7. Marketing Cycling – more efforts needed

- Averagely people make 4-5 Associations with any product (e.g. urban cycling)
- First 2 associations are most important
- Link cycling to positive emotions → cycling is freedom/ makes me happy/ social interaction
- Car industry knows target audience well / more work needs to be done with cycling
- Customer research: find out from people why they cycle / but also why they DON'T cycle



We need more positive associations with cycling

7. Marketing the Social Impact of Active Mobility



- We think our lives become better when fast, seamless and efficient, but it might make them meaningless
- While everybody thinks they want to be solitary/ in their privacy, interacting with strangers makes people happy
- Stuck in traffic – cyclists use the time socially
- Cycling helps to meet people outside of your bubble/ comfort zone
- Opens senses for the environment: smells, noises, vibes etc.

8. Partnerships: public private sector potential



Etc.



9. Citizen Engagement in planning and implementation/ “public creativity”



10. Taming a hostile media

Bicycle-Car Accident Leaves Everett Woman With Minor injuries

September 22, 2011

An Everett woman in her 60s was shaken up but not seriously injured this morning when she reportedly ran into a car in the 2200 block of Hoyt. According to a witness I spoke with at the scene, she was trying to get around a car that was parking when she ran into the side of a second car. She was wearing a bike helmet and suffered some aches and pains but no major damage to her or the cars.

Everett, Police Blotter



Scary scene but no major injuries after bike hits car in Everett

- Define your opportunity (who is audience / opposition?)
- Identify Sympathetic journalists (make time to meet them)
- Expand project appeal / widen scope of project to more than cyclists (From: what is good for cyclists/ To: What is good for the city)
- Be a Reliable source of news (keep on issuing *stories* / reappear in the news)
- Change reality by changing language: From: “**closing down for cars**” To: “**Opening the street for people**”
- Imagine the story in pictures / “*if your grandmother understands... Everyone understands*”/ avoid technical language

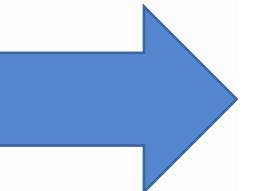
11. Invite others to try - How to build a social movement

Leadership Lessons From
The Shirtless Dancing
Guy ☺



<https://www.youtube.com/watch?v=fW8amMCVAJQ>

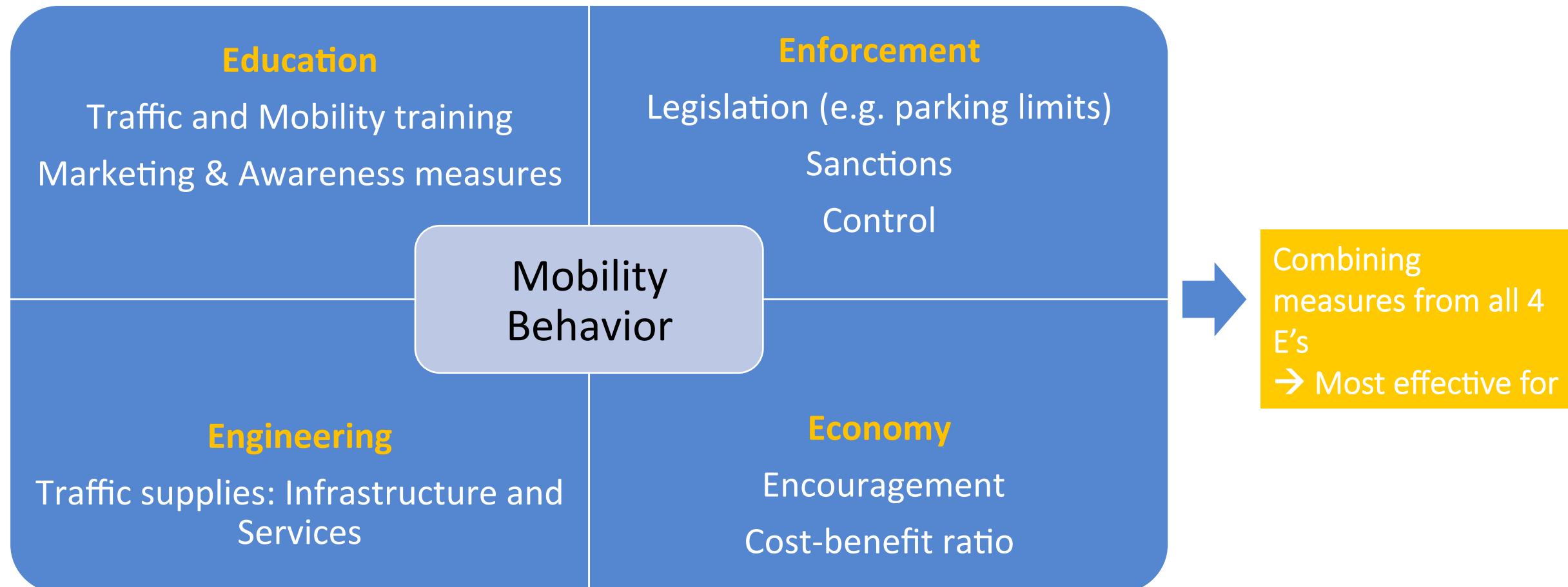
"The Lonely Nut" Mr. Manohar



And his thousand of followers now...



Mobility Behavior – the 4 “E”s



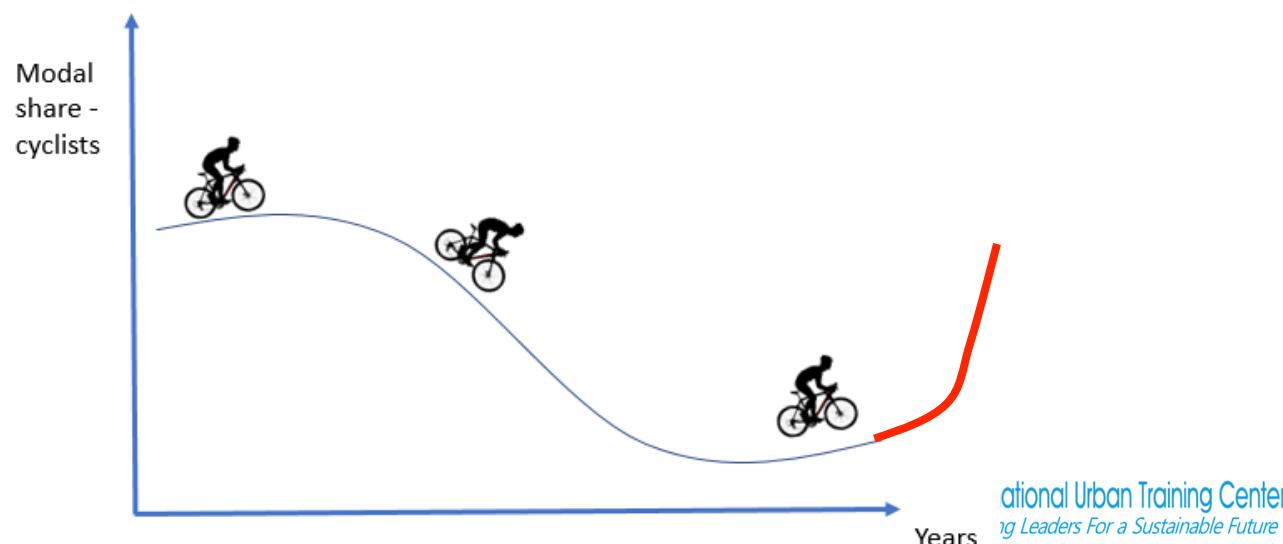
Source: study by TU Dresden, Angela Francke

Changing the urban mobility system and mobility behavior towards more NMT is always difficult

- >> Transition will always cause friction / fear of the unknown
- >> Don't get discouraged!
- >> If there's no opposition, you're not changing anything
- >> Turn crisis into opportunity

“From Zeros to Heroes” – Copenhaguenize Index

- NMT transition does not need to take decades!
- There are Cities that have gone from “zeroes to heroes” in only 5 or 6 years → Dublin, Barcelona, Dar es Salaam? Marrakesh? etc.
- Examples: Dublin went from 0.2% modal share for bicycles to 7%.
- It shows what is possible!!



Transition experiments

“Transition experiments ... are short-term actions through which alternative structures, cultures, and practices are explored”



Asking the right questions for Transition

Key criteria for experiments:

- **Radical** (Is this fundamentally different from dominant practices?)
- **Challenge driven** (Does it address the societal challenge?)
- **Feasible** (Is it possible to realize this project on the short term; by ourselves or by engaging others?)
- **Strategic** (Can we learn from this project about reaching the envisioned fundamental changes?)
- **Communicating / mobilizing** (Does it have a WOW-effect; will people relate to this?)



Workshop:

- **Conceive a transition experiment to ignite an NMT transition in your city?**

- Think (1 minute alone)
- Share
- Integrate
- Use the five defining characteristics
- Prepare a 1 minute pitch
- Present

Multi-level perspective theory

B. Nykvist, L. Whitmarsh / *Technological Forecasting & Social Change* 75 (2008) 1373–1387

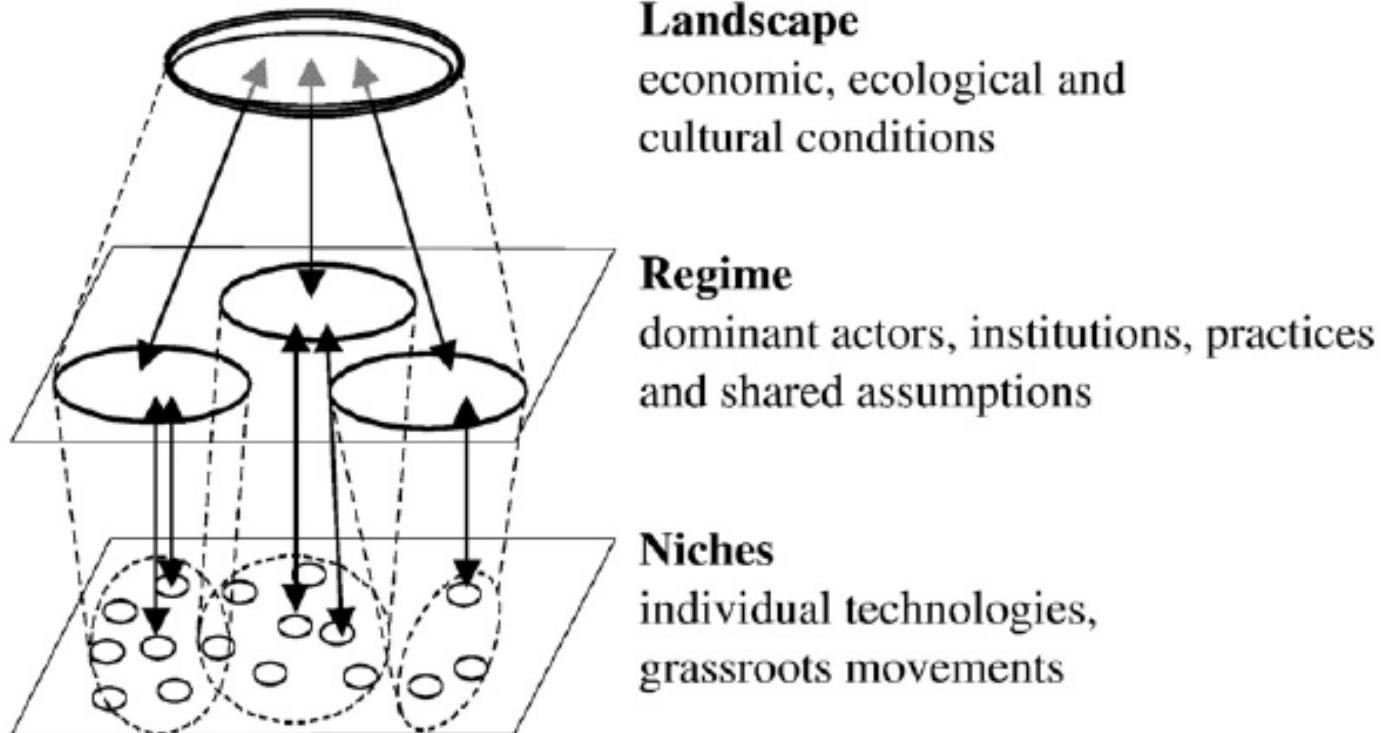
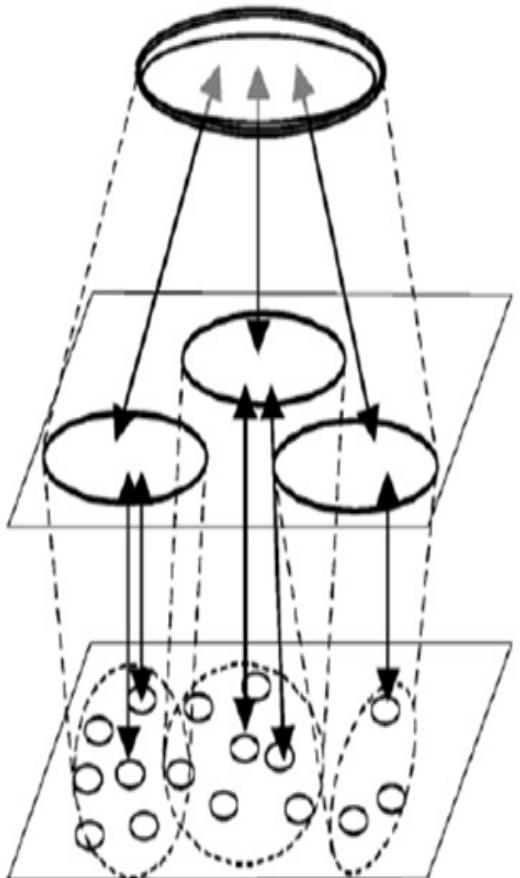


Fig. 1. The multi-level perspective (adopted from [99]).

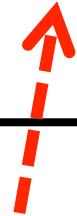
Multi Level Perspective (MLP): transition dynamics (ideal-typical)



Change in the **landscape** puts pressure on the regime, and creates a window of opportunity for niches/novelties



Regime adapts, and works together with niches/novelties, or is taken over by them



Niches/novelties are assimilated by the existing regime or evolve into a new regime

Questions – Go to Menti.com

1. What is the greatest landscape barrier/opportunity for an NMT transition in your city?
2. What is the greatest regime barrier/ opportunity for an NMT transition in your city?
3. What is the most promising niche/ innovation of an NMT transition in your city?

