Placemaking and NMT Culture

Global framework
Placemaking Experience in African cities
Infrastructure alone is not enough
Building an NMT Culture
Awareness and Behavior Change

Stefanie Holzwarth, Urban Mobility Unit, UN-Habitat
Urban Pathways

About Urban Pathways

4 Pilot Countries
Brazil
Viet Nam
Kenya
India

Replication in up to 20 cities

Wuppertal Institute and UN-Habitat collaboration
The plans will include an assessment of:
- political, technological, socio-economic and financial viability

The local implementation concepts will be:
- developed into bankable projects, focusing on the access to urban basic services to create a direct link between climate change mitigation and sustainable development goals

This process will be:
- replicated regionally with policy development and implementation support
- and advice on stakeholder engagement and financing mechanisms
A global framework for Sustainable Urban Mobility
The global framework

**Mobility can help end poverty, protect the planet, and ensure prosperity for all**

**Mobility providing Universal Access for All**

**Reduction of transport emissions, zero emission mobility**

**Mobility contributes to all Global Commitments**
Transport Relevance of SDGs

Directly related targets

Indirectly related targets

SDGs with transport relevance
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Placemaking/ Open Streets as a Global Movement
Previous Events in Africa:

- Nairobi, Kenya
- Ruiru, Kenya
- Kampala, Uganda
- Maputo, Mozambique

UN-Habitat as a facilitator in the first year... City Governments ideally in the lead!
Common Small Scale Approach so far...

- Open Street Activity
- Awareness on Road Safety
- Bicycle Event
- Mobility Dialogue
- Air pollution device
Preparing for the mobility / public space designs

Selection of the location >> vibrant, modal chaos
Setting up of Street Exhibition, and designs

Closing down the street in Nairobi Jua Kali 😊
From Temporary to Permanent... linking the event to NMT plans of the city
City to utilize event for Sensitization activities

Strong commitment from counterpart government important
A collaborative effort – EVERYONE is welcome to join
Speed Reduction
Streets can be spaces for art & culture

Plan sufficient time for engagement/ mobilization of stakeholders
Spill Over activities from local shops
Allow for Street vending - make our streets more vibrant

“Organic” development of activities
Link to SDGs
Filling the space with activity ALWAYS
Streets as public spaces for social interaction
Make it exciting for the audience
Focus on Inclusion of people with special needs
Tree Planting – Different Departments working together
Firefighter Training – Health Dept.
Mobility Dialogue – Multi-stakeholder platform to discuss way forward – utilizing the “momentum”
Media Coverage and Messaging important

High-vis, low-conflict: Kampala gets its first Critical Mass cycle ride

Uganda’s first ever Critical Mass is missing the air of protest normally found in Europe or the US. This may be for the best in a country where dissent is often quashed with rubber bullets and tear gas.
After a hard day of work – having fun – at a relatively low cost

6,000 – 10,000 USD for 3 days
Air Quality Measurements
Measuring the impact of placemaking on Peoples’ health

Luwum Street, Kampala
PM 2.5 20 - 30 micrograms per cubic metre

Using a custom built digital light painter and wearable particulate sensor, the artist takes long exposure photographs that paint the amount of PM2.5 particles in the air as particles of light.
Ask people for feedback

- The street is amazing.
- This creates socialization, where individuals have different socio-economic problems, unemployment, where government should help and support.
- We need permanent solution to decongest and tidy the city. Not just a one weekend thing.
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Building an NMT Culture (with focus on cycling)
Awareness and Behavior Change
Let’s remember the good old days...
The historic curve of Cycling Development

Where on the curve is YOUR CITY?

How do we trigger an upward movement/ transformation?
Four Types of Cyclists

- <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?

Source: Portland (but globally applicable)
Our Common Belief: Build Infrastructure and the Cyclists will come

- But: Cause – Effect in two different spheres (physical and behavioral)
- Therefore a complex web of social, political, environmental factors and interactions
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

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!
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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

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.

2. Strong Leadership - Political champions

PHOTOS: Esther Passaris ditches car, rides bicycle to parliament

COPENHAGEN: Emmanuel Macron and Danish prime minister Lars Lokke Rasmussen set off on a cycle tour of Copenhagen on Wednesday during a visit by the French president to Denmark.
3. Bicycle Strategy/ Local Action Plan

- Clear vision/ goals/ targets
- Clear responsibility
- Funding on all levels of governance
4. “Tame The Bull”
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
4. Example: Ghent’s New Circulation Plan

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

Source: [http://www.copenhagenize.com/](http://www.copenhagenize.com/)
4. Tame the Bull - With cyclists comes safety

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

• Return of Investment needs to be understood by decision-makers (“If I invest x amount on NMT, the long-term benefit will be y”)
We think our lifes become better when 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

PBSC URBAN SOLUTIONS
nextbike
Etc.

SERVICE & REPAIR

BICI REPORTERO
9. Citizen Engagement in planning and implementation/ “public creativity”
10. Taming a hostile media

- Define your opportunity (who is audience / opposition?)
- Identify Sympathetic journalists (make time to meet them)
- Build Alternative network of reliable info (twitter whatsapp groups etc.) – circulate info
- 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

The Story of the “Lone Nut and her Followers” towards a Mass Movement
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
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Mobility Behavior – the 4 “E”s

Education
Traffic and Mobility training
Marketing & Awareness measures

Enforcement
Legislation
Sanctions
Control

Engineering
Traffic supplies: Infrastructure and Services

Economy
Encouragement
Cost-benefit ratio

Combining measures from all 4 E’s → Most effective for changing behavior

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!!
Multi-level perspective theory

Landscape
economic, ecological and
cultural conditions

Regime
dominant actors, institutions, practices
and shared assumptions

Niches
individual technologies, 
grassroots movements

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?
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