



Sustainable mobility culture: An approach for capacity development in Eastern Europe

Presentation

Tomas Hefter

ISOE – Institute for Social-Ecological Research, Frankfurt/Main

ERSCP Conference 2012

Bregenz, 2 May 2012



1. **Current traffic situation in Eastern Europe**
2. **Mobile2020 - Capacity development to promote cycling**
3. **The sustainable mobility culture approach as a frame for mobile2020**
4. **Outlook & discussion**



Current traffic situation in Eastern Europe



Car traffic:

- Car oriented traffic behaviour becomes increasingly popular
- Car-oriented urban planning
- Car increasingly a symbol of social and economic status
 - Motorisation rate is on the rise in Eastern Europe
 - Emerging negative effects of individual motorised mobility



Negative effects of car-oriented mobility styles:

- Traffic congestion
- Air pollution
- Noise pollution
- Health problems
- GHGs emissions
- Land consumption & public spaces
- ...

Traffic in Sofia



Source: Wikipedia.org



Cycling traffic:

- Insufficient cycling infrastructure
- Missing services for cyclists
- Car drivers are not used to cyclists on the road
- Cycling is not perceived as a full mode of transport
- Very low modal share of cycling

Cycle path in Romania



Source: Geo Bate
Saua



mobile2020 - capacity development to promote cycling





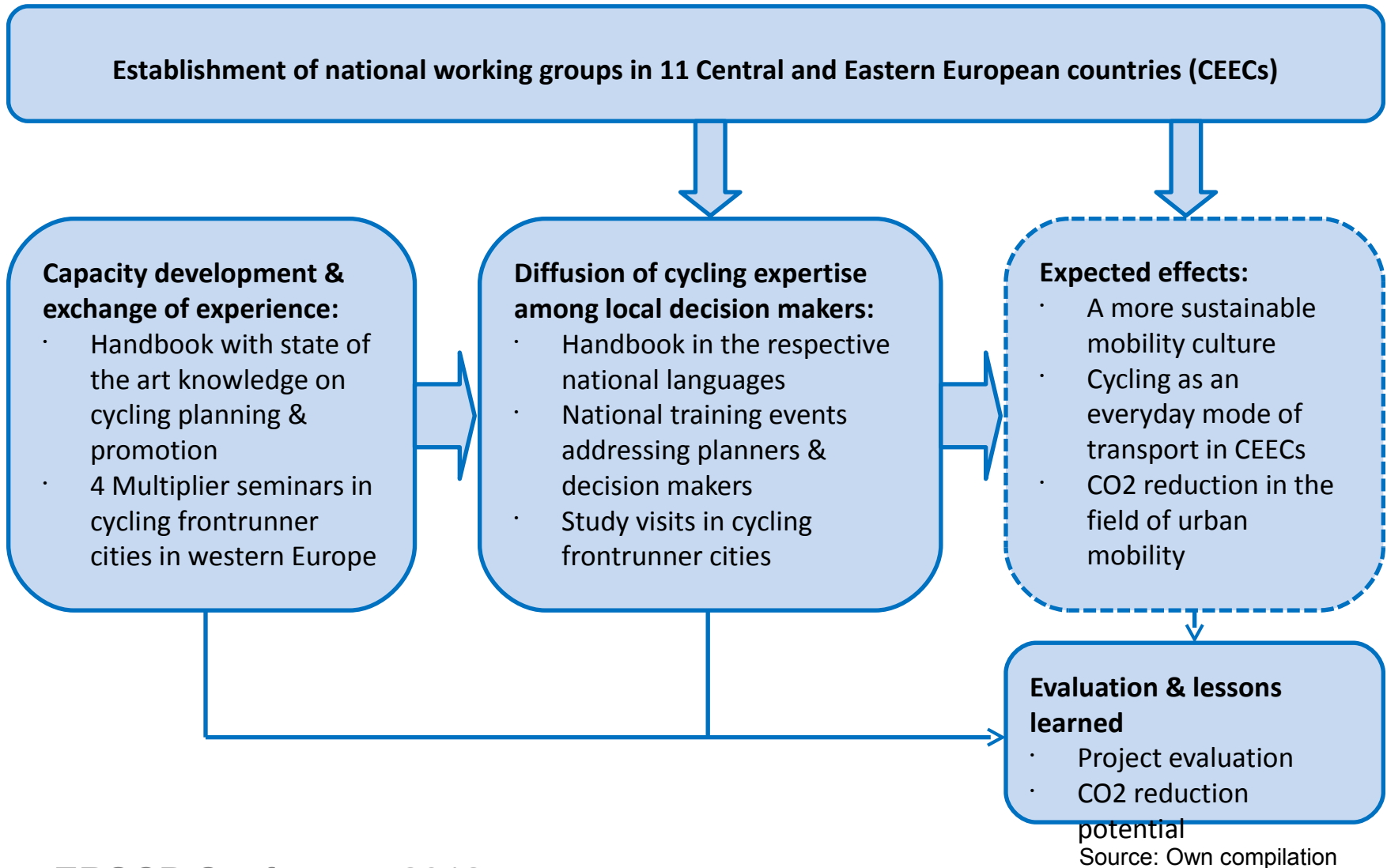
General aims of the project:

- Encourage a modal shift from the private car to the bike
- Increase the awareness, attractiveness and understanding of bicycle mobility
- Motivate changes in everyday mobility behaviour and culture
- Transfer of knowledge to urban planners and decision makers
- Support the goals of the EU Green Paper on Urban Mobility

Main target groups :

- Small and medium sized cities in Central and Eastern Europe
 - Local decision makers & politicians
 - Urban and transport planners
 - Local stakeholders and interest groups
 - Bicycle affine lifestyle groups

mobile2020 – Main activities





The approach of sustainable mobility culture as a frame for mobile2020



What does mobility culture describe?

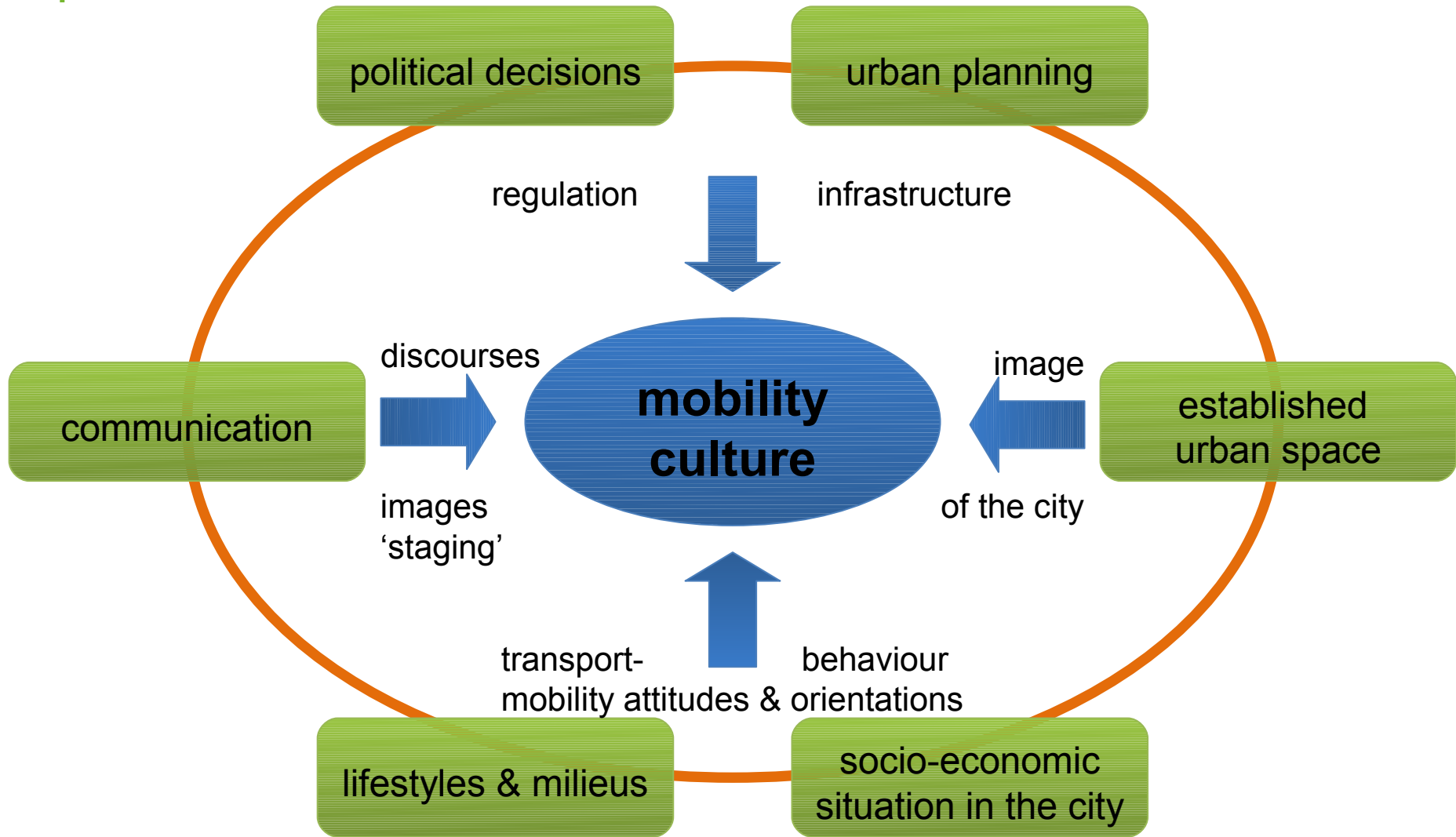
- Mobility culture brings together rational (plans, concepts), symbolic (image, emotions, discourses) and material sides (built structure) of mobility.

Example:

- A rational concept – like quality of stay – becomes visible in buildings, transport infrastructure, urban design (material) and has symbolic and emotional effects.



Sustainable mobility culture approach



Outlook & discussion

Outlook & discussion



What we want to promote ...



Source: Cycling Embassy of Denmark



Source: City of Zürich



Mobile2020 obstacles and challenges:

- 11 heterogeneous countries with different backgrounds due to ...
 - Planning structures & cultures
 - Local traffic conditions
 - Cultural backgrounds
 - Economic situation
 - Topography & climate
- Different backgrounds and knowledge of the multipliers
- Uncertainty regarding the level of local participation



Thank you for your attention!



Traffic sign
in Budapest



Further information on
mobile2020:
www.mobile2020.eu

Source: Schuster 2011