

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

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Topic

Lifestyle

Title of the Paper

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Form of Presentation

Presentation

Short Description (maximum 2500 characters)

Sustainable mobility culture: An approach for capacity development in Eastern Europe
With increasing wealth car orientation becomes more and more common in many Eastern European countries. In contrast the modal share of cycling as one of the most environmental friendly modes in urban transport is very low compared to many western European countries. Looking at the fact that infrastructure for cycling is often insufficient, this lead to a marginalisation in urban planning and decision making. But it also goes together with the symbolic connotation in regional societies that bicycles are often seen as vehicles for sports or leisure, as a toy or for poor people only. The approach of mobility cultures incorporates the symbolic and the material meaning connected with urban transport modes, infrastructure, buildings, politics, communication and lifestyles (Deffner/Götz 2010).

Within the EU-funded project 'mobile2020' the authors are conducting a capacity development and empowering process by training of numerous national multipliers of 11 Eastern European countries. Aim is the mainstreaming of knowledge and good practice examples for cycling promotion in urban planning and decision making. This process is seen as a key to change the understanding of planners and decision makers how to reach a more sustainable mobility culture. The concept of the capacity development is transferring the approach of mobility culture by taking into focus the interaction between bicycle infrastructure (material level) and the perception of cycling as an attractive mode of everyday transport (symbolic level).

At the ERSCP Conference 2012 we will show how the approaches of mobility culture and mobility styles (Goetz/Jahn 1998) help within a capacity development project to promote a change in planning paradigms to change everyday mobility towards more sustainability.