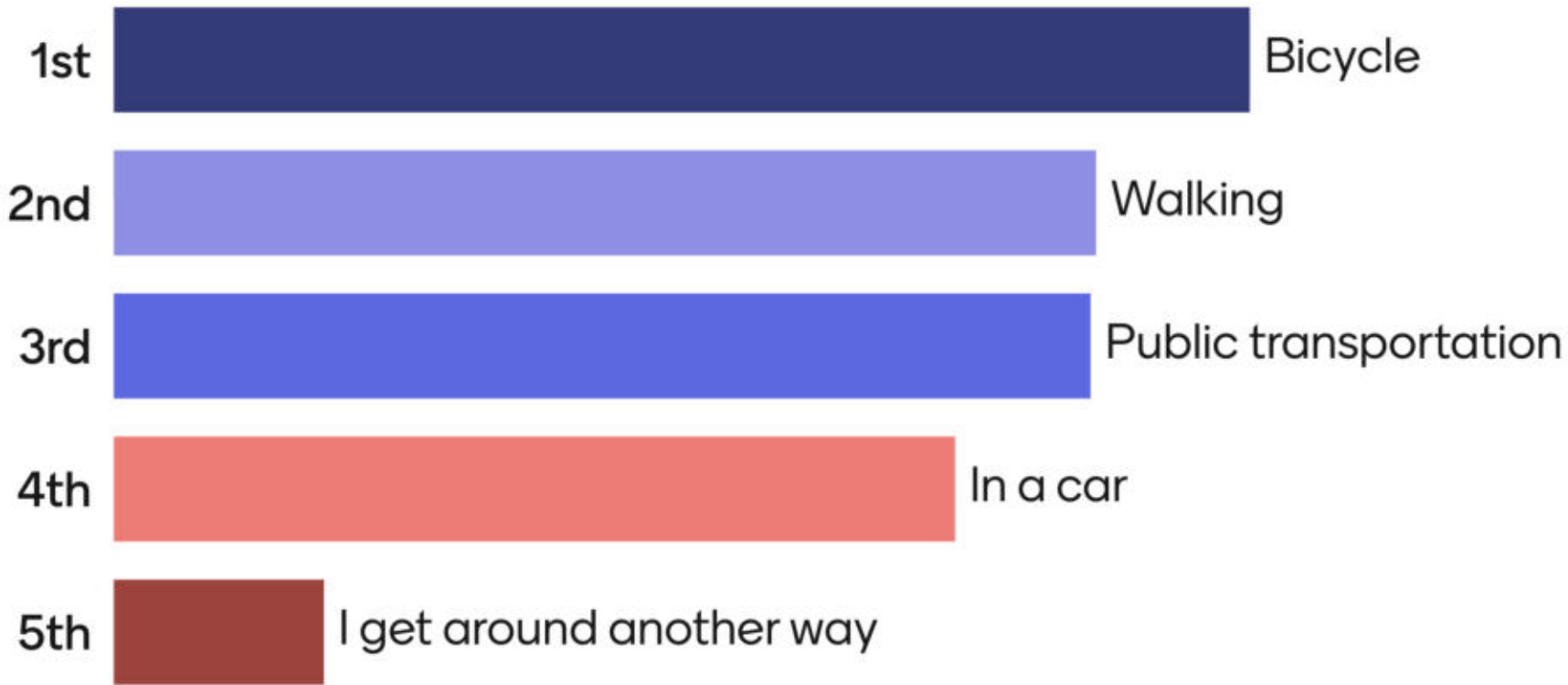


In an average week, how do you mostly travel for daily needs (work, school, grocery, etc.)?



In my context, riding a bicycle for daily travel is a symbol of...



In your city, what are the most pressing mobility problems?



Why are these problems not yet solved?



In the city you live, how many people can you name who make decisions about cycling, mobility, and streets?





@cyclingprofessor



@maglaser

Why mobility transitions do not start with mobility

Prof. Dr. Meredith Glaser

CEO | Urban Cycling Institute

Professor of Cycling | Ghent University

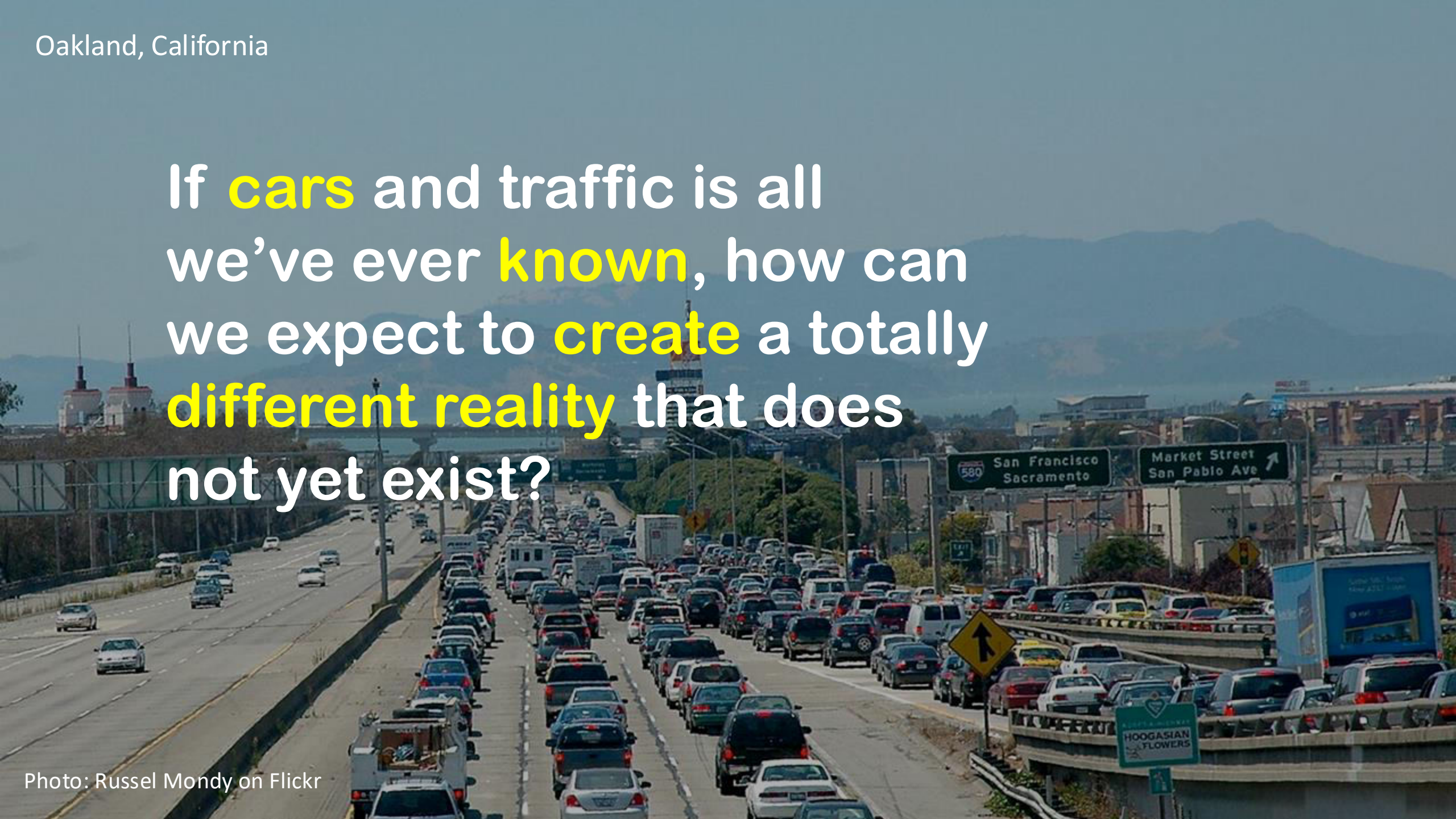
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FIETS
LEERSTOEL
UNIVERSITEIT GENT



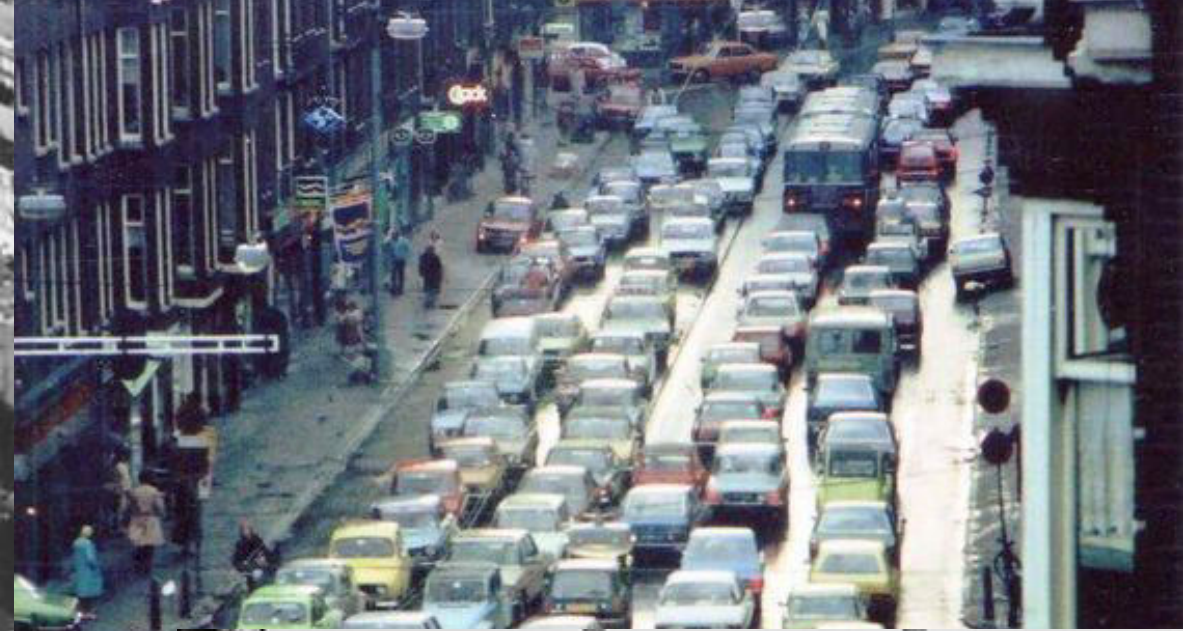


If **cars** and traffic is all we've ever **known**, how can we expect to **create** a totally **different reality** that does not yet exist?



Van Ostadestraat, Amsterdam (2022)





Photos: City of Amsterdam Archives

A young girl with blonde pigtails is riding a pink bicycle on a city street. She is wearing a light pink t-shirt and black leggings. She is holding a small object in her right hand. The street is paved with cobblestones and has a red-paved bike lane. There are trees and buildings in the background. A traffic light and a pedestrian crossing sign are visible. The text "Cycling represents a socio-technical system, embedded in environments, behavior, social practices, cultures, and institutions" is overlaid on the left side of the image.

**Cycling represents
a socio-technical
system, embedded
in environments,
behavior, social
practices, cultures,
and institutions**

Épinal, France

More people cycle
when....

bikes & repair are affordable
safe space for cycling
no threats of car danger
essential activities are close
women & kids cycle more
public transit is convenient
it feels safe & enjoyable
connected to daily routines
systems protect & nurture
feel recognised & heard

Van Ostadestraat, Amsterdam (1982)



Photo: City of Amsterdam Archives





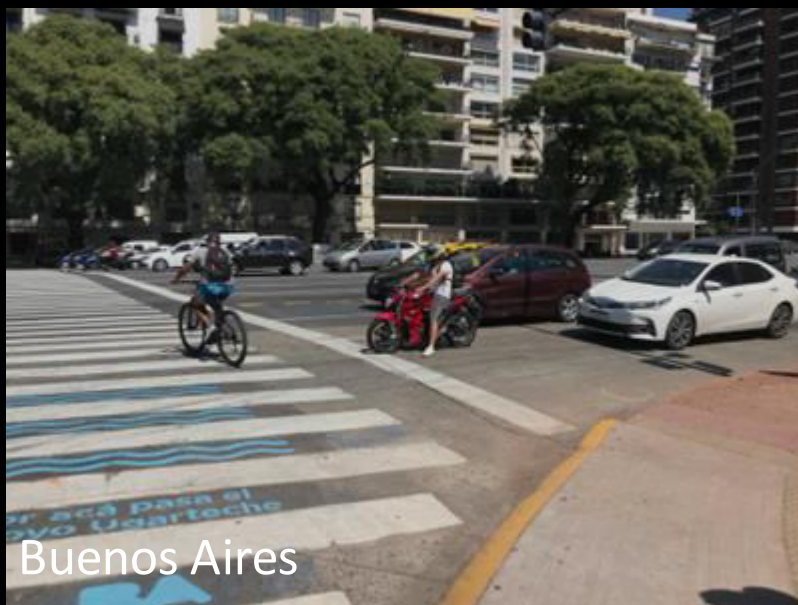
Rome



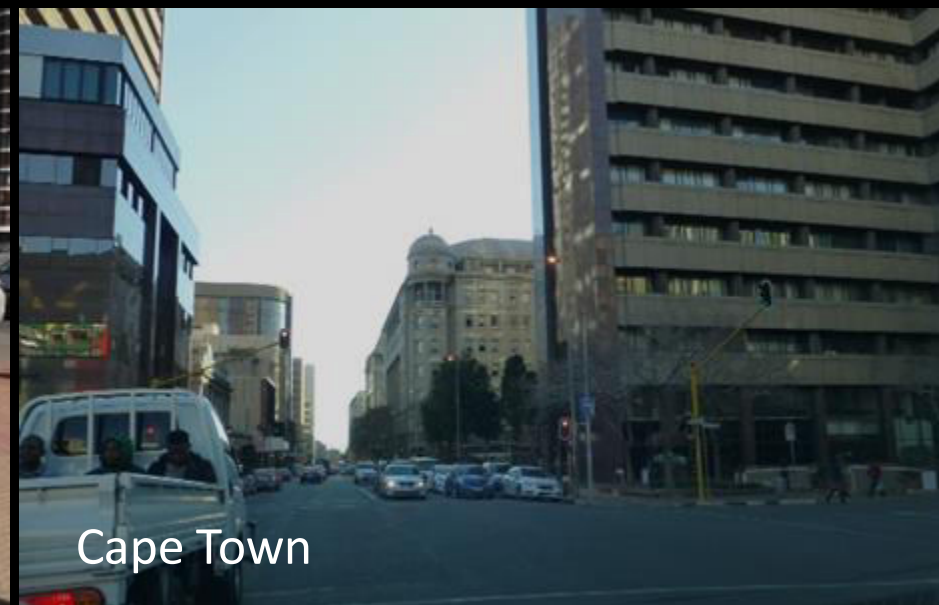
Innsbruck



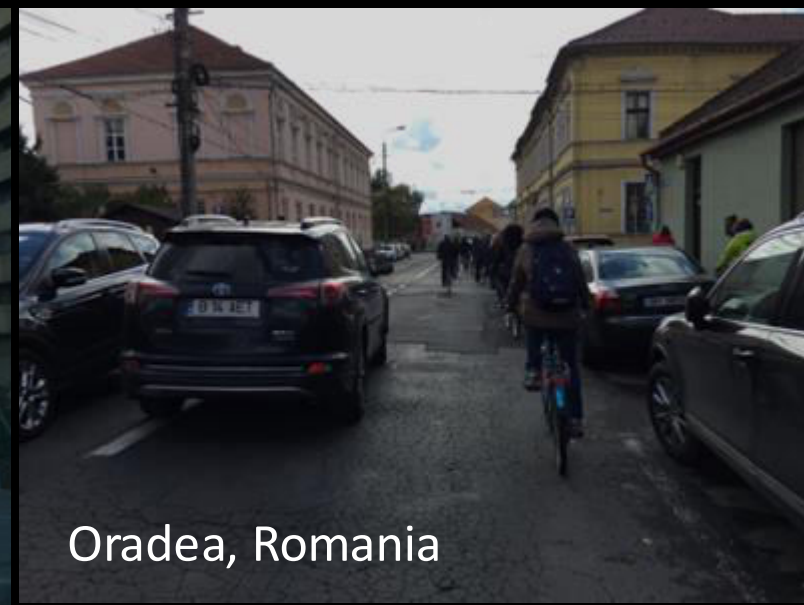
San Francisco USA



Buenos Aires

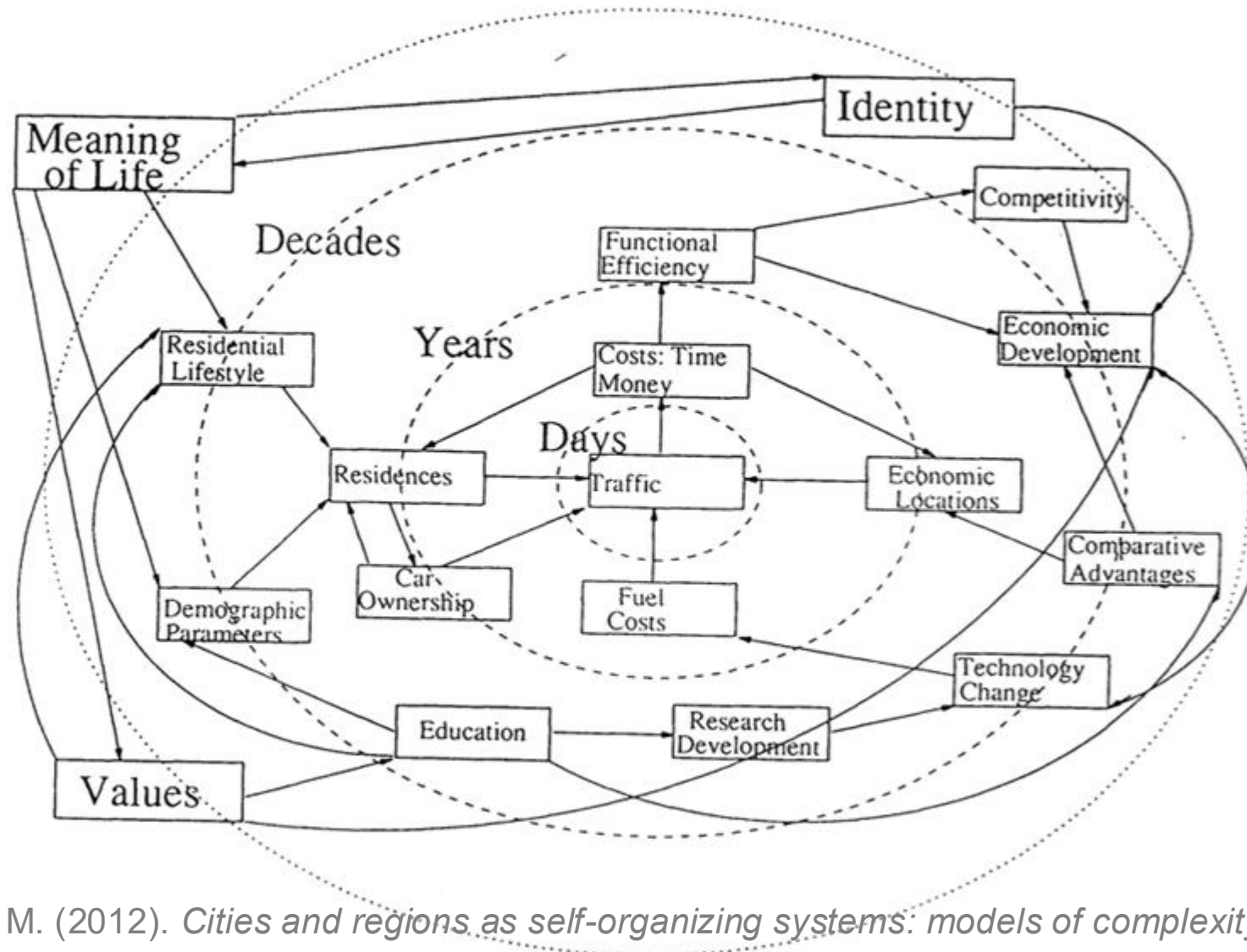


Cape Town



Oradea, Romania

Can we afford to keep traffic at the center of this model?



1.0m preventable deaths/year

physical inactivity

mental illbeing

social isolation

consumption of land

loss of biodiversity

use of non-renewable energy

Miner, P., et al (2024). Car harm: A global review of automobility's harm to people and the environment. *Journal of Transport Geography*, 115, 103817.

Streets for youth Addis Ababa, Ethiopia



Photo: AFP for BBC <https://www.bbc.com/news/world-africa-47107327>

#girlsonbikes Karachi, Pakistan

Photo: Zulekha Dawood/Lyari Girls Café from
<https://www.theguardian.com/cities/2019/jun/26/people-think-were-from-another-planet-meet-karachis-female-cyclists>



Prescott farmers market Oakland, California

Photo: <https://www.westoaklandfarmersmarket.org/market>





Paseo Bulnes Temuco, Chile

Photo: <https://www.temuco.cl/municipio-inauguro-el-paseo-bulnes-y-da-un-paso-importante-en-el-ordenamiento-del-centro-y-demandas-historicas-de-las-hortaliceras/>

“Better living” plan Annecy, France



From farming routes to school routes Épinal region, France



POWER



Highway planning with Le Corbusier in Rio de Janeiro (1950)

Photo: <https://lecorbusier-worldheritage.org/en/the-influence-of-the-architectural-work/argentina/>



“

When we face a choice like this, we **can't know** what our lives will be like until we've undergone the new experience, **but if we don't** undergo the experience, we **won't know** what we're missing.

Philosopher LA Paul from *Transformative Experience*

A street scene in Barcelona, Spain, showing a paved sidewalk with a metal bench. Several people are walking, including a person in a grey hoodie and green shorts in the foreground, and a person with a backpack in the background. A white van is parked on the right side of the street. The text "What are you going to do tomorrow that's different from today?" is overlaid on the image in white and yellow font.

What are you going to
do tomorrow that's
different from today?



“If the system isn’t fighting back, then
you’re not pushing hard enough.”

Heifetz, R., & Linsky, M. (2002). *Leadership on the line: Staying alive through the dangers of change*. Harvard Business Press.

<https://bit.ly/50ideasforcyclingfutures>

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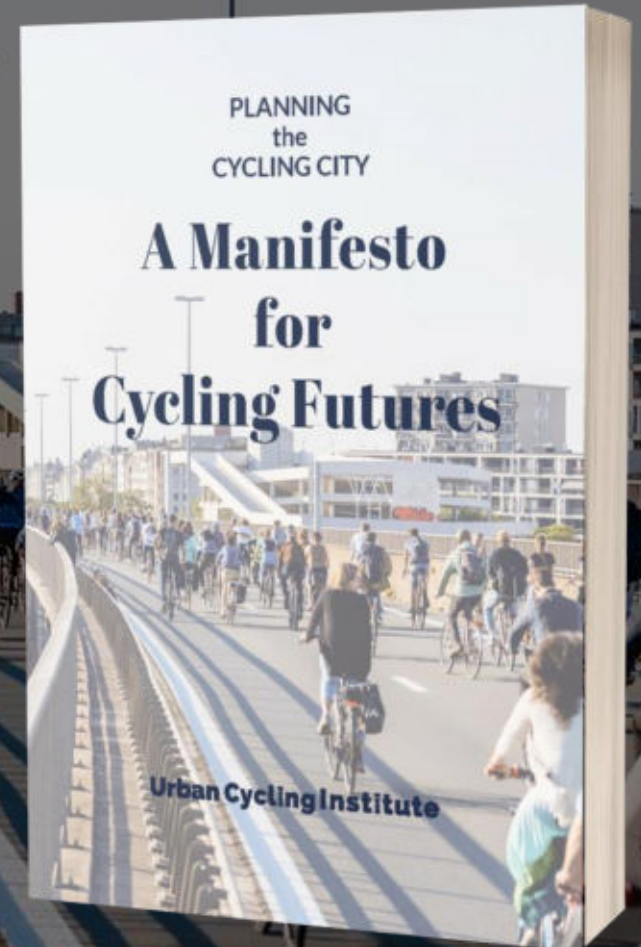


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GET IT

NOW



Source: Velo-city 2024 Ghent, ECF – Sven Van Gestel