

PACTE PROJECT

Workshop Report 4 - Active Mobility/ Active Cities

This report compiles and reflects the discussions that took place during the *Active Mobility for Active Cities* workshop on October 04, 2019 in Brussels (Atelier des Tanneurs), and hereby offer a collective review of the event. The workshop was co-organised by [Sport and Citizenship](#) and the European Cyclists' Federation ([ECF](#)) in the framework of the [PACTE](#) project, funded under the Sport Chapter of the Erasmus+ Programme.

BACKGROUND AND OBJECTIVES

Promoting Active Cities Throughout Europe (PACTE) was launched in January 2018 for a period of 36-months. The [project consortium](#) focuses on physical activity rates across Europe from a municipal perspective and on the creation of Active Cities bearing the following alarming facts in mind:

- 210 million European are physically inactive;
- This amounts to a minimal annual cost of EUR 80 billion across the EU28;
- And 66% of local European decision-makers are unaware of this situation.

These findings have therefore unveiled physical activity policies at the municipal level as an area deserving much closer consideration since it remains overlooked by physical activity researchers, when it remains a crucial level of government. PACTE has undertaken a [European-wide representative survey and analysis of municipalities' physical activity policies and practices](#), which is the first European mapping focused on municipalities of the likes. PACTE's ultimate and main objective is to create a **matrix for change for Active Cities**, which aims to **develop and offer cities and municipalities an easily understandable and adaptable digital toolkit for increasing physical activity**. The toolkit is meant to be used by municipalities to assess themselves, and to help them start engaging in active city schemes by offering them resources. To disseminate the Active City concept and promote the availability of the digital toolkit, a final communication campaign targeting European municipalities will be led to wrap up the project.

The format chosen to meet the project's objectives encompasses a series of general and issues-specific meetings and workshops.

AGENDA

Meeting Venue : Les Ateliers des Tanneurs, Rue des Tanneurs 60A, 1000 Brussels

09:00 - 09:30	Arrival of participants & partners
09:45 - 10:15	Introduction <i>Sport and Citizenship Think tank</i> <i>European Cyclists' Federation (ECF)</i>
10:15 - 11:15	Roundtable - Active Mobility for Active Cities <i>Christophe NAJDOVSKI - Deputy Mayor of Paris for Transportation, Mobility, Roadway and Public Space & ECF President</i> <i>Heather ALLEN - Trustee, Walk21</i> <i>Haya DOUIDRI - Head of Public Policy and Government Partnerships for Southern Europe, Benelux and the Middle East, Bird</i> <i>Moderator: Holger HAUBOLD - Director - Intellectual Property & Data Collection, ECF</i>
11:15 - 11:30	Coffee Break
11:30 - 12:30	Workshop sessions - Round 1 What is the role of cities in promoting & enabling active mobility ? <i>(Moderated by Florinda BOSCHETTI, POLIS NETWORK & Laurent DUPONT, PRO VELO)</i> What is the role of civil society in promoting & enabling active mobility ? <i>(Moderated by Marcio DESLANDES, ECF & Michael BRENNAN, UCI)</i> What is the role of business / private sector in promoting & enabling active mobility ? <i>(Moderated by Jesus FREIRE, ECF & Dieter SNAUWAERT Fietsersbond BE)</i>
12:30 - 13:45	Lunch
14:00 - 15:00	Workshop sessions - Round 2 What is the role of cities in promoting & enabling active mobility ? What is the role of civil society in promoting & enabling active mobility ? What is the role of business / private sector in promoting & enabling active mobility ?
15:00-15:30	Coffee break
15:30 - 16:30	Workshop parallel sessions - Round 3 What is the role of cities in promoting & enabling active mobility ? What is the role of civil society in promoting & enabling active mobility ? What is the role of business / private sector in promoting & enabling active mobility ?
16:30 - 17:00	Closing plenary session <i>EFCS</i> <i>Sport and Citizenship</i>

WORKSHOP MINUTES

The last PACTE workshop on Active Mobility for Active Cities gathered around 60 participants, from diverse sectors and background, including - but not limited to - sport federations, civil society organisations, public institutions, or private sector representatives. The workshop objective was to facilitate discussion and productive exchange of good practices.

The day was divided into two main parts. It started with introductory speeches from the organisers, followed by a panel discussion on the topic of the day; Active mobility. After the roundtable discussions, the participants split into three groups, which rotated throughout the day between three workshop sessions on the role of the following stakeholders in promoting active mobility:

- Cities & Municipalities
- Civil Society & Civil Society Organisations
- Business / Private sector

Introduction words

To kick-off the day, Maxime Leblanc from *Sport and Citizenship* explained the purpose and origin of the of the PACTE project; To face the current inactivity crisis by helping cities start their programme on physical activity. Christophe Najdovski, ECF president, explained why PACTE project is important for ECF as their goal is to have more people cycling more often and cities are largely involved in accomplishing this target. Both were glad to have the last PACTE workshop on the core topic of active mobility.

Active Mobility, Active Cities Roundtable

Moderated by Holger Haubold (Director - Intellectual Property & Data Collection, ECF) the panel was composed of three esteemed speakers from different sectors (city, civil society and private sector) representing walking, cycling and e-scooters during the key discussion of the day. Christophe Najdovski, Deputy Mayor of Paris for Transportation, Mobility, Roadway and Public Space & ECF President. He has been involved in implementing a more pedestrian and bike user friendly policy in Paris. Heather Allen, Trustee at [Walk21](#) which is an international charity dedicated to ensuring the right to walk, and opportunity to enjoy it for everyone across the world. Haya Doudri is head of public policy and government partnerships for southern Europe, Benelux and the Middle East for [Bird](#).

H. Haubold oriented the discussions around the combination of active mobility and active cities and **how we could establish a clear link between physical activity, health and mobility.**

C. Najdovski started by acknowledging that cities used to be designed regarding an outdated paradigm that put car infrastructure as the priority 'Paris wants to drive, lets help it'. It is this way of shaping the cities that made them this overcrowded, polluted and that contributed to the inactivity crisis we are currently facing. It is nowadays recognized as the most inefficient way of transportation because it requires a lot of space (50% of public space) for just a few people (10% of the trips) which is why in **Paris they decided to switch their paradigm and give biking and walking more space in order to encourage active mobility and promote well-being.** According to that they dedicated 10 hectares of streets to pedestrians and give free-of-car spaces in front of schools to create a safer environment. Regarding cycling, he stated that their motto that used to be in the 90's "Paris wants to drive, let's help it" is now "**if you build bike lanes, you will have cyclists**" and they're trying to bring them back on the streets through initiatives such as **transforming a former highway into a pedestrian area** to give a chance to the Parisians to be more active and live a healthier life.

Heather Allen added that walking is the perfect complement to cycling as you have to walk to every mode of transportation you will use and it should receive more attention because it is low carbon, inclusive and promotes well-being. **Walking is the cheapest mode of transport** and arranging public space in order to encourage more people to walk will create safe places that everyone can enjoy. The increase of walking infrastructures is also a benefit for the economy as **more than 20 cities in Europe have recorded an increase between 25% and 30% in retail when a shopping area is pedestrianized.**

For Bird's representative Haya Doudri, scooters are an innovative form of urban mobility which is claimed to contribute to reducing the overall congestion and pollution. As most of the car trips are really short (less than 5km), Bird suggests that scooters contribute to the modal shift - **switch from a car-centric paradigm toward car-free cities**, moreover every scooter trip starts by walking and end walking too.

Our panelists agreed that to achieve a car-free world, cities need to develop their infrastructures, regulations and inhabitants' behaviors, in order to bring people out of their cars and make them active.

To open the Q&A session, the panelists were asked how to promote walking in our cities and how do we motivate people to walk. On this matter, Heather Allen replied that we need to have a real shift of focus regarding how we see transport. It is about sharing, including and the vision of the city we want the citizens to have. If you want people to do one thing in an area, you need to design it that way, regarding active mobility, you can design shared areas that mix walking, cycling and other types of mobility.

H.Haubold then **questioned how the health element is taken into account in the active mobility** debate and Najdovski contributed saying that the cities face public health issues because of congestion and pollution. Congestion prevents children from enjoying the streets. According to him, active mobility means reshaping our cities to have more kids going to school walking or cycling and having them playing in the streets, so it can become a place of well-being.

On the issue of scooters replacing modes of active mobility, Bird's representative argued that the cities are still car dependent and regarding how we design them, we will have people leave their car behind. C. Najdovski added that we have different situations in Europe than in the US where the situation of sedentarity and inactivity is critical. In the US, scooters are not really replacing active mobility, while in Europe this might be the case. He gave the example of the right bank of the Seine where, instead of cars, we now have joggers. People are using this former highway as a place not only for the leisure but also to bike (around 10,000 cyclists per day). It is now a place of conviviality and a place that is changing people's behaviors. According to him when you remove cars there will always be a controversy, but after implementing it, 75% of people support the pedestrianization. Within the 75%, there are young people who embraces this switch of focus toward more place for active mobility.

Regarding e-bikes, ECF's President Christophe Najdovski said that they are supporting its development because they are part of the active mobility. There is a huge potential when it comes to daily commutes because many trips in the city are less than 10 km and can be made by bike or by e-bike. So we can see it as one of the instruments for the modern shift from cars and maybe as a transition tool to regular bikes. He added that it can be seen also as an inclusive tool because it helps with hills and for people with disabilities. To conclude on the e-bike subject, he added that it also contributes to the cycling industry.

Questioning their regard on the **social aspect of the sustainable mobility shift**, H.Allen started by arguing that, walking is the cheapest way of transportation. The Walk21 trustee added that there is a close link between land use planning and walkability but also that there are correlations between gender and transport. It appears that it is a male dominated sector with a lot of men in the decision-making positions which results in women walking more than they cycle and using public transportation a lot. On other social concerns, C. Najdovski followed by saying that cycling is also cheap and affordable for the majority of people. Moreover, cycling lanes are a good way to accommodate disabled people in the public space as they can use them for their daily commutes. On the gender-balance topic, 80% of the drivers were men and only 40% of women used to bike in Paris. It is by building safer infrastructures that we will see more women using their bikes daily. On this social aspect of developing sustainable mobility, H.Doudri added that scooters are still cheaper and more accessible than cars.

A question from the audience was how to enhance active mobility in smaller cities; on this concern, H. Allen replied that smaller cities are perfect for active mobility because they can't afford huge public transportation so people should be walking more. And H. Doudri concluded saying that scooters can be a good solution for smaller cities if an adequate solution is found to bring them to the small European cities.

Group reports and findings

What is the role of civil society in promoting & enabling active mobility ?

The first group session was about thinking how to implicate civil society in the promotion of active mobility. Civil society is defined as what is outside the family, market and state. More commonly, nowadays we tend to consider as part of the civil society all types of groups, organisations, association of people with different size and interests. Civil society organisations' (CSO) have a role to play in the promotion of active mobility as the cities should try as much as possible to adopt a participatory approach through CSOs which can relay to the citizens, directions and options.

Civil society organisations have many tools to foster active mobility. One way to reach the most people is to organise conferences, so the citizens are invited to participate and learn about the programmes, initiatives or projects. Other ways to implicate civil society is through activity days (such as car free days). Involving people in the process and teaching them the stakes and outcomes as well as giving them the opportunity to enjoy days without car in their city will have an impact on their behavior. Municipalities, companies should work closer with parents' associations or civil groups. In some cities like Guimaraes CSO's involvement is about teaching kids how to ride a bike because 70% of them don't know yet.

Civil society organisations can face obstacles to structural change, as projects sometimes have to be done without the support of society at first. Promoting the behavior change towards accepting such projects is why the dialogue has to be co-constructed, data-based and evidence-based.

The exercise in this workshop has been to split into groups and imagine projects from the civil society that could be implemented in order to foster active mobility.

Some groups oriented their work around families and kids to have less kids coming to school by car. It is a communication projects in order to sensitize citizens on the benefits of active mobility and change its image. Involving the public through communication, social media or promotion sessions for parents and kids to change the image of driving to school.

To promote this idea, ambassadors could be used - that would be parents and their kids so everyone can relate to them. It could also work for university students to have them cycling to class instead of taking their private cars. The communication campaign from citizens to citizens could have them being aware of the benefits they could get of adopting an active mobility mode of transport.

In order to implement such projects, people should have the possibility to have access to active mobility options, regardless of their economic capacity. On this issue, Yorkshire have created a bike library where you can donate your old bike, and also go and borrow a bike for yourself or your family for free. It is funded by a regional bank, to encourage recycling and reuse.

Instead of focusing on raising awareness, some groups focused on finding ways to move the cars away from the streets. Indeed, removing stationary spaces from the streets would create more space for pedestrians or it and they would feel safer which is key to increase active mobility. The citizens could then organise events on the streets, taking the most of their car-free streets and demonstrate that this stationary space would be much more inclusive and enjoyable for pedestrians. The idea to work more on the public space instead of focusing on the vehicles is important.

What is the role of cities in promoting & enabling active mobility ?

The session on the role of cities in promoting active mobility has been oriented with guiding questions to make everyone think and contribute on what is done already in the European cities, and what remains to be done by those same cities in this domain. Every group work was fed by insights from the previous ones. Overall the different topics that have been discussed have led to fruitful outcomes.

- **Promotion of active mobility: What actions are done by cities to promote active mobility**

How is active mobility promoted in your city? In Milan, the city has made consequent investments on bike sharing as a lever to make people take their bike more often. Bike sharing has been a key to develop also in the north of Sweden where the development of an appropriate scheme has been implemented to respond to bike steals problems. Moreover, regarding the promotion, municipalities should lead by example and help their employees

- **Regulation:** It is the role of the city to be a leader and regulate to make steps toward a more active city

- On the distribution of the public space and how they want to share the space attributed to each transport mode. It would avoid e-scooters to take over sidewalks and see more space attributed to bikes would increase the numbers of cyclists.
- On the facilitating seamless connections between modes of transportation for those who have long trips. Reducing the fee to be able to easily bring your bike with you
- On making the streets safer for the cyclists with better infrastructures and dedicated bike lanes.
- On implementing fiscal incentives to install infrastructures like showers or parking

- **Obstacles to take into account:** Becoming an active city isn't an easy switch to make which is why at the beginning, implementing easy policies qualified as 'quick wins' are a good solution to start. To have an ambitious strategy, cities should take some potential obstacles into account.

- Build the policies with the whole community so everyone feels concerned and implicated. To do so, they need to collaborate with grassroot and civil society groups
- Implication from the bottom goes pair with a real political will from the top
- Have a dedicated staff in the municipality in order to do the coordination work between the initiatives and different department (sport, health, transport) Cities have the responsibility to implement the changes
- To obtain a dedicated budget that confirms a political will to move forward.

- **Establish a clear link between physical activity and active mobility** as it is done in some European cities. In Flanders there are some doctors who prescribe physical activity and active mobility, walking cycling everyday can be a part of it.

As **recommendations** to cities beginning their active mobility programmes, we highlighted some good practices:

- Put in place some 'Quick wins' measures such as having car free days, changing streets' infrastructures
- Enable active mobility for customers in your city-center
- Offer alternatives before implementing change. The city of Gent tried to have a car free city center before having a real alternative to deliver food for restaurants or local shops and it has been a failure that they're trying to fix.
- Embedding change into the local culture so that active mobility become integrated in the culture and is not a short-term policy.
- Don't reinvent the wheel and stick to easy policies.

Some key messages were delivered from one group to another that we can consider as the outputs of the sessions.

- Cities are a major stakeholder as they are able to shape the city and attribute budget to active mobility. A strong political will is necessary to make meaningful steps.
- Cities should put in place financial incentives regarding infrastructure adaptation.

- An efficient coordination is needed between private and public domain but also between the different department concerned in the public domain. Also, cities should have a dedicated employee on this topic in order to maximize the results.
- There's a need to involve the community in the decision process.
- Define low-emission zones with speed limits to increase the air quality.
- City as an employer should lead by example and have their own active mobility policy.

What is the role of business/ private sector in promoting & enabling active mobility ?

The purpose of this workshop was to discuss the bilateral role of business supporting active mobility and active mobility supporting business. The moderators started with an example of a successful '[Bike to work](#)' campaign by [Fietzersbond](#) Belgium, involving 250 companies in a challenge with the goal of supporting cycling for daily trips. With this initiative, the more the employees and their employer cycle, the more rewards earned. The feedback is very positive, employers really enjoy cycling to work and more and more people are doing it. Moreover, from an economic point of view, cycling staff have one less sick day per year which represent 5 billion of savings for the European Union.

The participants of the group work were then invited to **share bike friendly initiatives** from private companies. Here is a non-exhaustive list of some of the examples shared during the exercise and their benefits:

- Belgian website where you can get an itinerary for cycling around Belgium: *encourages active tourism*
- Companies putting in place bike parking : *easy and cheap lever to encourage daily cycling*
- Cycling to work competition for 1 month : *Makes cycling fun and sets goods habits within the company*
- Bike tours with clients : *Highlight your involvement in the well-being of your partners and clients and showcase different aspects of your city to them.*
- Free cup of tea for the ferry users that cycle : *Innovative and cheap lever to encourage people to mix cycling with other common transportation means for long trips and to attract bike users to your company*
- Attribution of vouchers to employees to rent/buy a bike : *Reduce the financial barrier for the employee to use a bicycle for transport*
- Companies that participate in financing cycling infrastructure: *Investments in safe bike lanes*
- Bus company charges very low fee to bring your bike onboard: *Attracts different users to your company and encourages them to stay healthy after while on trip*
- Kilometric allowance for cycling to work (Belgium Mobility Budget for companies): *Has the same fiscal advantages as paying for a common transportation card and encourages every worker to be more active every day. It is financially attractive for both parties, the employers and the employees.*

The next discussion point has then been to understand how the private companies could benefit from active mobility.

For some sectors it is easy to identify how promoting bike will be positive, especially in tourism, which brings to the table a few innovative contributions:

- Connecting museums with bike lanes: *Transport and tourism management*
- Art Island: car-prohibited Island full of sculptures so that everyone rent bikes: *innovative way to showcase your landscapes and art patrimony in a car-free environment*
- Bike parking at train stations *Encourage to travel with clean transports only*

Nonetheless, despite the good initiatives, in some fields of activity the link is not clearly established, and some challenges remained to be undertaken in the promotion of active mobility. We need to demonstrate to companies that promoting cycling is both cost effective and profitable. Having good infrastructure and easy parking solutions for cyclists is a first step. Besides, the government by regulating could make companies be more interested. The example of tax reduction for the employees that cycle to work is a good example of governmental action toward private companies and employees in favor of more active mobility.

To conclude on the role that private sector can play in the promotion of active mobility, this group session showed that everyone knew at least one initiative from the private sector to promote active mobility. Some are **material leverages** to encourage employees to cycle (parking solutions, biking infrastructures), others are **financial incentives** (tax reductions, vouchers) or **social incentives** (challenges against colleagues) and even if there are still challenges to undertake, companies have a lot of tools in their hands, to weight in the balance, in favor of active mobility.

CLOSING WORDS

Closing a productive day of workshops, M. Leblanc of Sport and Citizenship acknowledged that sport, physical activity, cycling and walking have a lot in common in the context of striving for active cities. Stakeholders from different sectors, disciplines and levels of governance, can achieve great impact if and when they align and coordinate their actions toward a common goal. The objective of this event was to discuss, share and exchange ideas and knowledge in order to help cities to kick-start their strategies towards more being more active.

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