

Helsinki
Helsingfors



PYÖRÄILYKUNTIEN VERKOSTO

Velo-city jälkiseminaari

10.9.2024

Ilari Heiska

Liikenneinsinööri (pyöräliikenne)

Helsingin kaupunki



www.velo-city-conference.com/en/programme/ghent-2024/



Velo-city 2024 Ghent

"Connecting through cycling"



How can cycling enable mobility justice? (session 6.6.)

In the past, cycling research has often focused on how to grow cycling. However, we also need ask ourselves who benefits from this growth: How can we make sure that everyone can ride along? The research contributions in this session will look at questions of inclusivity and mobility justice in different regions of Europe, with a strong focus on gender perspectives.

Moderator

Caroline Lodemann

Executive Director, Policy

German Cyclists' Association / Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC e.V.)

Berlin - Germany



Speaker

Bárbara Oliveira Soares

Research Fellow

Urban Cycling Institute

Amsterdam - Netherlands

Presentation title: Cycling Paradise, but for Whom?
Amsterdam's Pursuit of Mobility Justice: Learning from
Global Cities.



Speaker

Inês Sarti Pascoal

PhD Student

NOVA School of Social Sciences and Humanities

Lisbon - Portugal

Presentation title: Contribution to the inclusion of a
gender perspective in bicycle mobility policies: the case
of the Lisbon Metropolitan Area



Speaker

Christina Rutka

Research Associate

RheinMain University of Applied Sciences

Wiesbaden - Germany

Presentation title: Bikesharing – a (gender-)equitable
alternative?



Speaker

Juliana Betancur Arenas

PhD Researcher

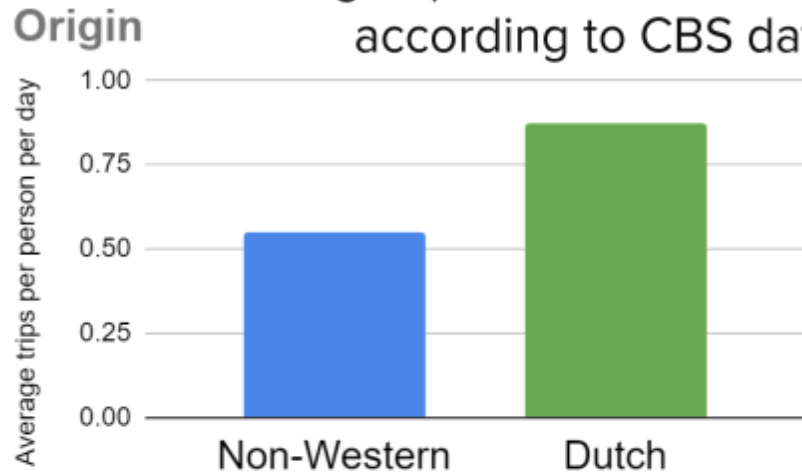
Vrije Universiteit Brussel

Brussels - Belgium

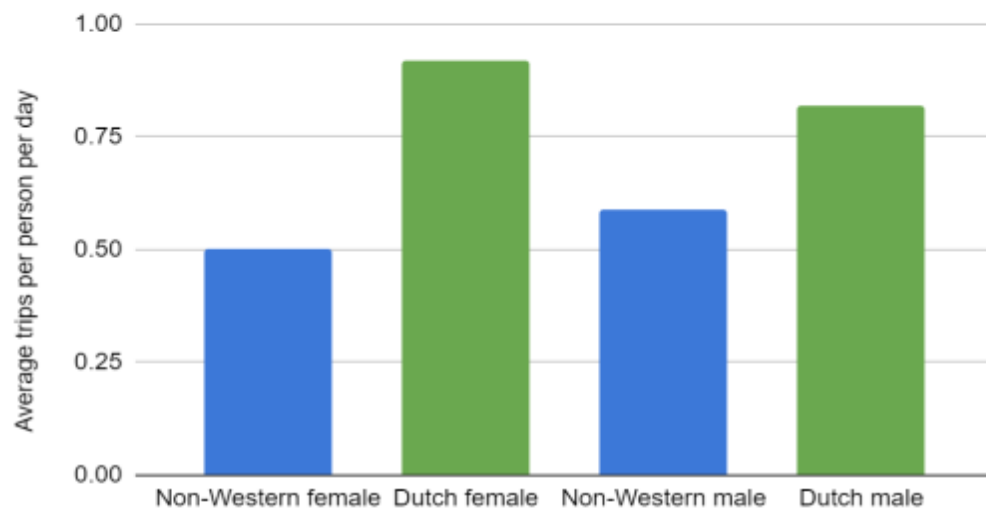
Presentation title: Breaking Barriers: Investigating
Women's Cycling Participation Beyond the Brussels
Canal



Figure 1 & 2: Average trip by day in Noord Holland depending on Gender and 'Origin' (Dutch or 'Non-western') according to CBS data.

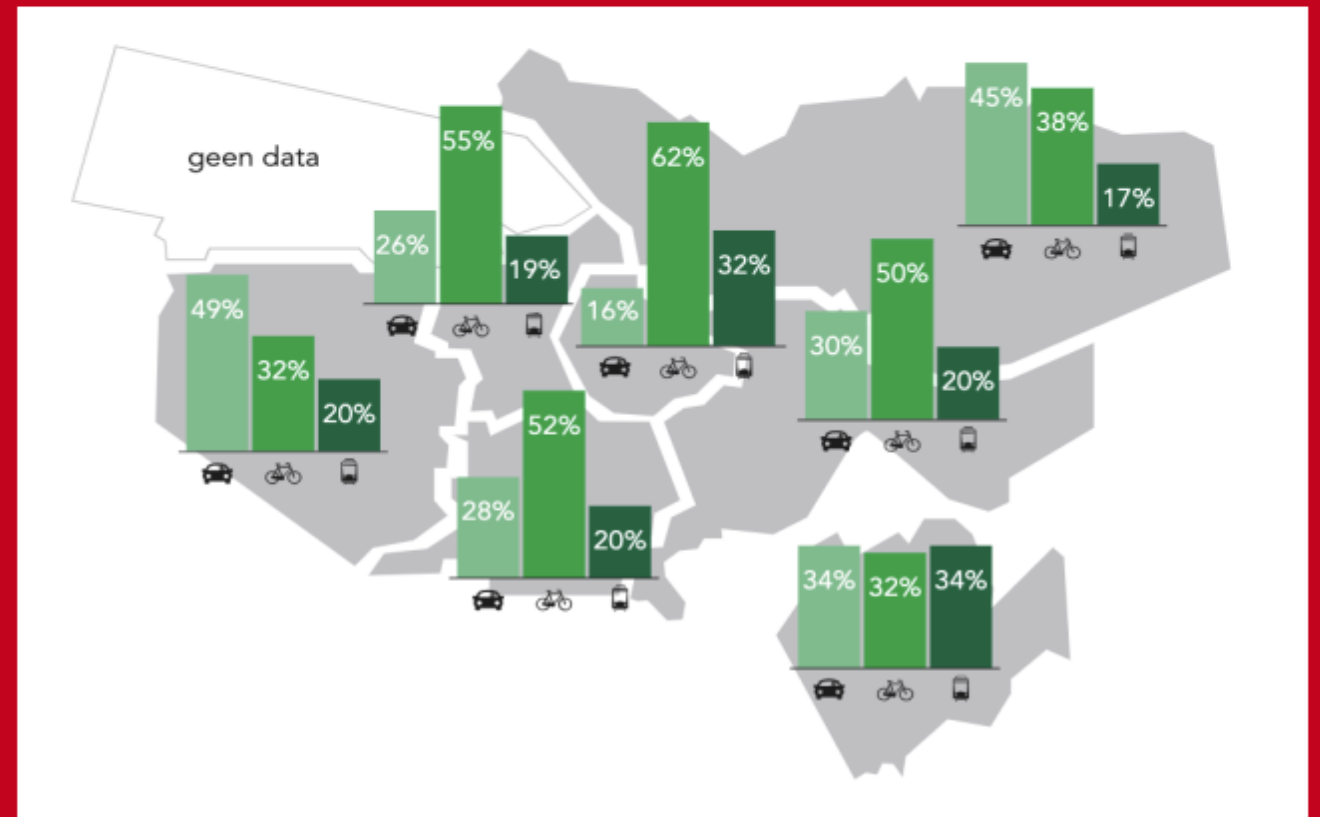


Origin and Gender



Amsterdam as a cycling city

Figure 3: Gemeente Amsterdam, 2018



Finding 2: what cities can do

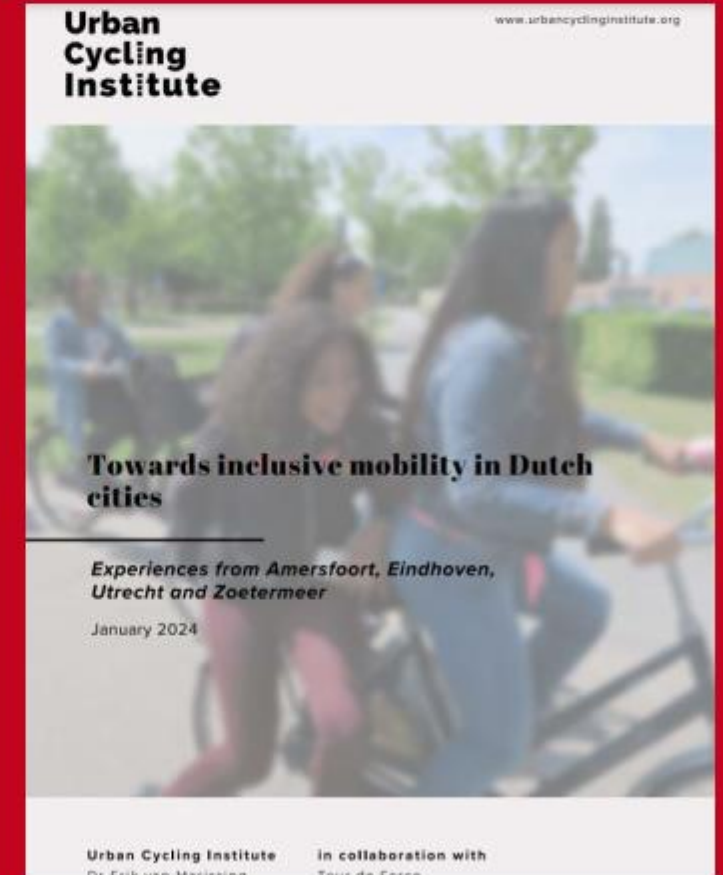
1. Address Knowledge Gaps

- define concepts
- increase trainings on inclusion & equity
- hire diverse staff
- move from exceptions to starting points
- make concepts measurable

2. Learn from each-other through networks

- exchange information across cities through seminars, excursions, working groups
- set the agenda
- support technically

**Download
the full
report here**



Leave no one behind : Inclusive cycling planning to build communities (session 10.1.)



Moderator

Tiago Oliveira

Associate Director | Transport Planning
Arup
Dublin - Ireland



Speaker

Freya Grove

Behaviour Change Project Coordinator
City of Sydney Council
Sydney - Australia

Presentation title: Using cycling to build community in urban renewal areas: cycleways and cycling behaviour change programs in the City of Sydney



Speaker

Ilari Heiska

Traffic engineer
City of Helsinki
Helsinki - Finland

Presentation title: Making a change – upgrading cycling conditions in Helsinki's poorer suburbs



Speaker

Johannes Heidner

Product developer
Infostelle Fahrradparken – DB InfraGO
Berlin - Germany

Presentation title: Creating an inclusive bicycle parking infrastructure for women, LGBTQ+, and other marginalized groups (everyone welcome)



Speaker

José Besselink

Senior Urban Planner City of Rotterdam
City of Rotterdam (Gemeente Rotterdam)
Rotterdam - Netherlands

Presentation title: Rotterdam Community Cycle Points: connecting people

Behaviour change programs

Targeted programs

Freya Grove, City of Sydney



Cycling skills

Guided bike rides

Bike maintenance

1-on-1

E-bike leasing

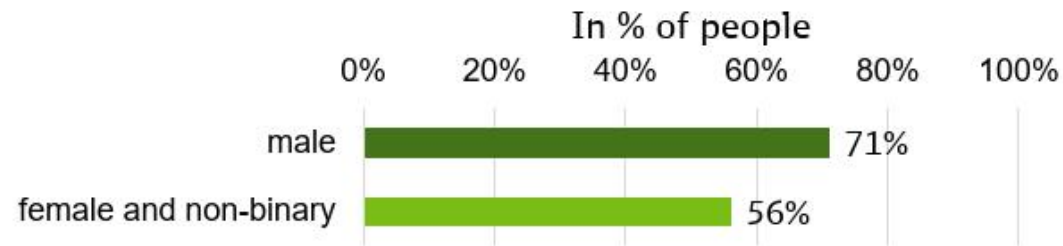
Try an e-bike events

Free tune ups

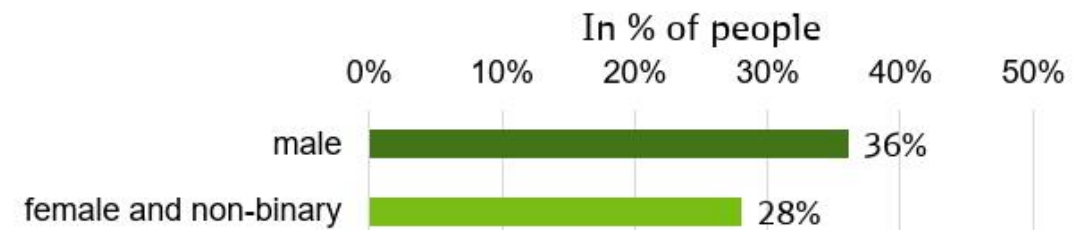
Social marketing

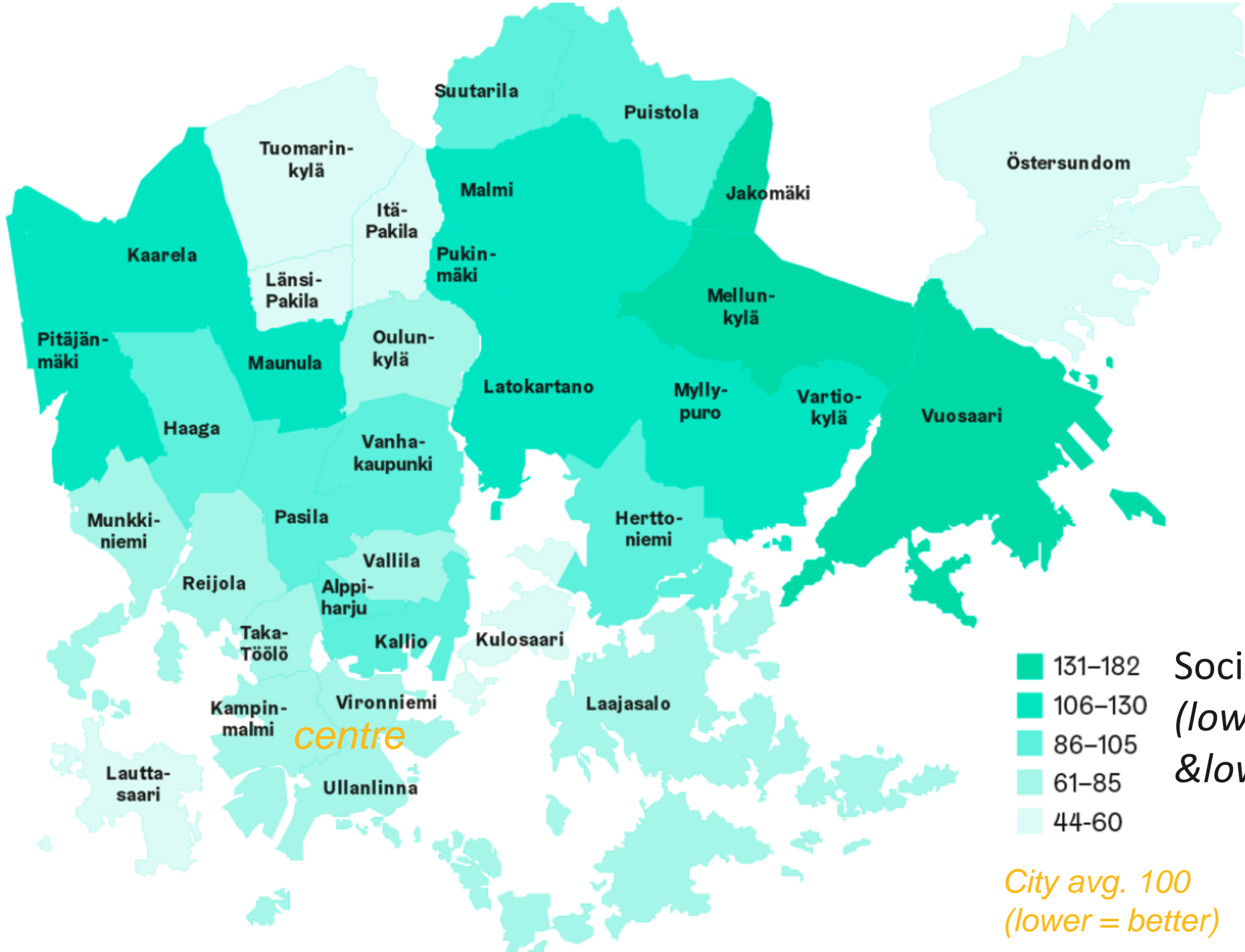
MEN PROFIT MORE FROM THE NEWLY OPENED FACILITIES

People whose travel experience improved (n = 591)



People that use bikes more (n = 594)





131-182 Socioeconomic sum index
106-130 (low income, unemployment & low education)
86-105
61-85
44-60

City avg. 100
(lower = better)

Planning together with the community



Picture by Niko Palo

Working with NGO's



Picture by Kati Pankka



Picture from Satu Leppänen's Thesis: "Cycling as a Tool to Improve Active Participation of Immigrants"

Efcharisto! Ευχαριστώ!



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