



Department of Public Works and Transport, Canton of Basel-Stadt

Office for Mobility

Bikes vs. Cars? R-E-S-P-E-C-T!

How Basel promotes fairplay on streets.

Martin Dolleschel, project manager

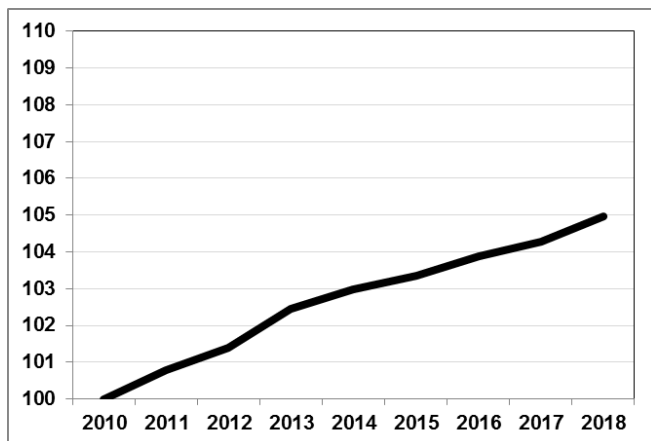
martin.dolleschel@bs.ch



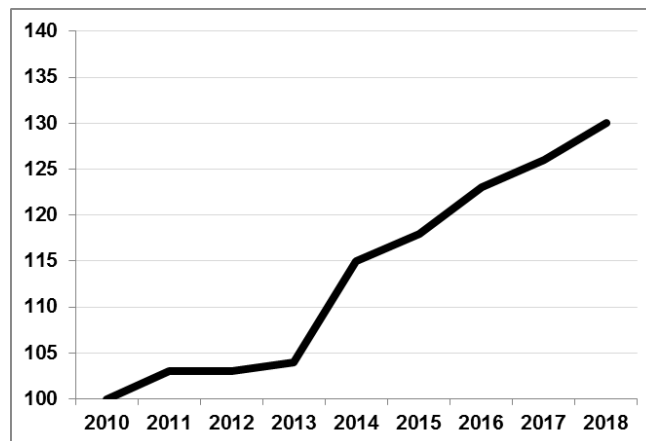
some trends in Basel



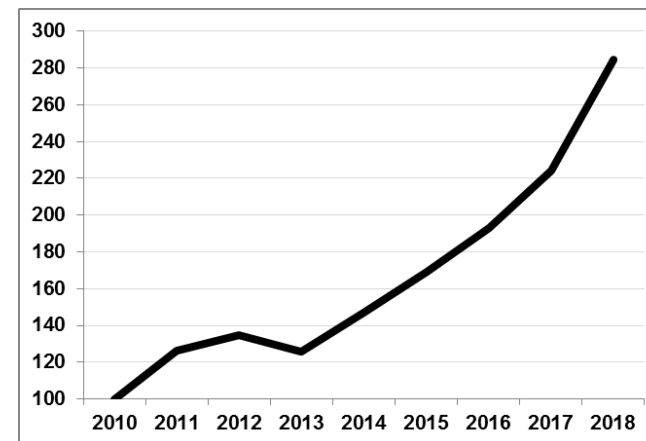
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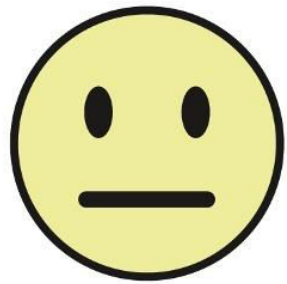
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+200 %



changing imagery



commentaries from newspapers

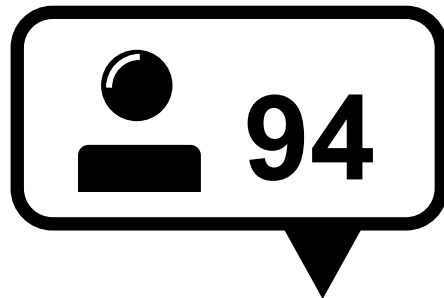
Basler Zeitung

Front **Basel** Schweiz Ausland Börse Wirtschaft Kultur Sport Auto Digital Leben Panorama Blogs Mehr

Stadt Land Gemeinden Veranstaltungen Kino-Programm Bildstreifen Stellen Immobilien

E-Bike-Rowdy fährt Fussgänger auf Trottoir um

Ein Mann wurde verletzt, als er von einem aggressiven Velofahrer in Basel gerammt und weggestossen wurde. Danach machte sich der Velofahrer aus dem Staub.



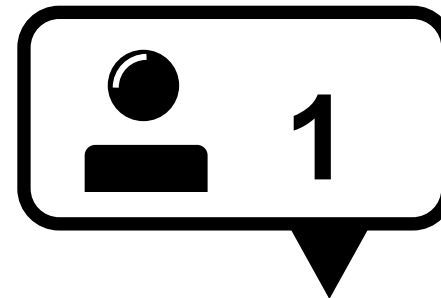
Basler Zeitung

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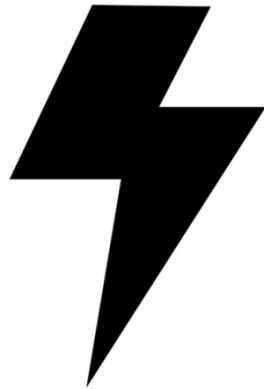
Stadt Land Gemeinden Veranstaltungen Kino-Programm Bildstreifen Stellen Immobilien

Lastwagen fährt Kind an

Ein Kind wurde in Basel auf einem Fussgängerstreifen angefahren und dabei leicht verletzt.



bikes vs. cars



warning: angry kids



fair rider on tour



Basel presents: fair movie



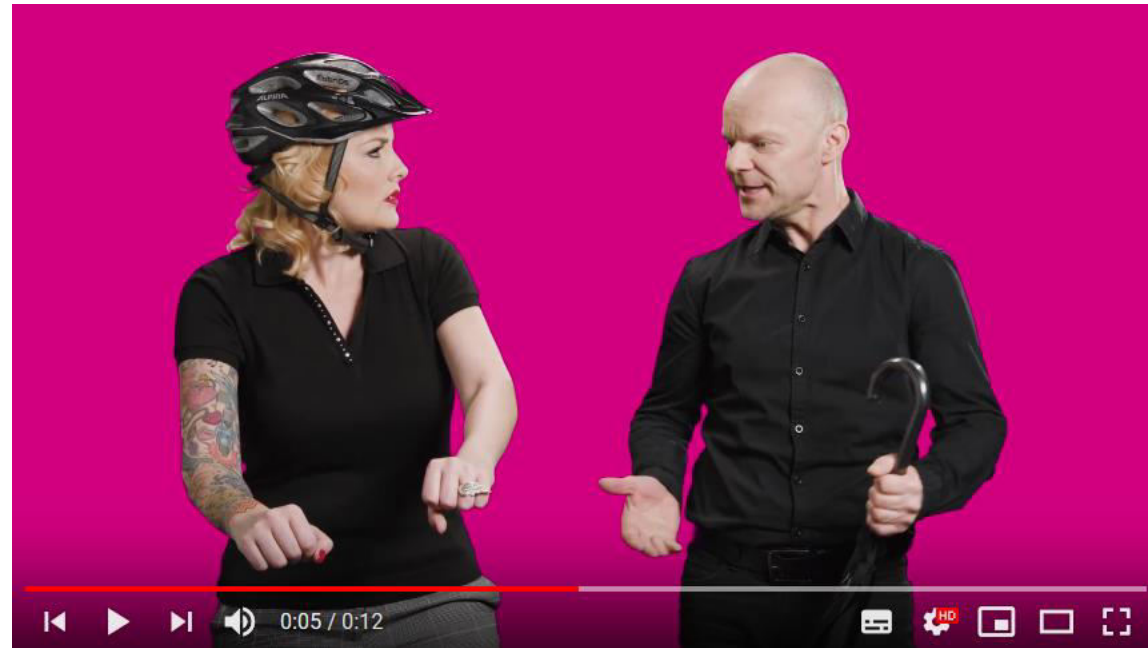
your message for fairness



spread good karma



celebrities for fairness



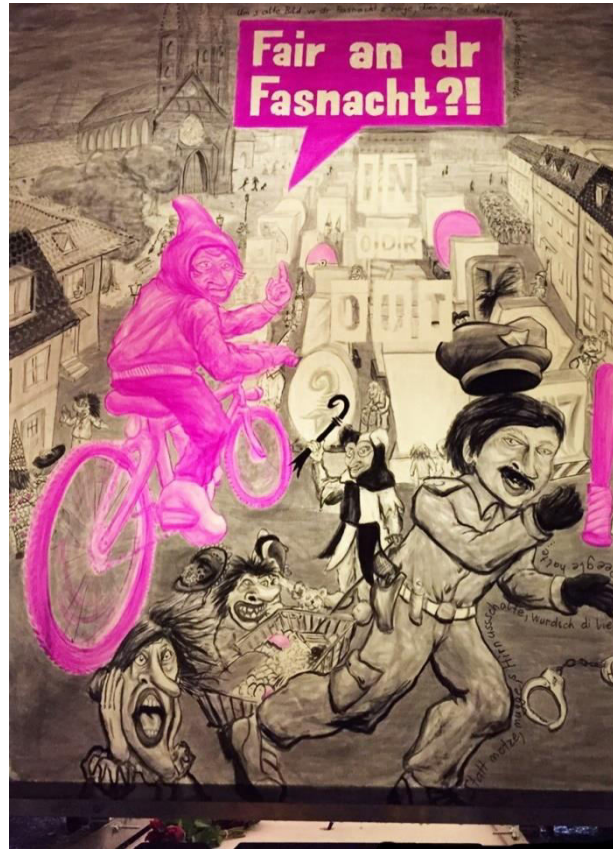
IN & OUT



#pinkdwarf



it's carnival in Basel



lessons learned: attract attention



lessons learned: be cheeky



lessons learned: involve partners



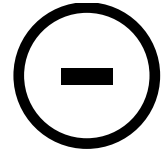
lessons learned: convince politicians



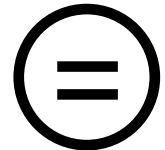
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reason



ideology



«fairness»



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«my personal theory»

