Never waste a good crisis

*Because cycling can use some momentum*

Jasper Homrighausen
June 15th, 2018
*Velo-City Conference, Rio de Janeiro*
In 2050, 70% will live in cities.
Air pollution
Derogation
GET OUT AND EXPLORE

GET FIT AND GET PEDALLING

PEOPLE

TOURISM
IMPROVING ACCESSIBILITY

CREATING CLEANER AIR

CREATING EXTRA SPACE
SAVING COSTS

DEVELOPING OUR ECONOMIES

BETTER BUSINESS CLIMATE
CYCLING FOR BETTER

THE RIGHT INFRASTRUCTURE

PARKING THE BIKE

BEING BETTER CONNECTED

HARDWARE

PEOPLE

GET OUT AND GET FIT

TOURISM

PLANT

IMPROVING SOCIAL EQUITY

CREATING CLEANER AIR

CREATING EXTRA SPACE

SAVING COSTS

DEVELOPING OUR ECONOMIES

BETTER BUSINESS CLIMATE

PLANET

SOFTWARE

MULTIMODAL TRANSPORT NETWORK

IMPROVING BEHAVIOUR

TRAFFIC SAFETY

CONNECTIONS

FINANCING

PROJECT AND PROCESS MANAGEMENT

ORGWARE
CYCLING FOR BETTER

HUMAN BEHAVIOUR

IMPROVING SOCIAL EQUITY

TRAFFIC SAFETY

SOFTWARE

THE BENEFITS OF CYCLING

GET OUT AND EXPLORE

GET FIT AND BE HAPPY

TOURISM

PEOPLE

IMPROVING

CREATING CLEANER AIR

CREATING EXTRA SPACE

PLANET

IMPROVING

SAVING COSTS

DEVELOPING OUR ECONOMIES

BETTER BUSINESS CLIMATE

PROFIT

SOFTWARE

CONNECTION STRATEGY

FINANCING

PROJECT AND PROCESS MANAGEMENT

ORGWARE

MULTIMODAL TRANSPORT NETWORK

CONNECTED HARDWARE

BEHAVIOUR

SOFTWARE
CYCLING FOR BETTER

CONNECTING YOUR STRATEGY

FINANCING

PROJECT AND PROCESS MANAGEMENT

THE BENEFITS OF CYCLING

PEOPLE
GET OUT AND ABOUT
GET FIT AND HEALTHY
TOURISM

PLANET
IMPROVING SOCIAL EQUITY
CREATING CLEANER AIR
CREATING EXTRA SPACE

SAVING COSTS
DEVELOPING OUR ECONOMIES
BETTER BUSINESS CLIMATE

ROYAL
HASKONING DHV
ENHANCING SOCIETY TOGETHER

For more info, contact www.royalhaskoningdhv.com
CYCLING FOR BETTER URBAN MOBILITY

THE BENEFITS OF CYCLING

PEOPLE
- Get out and explore
- Get fit and get pedalling
- Tourism

PLANET
- Improving accessibility
- Creating cleaner air
- Creating extra space

PROFIT
- Saving costs
- Developing our economies
- Better business climate

HOW DO WE DO THIS?

- The right infrastructure
- Parking the bike
- Being better connected
- Human behaviour
- Improving social equity
- Traffic safety
- Connecting your strategy
- Financing
- Project and process management
APPROPRIATE INSTITUTIONS

ORGWARE
ORGWARE

COMPLEMENTARY GOVERNANCE

APPROPRIATE INSTITUTIONS
APPROPRIATE INSTITUTIONS

ORGWARE

COMPLEMENTARY GOVERNANCE

PRESENCE OF COALITIONS
THE NETHERLANDS (1970s)  TRAFFIC ACCIDENTS
THE NETHERLANDS (1970s)

GOVERNANCE

Left wing city council

Courage & Vision

TRAFFIC ACCIDENTS
GOVERNANCE
Left wing city council
Courage & Vision

COALITIONS
Lobbying
Willingness

THE NETHERLANDS (1970s)
TRAFFIC ACCIDENTS
THE NETHERLANDS (1970s)

TRAFFIC ACCIDENTS

Extensive Bike Infra
Bike Share 60%
Car-free inner cities
Traffic Circulation Plans
THE UNITED STATES (1970s-)

GOVERNANCE

Sustainability champion

Education

OIL DEPENDENCE
THE UNITED STATES (1970s-)

GOVERNANCE
- Sustainability champion
- Education

COALITIONS
- Lobbying
- Action groups

OIL DEPENDENCE
THE UNITED STATES (1970s-)

OIL DEPENDENCE

Developing Bike Infra

Bike Sharing Systems

Street transformations
THE UNITED KINGDOM (now)  AIR POLLUTION AND CONGESTION
THE UNITED KINGDOM (now)

GOVERNANCE

Mayor

Education

Trial & Error

AIR POLLUTION AND CONGESTION
THE UNITED KINGDOM (now)

GOVERNANCE
- Mayor
- Education
- Trial & Error

AIR POLLUTION AND CONGESTION

COALITIONS
- Willingness
- Community support
- Networking
THE UNITED KINGDOM (now)

AIR POLLUTION AND CONGESTION

Street transformations

Cycling Super Highways
INSTITUTIONS
- Crisis
- Urgency
- Awareness
- Momentum

GOVERNANCE
- Strong politics
- Skills
- Trial & Error
- Education
INSTITUTIONS
- Crisis
- Urgency
- Awareness
- Momentum

GOVERNANCE
- Strong politics
- Skills
- Trial & Error
- Education

COALITIONS
- Willingness
- Support
- Involvement
- Networking
CYCLING FOR BETTER URBAN MOBILITY

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CONNECTING YOUR STRATEGY

- Financing
- Project and process management
- Software
- Hardware
Obrigado!

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