

**Vélo Mondial**

# Vulnerable, yet sustainable

Needs, nature and conditions  
for successful cycling policies

# Vélo Mondial



- Pascal van den Noort
- Executive Director Velo Mondial
- Then at the age of 11

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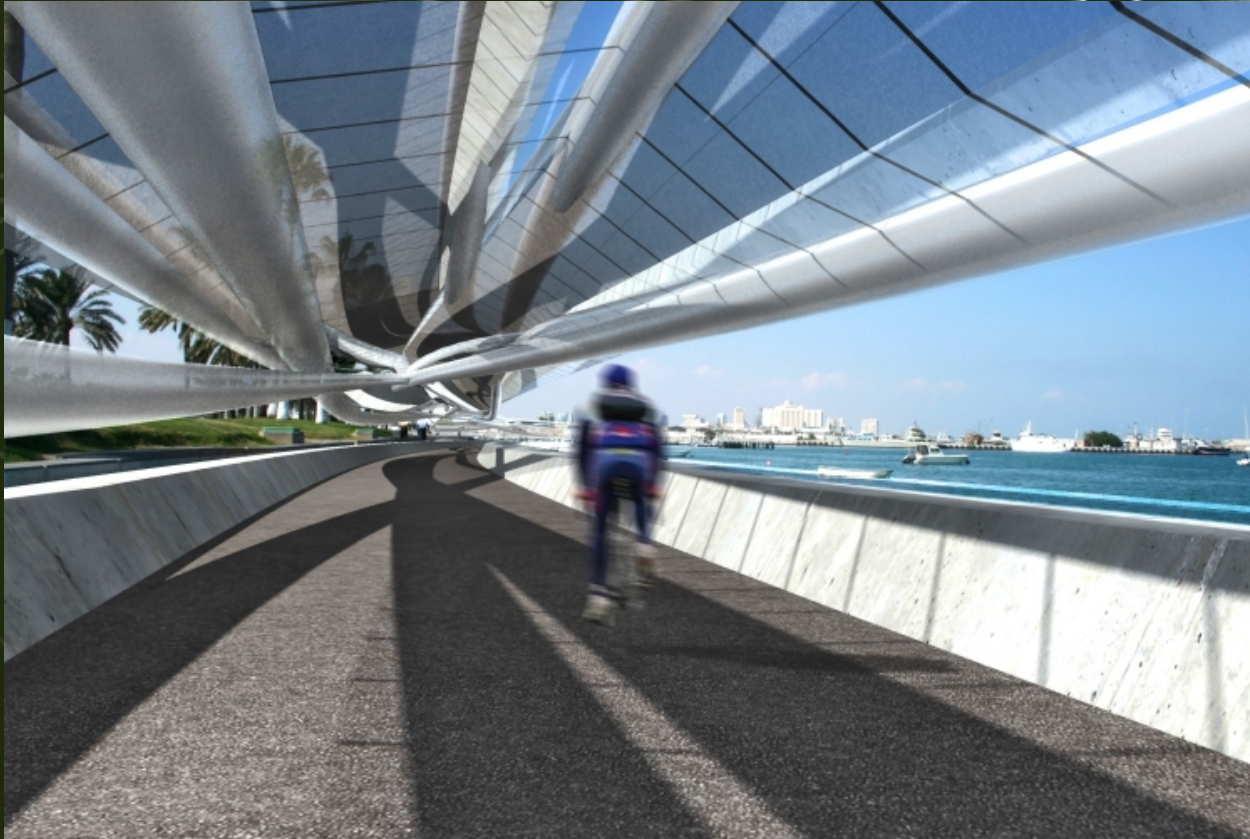
Vélo Mondial has been involved in:

- NATCYP (first European Cycling Project)
- LUTR
- Velo.Info
- Spicycles



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## Innovative & Sustainable Infrastructure



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## Other projects for cycling:

- Baltic Sea Cycling



- UrBike



- MoCuBa



- Bypad



- Eurovelo



- etc

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# Vulnerable Road Users (VRU)

Pedestrians, Cyclists, PT Users



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## KSI Worldwide in 2002

- 1.2 million people killed
- 20 and 50 million injured
  
- Most in cities

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## *Cost elements of accidents*

### Monetary Costs:

- material damage,
- administrative costs,
- production losses

### Non-Monetary Costs:

- risk costs



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## *Risk*

- Young bicyclists (10-14 yrs)
- bicyclists advanced in years (60-74)

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*The potential for cycling*



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*Civil Incentives for cities to promote Sustainable mobility:*

- Cost (fuel price)
- Time
- Flexibility
- Personal health
- Nice Life style



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## *Political incentives for cities to promote sustainable mobility*

- Environmental laws, rules and regulations
- Avoiding noise nuisance
- Fighting Obesity
- Solving Congestion
- Preserving cultural heritage
- Improving Quality of life



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## Disincentives for citizens to cycle



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## *Needs of measures*

Cities who want to create sustainable mobility require:

- vision & political commitment
- research
- regulation
- financing
- education



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*Needs of measures*

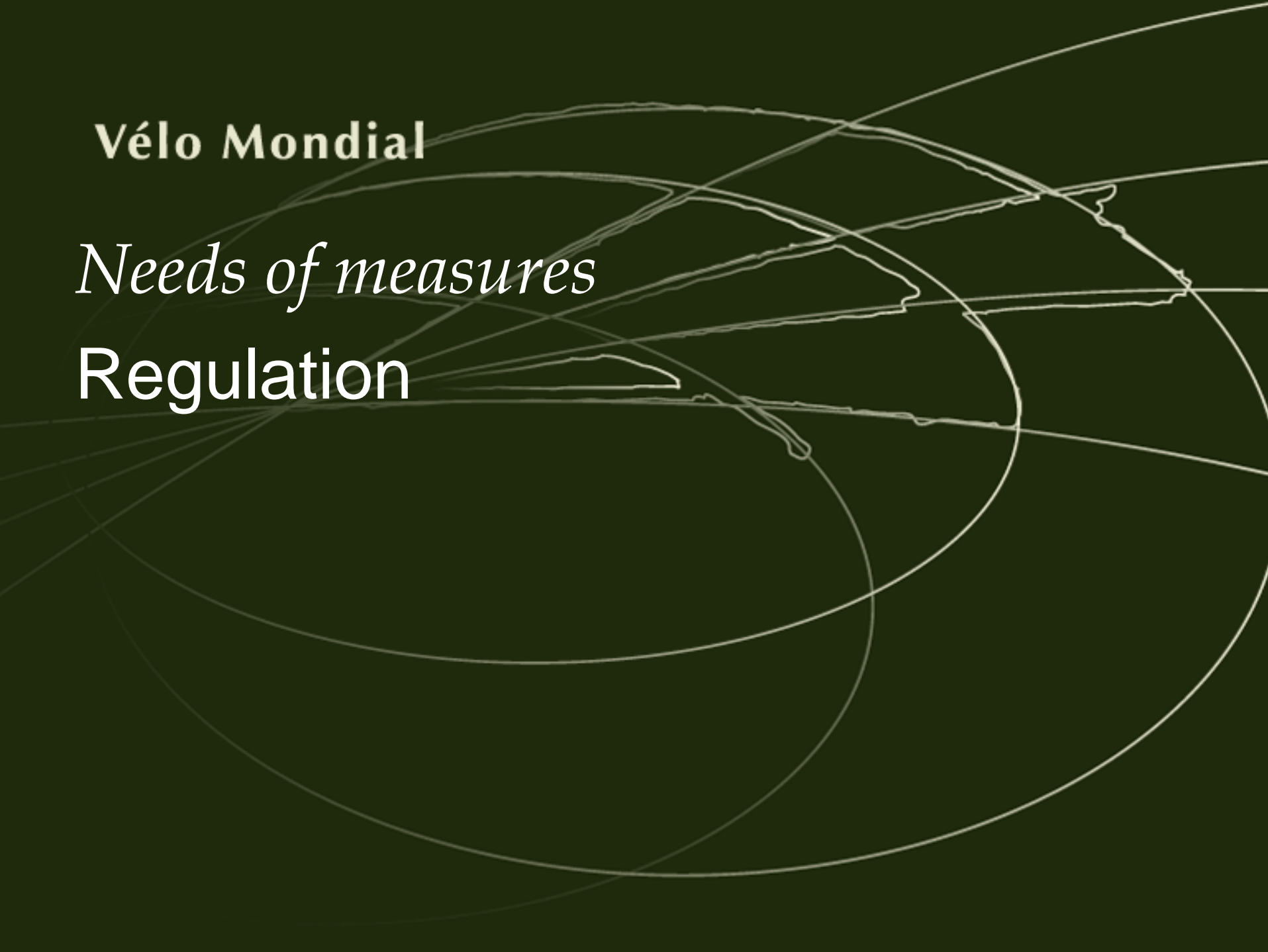
**Vision & Political commitment**

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*Needs of measures*

Research into the impact of cycling  
on politically relevant issues



The background features a dark green field with several overlapping, thin white circles and intersecting lines, creating a complex, abstract geometric pattern.

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*Needs of measures*

**Regulation**

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*Needs of measures*

Financing



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*Needs of measures*

Education

Behavior change & Awareness through

Education



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## *Nature of measures*

- Conceptualize full fledged Networks
- Integrate cycle networks in existing road infrastructure



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Not like this:



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## *Conditions of measures*

- Implement bicycle networks
  - ✓ of high quality
  - ✓ recognisable,
  - ✓ safe & comfortable

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## *Conditions of measures*

Sustainable mobility should be studied in the context of:

- Car policy
- Public transport policy
- Cycling policy
- Traffic safety policy
- Management and maintenance of the infrastructure

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*Bridge to the future?*







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*Thank You!*

&

*Thanks to **Benoît Beroud** for his research*