CARE-North plus

Policy Recommendations

The challenge: While the North Sea Region – along with the rest of the world – deals with the effects of climate change and strives to find climate friendly solutions, transport-related CO_2 emissions still continue to grow. At the same time, we face a strong dependence on limited mineral oil and gas supplies that create highly complex geopolitical situations and challenges for the resilience of cities and regions.

CO_2 and oil supply are just two of a number of driving forces that will challenge the transport sector and society in general in the future. Therefore, it is important to create carbon responsible transport strategies that strive to find holistic solutions which do not only focus on one specific challenge but try to create integrated approaches that tackle different needs and aspects at the same time. Such strategies need to build upon environmental and socially responsible solutions that take economic aspects and long term effects into account.

The project: The Interreg IVB North Sea Region project CARE-North plus is an extension of the CARE-North project and deals with carbon responsible transport strategies for the North Sea Area including both, urban and regional transport.

The messages: The 10 CARE-North plus Policy Recommendations summarise the main discussion points of the CARE-North plus project and make suggestions to policy and decision makers about which aspects to consider while creating a carbon responsible transport strategy for their city or region.

CARE-North plus
The Interreg IVB North Sea Region Programme
European Union
The European Regional Development Fund

1. Promote healthy and sustainable mobility by supporting walking and cycling.

Walking and cycling are the foundation of sustainable urban mobility and, as the healthiest and most-sustainable transport modes, communities benefit in many ways. Together, they supplement collective modes of transport as part of multi-modal journeys, enabling trips of every length without having to use a car. Walking is the most underestimated and cost-efficient mode of transport. Although it often accounts for 20% - 30% of all urban journeys, it is frequently not mentioned in transportation surveys. Cycling is a very efficient and easy mode of transport which allows you to move without worrying about parking, traffic jams, tolls or similar factors that limit the usefulness of private cars in the city. Walking and cycling should be an attractive and accessible alternative to car-based transport and must not compete with each other for space in the urban realm.

Cycling in Bergen, Hordaland

The potential for increased bicycle traffic in the city of Bergen (Norway) is particularly high in the most central parts of Bergen and the Bergen valley going southwards. Analyses show that 40% of all workers in Bergen live less than 5 km from the workplace and 70% live closer than 10 km. To make people interested in cycling the Hordaland's Councillor Tom-Christer Nilsen used a pedelec through-out the winter of 2013-14 and offered a week-long free trial to people interested in his experiences.

2. Foster a new mobility culture and support its implementation: „Use it. Don't own it."

Today's mobility culture is about owning a car. Tomorrow's is about sharing one. The majority of cars and bicycles are not in use most of the time. Bike, taxi, car and ride sharing are all options that allow the convenient and cost-efficient use of vehicles. People who don't own a car are making more use of sustainable and healthier transport modes. Joint ownership of a resource in a neighbourhood creates a culture of social interaction, inclusion, liveability and frees up space. Additional benefits of sharing can be a common feeling of increased responsibility and a growing interest in community engagement vis-a-vis collective events, co-creation and decision making.

Car Sharing in Bremen

In the City of Bremen (Germany), over 2,200 privately owned cars have been successfully removed from the streets because a considerable portion of the over 10,000 car sharing users (as of February 2015) decided to get rid of their car after joining a car sharing scheme.

ShareFests in Ghent and Brussels

With its motto „Do more with less" Taxistop has organised many sharing events concerning the collaborative consumption, also called ShareFests. These festivals let you discover a range of sharing initiatives from local to international levels. Thanks to the many interactive stands, the public could also participate in an active way and really join in the sharing economy.

3. Don't expect miracles from alternative fuels. E-mobility alone is not going to solve our mobility challenges in the future.

Electric mobility is sometimes presented as the solution for promoting sustainable transport. Electric vehicles may improve air quality and reduce traffic noise but they do nothing to solve congestion and parking issues in cities. Furthermore, electric vehicles are still powered with an energy source that is predominantly created with non-renewable fuels, like coal and nuclear power, which do not facilitate energy independence for many countries.

Alternative fuels should be used strategically so that the public transport can be transformed into a more energy-sustainable mean of transport. An average city bus – commonly used today with a large diesel engine – runs for 10–16 hours per day and represents a more efficient implementation of e-mobility than with private cars (average use about 1h/day).

Electrification can substantially reduce the use of fossil fuels, improve the environmental performance of public transport vehicles and reduce noise emissions. Electrically assisted bicycles can extend the range of cycling and make it an attractive transport mode for cyclists of all abilities, even in hilly areas – thus supporting an accessible shift to more sustainable transport modes.

4. Be open to new mobility trends such as autonomous transport and convert these into opportunities for sustainable mobility.

New transport trends, such as the electrification of cycling or the increasing use of autonomous vehicles in freight, public and private transport are developments that require policy adaptations and the adjustment of legal framework conditions in order to take advantage of their potential benefits and curb the negative environmental, economic and social impact. As the proliferation of the automobile has changed the face of cities, so too could new technologies such as autonomous vehicles change the face of future transport. Planners should not disregard new developments but should keep an open mind to changing technology whilst being wary of its potential effects. It will be the challenging task for policy makers and local authorities to create a policy framework that takes these upcoming trends into consideration and sets a stage for them to support sustainable mobility rather than compromise it.

5. Strengthen public involvement in the planning and decision-making processes by taking the opinions of citizens seriously.

Communication and meaningful engagement with citizens can facilitate a positive shift toward accepting and using sustainable mobility options. Public processes sometimes only capture the opinions of a small minority or a very vocal and passionate importance. In order to strengthen policy building with meaningful public involvement, it is important to accept this fact and acknowledge their viewpoints. These opinions do not necessarily reflect the needs and wishes of the entire population, but they can provide an important perspective on the issue and should be treated with respect. Citizens and stakeholders invest their time, knowledge and energy on a voluntary basis in such processes and so it is crucial that the process is well-prepared and planned. It is important for any public process to ask the following key questions: Who are the key actors? Who needs to be involved at what steps and why? At what level do we allow the public to be engaged? Are all users in need of transport involved in equal ways?

6. Entice citizens and stakeholders to change their behaviour by using peer-to-peer examples.

Citizens should be encouraged to make better choices about their mobility options by having attractive offers that encourage the use of low-carbon transport like walking, cycling and public transit. These offers can include incentives that range from route-finding Apps and universal fare structures to better connected and well-designed infrastructure (i.e. clean, well-lit platforms, dedicated cycle paths, real-time information at transit stops, etc.). Behavioural change can also be influenced by setting good examples and by conveying the message in a simple, encouraging and repetitive way. Provocative and inspiring campaigns to increase cycling, walking and the use of public transport are often very effective tools to engage and encourage citizens to change their way of thinking and maybe even subsequently their routines.

7. Enable transparent pricing and be honest about who pays the final bill.

The price for carbon-based energy currently does not reflect the full cost of its use. There are, for example, enormous costs related to climate change such as expensive flood-prevention programmes, drought or the loss of fruitful farmland, but there is no global financial mechanism in place to internalise the costs of emitting greenhouse gases. Similarly, there are other very high externalised costs associated with transport that need to be accounted for such as infrastructure costs, noise abatement costs and its effect on human health and mortality rates. The sustainable mobility discussion needs a broader economic mind-set. It must be ensured that fossil-based transport pays its fair share of the bill for the damage it causes.

8. Decouple the notion of economic prosperity from transport growth and think about sustainable solutions instead.

It is a common misconception that transport growth leads to long-term and persistent economic growth and prosperity. For long-term economic stability and resilience, accessibility and mobility are crucial, but only if the negative environmental impacts associated with fossil fuel-based transport are minimised. Mobility is a central component of the local economy but it requires re-evaluating the concept of transport growth (e.g. building more road infrastructure) to accommodate a broader notion of accessibility, whereby citizens are able to meet their daily needs safely, comfortably and conveniently.

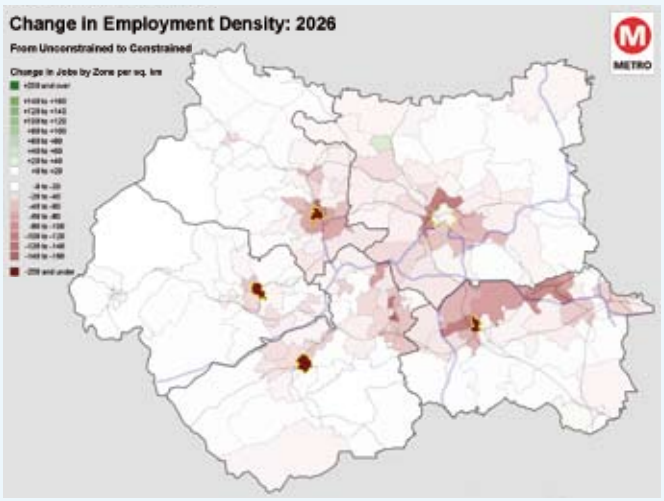
„No ridiculous car trips“ in Malmö

This campaign has already been launched for the first time already in 2006 and repeated for several springs. It was based on the fact that in the city of Malmö 50% of all car trips were less than five kilometres long. A distance that could easily be done by bike in about the same amount of time. The campaign was well received by the public and included visible awareness raising such as animated displays, appealing giveaways and the creative competition for the “most ridiculous car trip”. To participate in this competition citizens could enter themselves or a friend by confessing a ridiculous car ride.

9. Integrate transport into spatial planning by using integrated tools and models in city planning.

Much of our dependence on cars has been created by short-sighted spatial planning. Urban sprawl, low-density and single-use developments drive the need for transportation infrastructure that cannot be organised or accessed efficiently by collective or non-motorised means. The resulting transport problems are a direct result of planning without foresight.

Public space should be designed to serve a range of functions to better meet the needs of people rather than to accommodate cars. Additionally, it is important to plan at a regional scale and work across political boundaries in order to make important connections between urban and rural mobility. Future planning needs to be based on an integrated, comprehensive approach using governance mechanisms that bring together transport, land use and economic challenges.



The Urban Dynamic Model

The Urban Dynamic Model (UDM) simulates how an urban area evolves over time with emphasis on how transport, land-use, population and employment interact. The UDM is a simulation which attempts to replicate events in the real world using simplified representations of how people perceive their circumstances and decide how to react. It is also dynamic, which means it is concerned with how events unfold through time, how conditions change and how people respond. In West Yorkshire, the UDM has been used as part of an evidence-led approach to identify future constraint to the economy and to design and prioritise sustainable transport solutions to unlock the potential for growth.

10. Create holistic planning solutions through aligned planning and decision making.

An integrated, holistic approach at the local level and harmonisation of the various levels of governance is crucial to success. Win-win-win situations need to be created, wherein the citizens, the environment and the city (in the form of both the local government and stakeholders, including businesses) all benefit from a newly established mobility culture. Efforts from various areas should be aligned in order to exploit potential synergies. Cities can also create policies to encourage smart mobility designs and decisions, including carbon offsetting of newly built infrastructure and awareness-raising among citizens. The most integral planning instrument is a Sustainable Urban Mobility Plan (SUMP). The proponents of which base their planning philosophy on sustainability and integrative planning. This instrument is becoming a common tool in cities and has been introduced in Europe-wide projects as an effective method for solidifying visions into a concrete planning framework.

What is a SUMP?

A Sustainable Urban Mobility Plan (SUMP) contributes to the implementation of the European climate and energy targets set by EU leaders. It has been widely promoted by the European Commission, for example, via the Action Plan on Urban Mobility (2009) and the Transport White Paper (2011) as a new planning concept able to address transport-related challenges and problems of urban areas in a more sustainable and integrative way. It is expected that Sustainable Urban Mobility Plans remain on the policy agenda of the European Commission and the Member States and will become the European wide planning model of the future.
www.eltis.org/mobility-plans

CARE-North plus

CARE-North plus – an interactive and communicative discussion process

The elaboration of the CARE-North plus policy recommendation mirrors the general working style of the CARE-North plus project, which is inspired by a high level of exchange of ideas and experiences as well as the creation of cooperative opinions and statements. The core elements of this discussion process were the partner meetings hosted by different partners in all participating project regions. These meetings have offered both, constructive discussion amongst the project partners and the exchange with local/regional stakeholders, experts and politicians. In addition, the project has hosted two scenario workshops: one on "Autonomous vehicles and their impacts on mobility" and the other one on the topic of "Reacting to transport and energy game changers".

In addition to the CARE-North plus recommendations, the following thematic papers have been published:

- Building a Cycling Culture in Your City
- Shared Mobility: A Part of a Low Carbon Culture
- Electric and Low Carbon Mobility
- Electric and Low Carbon Waste Management
- Reacting to Transport and Energy Game Changers
- Autonomous Vehicles – Impacts on Mobility of the Future

All available on:
http://www.care-north.eu/public-downloads




Partners

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Contact

Free Hanseatic City of Bremen
Ministry of the Environment, Construction and Transportation
CARE-North plus Project Coordination

Contrescarpe 72
D 28195 Bremen

Michael Glotz-Richter
Phone +49.421.361.6703

Rebecca Karbaumer
Phone +49.421.361.59427

E-Mail: CARE-North@umwelt.bremen.de
Web: www.care-north.eu

ICLEI – Local Governments for Sustainability
Leopoldring 3
79098 Freiburg
Germany

Pamela Mühlmann
Phone +49.761.36892.63
E-Mail: pamela.muehlmann@iclei.org

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