

Environmental Sustainability –

Sharing Public Space for Bicycle Use in Cities

Setting/ What & Where?

1992	vs.	2015
No specific concept of sharing space for bicycle use		Higher acceptance of sharing public space
Car culture vs. Bike culture	↔	Strong bicycle culture across all age groups
No widespread bicycle infrastructure		Extensive infrastructure & facilities

- Settings: Copenhagen (DK), Frankfurt (GER), Brno (CZ), Milan (IT)
- Time horizon: 1992 - 2015

Actors / Who is involved?

Milan	Sport & Recreat.	Mobility analysis	Major Focus	Bike & Fashion, Culture, & Food
Years	1940s - 1998	2000s	2008	2015
Civil Society	Men	Young culture - men & women	Status symbol & fitness oriented activity	Young culture - men & women
State		Collecting traffic data National Bicycle Conf. 2007	BikeMi & Green Rays project New govern.	Taxing Cars & further restrictions
Market			#Bicittadini (children)	Upcycling & Cycle Bars



Process /

How did SI stream evolve in Milan?



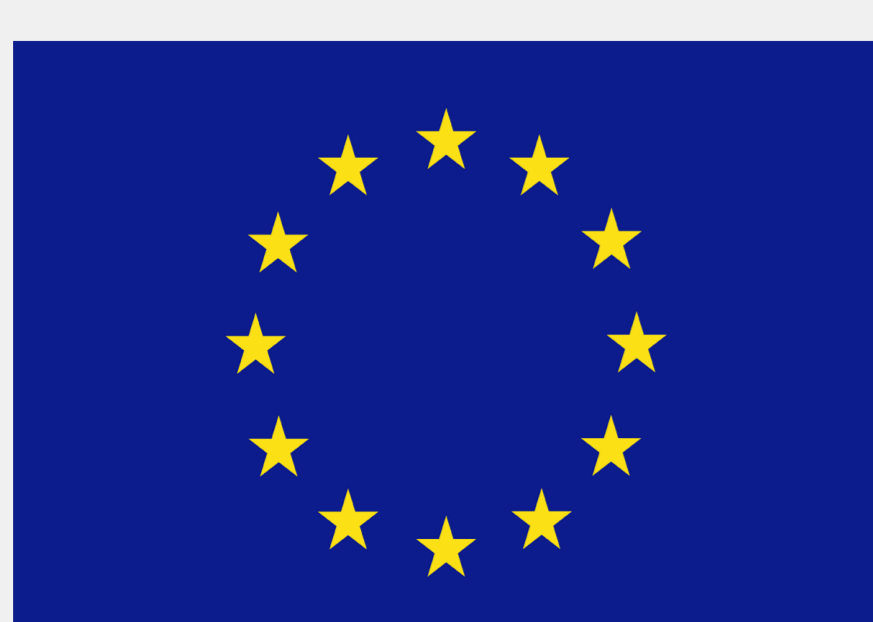
Organisation & field traits/ What's needed?

Organizational traits

- High diversity of organisational traits
- Embeddedness in local context (fashion)

Context conditions

- Exogenous shocks as important catalyst for development
 - Climate Concern/Traffic/Air Pollution
 - Cities Green Local Governments



ITSSOIN has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613177.