



Make space for the bicycle

Experiences from the Netherlands

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Active transport

Motorised transport: 25% greenhouse gas emissions EU

Opportunity: 50% daily journeys by cars < 5 km

Potential 'quadruple' -win of active transport



Climate /air quality



Health benefits (outweigh risks)



Social interaction elderly, reduced exposure low SES

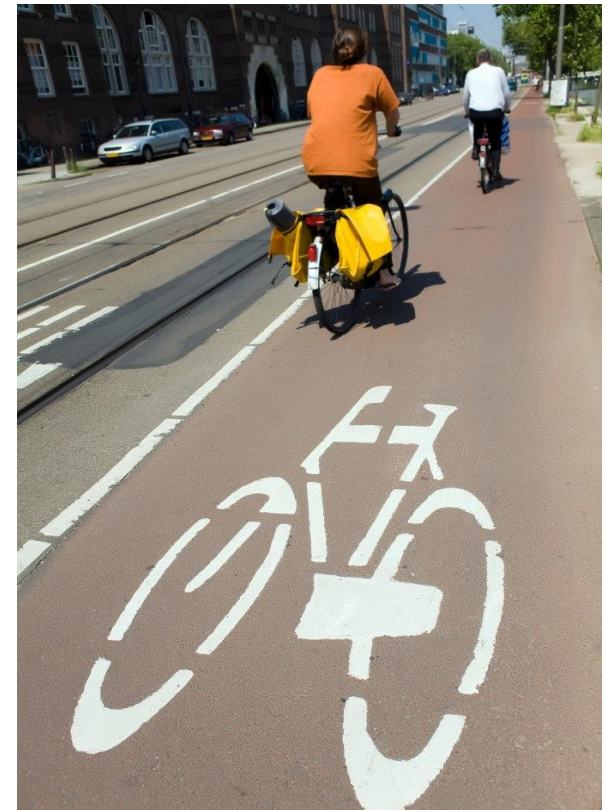


Affordable and accessible for (almost) all, economic benefits



Cycling policy in the Netherlands

- Tour de Force: coalition of governments, companies, civil society organisations, research institutes and NGOs
- Aim: increase number of kilometres cycled in 2017-2020 by 20 percent.
 - More room for the bicycle in cities
 - Boost quality regional cycling routes
 - Optimize transition public transport-bike and car-bike
 - Targeted promotion of cycling
 - Less cycling accidents



Inspiring cycling projects

- Working group ‘health’ Tour de Force: What can we learn from recent projects about health impacts and participation, what works?
- Via interviews information on:
 - Enablers and barriers
 - Conditions
 - Sustainability
 - Transferability to other situations/groups
 - Evaluations
 - Coordinators/stakeholders



Rotterdam schoolchildren: fun factor

Combination school &
parents & BMX
lessons and repair

% children cycling to
school increased from
20 to 35%



Programme “Cycle-on” for elderly

- Cycling important for health and social inclusion
- Elderly cyclists overrepresented in accident rates
- Programme :
 - motivates elderly to continue cycling whilst emphasizing safety measures
 - link local social networks and activities
 - special exercises which can be incorporated in the weekly gym class
 - tested in four municipalities, now rolled out in several regional areas in the Netherlands.



Public Transport-cycle (OV-fiets)

Bicycle sharing
programmes stimulate
cycling



Safe, attractive and connected cycling routes



Cycling projects: very diverse

- Mix of school/work, bicycle lessons, event and infrastructural
- Aimed at different (vulnerable) groups
- Cycling more than just transport:
 - Social value: connection, cohesion, integration, empowerment
 - Health: physical activity, cardiovascular/ respiratory diseases, mental health
 - Environment: air quality, noise, less parking space
 - Economic value: travel time, less traffic jams

Conditions for success

Combine structural measures with behavioural measures

| Capability | Opportunity | Motivation |
|---------------------------------------|---|---------------------------------------|
| Being able to (safely) cycle and walk | Safe, attractive walking and cycling infrastructure | Perceived accessibility/safety |
| Cycle training and maintenance | Dense public transport network | Connect with culture target group |
| | | Link with local groups and activities |
| | | Financial incentives |
| | | Fun /play aspects |





Thank you!

