

## Title

**Fietsen op Zuid- Rotterdam (Cycling in South Rotterdam)**

## Short description

Fietsen op Zuid is a Programme in Rotterdam South, which is an area in Rotterdam where many low-income inhabitants live, and there is a lack of good quality transport solutions. This programme aims to develop a network of local parties to create commercial and societal cycling opportunities. They work both on software (lifestyle and education), and hardware (infrastructure, outdoor space, access to a working bicycle). The first half year, together with several stakeholders of Rotterdam South, they start building a local network and focused trials of measures. While doing this, they will expand the programme. They aim to build a strong network which can be used to initiate projects and to start collaboration with researching and finding new financial support. They want to connect social and economic opportunities of the bicycle to local entrepreneurs, inhabitants, schools, house corporations, public institutions, companies and other interested parties. Together with local actors, short and powerful pilot projects will be developed with a specific focus on local impact. They have started with the development of an innovative bicycle shed BikePark, Cycle-Friendly Schools, and the Bicycle Repair Week. They have also cooperated with universities and university of applied sciences for applied research.

## Topic

Moving – cycling

## Characteristics (type, level)

Intervention, Product, Policy, Local

## Country/Countries of implementation

The Netherlands

## Aims and Objectives

To increase the use of bicycles in Rotterdam South, by building a new bicycling culture. Umbrella goals include creating an inclusive city by solving transport poverty (work participation), stimulating the economy (less health costs/local economy/smarter investments), and creating safe, healthy, inclusive public space (social health/safety).

## Target Group

Inhabitants of the neighbourhood Rotterdam South. They are relatively young, with many children who grow up in a disadvantaged neighbourhood, having low educated parents, with low budgets and an environment that does not really stimulate moving forward in society.

## Status

Ongoing

## Start and Completion dates

The kick-off was on May 20th 2016. They want to continue for three years, but it is depending on financial support.

## Lifestyle and Behavior Change

The approach is based on two levels: culture and behavioural change among inhabitants, using trendsetters, connectors, innovative experiments, etc. On the other hand, it is based on system change in institutes and structures, among which the municipality. Partly, this involves barriers (economic conditions, routine in social services, infrastructure, etc.). This system is under pressure already, and should be changed to achieve a true transition. Simultaneously using experimenting, image-building, cultural change and working on changes of institutional and physical structures/mechanisms that block change. Bottom-up and top-down.

### Effects on:

<b>Health and Wellbeing</b>	By increasing the amount of cycling and reduced car use among inhabitants of Rotterdam South), health can be improved by increasing their physical activity. Reduced car use also results in less health effects of environmental impacts of cars (air pollution, noise).
<b>Vulnerable populations</b>	The neighbourhood in which the intervention takes place is disadvantaged, with inhabitants experiencing a multitude of problems, regarding housing quality, work, income, education, transport poverty, low education. The bike is used as a factor that can improve social and physical mobility, health, public space, education and employment opportunities. Using the bicycle cannot only improve liveability, but also health of inhabitants.
<b>Environment</b>	Reducing car use will reduce levels of particulate matter, NO <sub>2</sub> or CO <sub>2</sub> and lower noise levels.

### Initiated and/or implemented by

Dutch cycle organization, Fietsersbond (Cyclist’s Union) and Drift (Leading institute for sustainability transitions) in Rotterdam.

### Stakeholders and sectors involved

- DRIFT (Dutch Research Institute for Transitions): a leading research institute in the field of sustainability transitions. They develop and share transformative knowledge

to support people, cities, sectors and organisations to engage proactively with transitions.

- Fietsersbond (Cyclists Union): A member of the European Cyclists' Federation [www.ecf.com](http://www.ecf.com) and partner in the Dutch Cycling Embassy [www.dutchcycling.nl](http://www.dutchcycling.nl).
- Municipality of Rotterdam.
- Fietsfan010: Online platform on which cyclists can meet and share ideas, and participate in thinking about the implementation of the Rotterdam municipality cycle plan.
- BECAUSE: an urban cycling consultancy pedal-powered by Jorn Wemmenhove (contact person of this promising practice).
- Centre of Expertise Social Innovation Rotterdam Zuid: an expertise centre of the Rotterdam University of Applied Sciences. It works on complex societal issues, wicked problems, in the areas of living, working, care, wellbeing and education.

### Financial support

The municipality now provides financial support to allow starting the programme. This programme is actively seeking co-financing by connecting partners to the programme. Contact with research institutes, societal organisations and companies that are willing to contribute financially has started to develop already. In addition, there is contact with the Government (Agenda Stad/ Agenda City), the Metropool Region Rotterdam Den Haag and the NPRZ.

### Evidence-base

Evidence is provided in the report 'Fietsen op Zuid: In beweging voor een nieuwe fietscultuur' (Cycling in South: Movement for a new cycle culture). It cites several research articles to show how transport poverty can decrease social inclusion in South, how health benefits of cycling exceed health risks of cycling, recent Dutch cycling research about successful cycle policies (hardware, software, orgware, context). From the INHERIT baseline report, scientific evidence may support this practice as well, for example because the local parties work together and aim to influence both inhabitants behaviour and their environments.

### Main activities

There are different activities in the three phases.

Phase 1:

- The Fietsen op Zuid HQ: this will be the place where different elements of the programme come together: coordination of the programme, cycle library, cycle work place, innovation sessions, inhabitant meeting space and extra research.
- Cycle Library: making inhabitants enthusiastic by allowing experiencing different types of bicycles. In cooperation with bicycle industry, a bicycle library will be developed where people can borrow a bike for a week.
- Cycle Work Place: creating a place for youth to become enthusiastic about maintenance and building bicycles. They can repair their own bicycle, but also assisting in repair orphan bikes. Design is important: it should be a modern work place. This work place will be part of the school programme, to allow visits of school classes and lessons from experts.
- Cycle exposition, to show Dutch history and cycle culture, city marketing.
- Low barrier cycle repairs.
- Providing addition cycle lessons (new style) where needed, tailored.

- Development of ZuidFiets (SouthCycle): creating a system that allows each inhabitants the chance to ride a bike
- School programme: an effective school programme to build a cycle culture. Including developing safe school environments that are cycle-friendly. Including cycle innovation challenge (2 schools in 2016, 5 in 2017).
- Mapping physical and other barriers using cycle innovation sessions.
- Marketing: FietsFest (Cycle Festival) Celebrating the bicycle in the Netherlands/Rotterdam South.
- Stimulating migrant women to cycle, our goal is to have a cycle demonstration with 500 women in Jun 2017 through the South Bank of Rotterdam. A lot of them have to learn to cycle first.

In phase 2 and 3, depending on the success of phase 1, finance and new contacts and ideas, other projects will be developed and implemented.

### Evaluation

Aim is to conduct applied, learning research, including pilots to generate new knowledge to feed activities. Direct contact with local inhabitants is important for these practices. Partners involved in these research practices include DRIFT, EMI op Zuid (InHolland), and FAVAS.

### Main results

In the beginning of 2017, two schools finished the program and 50 children were able to cycle and participated in a traffic/cycle exam.

### Key success factors and barriers

Success factors:

Cooperation of schoolteachers, cooperation of local groups and organizations on the SouthBank and support of the municipality of Rotterdam. In addition, the possibility to build a network of key figures in the neighbourhood.

Barriers:

It takes a long time to convince the local government and the civil servants that something had to done to stimulate cycling in that part of town and that it also cost some money to do that. Everybody wants quick results, but it takes time to build a network and to convince people to work with us.

### INHERIT Perspective

This project has been chosen because of its potential for a triple-win. By increasing the amount of cycling and physical activity among inhabitants of Rotterdam South, health can be improved. Furthermore, reduced car use means less pollution, which is better for the environment and for health. Less noise from cars can also result in improvements in health. Rotterdam South is a disadvantaged neighbourhood, with inhabitants experiencing a multitude of problems, and so contributes to decreasing inequalities. The bike can act as a factor to improve social and physical mobility, health, public space, education and employment opportunities.

### More information

<https://www.fietsenopzuid.nl/>

## Contact

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