



SimpliCITY



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# Nudging, Bicycling, and the 15-Minute-City

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Urban Lunch Talk #18: 15-minute cities

Do's, don'ts and dilemmas

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# SimpliCITY in a nutshell

SimpliCITY – Marketplace for user-centered sustainability services  
JPI Urban Europe, 10/2018-6/2021, [www.simplicity-project.eu](http://www.simplicity-project.eu)

## Main project objectives

- Raise awareness for a sustainable city lifestyle
- Make existing urban sustainability services better known by citizen
- Increase the number of engaged citizens with nudges for using the services

**Three main activity & service areas** (116 services in Stadtmacherei, Salzburg):

- Bicycling (e.g. bicycle repair shops, cargo bikes, bike couriers, ...)
- Local consumption (e.g. regional food, second hand shops, waste and recycling, ...)
- Social inclusion (e.g. civil society groups, support for people with impairments, families, ...)

**Stadtmacherei** („making the city [sustainable]“)

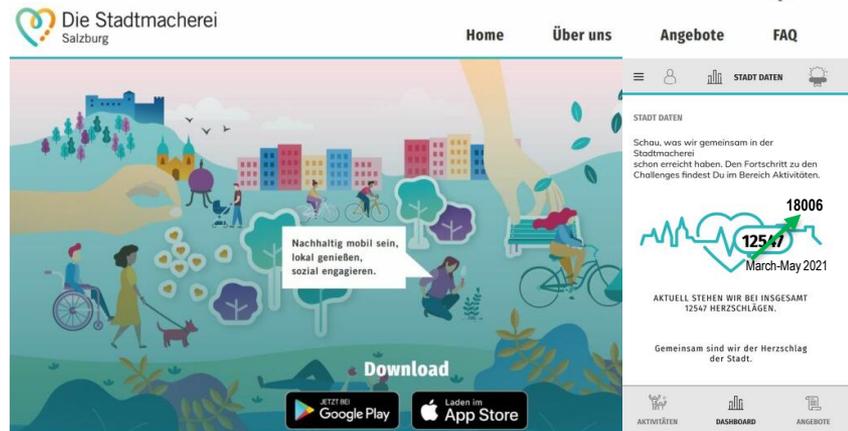
- Platform & app for promoting urban sustainability services, <https://stadtmacherei-salzburg.at>

Project partners in  
Salzburg and Uppsala:



# Stadtmacherei

- Not a prototype, a fully operational platform – managed by Polycular
- Bicycling as the main focus of engagement, GPS-based mobility tracker
- Themed tours for exploring the city and available services – incl. challenges, quizzes, etc.
- Collect „heartbeats“ for kilometers cycled, places visited, etc. – and win e.g. a course on zero-waste cooking or urban gardening
- 587 registered users in the pilot mid August-September 2020, 1493 km cycled
- For 324 km (22%) usually car (207 km) or bus (117 km) would have been used



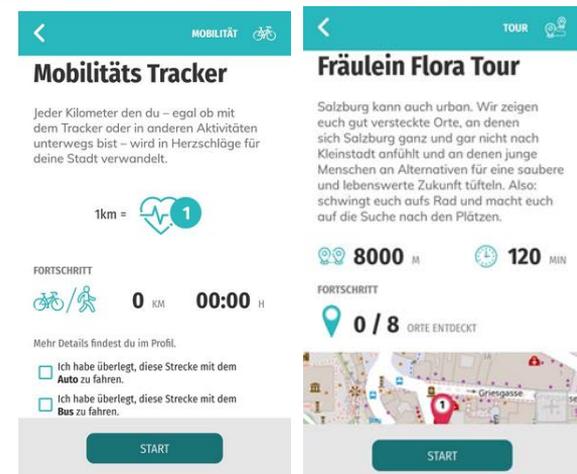
## Gender and age of users

### Gender

- Female: 59.5 %
- Male: 38.6 %
- Inter/div.: 1.9 %

### Age groups:

- 14-17: 2 %
- 18-25: 22 %
- 26-35: 26 %
- 36-45: 27 %
- 46-55: 15 %
- 56-65: 5 %
- 65+ : 3 %



# Main dilemma addressed by SimpliCITY

- **Goal:** promote behaviour change of citizens towards sustainable mobility
- **Main dilemma addressed: Use „soft“ or „hard“ behaviour change interventions?**
- **Do** use (soft) nudges to steer citizens towards sustainable mobility choices (walk, bicycle, public transport)
  - But requires nudging platform/app & time and effort to grow community of users
- **Don't** avoid (hard) regulations where necessary, e.g. restrict car use in 15-Minute-City areas
  - But requires political negotiation and overcoming resistance
- Relevant in all areas where behaviour change interventions may be needed (e.g. public health, use of energy, water,...)



Source: Salzburger Nachrichten (online), 21. Februar 2017

# Some thoughts about the 15-Minute-City and bicycling

- **15-minute city**
  - More specifically, walkable city areas, offering within max. 1.2 km (one way) what is needed for everyday life – reducing motorized mobility
  - Concept suits multi-functional central areas of (large) cities, but not peripheral residential or industrial areas
  - Major issue: finding **work** within the 15 min walk range („home office“ or co-working spaces as solutions?)
  - Otherwise good access to city/regional transit is required
- **What bicycling adds**
  - Door-to-door mobility over longer distance of 3-5 km (more with e.g. „green wave“ for cyclists or cycle highways)
  - Easier transport of goods in 15 min city areas
  - Estimated average urban travel speed by bicycle: 15 km/h, 15 min = 3.75 km
  - Trip distances of non-cyclists (car, PT) often within 5 km (43% in Raser et al. 2018), potential to be shifted to cycling
  - Cycling also as a feeder mode for long-distance public transport

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