

# Rethinking Urban Mobility

Key messages from the  
Nordic Cycle Power Network

**Lisa Rohrer,**  
Research Fellow  
Nordregio



Which mode of transport requires the *least amount of energy* and the *greatest emissions savings*?

The transport that never happens.



# The transport that never happens.

- However, this is not the same as the most *sustainable* mode of transport.

Three pillars of sustainability

Social

Environmental

Economic







Which mode of transport is the most *sustainable*?

# The humble bicycle.

## Three pillars of sustainability

### Social

The bicycle is **socially inclusive** and can contribute to positive mental and physical health

### Environmental

The bicycle is the most **energy efficient** means of transport.

### Economic

The bicycle is a **low-cost** means of transport and can support economic development.

**Bättre reskamrat finns inte...**



**Pärnan**  
— klockan som ringer när den roterar och som aldrig hakar upp sig, är en viktig detalj i cykelns utrustning. Den har inga ömtåliga kugghjul och därför fungerar den alltid när den behövs. — Finns i de flesta cykelaffärer.



**Polhemsstödet**  
— som fått sitt namn av Polhemsknuten, är stabilt, hållbart och effektivt. Var Ni än ställer cykeln — på det tvåbenta Polhemsstödet står den stadigt. — Hos de flesta cykelhandlare.

★  
Samtliga Brage-cyklar är försedda med ekrar och skärmstug av rostfritt stål. Polhemsstöd och ringklockan Pärnan. Läsbar plåtkasset för pump och verktyg och kraftig pakethållare standardutrustning på de flesta modeller.



**BRAGE**  
*special* —  
elegant lättmetallcykel.

Extra lätt men samtidigt stark och elegant. Ram av extra lätta krommolybdenrör, fälgar och skärmar av lättmetall. Kan erhållas med växelanordning eller växelnäv med tre utväxlingar. — Herr- och dammodeller.



**BRAGE**  
*strömlinje* —  
sportig turistmodell.

En lätt, stark och strömlinjeformad herrcykel. De moderna linjerna ger den ett särdeles elegant utseende. Ramen är lika stark och tål att lastas lika hårt som den vanliga ramtypen.



**BRAGE**  
*standard* —  
den verkliga brukscykeln.

Extra stark och robust, men ändå elegant och lätttrampad. Idealcykeln för Er som cyklar året om i ur och skur, sommar och vinter. — Herr- och dammodeller.



**Styrka och stil — mil efter mil**

VERKSTADS A-B, BERNHARD HEDLUND, HEDEMORA

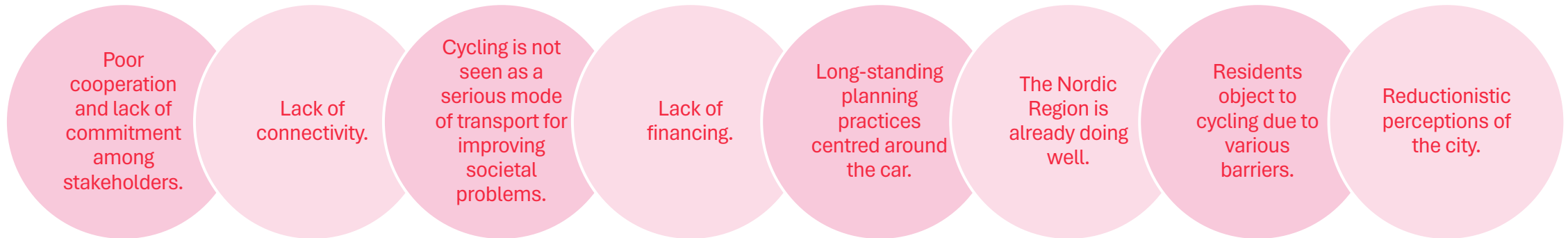


# The bicycle is a solution we've had for many years.

➤ So, what's the problem?

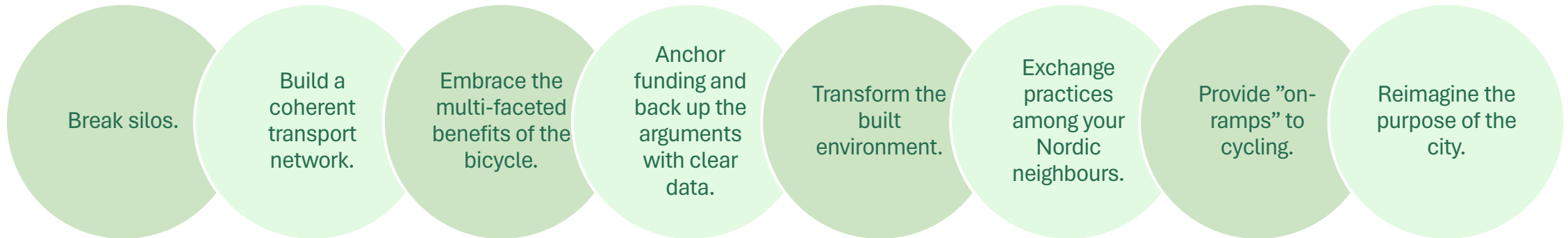


# 8 challenges for improving cycling in the Nordic Region

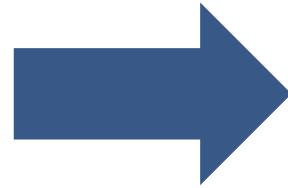




# 8 key messages



1



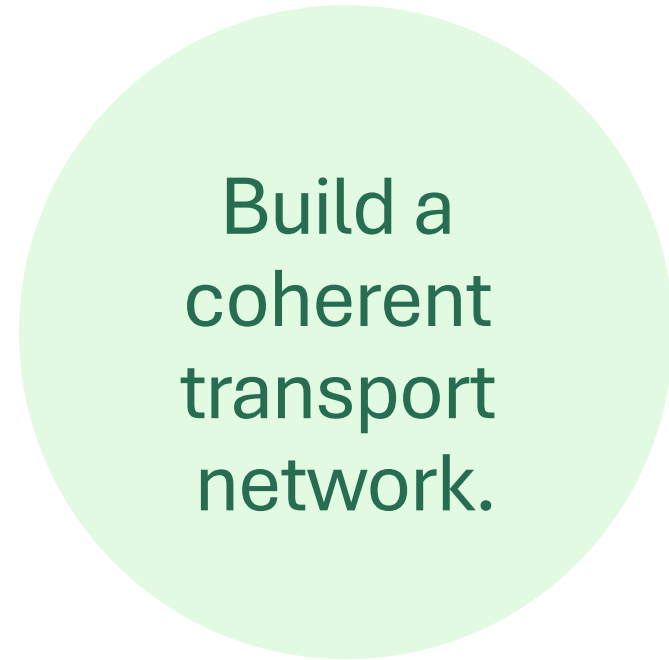
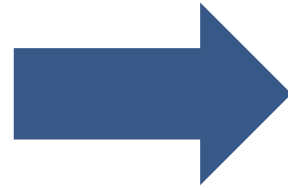
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# Break silos.

- Collaboration must take place
  - Across departments
  - Across municipalities and regions
  - Among local, regional, and national actors
  - Alongside both public and private actors



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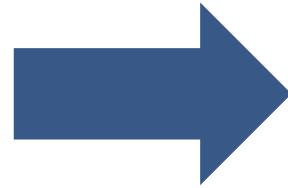
## Build a coherent transport network.

- Cycling cannot act on its own
- Multiple benefits of integrating cycling with other forms of transport:
  - Providing smooth and efficient linkages
  - Improving health
  - Encouraging less driving (thus contributing to less GHG emissions)
  - Improving safety
  - Increasing democratisation of transport
  - Contributing to greater financing for sustainable transport modes
  - Encouraging cooperation
  - Increasing quality of sustainable transport services



3

Cycling is not a serious mode of transport for improving societal problems.



Work smarter, not harder.



3

## Work smarter, not harder.

- We know that cycling contributes to achieving many green energy goals:
  - EU Fit for 55 targets
  - Nordic Vision
  - National and local level transport objectives





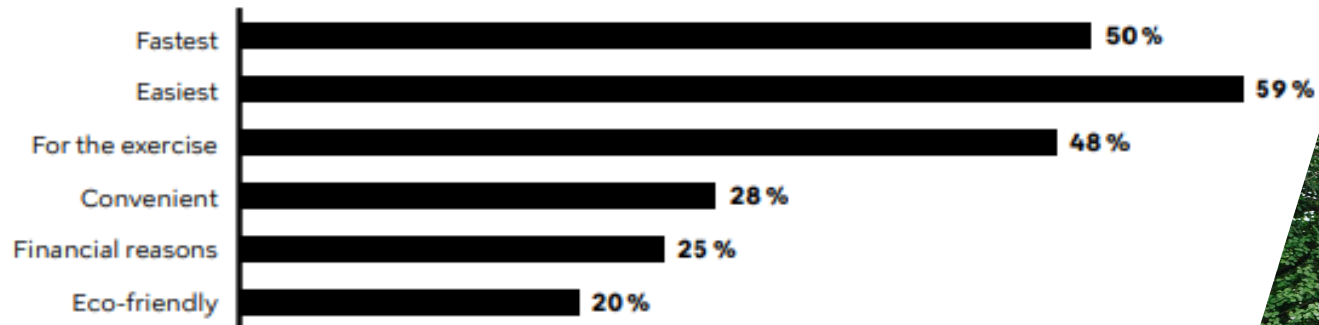
- But it can also address many other policies, making it a truly **smart mobility** option.
- Work smarter to communicate how cycling can positively inform policy on:
  - Health
  - Economy
  - Democracy
  - Social inclusion
  - Safety





➤ Smart mobility means mobility that effectively responds the needs and interests of people as well as the needs and interests of our collective society.

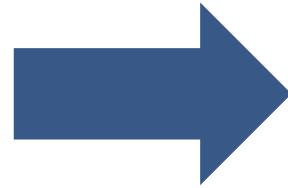
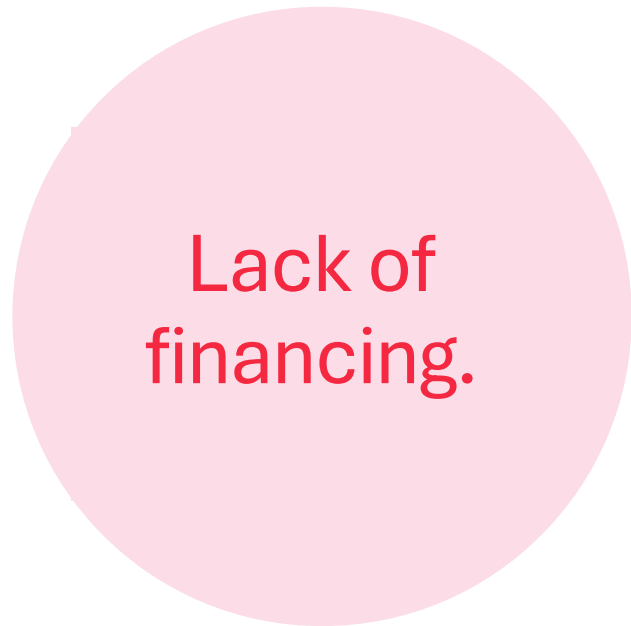
Copenhagen Bicycle Account 2022



↑ Copenhageners' reasons for cycling in 2022



4





4

## Anchor funding, and back up the arguments with clear data.

- Budget is a window into the city's priorities
- Copenhagen: cycling funding through 3 key avenues:
  1. Internal long-term planning
  2. Budgeting from other departments
  3. External funding



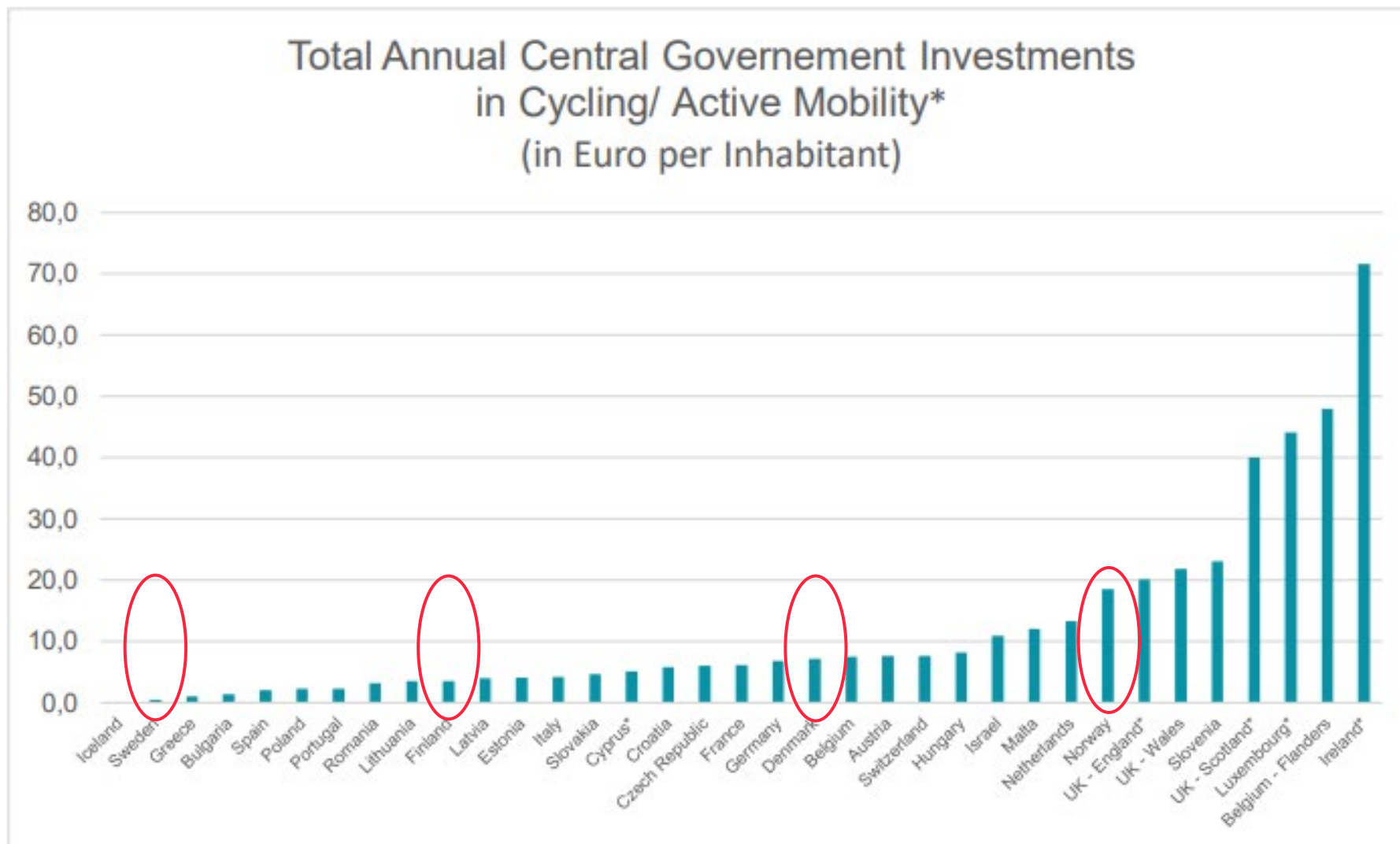


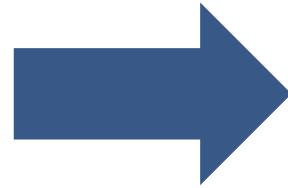
Figure 5: Total annual central government investments 2023 (in Euro per inhabitant)



- Data is significant in making a case for (financial) support
- What to measure? How? How often?
- Objective and perceived measurements are both valuable
- Success in Oslo



5





5

## Transform the built environment.

*“For a sustainable mobility system, **electric vehicles alone will not be enough.** Moreover, production of electric vehicles will still require substantial resources and generate pollution. **Electric vehicles will also not solve the problem of growing transport demand, time spent in traffic or finding a parking spot.**”*

(European Environment Agency, 2023)

Life without electric cars



Life with electric cars







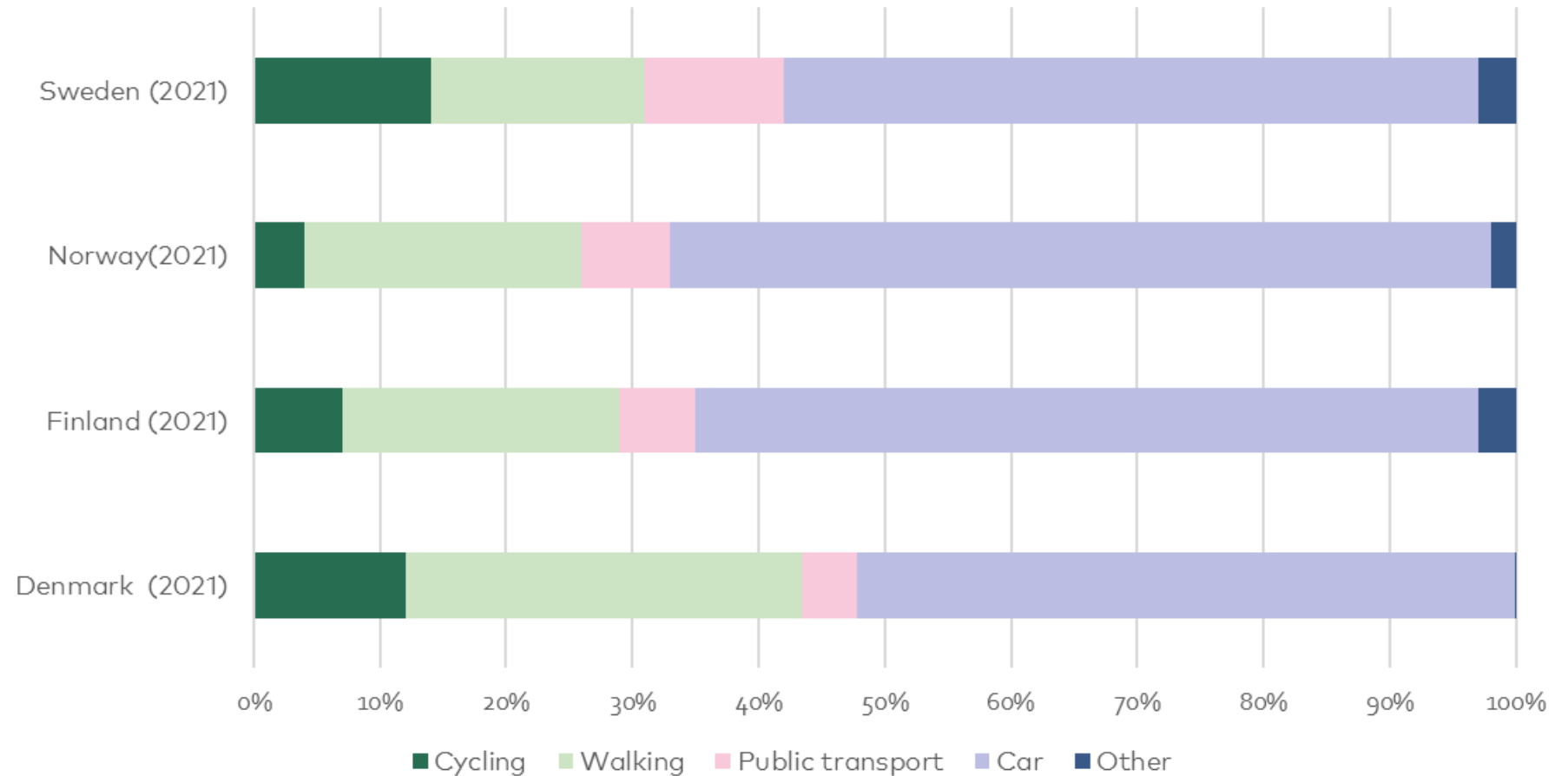


# GHG emissions attributed to the transport sector

	Denmark	Finland	Norway	Sweden
Percent of GHG emissions attributed to transport sector	28%	20%	33%	33%
Percent of domestic transport emissions attributed to road transport	91%	94%	More than half	90%

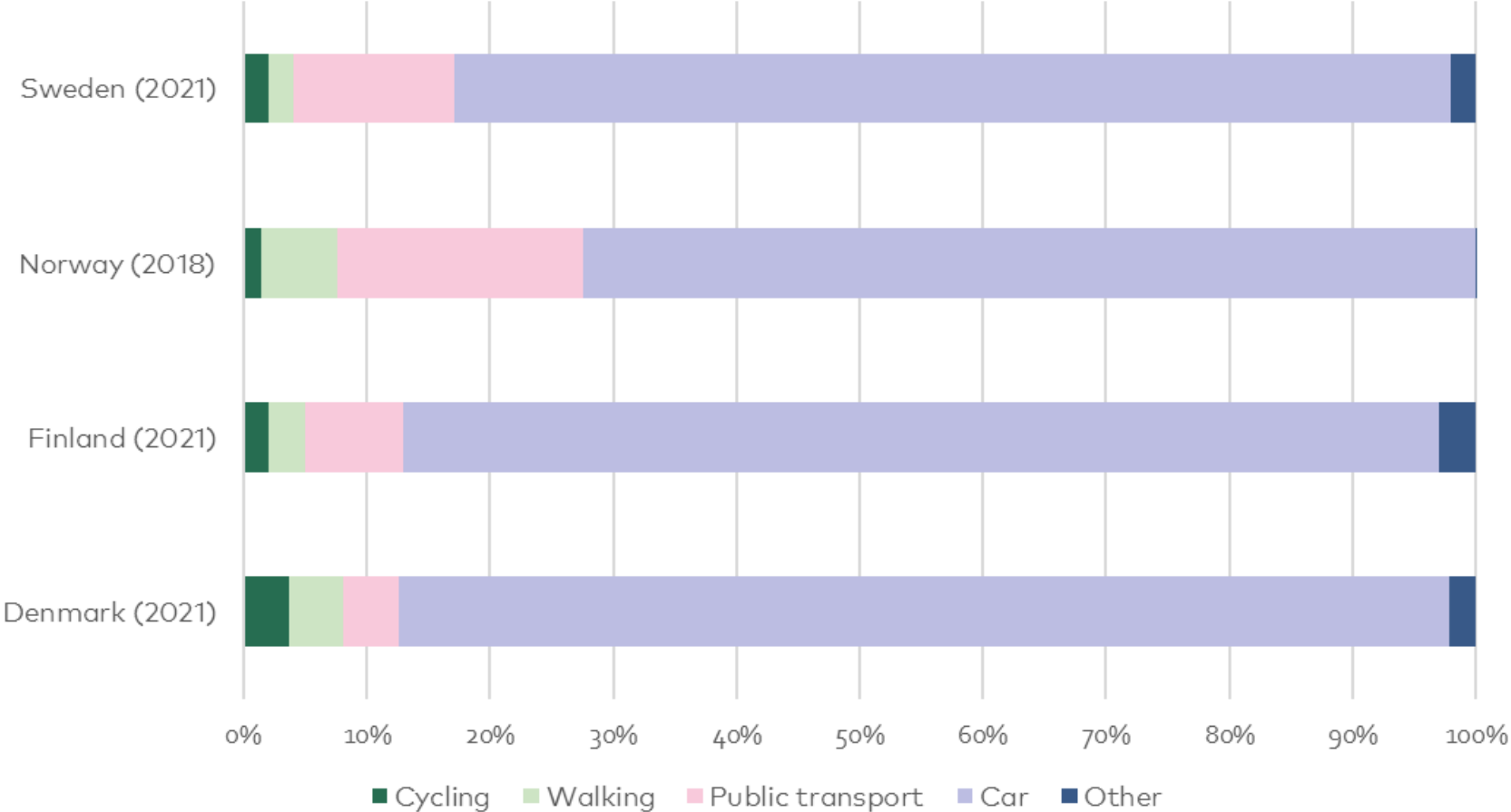
In the Nordic countries, over 50% of trips are made by the car.

Modal share per country, by number of trips



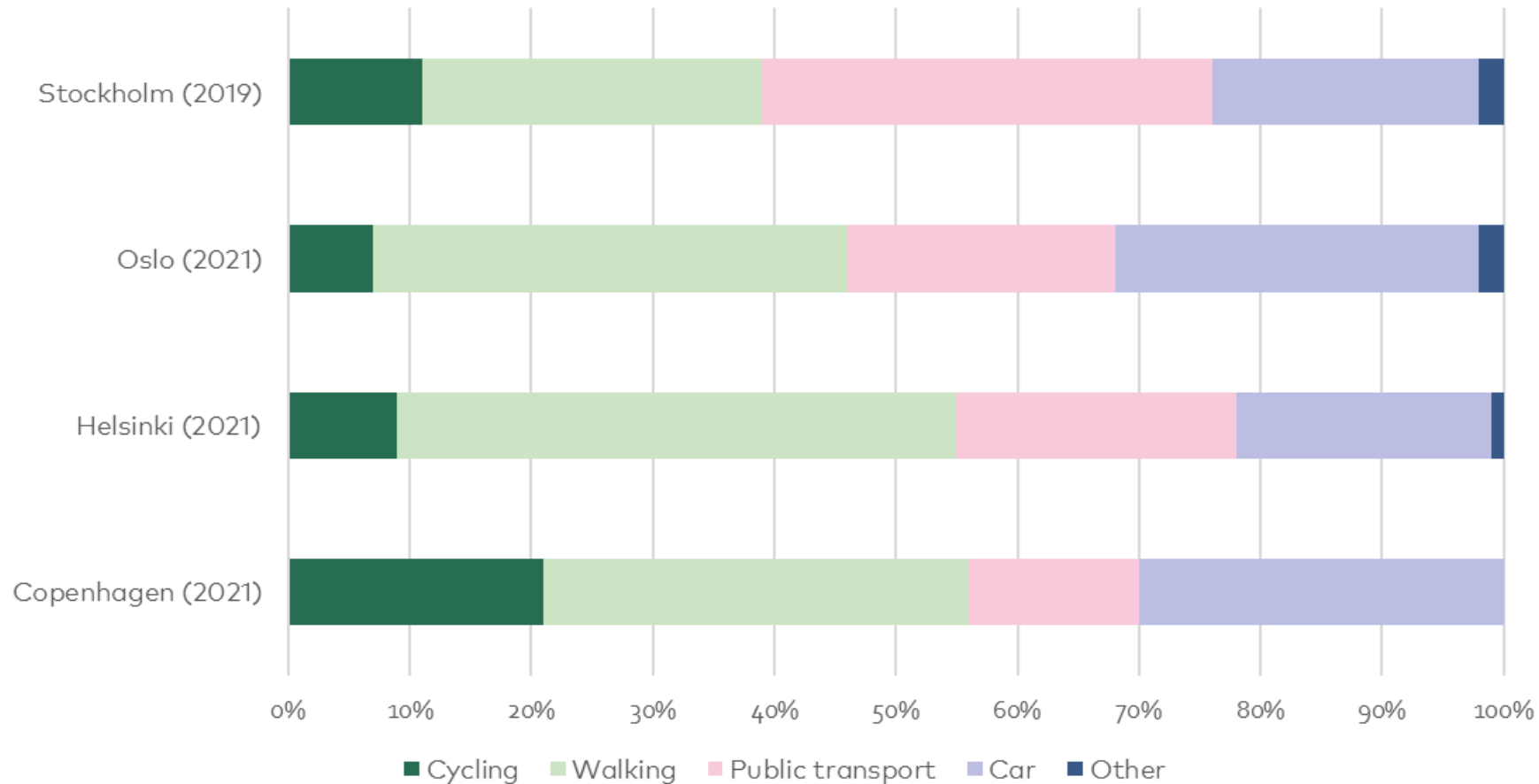
In the Nordic countries, less than 30% of passenger-kilometres-travelled come from sustainable transport.

Modal split per country, by passenger-kilometres



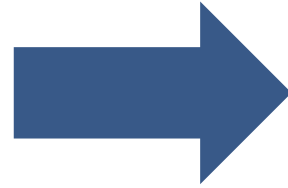
# Modal share of the car in Nordic capitals: 20-30%

### Modal split in four Nordic capitals





The Nordic  
Region is  
already doing  
well.



Exchange  
practices among  
your Nordic  
neighbours.

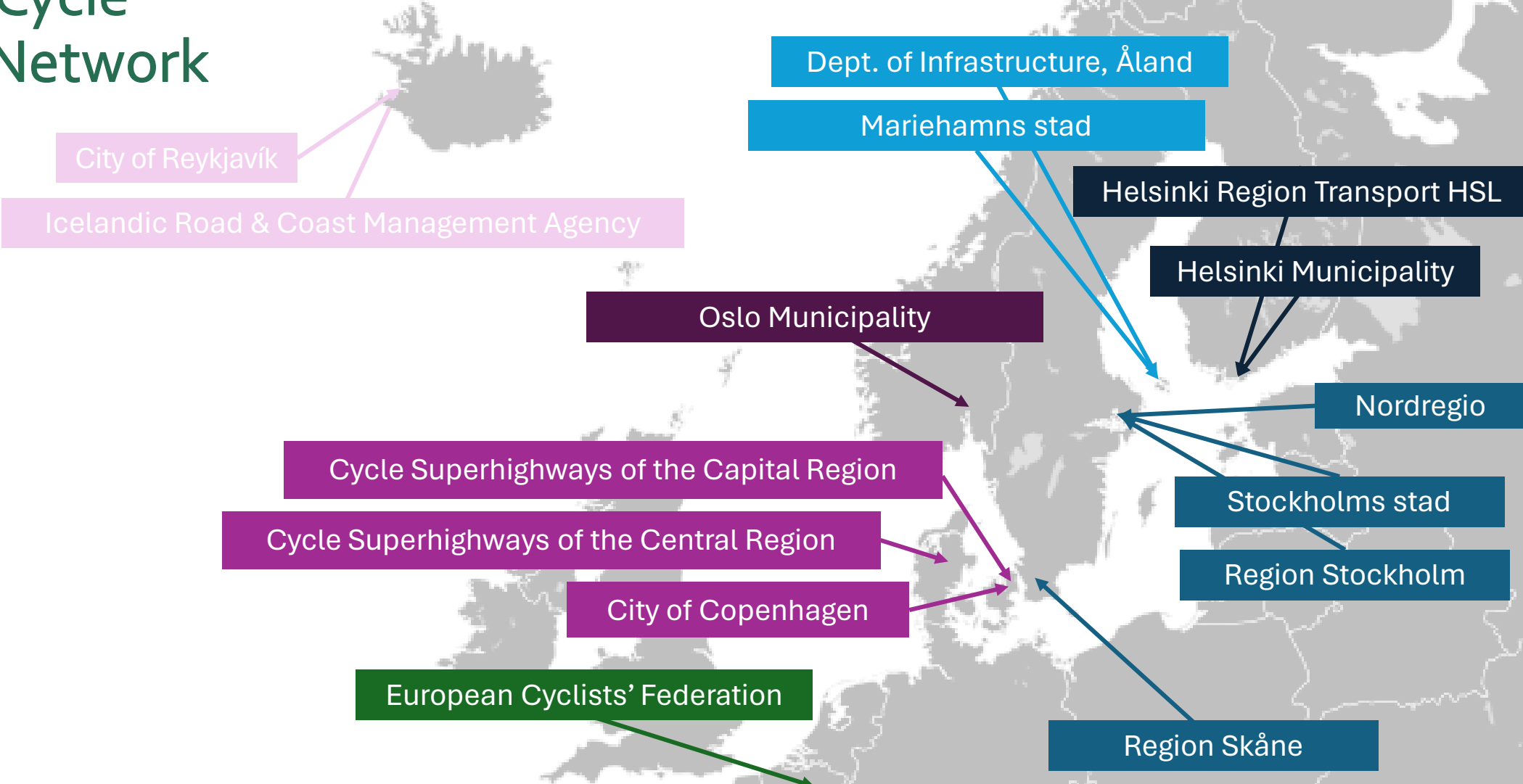
6

## Exchange practices among your Nordic neighbours.

- Addressing concerns that are unique to the Nordic Region
- Knowledge transfer with greater potential application
- Trust: not a “nice to have” but a necessity
- New ways to collaborate, unify processes, and work towards common goals



# Nordic Cycle Power Network





# Knowledge-sharing workshops



**1** Politically prioritising cycling



**2** Collecting cycling data



**3** Multi-modality



**4** Winter cycling maintenance



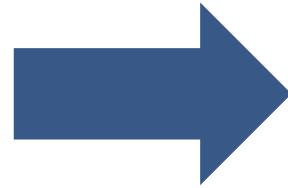
**5** Implementing cycling projects



**6** Cycling policy

7

Residents  
object to  
cycling due to  
various  
barriers.



Provide  
“on-ramps”  
to cycling.

7

## Provide “on-ramps” to cycling.

- Embracing e-bikes and bike sharing
- Enabling year-round cycling
- Supporting cycling for children
- Responding to perceived safety

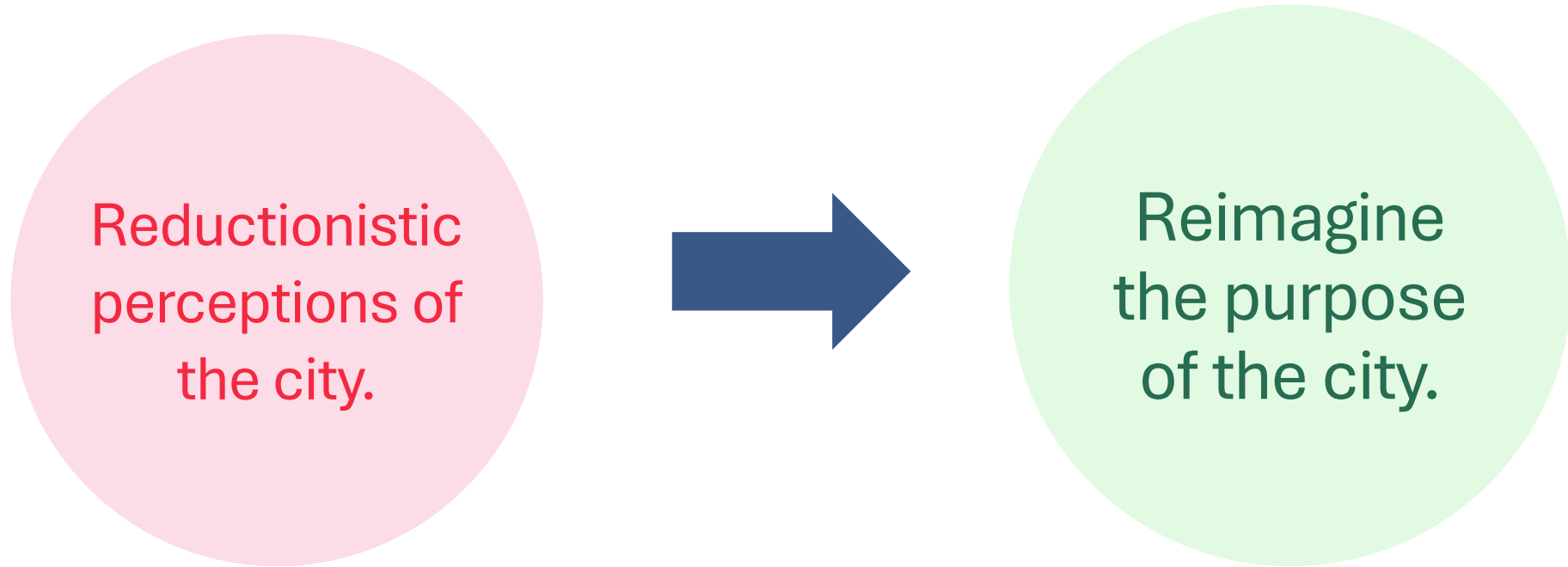




- Target the areas where people are using the car for bikeable trips

In Denmark,  
46% of trips between 4-9.9 km,  
23% of trips between 2-3.9 km,  
**8% of trips under 2 km**  
are made by car.







8

## Reimagine the purpose of the city.

- Language of transport and mobility: efficiency, speed, utility
- By reframing our mobility narratives, can we reconsider the purpose of the city as something more profound?





# Thank you!

**Nordic Cycle Power Network**

<https://nordregioprojects.org/nordic-cycle-power-network>

**Lisa Rohrer**

Research Fellow, Nordregio

[lisa.rohrer@nordregio.org](mailto:lisa.rohrer@nordregio.org)

**Alberto Giacometti**, Nordregio

**Sara Melander**, Nordregio

**Philip Amaral**, European Cyclists' Federation



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