Case: SPINNING WHEELS
– the revival of the bicycle

Signe Madsen - director of Odense pavilion
Bremen workshop “The Future of Mobility” - May 25th 2010
SPINNING WHEELS

Cycling – an outdoor event
500 m² pavilion
80+ bicycles
150 m bicycle path
SPINNING WHEELS

3 themes
THINK… cyclists in urban planning
CHOOSE… design and safety
LIVE… cycling as a lifestyle

THE CITY OF ODENSE
AT EXPO 2010 SHANGHAI
SPINNING WHEELS
SPINNING WHEELS

THE CITY OF ODENSE
AT EXPO 2010 SHANGHAI
The city of Odense

185,000 inhabitants
Incl. 40,000 university students
The city of Odense

App. 300 km²
Third largest city in Denmark
150 km west of Copenhagen
Background

Denmark’s National Cycling City

- 4 year project 1999-2002
- Economic support by Ministry of Traffic
- 3 focal points:
  - Campaigns, Safety and Infrastructure
Denmark's National Cycling City - RESULTS

- 20% increase in total bike trips
- 20% decrease in accidents involving cyclist
- 25% of all trips made by bicycle
- 80% of all children in Odense walk or bike to school
- More than 500 km of bicycle path
Traffic and Mobility Plan

A change in focus

- From “Cycling” to “Cyclists”
- From “Infrastructure and City Inventory” to “Motivating and changing habits”
Traffic and Mobility Plan

A 10 year plan

- 250 mil DKK (app. 30 mil Euros)
- Acknowledging that all transport is inter-connected
Traffic and Mobility Plan

Goals

- Reduce car traffic by 16%
- Increase bicycle trips by 40%
- Increase the use of public transportation by 33%
Traffic and Mobility Plan

Measures – more bicycle trips...

- Connecting the city
- Park’n’bike
- Free City Bikes
- Campaigns
Traffic and Mobility Plan

The Electrical Bike Campaign

- 100 Electrical Bicycles for free
- Own a car, and use it everyday
- More than 6 km to work or school
Traffic and Mobility Plan

Measures – less cars…

- Closing of inner city
- More parking spaces
- More directions
- Connectivity
Facilitating the plan

- Surveys and research for 30 mill DKK (app 4 mill EURO)
- 700 citizens, private and corporate
Challenges

The biggest challenges for the plan...

- New habits
- Keep motivating
- New conflicts, eg. Bikes vs. Pedestrians
- Sensitive issues
More information

Cycle City Odense
Department of Culture and Urban Development
www.odense.dk/cykelby
E-mail: cyclecity@odense.dk

EXPO Odense
www.expo.odense.dk
E-mail: expo@odense.dk