

La mobilità sostenibile nel turismo e nel tempo libero.
Esperienze internazionali, nazionali, regionali

22 settembre 2017



STRATEGIE E TECNOLOGIE PER LA MOBILITÀ SOSTENIBILE.
CYCLING CITY PROJECT: L'ESPERIENZA DI COPENHAGEN

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THE CPH MODEL



SHARED CPH COMMUNICATION AND MEDIA

WORLD'S BEST CITY FOR CYCLISTS



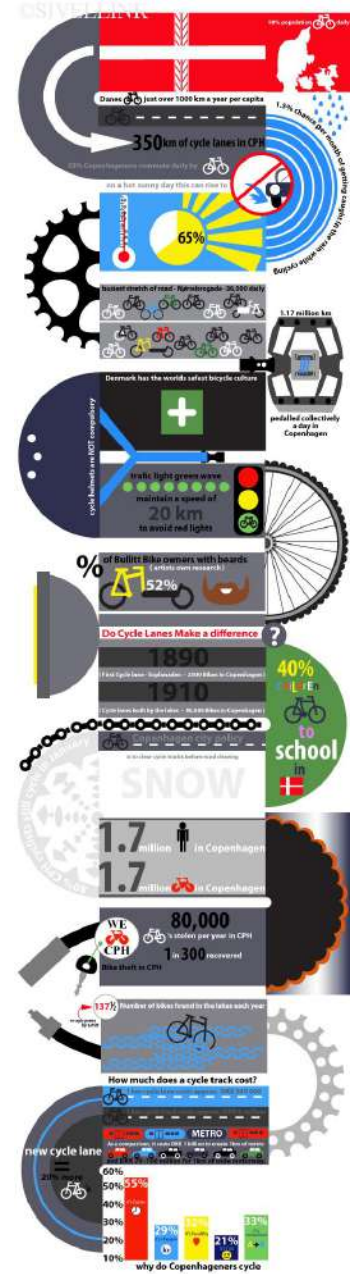
SHARED CPH COMMUNICATION AND MEDIA

A CLEAN AND HEALTHY CITY



THE TOP 20 - 2017

- 01. COPENHAGEN
- 02. UTRECHT
- 03. AMSTERDAM
- 04. STRASBOURG
- 05. MALMÖ
- 06. BORDEAUX
- 07. ANTWERP
- 08. LJUBLJANA
- 09. TOKYO
- 10. BERLIN
- 11. BARCELONA
- 12. VIENNA
- 13. PARIS
- 14. SEVILLE
- 15. MUNICH
- 16. NANTES
- 17. HAMBURG
- 18. HELSINKI
- 19. OSLO
- 20. MONTRÉAL



COPENHAGEN

Designed and illustrated by Emma Sorell | SOVELL&L 2012
 Thank you to: city of Copenhagen and Copenhagenize where I lifted the statistics and
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 and information are subject to change.

CPH agosto 2017
photo credit: Federico Catalano





CPH agosto 2017, photo credit: Federico Catalano



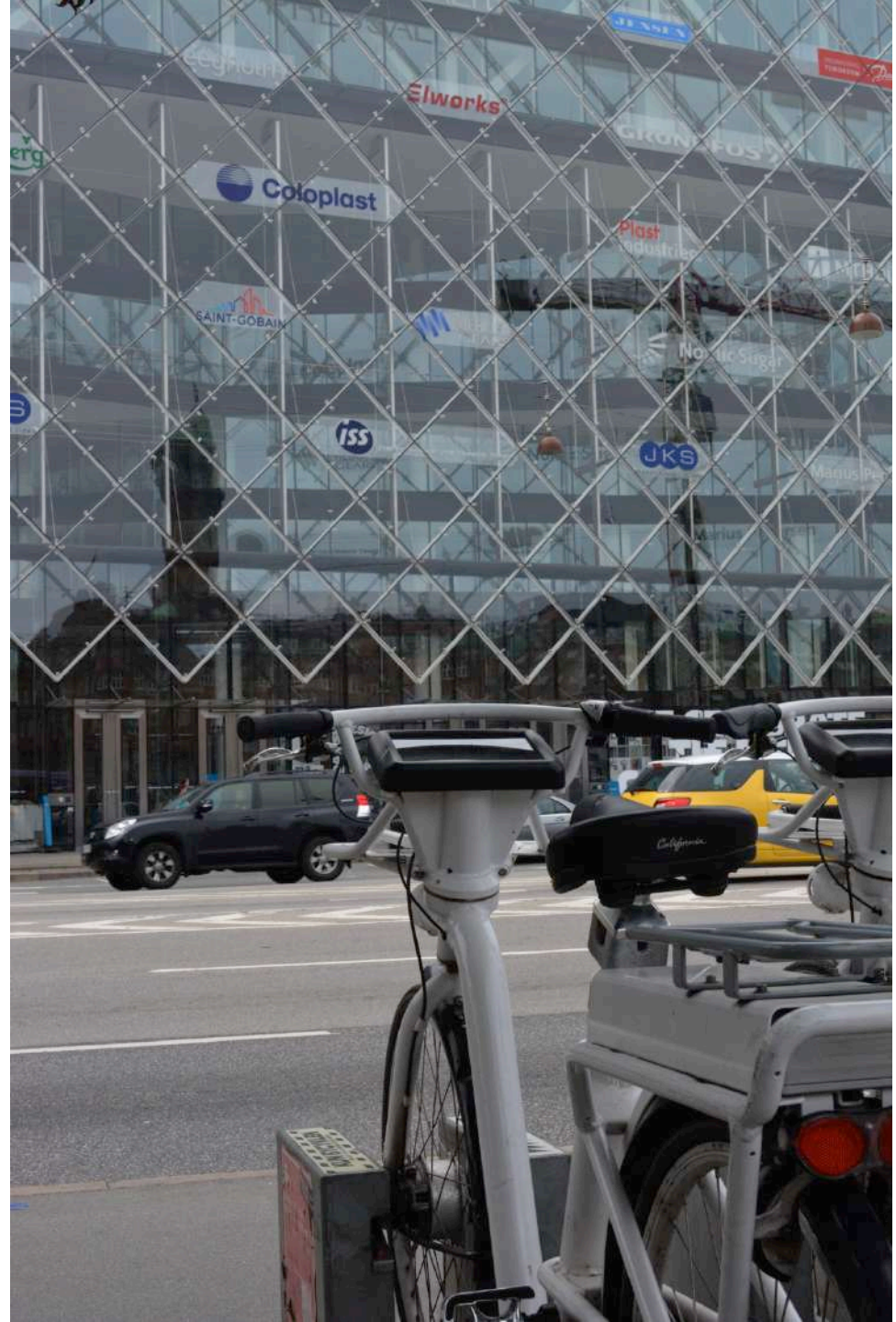
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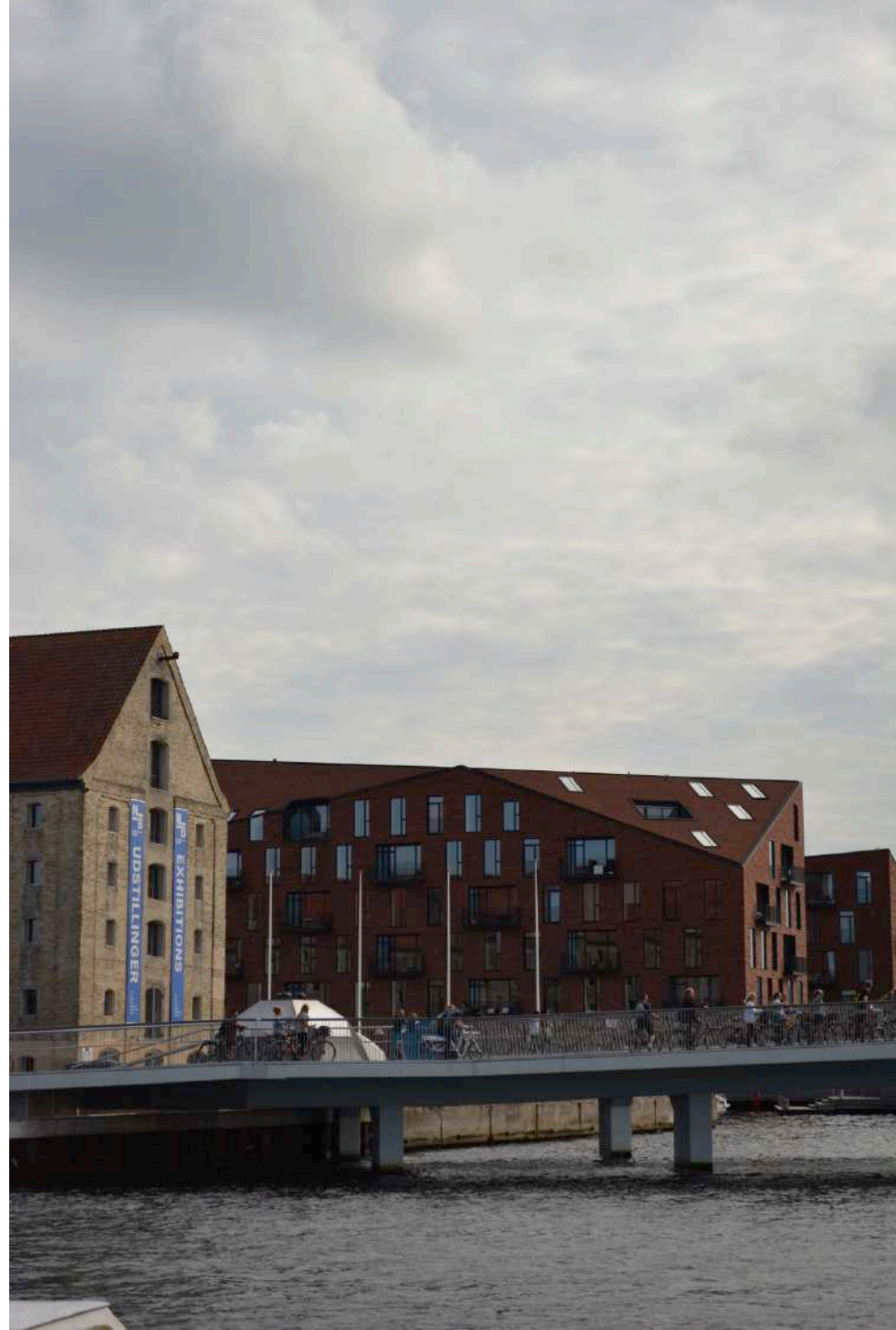
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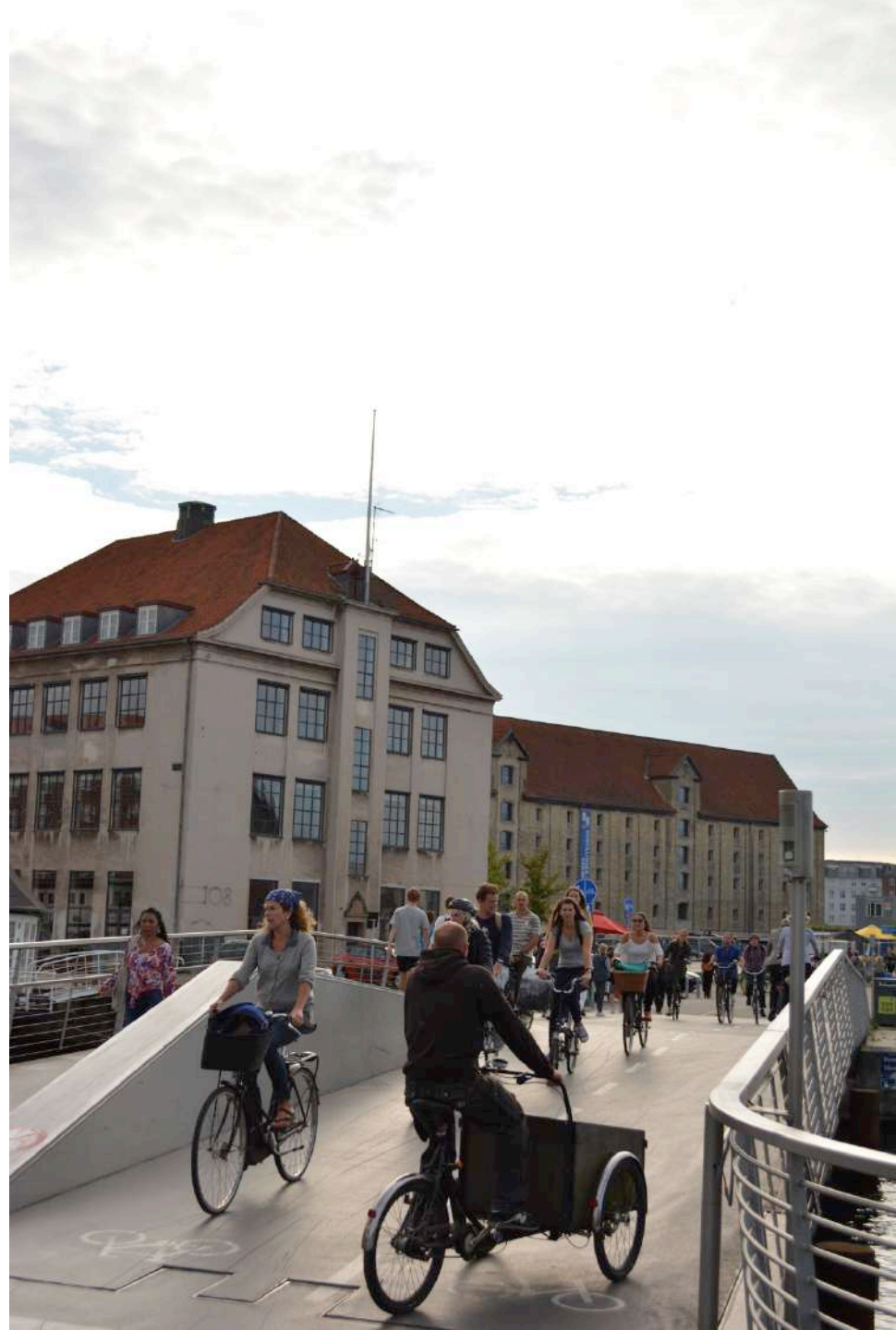
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CPH agosto 2017, photo credit: Federico Catalano



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COPENHAGEN CITY OF CYCLISTS

FACTS & FIGURES 2017

READ MORE ONLINE:
City of Copenhagen's information on cycling
www.kk.dk/cityofcyclists

THE DANISH CYCLISTS FEDERATION
www.cyclistsforbundet.dk/english

CYCLING EMBASSY OF DENMARK
www.cycling-embassy.org

VISIT DENMARK - TOURIST INFORMATION
www.visitcopenhagen.com/copenhagen/right-seeing/bike-city-copenhagen

COPENHAGEN TOGETHER
CITY OF COPENHAGEN
The Technical and Environmental Administration

I ♥ CPH



FIVE TIMES MORE BICYCLES THAN CARS



In 2016 Copenhageners owned approximately 675,000 bicycles and 120,000 cars, corresponding to 5.6 bicycles for each car.

SHOPPING DIVIDED ON TRANSPORT MODES



Supermarket and street level shop turnover broken down according to transport mode in %. Customers on bicycle at these businesses account for an annual turnover of DKK 15.4 billion in Copenhagen.

■ Bicycle ■ Public transport ■ Car ■ Walk

HOW MUCH DO COPENHAGENERS CYCLE?

1.4 MIO
Cycled km per day, 2016

41%
Bicycle share of trips to work or education 2016

15-20%
Average increase in cyclists after implementing separated bicycle tracks

23,800
Cyclists on the Blegdøkke Bridge in 2016, a 2-fold increase from 3,000 cyclists in 2010

SAFETY

122

Times around the earth or 4.9 million kilometers cycled between each serious bicycle accident in Copenhagen

53-76%
Increase in Copenhageners' sense of safety 2006-2016

20-100%
Average increase in cyclists' feeling of safety after implementing separated bicycle tracks

SOCIO-ECONOMICS

DKK 1.34
Gain to society per extra km traveled by bicycle in Copenhagen

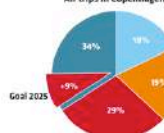
DKK 5.64
Is the socioeconomic cost for every more km driven by car in rush hour in Copenhagen

The ambition of the City of Copenhagen is to be the world's best city for cyclists. In addition, a range of ambitious goals for 2025 have been decided by the city council and are monitored annually.

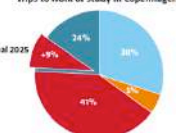
THE GOALS

- By 2025, the city aims to:
- Increase the percentage of commuters who cycle to work or education to 50%
 - Increase number of cycle tracks in the Copenhagen PLUS-net with 80%
 - Reduce cyclists' average travel time by 15%
 - Increase the number of cyclists who feel safe in traffic to 90%
 - Decrease the number of seriously injured cyclists by 70%
 - Increase the share of cyclists who find cycle tracks well maintained to 80%
 - Increase the share of citizens who think that bicycle culture affects the city's atmosphere positively to 80%
 - Increase citizens satisfaction with bicycle parking to 70%

All trips in Copenhagen

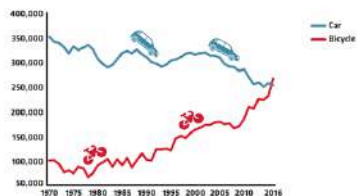


Trips to work or study in Copenhagen

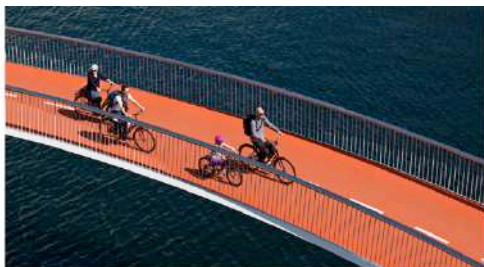
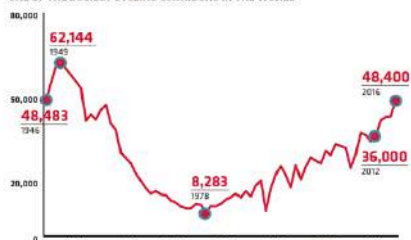


■ Bicycle ■ Public transport ■ Car ■ Walk

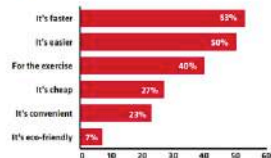
TRAFFIC CROSSING THE CITY CENTER IN COPENHAGEN 1970-2016



BICYCLES ON NØRREBROGADE, ONE OF THE BUSIEST CYCLING CORRIDORS IN THE WORLD



COPENHAGENERS' REASONS FOR CYCLING



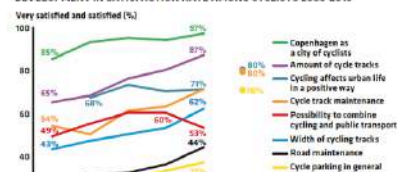
ROOM FOR THE WHOLE FAMILY



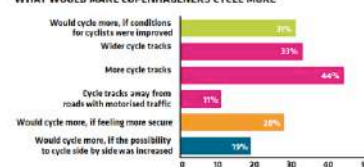
25% of all families in Copenhagen with 2 children have a cargo bike. The cargo bike replaces a car in 30% of all households that own a cargo bike.



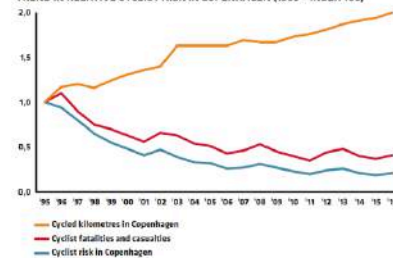
DEVELOPMENT IN SATISFACTION RATE AMONG CYCLISTS 2008-2016



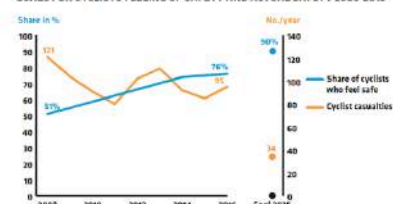
WHAT WOULD MAKE COPENHAGENERS CYCLE MORE



TREND IN RELATIVE CYCLIST RISK IN COPENHAGEN (1995 = INDEX 100)



GOALS FOR CYCLISTS FEELING OF SAFETY AND ACTUAL SAFETY 2008-2016



COPENHAGEN CITTA' LABORATORIO





Bycyklen

English Danish

Home

How to

Find a bike

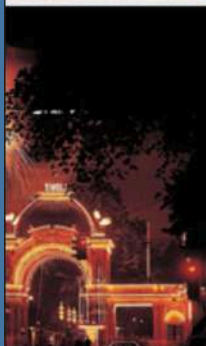
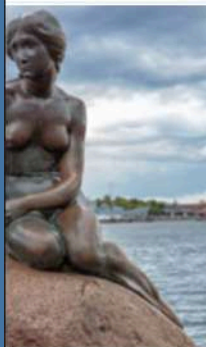
Pricing

The Bicykel

FAQ

Contact

[Bycyklen Account](#)



See Copenhagen like the locals do

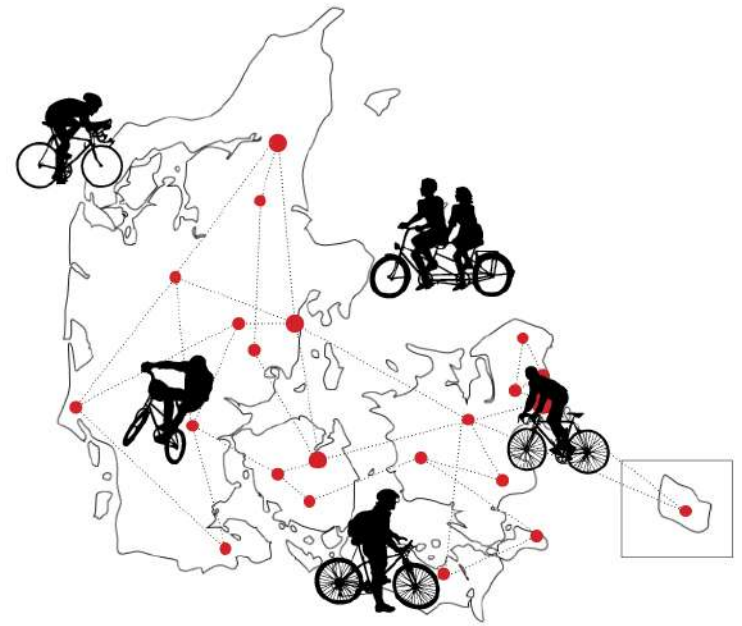
Get on Bycyklen and experience the wonderful sights of Copenhagen like a Dane – on two wheels. And with a built in GPS you'll only get lost if you want to.



Biking

COPENHAGEN

A SELF GUIDED TOUR



INCLUDES
FREE MAP
& DETAILED
TOURING GUIDE



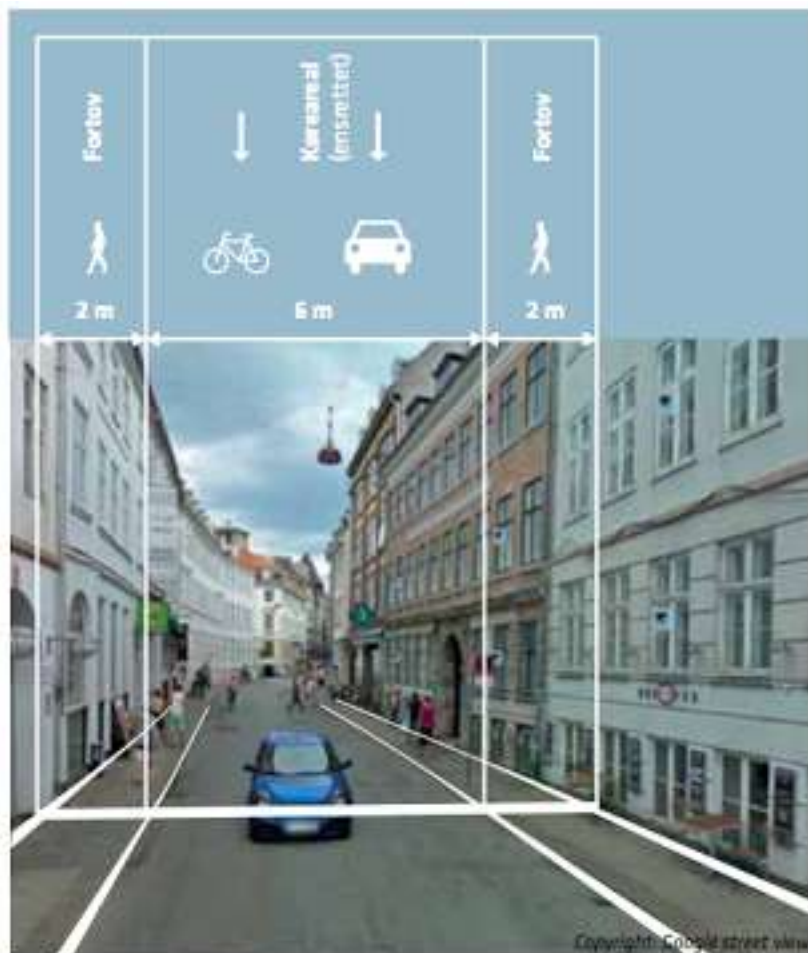
NORD ARCHITECTS, Bicycle Hub

WWW.UNTOLDMORSELS.COM

INTEGRAZIONE URBANA E SOCIALE:
L'INFRASTRUTTURA COME SPAZIO PUBBLICO

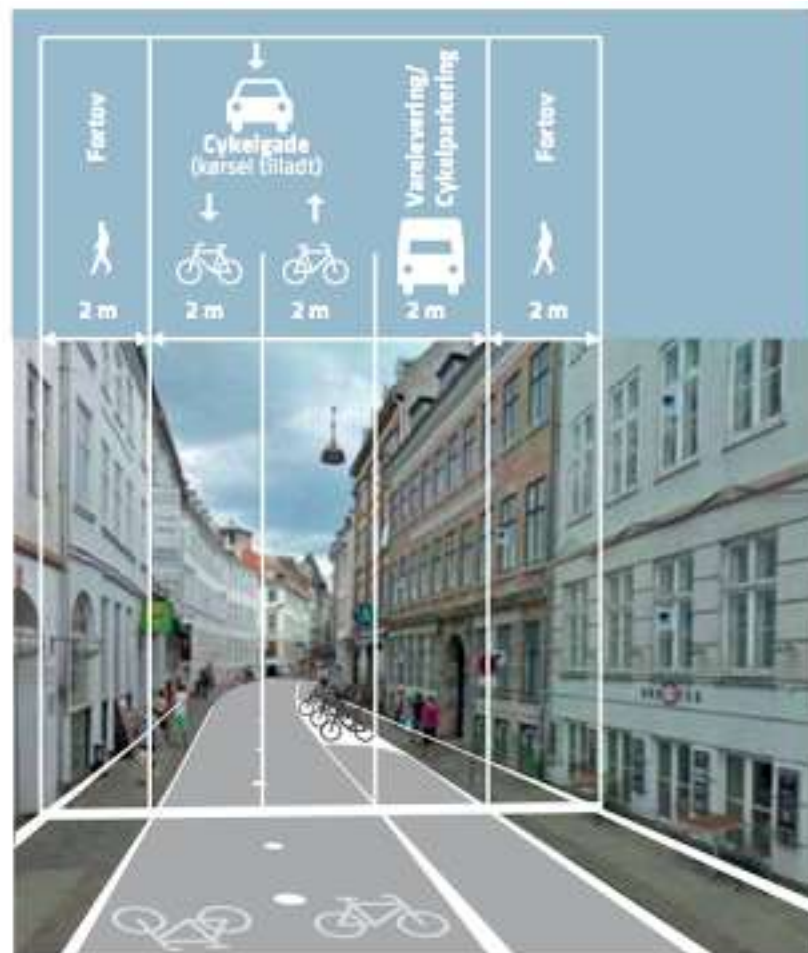


City park di Sønder Boulevard



Vestergade som den er i dag.

o



Vestergade som cykelgade.



Bryggebroen (Brygge Bridge), Copenhagen, 2006.
Architect: DISSING+WEITLING architecture (DK)
Photo credit: Pietro Bertora

INTEGRAZIONE URBANA E SOCIALE:
L'INFRASTRUTTURA COME SPAZIO PUBBLICO



Superkilen



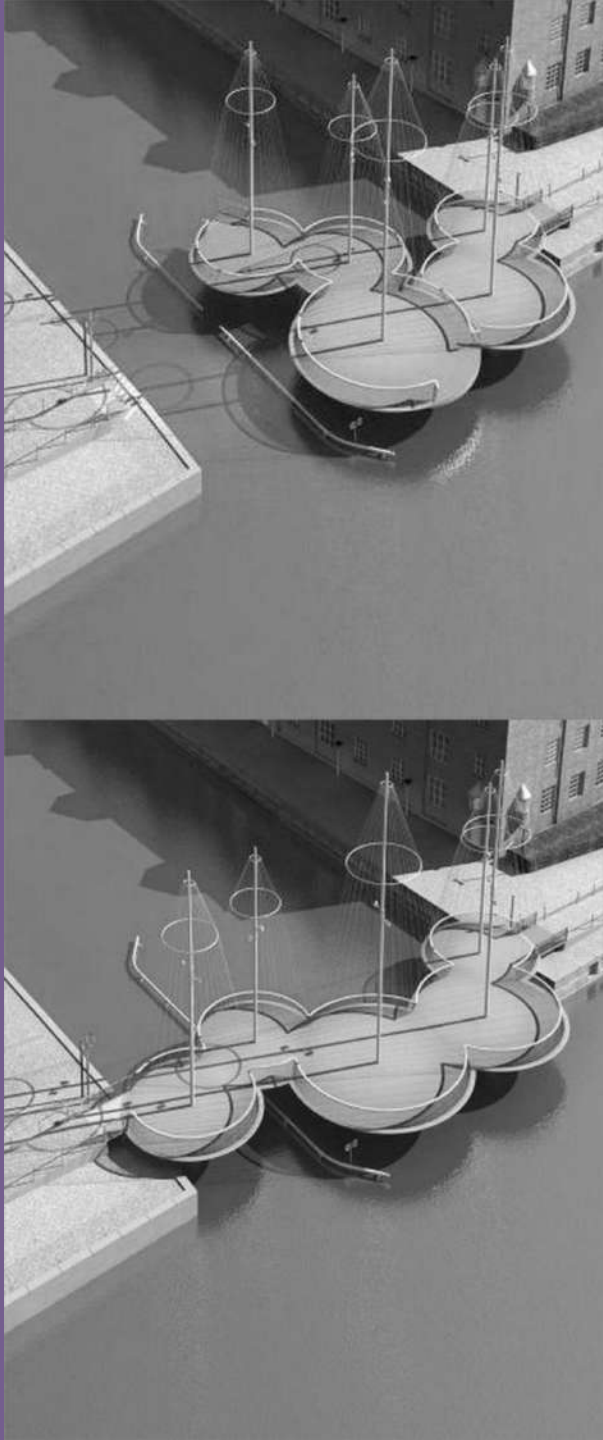
The "Green Loop"

PARTECIPAZIONE COMUNICAZIONE EDUCAZIONE:
L'INFRASTRUTTURA CULTURALE





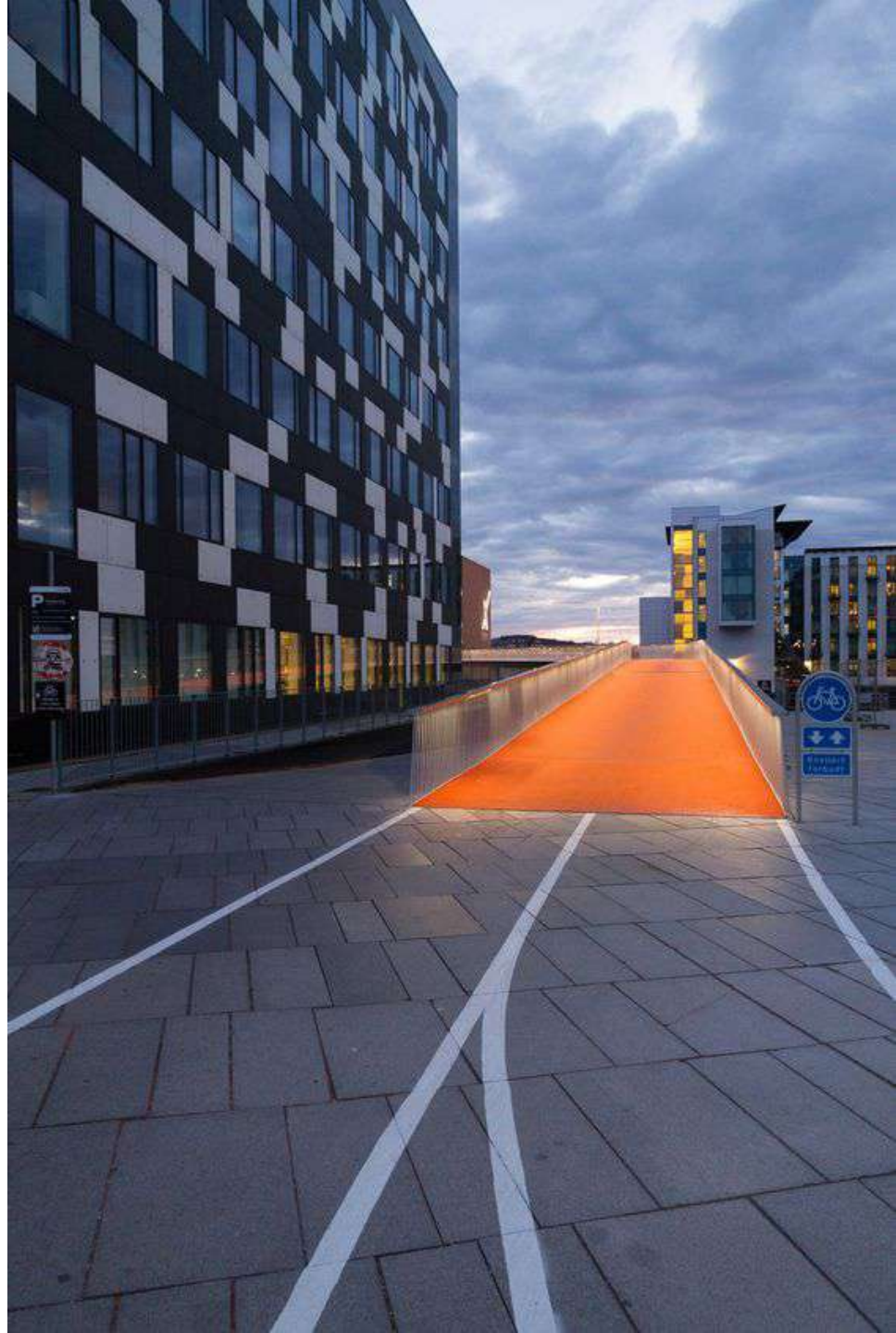
Cykelslangen (The Bicycle Snake), Copenhagen, 2014
Architect: DISSING+WEITLING architecture (DK)
Landscape Architect: Marianne Levinsen Landskab (DK).
Light Design: Lightconstructor (DK).
Photo credit: Rasmus Hjortshøj – COAST Studio



Cirkelbroen (The Circle Bridge), Christianshavn Kanal, 2015.
Artist: Olafur Eliasson (Berlin, Germany);
Photo credit: Anders Sune Berg

PARTECIPAZIONE COMUNICAZIONE EDUCAZIONE:
L'INFRASTRUTTURA CULTURALE









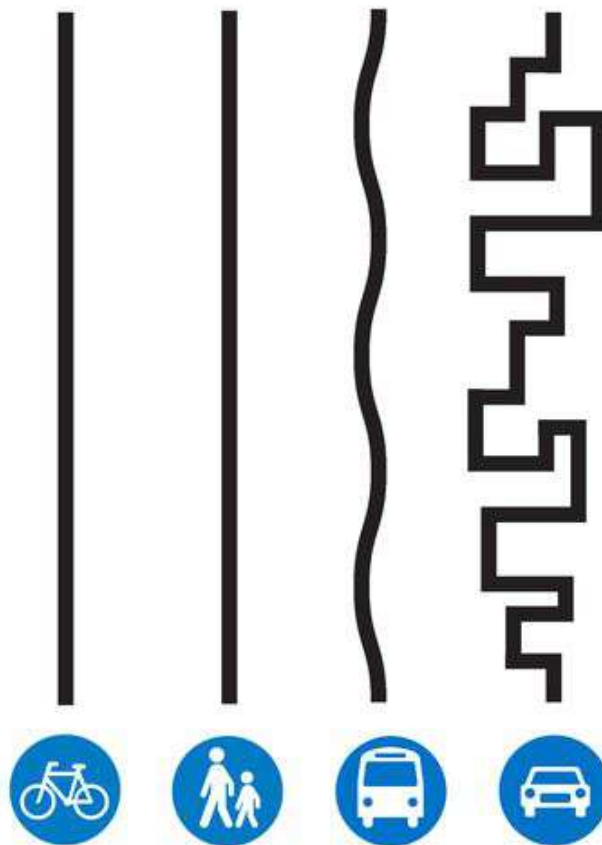


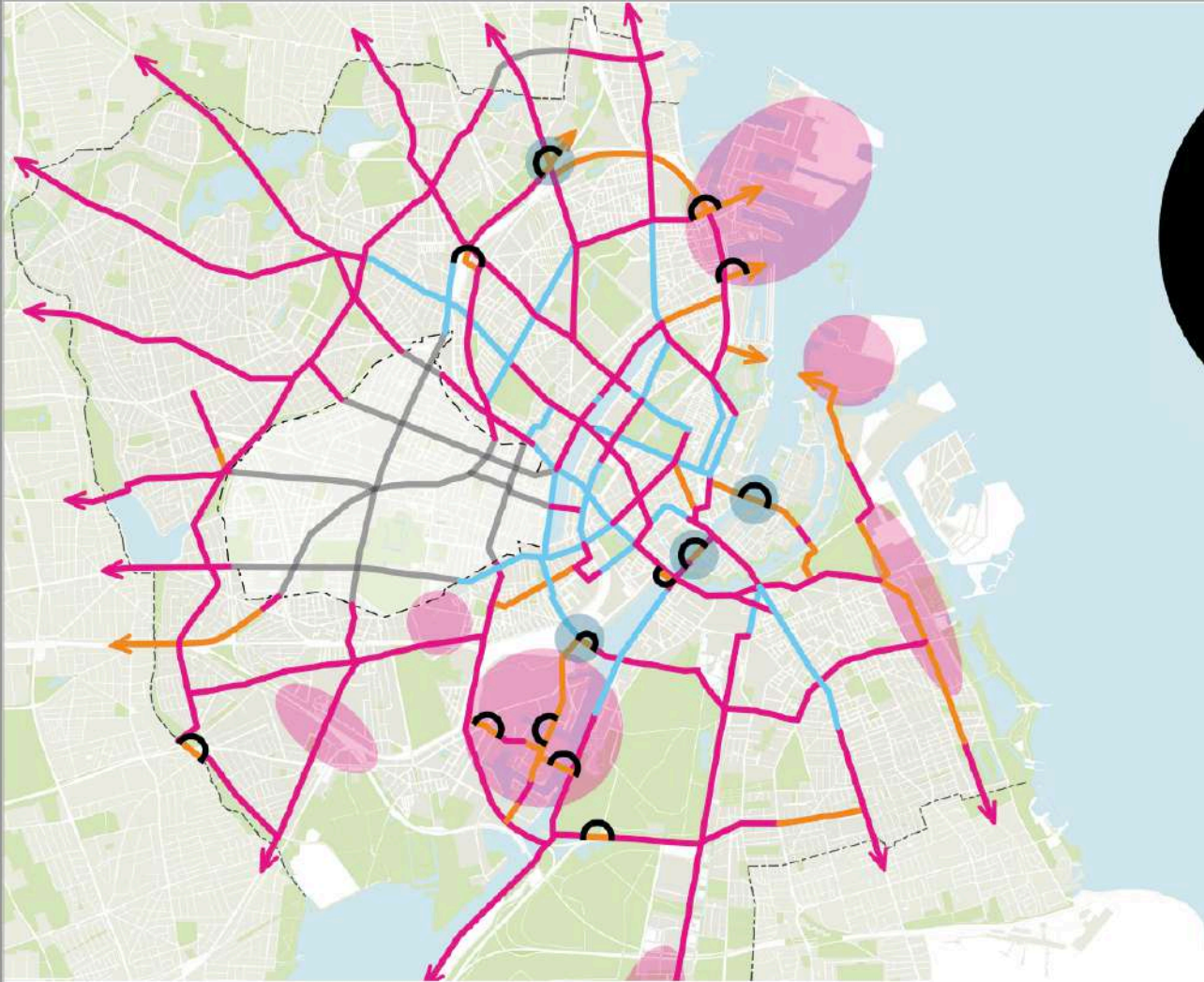
Cycle Super Highways

The first cycle super highway
(the Albertslund route) opened
April 14th 2012



Copenhagenize Traffic Planning Guide





MAPPA
DEI MIGLIORAMENTI NECESSARI

-  NECESSARI POUCHI MIGLIORAMENTI
-  NECESSARIO PIÙ SPAZIO
-  MIGLIORAMENTI A LARGA SCALA/
PARTENDO DA ZERO
-  NUOVI PONTI/TUNNEL CICLOPEDONALI
-  AREE DI SVILUPPO URBANO
FINO AL 2025

PLUSNET È UNA STRATEGIA DI PIANIFICA-
ZIONE STRADALE PER LO SVILUPPO DELLA "SLOW
MOBILITY" DA QUI AL 2025.



STRATEGIE DI MOBILITÀ PER LE BICICLETTE



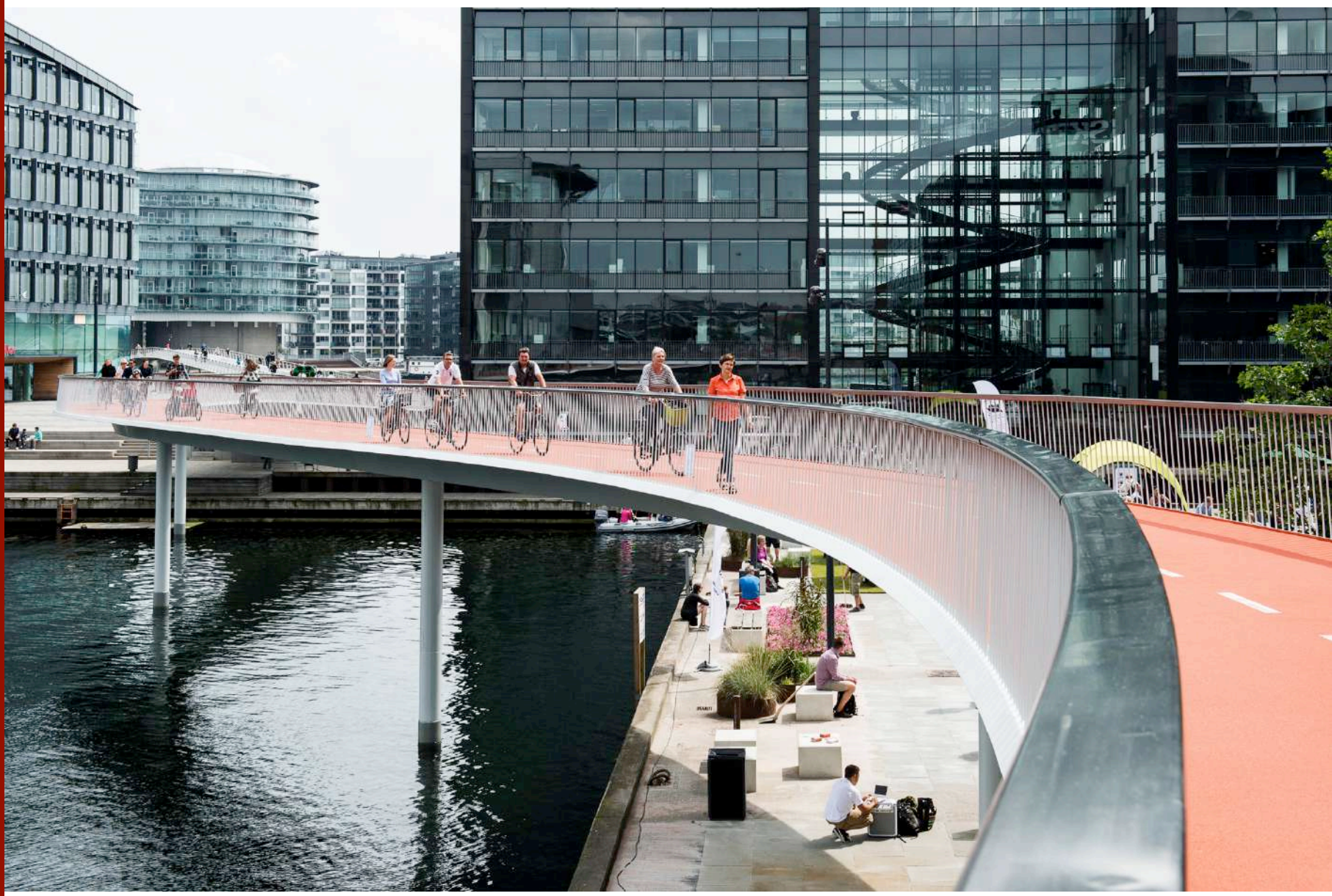
L'INFRASTRUTTURA CICLABILE COME
INFRASTRUTTURA ECONOMICA



IL RUOLO DEL PROGETTO NELLA PROMOZIONE DI
UNA MOBILITÀ SOSTENIBILE



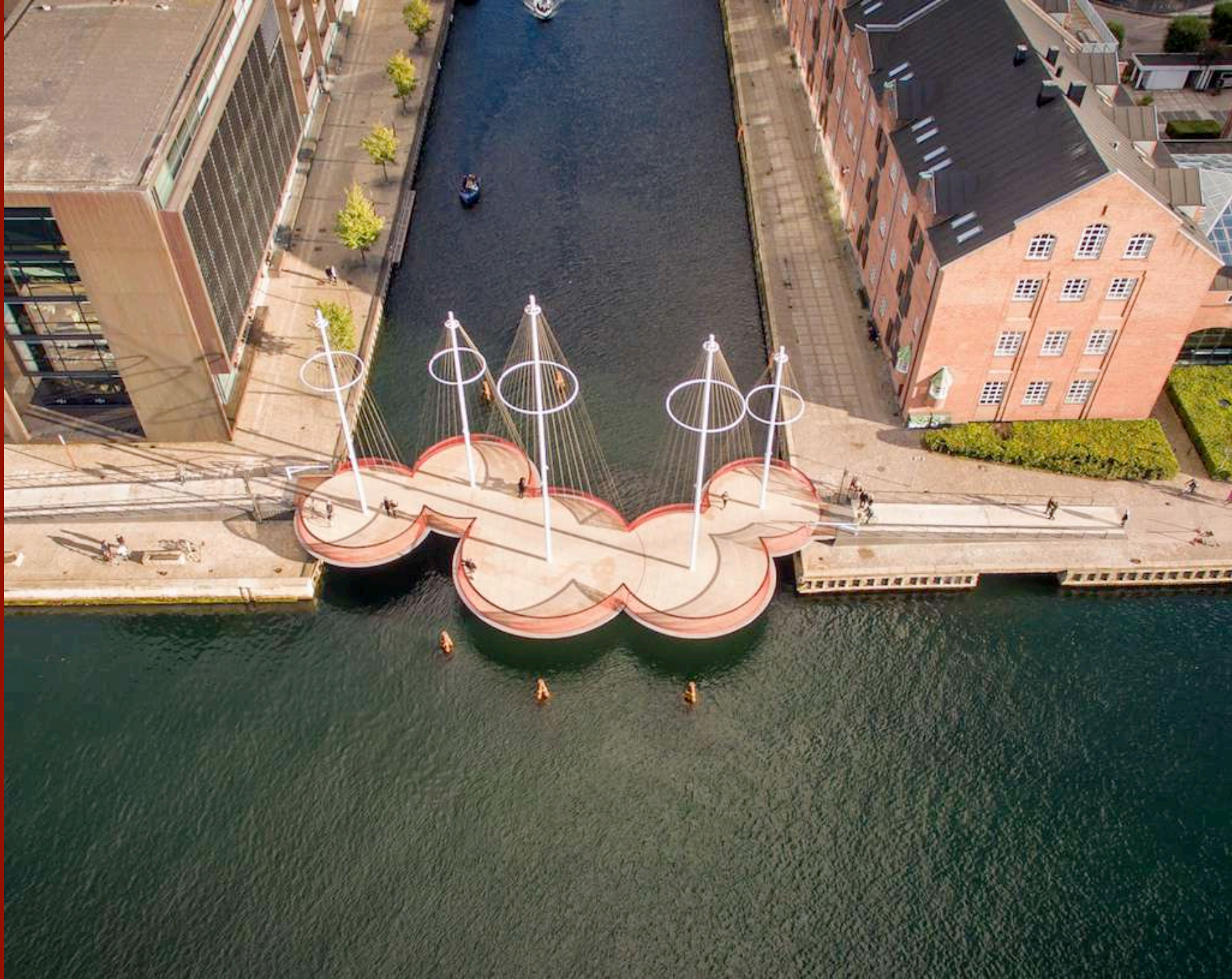
IL RUOLO DEL PROGETTO NELLA PROMOZIONE DI
UNA MOBILITÀ SOSTENIBILE



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IL RUOLO DEL PROGETTO NELLA PROMOZIONE DI
UNA MOBILITÀ SOSTENIBILE





If you worried about
falling off the bike,
you'd never get on.

~Lance Armstrong.