

Workshop Title: Mobilitet på Tværs: Det skal være nemt at vælge grøn transport

Theme: Trafikpolitik og organisation – klima og planlægning

Alternative Theme: Trafikkens energi klima- og miljøforhold

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INTRODUCTION

Sustainable mobility has been a priority for urban development for over a decade, but the recent Ukraine conflict and loss of fossil fuel supplies have further heightened the demand for alternative transport modes. In that regard, the *Mobilitet på Tværs* Project (launched in 2021) accelerates the implementation of innovative green mobility solutions in the “Greater Copenhagen” region which is defined as Sjælland, Denmark and Skåne, Sweden. The project offers extra emphasis in medium and small cities where private car use has grown rapidly during the last years, and where low-density areas poses new mobility challenges to traffic engineers and planners.

The project is co-financed by the European Regional Development Fund, group Interreg ØKS, promotes collaboration between relevant organizations, and provides a forum for the exchange of information on activities and plans towards a sustainable mobility path.

The team is composed of 17 members from both public and private sectors joining forces to develop mobility solutions: 2 universities (DTU Engineering Technology and Roskilde University), 5 Danish municipalities (Fredensborg, Slagelse, Roskilde and Lejre), 3 Swedish municipalities (Sjöbo, Tomelilla and Lund), Region Hovedstaden, Innovation Skåne, Gate 21, Mobile Heights, Concito, 4-Leaf Consulting and Movia.

This workshop presents three groundbreaking initiatives: “Gamification towards Cycling” in Roskilde, “Fare Free Public Transport” in Slagelse, and “User Centric Green Mobility Solutions” in Lejre.

Roskilde municipality faces the challenge to avoid a modal shift from the environmentally friendly bicycles towards the most energy consuming and polluting urban transport mode (i.e., cars). To address it, the municipality introduced the concept of gamification to promote bicycle travels. Significantly reducing modal shift to car use requires comprehensive and high-intensive measures that go far beyond usual practices and gamification can be helpful. It refers to the application of game-design elements and principles in non-ludic environments, and it aims to drive user engagement - especially with activities that are not enjoyable.

The second initiative was implemented in Lejre municipality that has several villages with 50 to 200 residents. The municipality’s office for climate planning has initiated a user centric project with the aim of reducing needs for transportation with fossil fuel driven vehicles. The project has resulted in several innovative ideas that include in-village shared office facilities for remote work and 6-month trials of electrical bicycles. Results and changes in transport behavior have been measured.

Finally, Slagelse Municipality aims to promote green travel choices for its citizens, and it has implemented a Fare Free Public Transport (FFPT) system in some bus lines. The municipality expects to increase the numbers of bus passengers and decrease the number of car travels. Moreover, this initiative has an important social impact facilitating and improving the mobility of low-income groups.

WORKSHOP GOAL

The purpose of the workshop is to bring together academics and mobility experts from both public and private sectors to exchange ideas, and to identify opportunities and barriers for reproducing the *Mobilitet på Tværs* solutions at other locations. The workshop is guided by three questions:

- How to introduce innovative mobility solutions by involving local citizens and together creating proposals?
- What are the lessons learned from the *Mobilitet på Tværs* initiatives?
- How to scale the *Mobilitet på Tværs* solutions to other Danish and Swedish cities?

PROGRAM

The workshop introduces participants with current innovative mobility solutions, provides practical examples and then invites active participation through group discussion and activities aiming to identify opportunities and barriers to scaling up these solutions.

Going through key concepts and current cases, the workshop includes an overall presentation of the *Mobilitet på Tværs* innovative solutions as well as in-depth presentations of three groundbreaking cases (Gamification towards Cycling in Roskilde, Fare Free Public Transport in Slagelse, and User Centric Green Mobility Solutions in Lejre) with potential for broader application. The presentations highlight contemporary mobility challenges found in medium and small cities and how solutions can be developed through structured creative thinking and the engagement/empowerment of local citizens. These presentations will be useful to the participants in the interactive activities that will follow.

After the presentations, the participants will be divided into small groups to discuss the cases, highlighting their key qualities and lessons learned, and then identifying opportunities to scale the solutions to other cities in Denmark and Sweden.

The workshop dynamics are characterized by facilitator prompts and key questions for leading the discussion. Please find below the schedule for the workshop:

Introduction (5 minutes)

Mobilitet på Tværs – an overall presentation of the project and initiatives (speaker xxx)

Groundbreaking Cases (30 minutes)

- Gamefication towards Cycling
Roskilde Municipality and DTU Engineering Technology
- Fare Free Public Transport
Slagelse Municipality and DTU Engineering Technology
- User Centric Green Mobility Solutions
Lejre Municipality and DTU Engineering Technology

Group work (45 minutes)

Participants divided in small groups to discuss the cases, highlighting their key qualities, and identifying opportunities to scale the solutions to other cities. Including facilitator prompts and key questions for leading the discussion.

Sum-up (10 minutes)

Highlight the main conclusions from each group and identify some transversal elements. And focusing on the two main questions of the workshop: what are the lessons learned and how to scale to other cities?