

# whee!

An example of social Innovation towards  
Universal basic mobility (and a piece of advice)

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hoi!

Whee!

**NSW**  
ARKITEKTUR

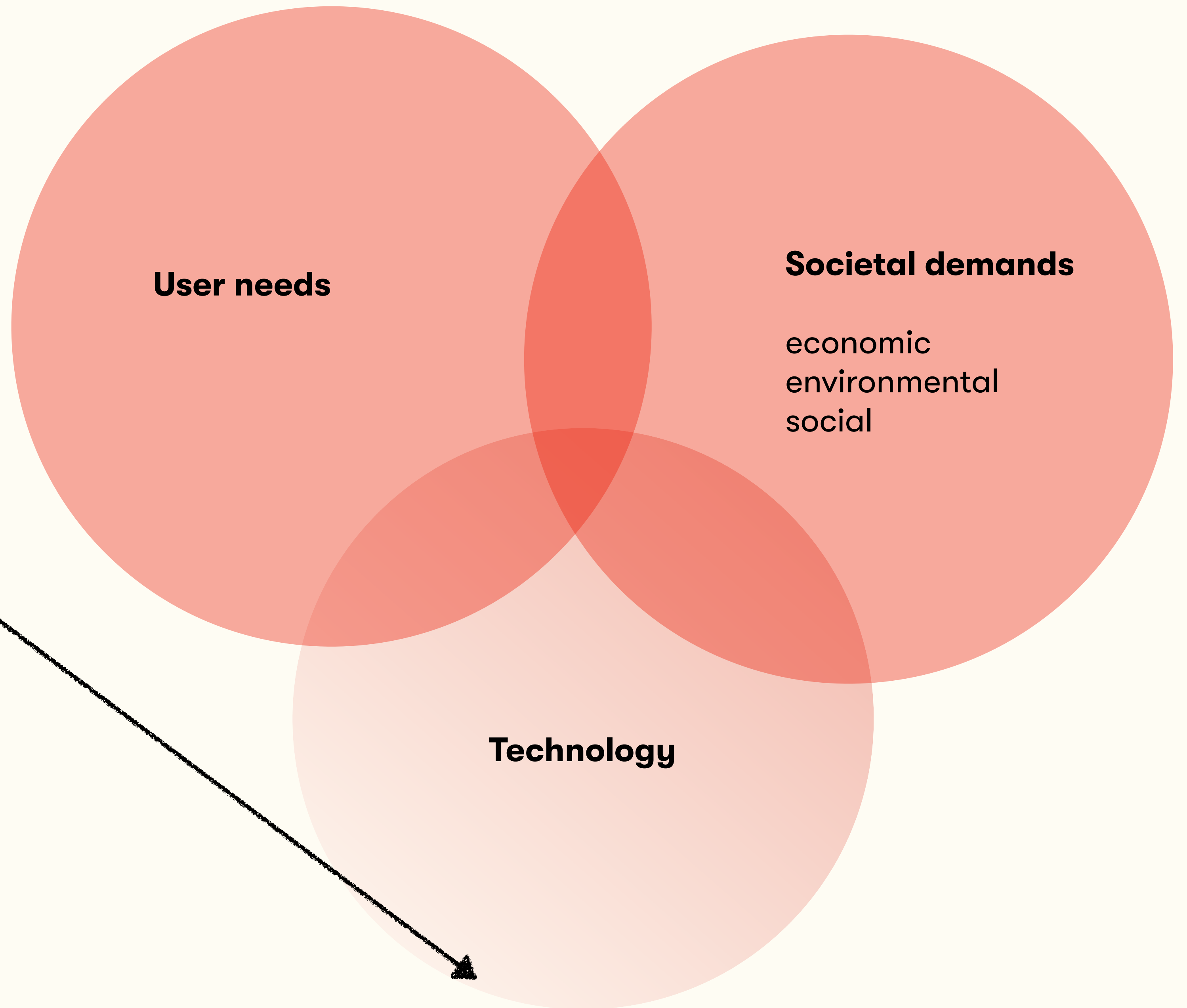
Bærekraftig Bevegelsesfrihet

==

low average trip times

# Ruter and Radical innovation

A  
technological  
possibility  
looking for a  
problem to  
solve.



# What to look for:

vapourware, Does it seem too good to be true?  
Unrealistic promises, ignores transportation research  
immature yet hyped technology,  
reinforcing existing paradigmes,  
simplistic solutions to complex problems.  
Is it equitable, actually sustainable?



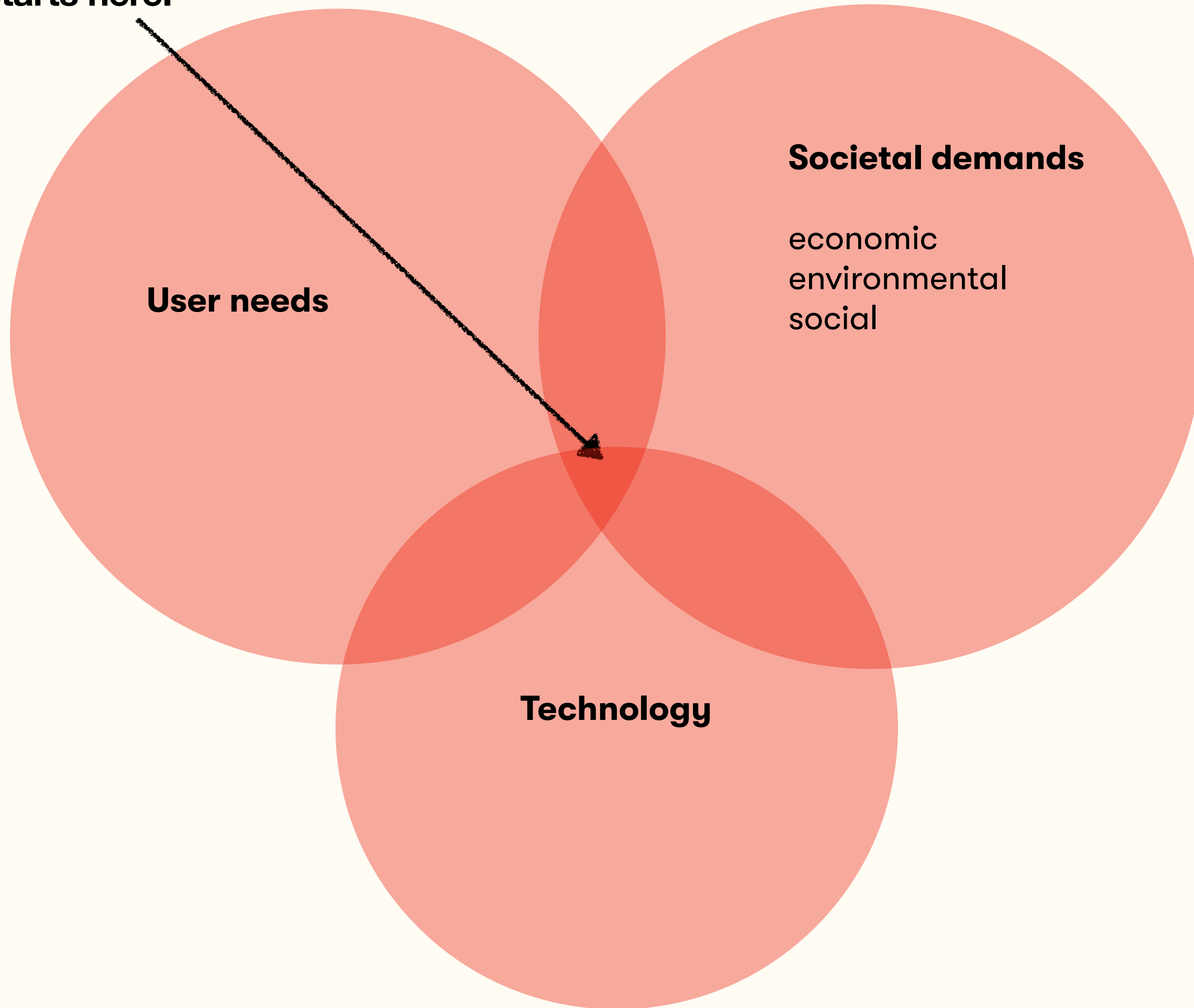


THE  
NEWS WITH  
SHEPARD  
SMITH

# THE VEGAS TUNNEL



**Support innovation that starts here:**





How can we achieve low average trip times

Yet still be sustainable

High capacity modes, transit supplements  
Flexible first/last mile,  
Car alternatives

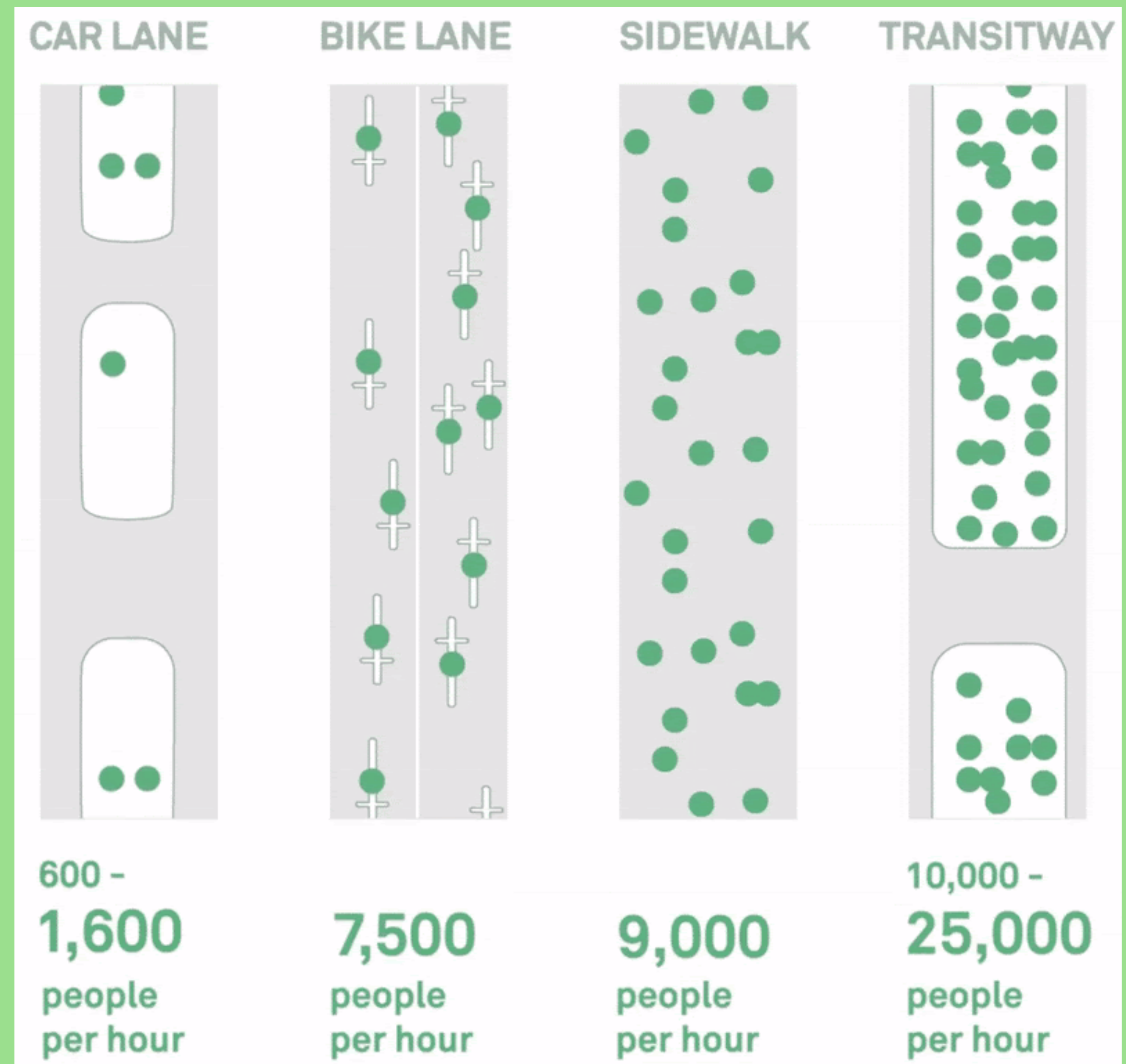
## Average Trip Times

The only mode that can compete with the car on trip time, flexibility and experience on longer distances is bike+transit(+bike)

The question is not how do we improve cars.  
It's how do we improve life for human beings.

"[Cars are] the most inefficient and costly of all forms of public transportation."

Lewis Mumford 1957



70% of all car trips are  
less than 10km



 **Costa Samaras**  
@CostaSamaras Follow

I was asked today, what is the clean energy tech that I'm most excited about for the future?

Answer: e-bike

5:12 pm - 15 Nov 2019

148 Retweets 925 Likes

30 148 925

 **Costa Samaras** @CostaSamaras · 15 Nov 2019

Look, I love favs as much as anyone, but I didn't twete "e-bikes" just to get a fav from @mateosfo (& I really said it). E-bikes are: available now, getting better and cheaper, could dramatically improve people's mobility and lives, would reduce emissions, & can scale real fast.

14 16 240

TECH / TRANSPORTATION / CARS

# Forget electric cars — e-bikes will be the top selling EV in the next decade

*130 million e-bikes are expected to be sold globally between 2020 and 2023*

By [Andrew J. Hawkins](#) | [@andyjayhawk](#) | Dec 16, 2019, 11:57am EST

**“The fascinating thing of an e-bike is that it radically changes the ethic of a bicycle. Traditionally, changes in bicycles focused on weight reduction. The problem is that upgrading a bicycle can only be done to a certain limit and it only appeals to athletes. But what you want to achieve is a change of people’s behaviour. E-bikes enable that. The e-bike makes a form of transport accessible to a wider audience. Or even more interesting, it enables us to repurpose the bicycle.**”





Why not shared?



**"no mode can compete with the private bike on a life cycle approach. It is the champion in terms of energy, GHG emissions, and preservation of natural resources, biodiversity and human health"**

- Anne de Bortoli

**whee!**



**Expensive bike?**





**A practical, efficient, low cost alternative to a lot car trips**

# Car Sharing

Periodic  
car rental/sub

Shared  
Micromobility



Taxi

Transit

**Bike when you can, use other modes when you need to**



# How might we solve real peoples problems in a sustainable way on a level that benefits the common good?

## People

Egalitarian mode, human scale, velocity and space

## Planet

Climate and local air pollution, noise, space, nature impact, lifespan, circularity.

## Profit

Degrowth, consume reduction, yet valuable and profitable. Quality of life

Thank you!



**Whee!**



# links

- <https://www.theguardian.com/lifeandstyle/bike-blog/2017/aug/09/what-would-the-perfect-cycling-city-look-like>
- <https://www.bloomberg.com/news/articles/2018-10-03/universal-basic-mobility-is-a-human-right>
- <https://eu.boell.org/en/cargo-bikes-sustainable-and-resilient-transport>
- <https://morgenbladet.no/portal/2016/06/la-inntauringen-begynne>
- [https://www.bike-eu.com/market/nieuws/2020/05/deloitte-interview-relevance-of-cycling-as-a-solution-becomes-bigger-10137893?\\_ga=2.193768749.1806621768.1613036392-1165856197.1613036392](https://www.bike-eu.com/market/nieuws/2020/05/deloitte-interview-relevance-of-cycling-as-a-solution-becomes-bigger-10137893?_ga=2.193768749.1806621768.1613036392-1165856197.1613036392)
- <https://www.treehugger.com/e-bikers-ride-much-farther-and-more-frequently-than-regula-bikers-5076231>
- <https://medium.com/dark-matter-and-trojan-horses/the-city-is-my-homescreen-317673e0f57a>