



## Welcome Remarks

Good Afternoon, Ladies and Gentlemen !

DaeJeon Development Research Institute and Korean Society of Transportation open this international bicycle symposium to invite all of you and welcome this conference with happiness.

First of all, We are very appreciate to DaeJeon city, Ministry of Public Administration and Security and Ministry of Land, Transport and Maritime Affairs to help us many areas also, all the people who came here to attend this meeting.

In addition, we are thankful to Pascal van den Noort, Hubert Peigne, prof. Hirotaka Koike and prof. Akinori Morimoto for preparing this presentation for us. Pascal van den Noort, who charges of Executive Director of Velo Mondial, Hubert Peigne, is coordinator for the development of bike use, Akinori Morimoto professors.

The reason we open this conference is that as you know global oil prices is extremely getting rising now. Ten years ago, in 1997, from now on it was 18 dollars per barrel but it costs over 140 dollars recently. The thing is nobody expects how much it will get higher seriously now and later.

What about the environment restriction? Starting with 'the Rio Declaration on Environment and Development', in 1992, 'Kyoto Protocol' and 'Bali Action Plan' ask us reduce the air pollution materials of the standard discharge.

Also, the traffic jam is getting severe and it costs 23.7 trillion won. The case of Daejeon city, one person consumes of gas by car 698 thousand won per year which is the highest spending among 7 cities.

Fortunately, we have an answer for both international and domestic problems. That is developing the system of using bicycle as a transportation mode.

Today, all world best prominent experts and researchers of the area of bicycle are gathering here to think of better options. We know that you have your own experiences and good concepts. Hopefully, this is the great opportunity to find out the meaningful solutions for the national bicycle policy and the traffic policy in Daejeon city.

July 2008

**Dong-IL Yook**

President, Daejeon Development Research Institute



## Congratulatory Address

신사숙녀 여러분, 안녕하십니까?  
행정안전부 2차관 정남준입니다.

오늘 존경하는 대전시장님과 여러 내외빈을 모시고 대전발전연구원과 대한교통학회가 주최하는 국제자전거 심포지엄에 축사를 하게 되어 대단히 기쁘게 생각합니다.

특히, 오늘 행사에는 멀리 네덜란드에서 Pascal 세계자전거협회 회장, 프랑스에서 Peigne(뵘뉴에) 프랑스 국제자전거정책조정관, 일본에서 Morimoto 우츠노미야대학 교수님이 참석하셨습니다. 환영과 감사의 말씀을 드립니다.

저는 오늘 에너지절약과 자전거이용의 증진은 이제 선택이 아니라 필수임을 강조하고 싶습니다.

잘 아시다시피, 정부는 최근 급등하는 고유가에 대한 대책으로 “1단계 유가위기관리대책(Contingency Plan)”의 실행에 들어갔습니다.

최근의 유가상승에 대하여 다양한 해석이 있습니다만, 결국 수급불균형은 앞으로 어쩔 수 없는 대세일 것으로 보입니다.

2005년 이후 석유생산량은 정체상태에 있는 반면 중국 등 신흥성장국의 경제성장으로 석유의 수요는 급격하게 증가하고 있기 때문입니다.

예를 들면, 미국의 자동차보급률은 1,000명당 약 850대 입니다만 중국은 1,000명당 20대 수준에 불과합니다. 그러한 중국의 경제가 성장한다면 앞으로 어떻게 될지 예측이 가능하실 것입니다.

그렇다면 대책은 무엇이겠습니까

가장 현실적이고 실현가능한 대안이 자전거라고 생각합니다. 자전거는 에너지 절약을 통한 고유가시대 극복방안이자 온실가스 저감대책도 됩니다. 개인의 건강에도움이 되는 것은 물론입니다.

이러한 인식하에 저희 행정안전부에서는 최근 “자전거이용활성화”를 국가차원의 핵심전략과제로 추진하기로 하고 계획을 세우고 세부 대책을 마련하고 있습니다.

세부적인 사항은 말씀드리지 않겠습니다만, 이제 정부에서는 보다 적극적으로 자전거관련 법령과 제도를 개선하고 자전거이용 환경개선을 위한 투자를 확대해 나갈 계획입니다.

이러한 시점에 개최되는 오늘 행사와 관련하여 저는 2가지 관점에서 큰 축하와 격려를 보내고 싶습니다.

첫째, 자전거이용 활성화를 위해서는 자전거를 일상생활의 일부이자 문화로 자리 잡도록 하는 것이 필요합니다. 이를 위해서는 자치단체의 역할이 무엇보다 중요합니다.

다른 자치단체에 앞서 대전시는 그 동안 “자전거타기 좋은 도시 만들기”를 주요시책으로 설정하고 다양한 노력을 기울인 것으로 알고 있으며,

그 결과 자전거교통량이 2005년 대비 약 25% 증가하였다고 들었는데, 매우 고무적인 결과로서 지속적인 노력을 부탁드립니다.

둘째, 이번 국제심포지엄은 국내에서는 처음으로 자전거에 관한 국제적 담론의 장을 마련한 것으로 압니다. 특히 오늘 심포지움에 참가한 네델란드, 프랑스, 일본은 자전거 선진국으로 널리 알려진 나라입니다. 오늘 이 자리가 이들 자전거 선진국들의 생생한 경험과 사례를 공유하고 우리나라 자전거 정책 발전에 밑거름이 될 수 있도록 참석자 여러분 모두가 적극적으로 참여해 주시기 바랍니다.

다시 한번 이 자리에 참석해주신 여러분과 주최측에 격려와 찬사를 드리며, 오늘 국제심포지움에서 좋은 성과가 나와서 앞으로 우리나라의 자전거 정책이 한 단계 도약하는 계기가 되길 기대합니다.

2008년 7월 14일

정 남 준  
행정안전부 제2차관



# Program

13:30-13:40

## Registration

13:40-14:00

## Opening Ceremony

### ■ Opening Remarks

Dong-Il Yook (President of Daejeon Research Institute)

Dong-Deuck Cha (Honorary President of Korean Society of Transportation)

### ■ Congratulating Remarks

Seong-Hyo Park (Mayor of Daejeon Metropolitan City)

Nam-Jun Jung (Vice Minister of Public Administration and Security)

14:00-15:40

## Session I : Bicycle Policies and Promotion in Europe

### ■ Chair : Keechoo Choi (Ajou University)

**presentation I-1** Pascal van den Noort (Executive of Velo Mondial)  
“Amsterdam Cycling to Sustainability”

**presentation I-2** Hubert Peigne  
(International coordinator for the Development of Bike Use)  
"Cycling and Sustainable Mobility in France—State  
and Local Authorities Missions, Responsibility  
and Cooperations”

### ■ Discussants

**presentation I-1** Hirotaka Koike (Utsunomiya Kyowa University)

**presentation I-2** Jin-Seok Choi (Korean Transportation Institute)

**general discussion** Akinori Morimoto (Utsunomiya University)

Myung-Sik Do (Hanbat University)

15:40-16:00

## Coffee Break

# Program

16:00-17:50

## Session II : Bicycle Policies and Promotion in Asia

■ Chair : Hyung-Chul Kim (Kyungwon University)

**presentation II-1** Hirotaka Koike-Akinori Morimoto

(Utsunomiya Kyowa · Utsunomiya University)

“Bicycle Policies in Japan and Promotion in Utsunomiya”

**presentation II-2** Jae-young Ryu

(Korea Research Institute of Human Settlements)

“Administrative and Policy Improvements for promotion of bicycle use”

**presentation II-3** Jae-yeong Lee (Daejeon Development Research Institute)

“Vision and Action Plan for Promotion of bicycle use in Daejeon Metropolitan City”

### Discussants

**presentation II-1** Jang-Won Jin (Chungju University)

**presentation II-2** Hubert Peigne

(International Coordinator for the Development of Bike Use)

**presentation II-3** Pascal van den Noort (Executive of Velo Mondial)

**general discussion** Bon-Hwan Ku

(Ministry of Land, Transportation and Maritime Affairs)

Woo-Jong Kim

(Ministry of Public Administration and Security)

Su-Bo O

(The Promotion Association of Bicycling for a new Life Environemnt)

17:50-18:00

### Closing Remarks

Dong-II Yook (President of Daejeon Research Institute)

18:30-20:00

### Reception

# Contents

## 1. Session I

### Bicycle Policies and Promotion in Europe

- presentation I-1      Pascal van den Noort (Executive of Velo Mondial)  
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Authorities Missions, Responsibility and Cooperations—”

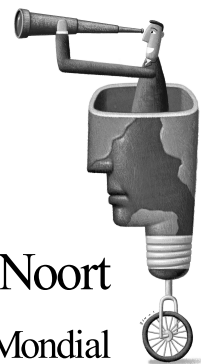
## 2. Session II

### Bicycle Policies and Promotion in Asia

- presentation II-1      Hirotaka Koike·Akinori Morimoto  
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“Vision and Action Plans for Promotion of bicycle use in  
Daejeon Metropolitan City”

# Amsterdam Cycling to Sustainability

Pascal van den Noort  
Executive of Velo Mondial



## **Abstract:**

### **Mobility & the City**

*the place where most people live.*

By: Pascal J.W. van den Noort  
Velo Mondial Amsterdam  
July 2008

**Cities are changing** and a few arguments show that already: Car sales have dropped in Europe with 8 % in the last month; Car industry disassociates with SUV; Car companies focus on electric cars; Petrol price has passed \$4 per gallon in USA; \$10 in Europe; Congestion on the rise, infrastructure overheated; Public Bike systems in over 140 cities now ; Waiting list for bikes in New York; Overbooked trains in the USA; Price of donkeys in Turkey on the rise

**Local arguments become more compelling:** obesity, diabetes, noise, asthma, sleep disorders

**&**

**Global arguments are felt:** climate change, air pollution, CO2 emission,

**Economic arguments for change emerge like** Emission Rights trade; New ways of energy generation: solar/wind/tidal/sweet & salt water Building permits; Floods / nature disasters; Cradle to Cradle; 'Dump the pump' behaviour all over the world ; New modes of transport are out there.

### **Better understand Sustainable Mobility**

*A political choice for a level of long term balance between:*

- emission rich modes
- emission poor modes
- emission free modes

*Aiming at a mix of mobility modes together 'good' in:*

- economic terms
- environmental terms
- social justice terms

### **Adapt to sustainable Mobility**

*Sustainable Mobility Plan:*

Objectives and planning of reaching objectives; New rules and regulations/ adapting to new modes; Definition of standards for new infrastructure; Redesigning street profiles;; Providing parking options; Electric power provision; Hydro energy provision; Natural gas provision

### **Campaigning**

Campaigns are elementary aiming at seven stages of change.

### **Amsterdam Cycling to Sustainability**

- Global Marketing Campaign
- Amsterdam International Academy for Sustainable Mobility
- Benchmarks of Excellence on Sustainable Mobility
- European Research on Urban Mobility
- Amsterdam Improvement Program on Sustainable Mobility

## mobility & the city

where most people live

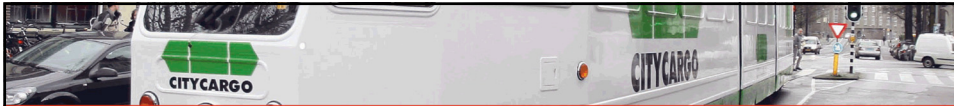
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## Agenda for the future

- Cities are changing
- What else than the rise in oil price compels cities to change?
- Global strategies affect cities
- Economic arguments for change emerge
- New modes of transport are out there
- Better understand Sustainable Mobility
- Adapt to sustainable Mobility
- Campaigning is essential
- Amsterdam Cycling to sustainability



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## Cities are changing ..... soon:

- Car sales have dropped in Europe with 8 % in the last month
- Car industry disassociates with SUV
- Car companies focus on small & electric cars
- Petrol price has passed \$4 per gallon; \$12 in Europe
- Congestion on the rise
- Only 50% of state run cars in South Korea will be used from 15 July

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## Cities are changing ..... soon:

- Waiting list for bikes in New York
- Overbooked trains in the USA
- LA metro/subway system gets 7000 new riders each day
- Finnish railways up 60% in 1 year
- Price of donkeys in Turkey on the rise

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## The after \$4 itch

PREISE IN EURO FÜR SUPER-BLEIFREI



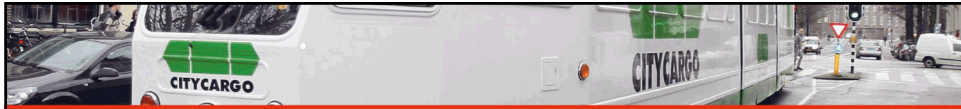
Region	Price (Euro)
Amsterdam	1,51
London	1,27
Paris	1,20
Madrid	1,29
Rome	1,29
Beijing	1,08
Delhi	0,27
Manila	0,11
Sydney	0,68
Sao Paulo	0,74
Los Angeles	0,68
San Francisco	0,87
Atlanta	0,68
Other locations	0,61

STAND 20.06.2008

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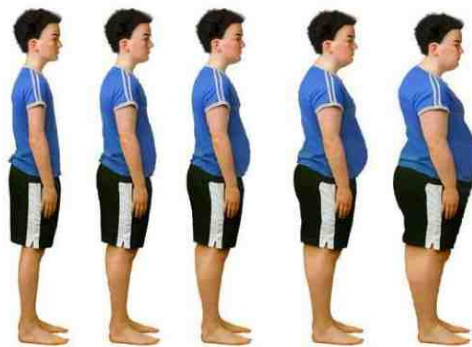


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## What else than the rise in oil price compels cities to change?

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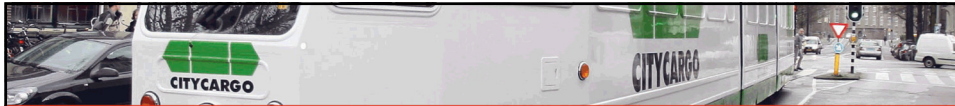


**less**  
**weight**  
**dirt**  
**stress**  
**disease**

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**Global strategies affect cities**

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# cycle and re- cycle

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## Economic arguments for change

- Emission Rights trade
- New ways of energy generation: solar/wind/ tidal/ fresh & salt water
- Building permits
- Floods / nature disasters
- Cradle to Cradle
- ‘Dump the pump’ behaviour all over the world

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## Change can already be seen in cities

- Cars (private, taxis, shared)
- Moped cars, scooters
- Trams, (trolley) busses, taxis, public bicycles
- Cargo trams
- Electric vehicles: segways, electric scooters, electric bicycles, electric motors, electric vans
- Bicycle taxis
- Hydrogen powered: busses, passenger boats
- Transporter bikes
- Bicycles etc. etc. etc.

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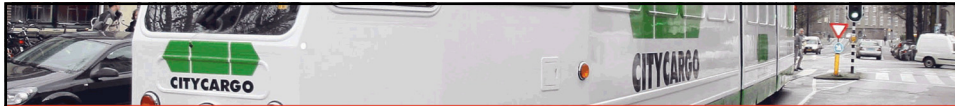


life  
is  
a  
cycle

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## Better understanding Sustainable Mobility

A political choice for a level of long term balance  
between:

- emission rich modes
- emission poor modes
- emission free modes

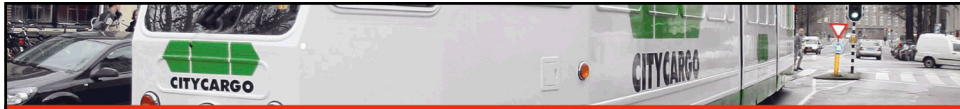
Aiming at a mix of mobility modes together 'good' in:

- economic terms
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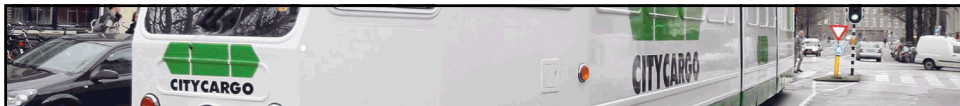
## Cities Adapting to Sustainable Mobility

### Elements of Sustainable Mobility Plan

- Objectives and planning how to reach them
- New rules and regulations/ adapting to new modes
- Redefine standards for new infrastructure
- Redesign street profiles
- Provide parking options for new modes of transport
- Offer electricity 'pumps'
- Provide for Hydrogen & Natural gas
- Improve public transport including
- Public Bicycles & Public Electric Cars
- etc.

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## Seven stages of change

1. Become aware of problem
  2. Accept Responsibility
  3. Perceive Options
  4. Evaluate the options
  5. Make a choice
  6. Experiment
  7. Make it your Habitual Behaviour
- Campaigning to reach all these changes is essential

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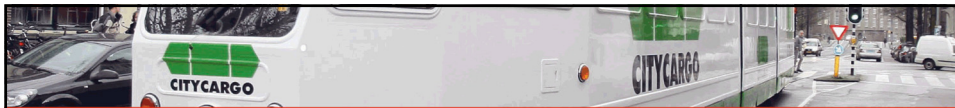
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# brains travel on bikes

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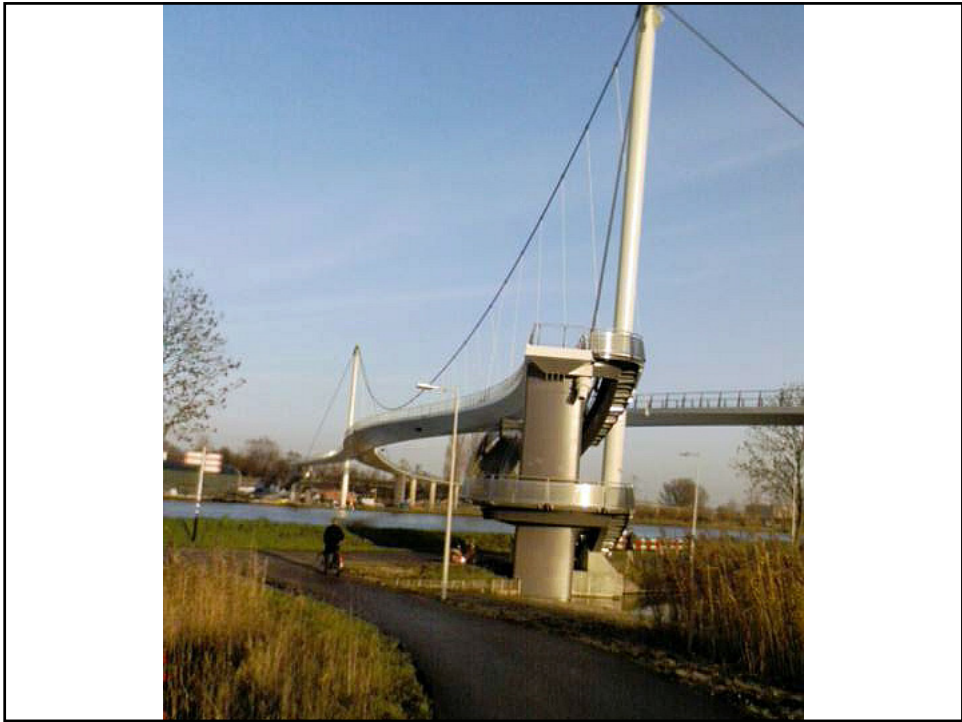


## **Amsterdam Cycling to Sustainability** *in support of sustainable mobility*

- Global Marketing Campaign
- Amsterdam International Academy for Sustainable Mobility
- Benchmarks of Excellence on Sustainable Mobility
- European Research on Urban Mobility
- Amsterdam Improvement Program on Sustainable Mobility

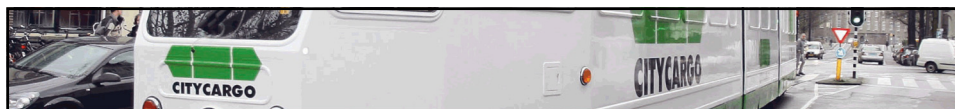
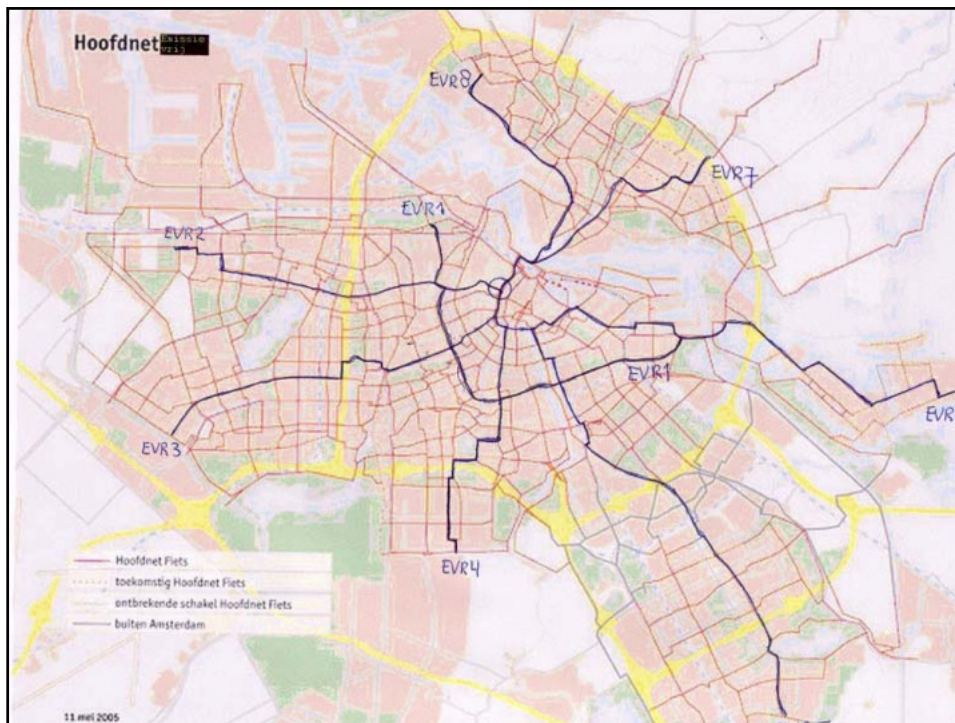
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- Adapt to sustainable Mobility
- Campaigning
- Amsterdam Cycling to sustainability

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