sindikat biciklista

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BIKE2WORK

smart choice for commuters

# Programi povećanja energetske učinkovitosti u gradskom prometu - kampanja Biciklom na posao

**Association Cyclist Union**
Marko Stancec, PM
Zagreb, 12.5.2016.

ŽIVOT JE PREKRATAK ZA GUŽVE

# BICIKLOM NA POSAO

od 9. svibnja do 2. lipnja 2016.

Sudjeluj u prvoj hrvatskoj biciklističkoj kampanji!

# 2015 Bike2work EU

**>290 876 ljudi**

**>65 000 novih biciklista**

**>50 milijuna km**

**>20,916 tona $CO_2$**

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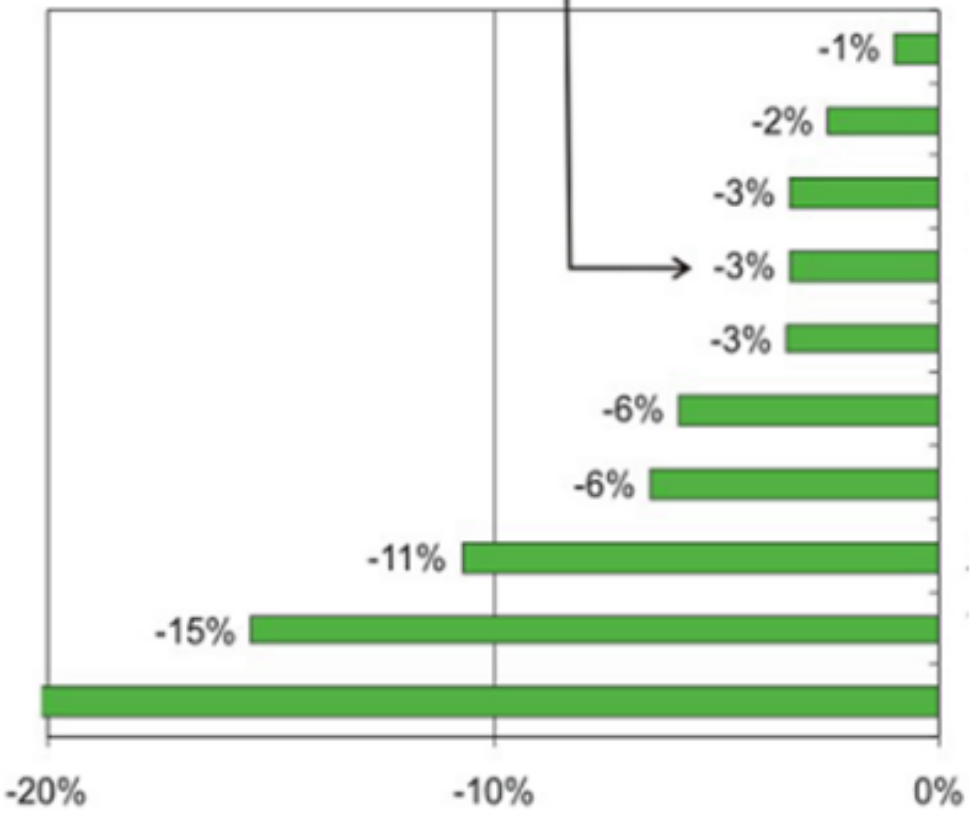
**Bicycle use +10%**
0,25 daily bicycle km extra/ per inhabitant

**Car use**
Car km – 3%
Car km within city border – 6%




serious injuries in traffic

serious noise disturbance

carbon emissions from private car use

inhabitants with lack of exercise

parking pressure in business sites

emissions of small particles

emissions of nitric oxides

cars in residential areas

**loss of time for car drivers**

parking pressure in city center

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# Biciklom na posao (engl. bike to work)

- 2 kampanje u 2015.

**Lipanj**

- 283 tvrtke
- 3597 sudionika/Zagreb
- 344, 966 km

**Rujan – Tjedan mobilnosti (14-20.9.)**

- 148 organizations and companies
- 609 active participants in Zagreb
- 20,774km


- *B2W webpage in Croatia*

# Socijalni elementi kampanje

## *Nagrade/poticaji*

- tvrtke, pojedinci
- društvena odgovornost
- aktivnosti
- Car-Free Day (Rujan)
- radionice i fokus grupe s poslodavcima - rezultati


What is the full cost of this commute?
King George Skytrain Station
Fraser Hwy & 156 Street
HOW MUCH DOES THIS 5KM COMMUTE COST SOCIETY IF YOU...
DRIVE
You contribute charges/taxes.
Society pays for emissions, the infrastructure you drive on, noise pollution, congestion and the risk of an accident.
driving costs society $2.78
BUS
You contribute fares.
Society pays for emissions, infrastructure, operation costs, noise pollution, congestion and the risk of an accident.
bussing costs society $0.38
WALK
You contribute savings to the healthcare system and improved productivity from exercise.
Society pays for the risk of pedestrian accidents.
walking saves society $1.08
BIKE
You contribute taxes on bicycle gear and maintenance, savings to healthcare system, improved productivity from exercise.
Society pays for risk of bike accidents.
biking saves society $0.75
HOW MUCH DOES THIS 5KM COMMUTE COST YOU IF YOU...
DRIVE
You pay for travel time, operating costs (fuel, maintenance, tires, insurance, license and registration, depreciation, financing), your risk of an accident.
driving costs you $6.47
BUS
You pay for wait time, travel time, fares, your risk of an accident.
bussing costs you $8.00
WALK
You pay for travel time, your risk of an accident.
You gain health and longer life expectancy from exercise.
walking costs you $7.93
BIKE
You pay for travel time, operating costs (bike gear, maintenance), your risk of an accident.
You gain health and longer life expectancy from exercise.
biking costs you $3.70

# Direktne i indirektne prednosti nemotoriziranog prometa

- Potrošnja goriva = manje zagađenja
- Manji troškovi = prometna infrastruktura
- Manji osobni troškovi - mobilnost
- Broj prometnih nesreća = manje poginulih
- Troškovi zdravstva (bolesti)
- Prometne gužve
- Pritisak automobila (infrastrukture) na javni prostor i javni budžet
- Kvaliteta života u gradu (javni prostor)

# EU direktive - mogućnosti

## Sustainable Urban Mobility Planning (SUMP): high on the political agenda

CiViTAS
Cleaner and better transport in cities
PALMA

### In Europe

- 2009: Action Plan on Urban Mobility
- 2010: European Council of Ministers supports SUMP
- 2011: Transport White Paper
- 2013: Urban Mobility Package

# Energetska efikasnost

- Bicycle: 21 g CO2/passenger/km traveled
- Electric-assist bicycle: 22 g CO2/passenger/km traveled
- Passenger car: 271 g CO2/passenger/km traveled
- Bus: 101 CO2/passenger/km traveled

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Table 1: Internal and external economic benefits of cycling at 7.4 % cycling mode share in EU-27 (2010)

| Type of benefit | In € for 2010 |
|---|---|
| 1 Health benefits: reduced mortality | € 114 – 121 bn |
| 2 Congestion-easing | € 24.2 bn |
| 3 Fuel savings at US$ 100/ barrel | € 2.7 – 5.8 bn |
| 4 Reduced CO2 emission | € 1.4 – 3.0 bn |
| 5 Reduced air pollution | € 0.9 bn |
| 6 Reduced noise pollution | € 0.3 bn |
| **Total** | **€ 143.2 – 155.2 bn** |

# Hrvatska?

Co-funded by the Intelligent Energy Europe Programme of the European Union

Marko Stančec

Voditelj projekata

Udruga ”*Sindikat biciklista*”

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