

GREENGAGE CYCLING LAB:

Citizen Observatories to Propagate Cycling in North Brabant

Sjors Martens

Breda University of Applied Sciences

















Good Bike Path







oject funded by Schweizerische Eldgenossenschaft Confederatione Svizzera State Secretariat for Education and Research



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BIKE PATH MAINTENANCE IS NOT JUST AN OBJECTIVE MEASUREMENT







WHAT WILL WE TALK ABOUT TODAY?

Using GREENGAGE Observatories as a means of citizen participation in bike stimulation





GREENGAGE OBSERVATORIES



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EU HORIZON 2020 GREENGAGE PROJECT

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- Enhance intelligence applied to city decision-making processes and governance
- Active engagement of citizens in data collection and use of urban decision-making via GREENGAGE Observatories.
- Citizens will actively participate in data collection and contribute to informed decision-making processes.
- Delivering the European Green Deal objectives for carbon neutral cities.



GREEN ENGINE







GREENGAGE OBSERVATORY

- Increased intelligence
- Environmental Monitoring
- Accessible data-gathering tools
- Social & Cultural involvement
- Citizen Scientists
- Public Bodies
- Private sector
- NGOs



EXAMPLES



De Nationale

Van Vogelbescherming Nederland



Wetenschap door en voor burgers.

X Telraam





GOAL

Developing a methodology (by means of 5 Pilots) around the use of 'Citizen Observatories' as a means to achieve climate objectives (EU Green Deal) in an innovative way.



BRISTOL UNITED KINGDOM

to empower local communities to transform their neighbourhoods into places that provide better access to green and recreational spaces, more seamless and convenient connections to local amenities using sustainable forms of travel, and more space for social and community activities.

K Research

and Innovation



COPENHAGEN DENMARK

to test and investigate the utilization of citizen science and crowdsourced data collection in local democratic dialogues towards creating a climate-positive neighbourhood with improved conditions for urban living.



NORTH-BRABANT THE NETHERLANDS

An in-depth understanding of the reasons behind the selection of cars over bicycles as the main mode of transport, which will make the shift to sustainable transport a reality.



TURANO-GERACE ITALY

to generate knowledge on how the increased awareness of citizens about the phenomena related to cultural, economic and social urban regeneration can contribute to a better and strengthened sustainable governance in a model medieval village.



PILOTS

Funded by

the European Union

GOAL OF THE NORTH BRABANT PILOT

- Getting people out of the car and on a bike
- Explore if 'Citizens Observatories' can be an addition to the process

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- Increase data-driven work processes
- Specify citizen participation strategy

Pursued insight	Pursued Goals	Biking Policy
Understand how the Brabander reflects on the maintenance state of bike paths and the choices in the maintenance policy.	Explore biking stimulation around citizen participation and provide bike stimulation through citizen data	a. brede welvaart: Mobilteit voor iedereen / Zorg is voor iedereen snel bereikbaar en toegankelijk / levendigheid en vitaliteit van kleine kernen 3. 08 b. economie, kennis en innovatie 3. 08 c. Gezondheid: schone lucht / geen geluidshinder / directe beweegvriendelijke leefomgeving / 3 gezonde levensjaren 3. 08 d. veiligheid a. a. a. a. a. ruimte: wonen, werklocaties en verstedelijking: verstedelijkings-opgave / efficiënt ruimtegebruik (randzones en uitleglocaties) 4. 16 b. mobiliteit: Mobiliteitstransitie / mobiliteit / MAAS / Hubs / e-bike / vlotte, veilige, aan-trekkelijke (snel)fietspaden / uitbreiding provinciale (snel) fietspadennetwerk c. levendig Brabant: vitaliteit kleine kernen / recreatie en toerisme







CURRENT SITUATION

Swiss Confederati

FIVE STEPS

Volunteers discuss their expectations of contribution

Data experts/Maintenance discuss their methodology

Volunteers and Experts exchange expectations & form data challenge

Volunteers gather data

Data Analysis

Visual mapping and joint discussion on use of data

+- February 2025





PITFALLS OF CITIZEN OBSERVATORIES





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UK Research

and Innovation



INTRINSIC MOTIVATION?



Image by Andreas Munich via Pixabay



Provincie Noord Brabant. Beleidskader Mobiliteit – Koers 2030. p.16.

- Bikeability is not a contentious topic
- No direct intrinsic motivation for recruitment
- Hard to plan a physical meeting







RESPONSIBILITY

Bike Department

- Fixing a path is not a straightforward question
- Maze of Government referrals
- Already a challenge for civil servants



Designed by Katemangostar / Freepik

• Flowchart





EXPECTATION MANAGEMENT

- Maintenance Agenda
- Legal Limitations
- Budget is limited
- Mutual strengths and Processes
- 'Kijkje in de Keuken' Transparency
- Link Multiple Deparments





Image by Tatiana S. via Pixabay



DATA CONTRIBUTION

Objective Assessment

Subjective Complement

Priority Classification



Transdepartmental







Image by MabelAmber. Pixabay

FIETSERSBOND MOTIVATION

• Fietsersbond Volunteers

- Aware of Governance System
- Motivated to improve biking
- Want influence on Policy

• Build on the Strengths

- Know Traffic Management
- Know Maintenance
- Know Comfort
- Know Experienced Built Environment

Link Multiple departments

Strong lobby Work together

Gain momentum Create Interest





CONCLUSION

- Different degrees of participation
- Call to action must be strong
- Decrease Complexity
- Expectation Management is key
- Tailor the Data Contribution
 - Technology secondary



Image by VisitBrabant







Sjors Martens

martens1.s@buas.nl

COORDINATOR AIT Austrian Institute of Technology GmbH Jan Peters-Anders Jan.Peters-Anders@ait.ac.at



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