



2025



# **Citizen science for reduction of car dependency: An interactive, scenario-based approach to understanding mobility behaviours and preferences**

📌 **Wednesday, 26 November 2025**  
⌚ **14:30 - 16:00**

## **SESSION 2H** MINDSETS IN MOTION

### **SPEAKERS**

Gustav Friis, City of Aarhus

**POLIS25**  
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**26-27 November 2025**

Royal Jaarbeurs | Utrecht, Netherlands

# Explorative and Creative Approaches to Urban Mobility Design

- Aarhus' innovative approach to sustainable mobility
- Combining design thinking, citizen science, and creativity
- Interactive methods for understanding mobility behaviors

Active Cities is a partnership between 8 municipalities and 3 knowledge partners focused on increasing active mobility in North Sea cities through a combination of urban planning, multimodality and social innovations.

Interreg  
North Sea



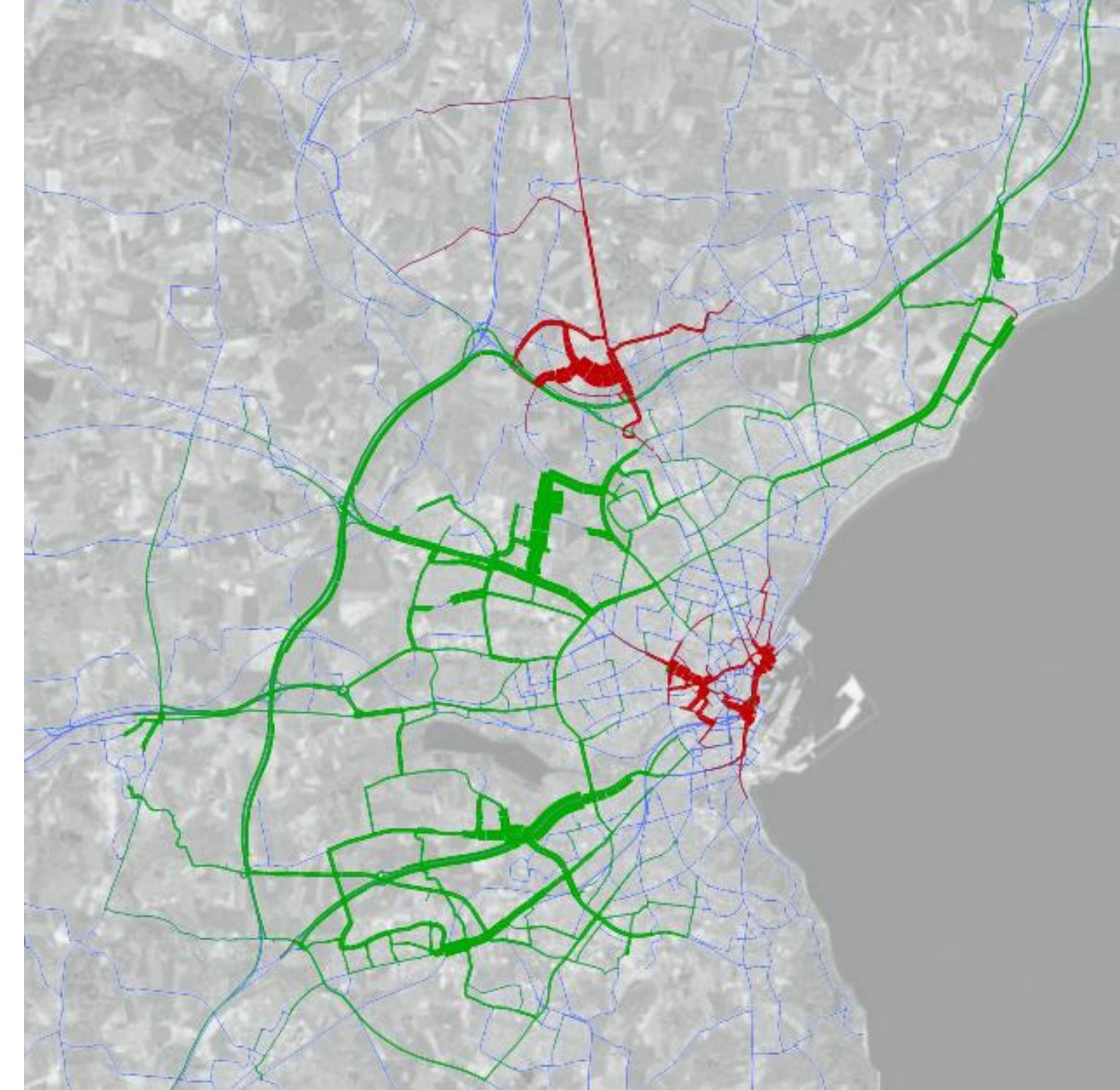
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# Soft Data Modeling vs. Traditional Traffic Models

- Traditional traffic modeling fails to explain personal mobility choices
- Aarhus' approach: Blending explorative, creative methods with scenario-based “soft data modeling”
- Goal: Engage citizens in imagining future urban mobility



# Methodological Approach

- Design Thinking & Human-Centered Design: Empathy-driven, iterative problem-solving
- Citizen Science: Collecting qualitative data through participatory workshops
- Creativity: Encouraging active engagement through physical interaction and sketching



# Hands-On, Creative Engagement

- Physical interaction with maps and materials to visualize mobility choices
- Scenario workshops to explore future mobility infrastructure
- Creativity as a cornerstone: Unlocking user knowledge through drawing and storytelling

Choose a persona and read about them (most likely in groups)  
Personas will help us in pretending to be citizens  
Get to know your persona: who you are and what are your mobility habits? (This will help create an understanding of your choice of form of mobility)



# Future Directions

- Complex mix of motivations and barriers in mobility choices
- Importance of flexible, inclusive, and creative approaches
- Ongoing exploration of new contexts, such as the Supermarket Bilka, for future mobility hubs





**Thank you for  
your attention!**

**For more information:**

Gustav Friis, City of Aarhus  
[Active Cities | Interreg North Sea](#)

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