

Lost generation of pedaling

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Finland was poor and urbanized very late...



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Hypothesis:

People born between 1920's and early 1960's got their share of pedaling young, bought a car and abandoned bike (and bus). Bike was a symbol of earlier stage of development.

Emergence of exercise culture created a new pedaling sub-culture

→ **two cycling cultures**

Mountain bikes conjoined cycling with emerging consumer culture

In 1990's bike emerged as a symbol of independence

→ **third culture in early 90's**

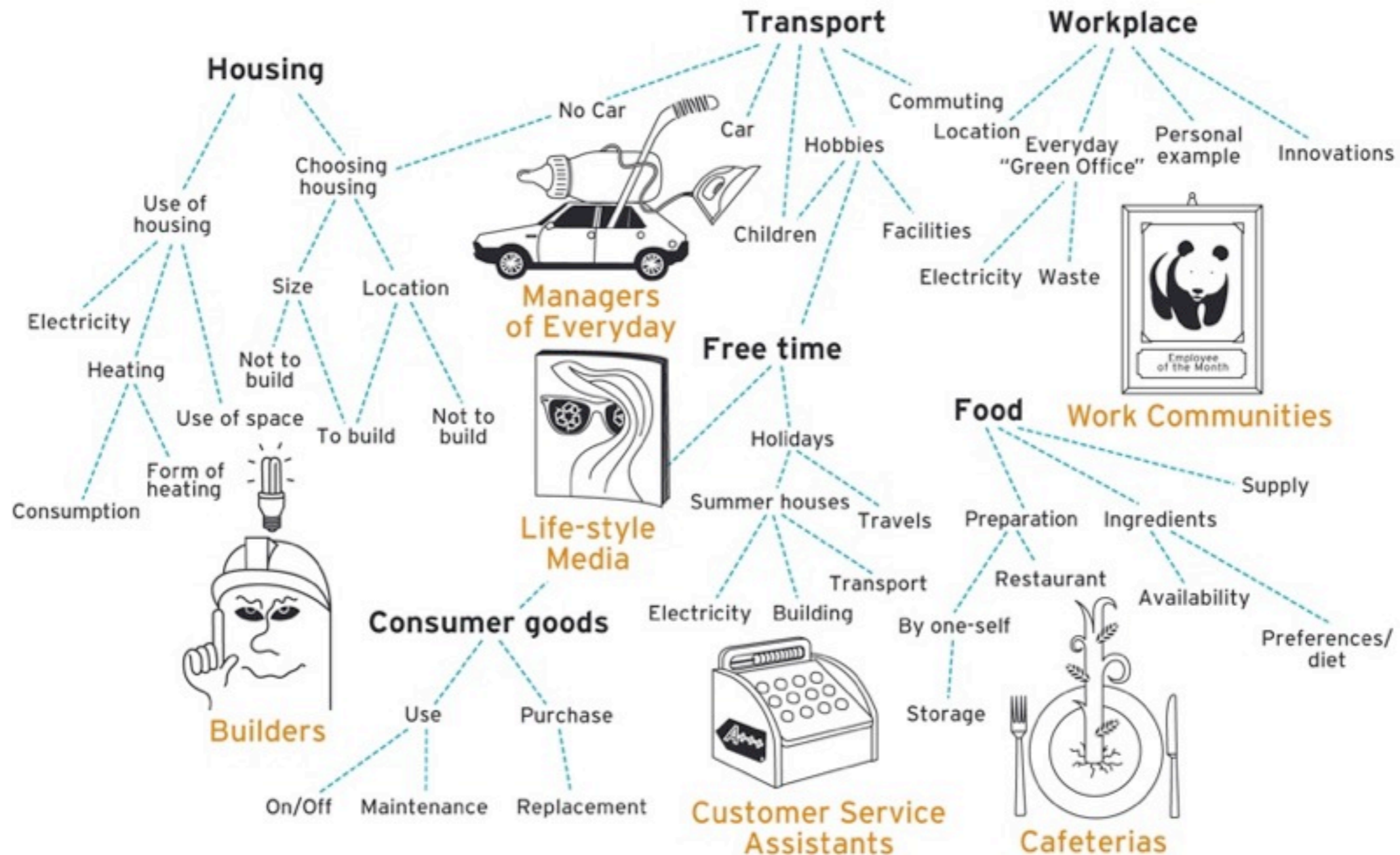
There are several reasons and different kinds of processes through which people have either adopted or rejected mobility patterns

In addition to values and cultural perceptions, interventions with right timing could nudge people to new mobility patterns.

Who are the gatekeepers of mobility patterns?

Decision Tree of Energy Consumption

Energy gatekeepers in the decision tree



Think of how you...

- ▶ Show that other people are already doing this
- ▶ Persuade people to try/take the first step
- ▶ Remind and inform at right time, when people are about to make a big decision on their lifestyle
- ▶ Turn smart options into default options.