

Yhteinen tarina, yhteinen suunta: pyöräily keinona parempaan kaupunkielämään

Mette Granberg
HSL
Liikennejärjestelmä-yksikkö

Sisältää nostoja seuraavista esityksistä

1. Jos haluat edistää pyöräilyä, älä puhu pyöräilystä, Gil Peñalosa
2. Tarinat yhdistävät – menneisyys ohjaa, viestintä vie eteenpäin, Peter Norton
3. Kaupunkeja muuttavaa rakkautta, Ivana Nemethová



**"Markkinointi on liian tärkeää
jätettäväksi vain
markkinointiosastolle."**

— David Packard, Hewlett-Packardin
perustaja

**"Sisältö on kuningas, mutta
konteksti on Jumala."**

— Gary Vaynerchuk, yrittäjä ja
markkinointivaikuttaja



1. Jos haluat edistää pyöräilyä, älä puhu pyöräilystä, Gil Peñalosa



**If you want to promote cycling,
Don't talk about cycling**

Gdańsk, Poland • June 10, 2025

 **ECF**
EUROPEAN CYCLISTS' FEDERATION

 **Velo-city**
2025 Gdansk

 **GDĄŃSK**

Gil Penalosa
Founder & Chair
8 80 Cities
#Cities4Everyone

 **880 cities**

 **CITIES FOR EVERYONE**
with gil



 [penalosag.bsky.social](https://bsky.app/profile/penalosag.bsky.social)
Penalosa_G
Penalosa_G
Penalosa_Gil

Gil Peñalosa



No, it's Paris

2022



2024

Paris

Green

Beautiful

Sustainable



Before

After

@ANNEHIDALGO



PLACE DE CATALOGNE (PARIS)



Peñalosan viestejä kävelyn ja pyöräilyn edistämisestä

- **Ihmislähtöisesti: 8-80-kaupungit**, joissa kaikenikäiset ihmiset ovat keskiössä
- **Verkostomaisesti**: jatkuvuus tärkeää
- **Esteettisesti**: viihtyisyys olennaista
- **Yhteisöllisesti**: ei ole vain liikenne- tai terveysasia, vaan laajempi kaupunkielämän parantamisen strategia
- **Poliittisesti**: muutos tehtävä poliittisella tasolla mutta korostaen, ettei kyse ole vasemmiston tai oikeiston asiasta

Keynote speaker: Gil Penalosa

Produced &
broadcasted
Telenovela
(soap-opera)

El Cacique
Y la Diosa



 **ECF**
EUROPEAN CYCLISTS' FEDERATION


GDAŃSK

Gil Peñalosa: Näitä löytyy kaikkialta!

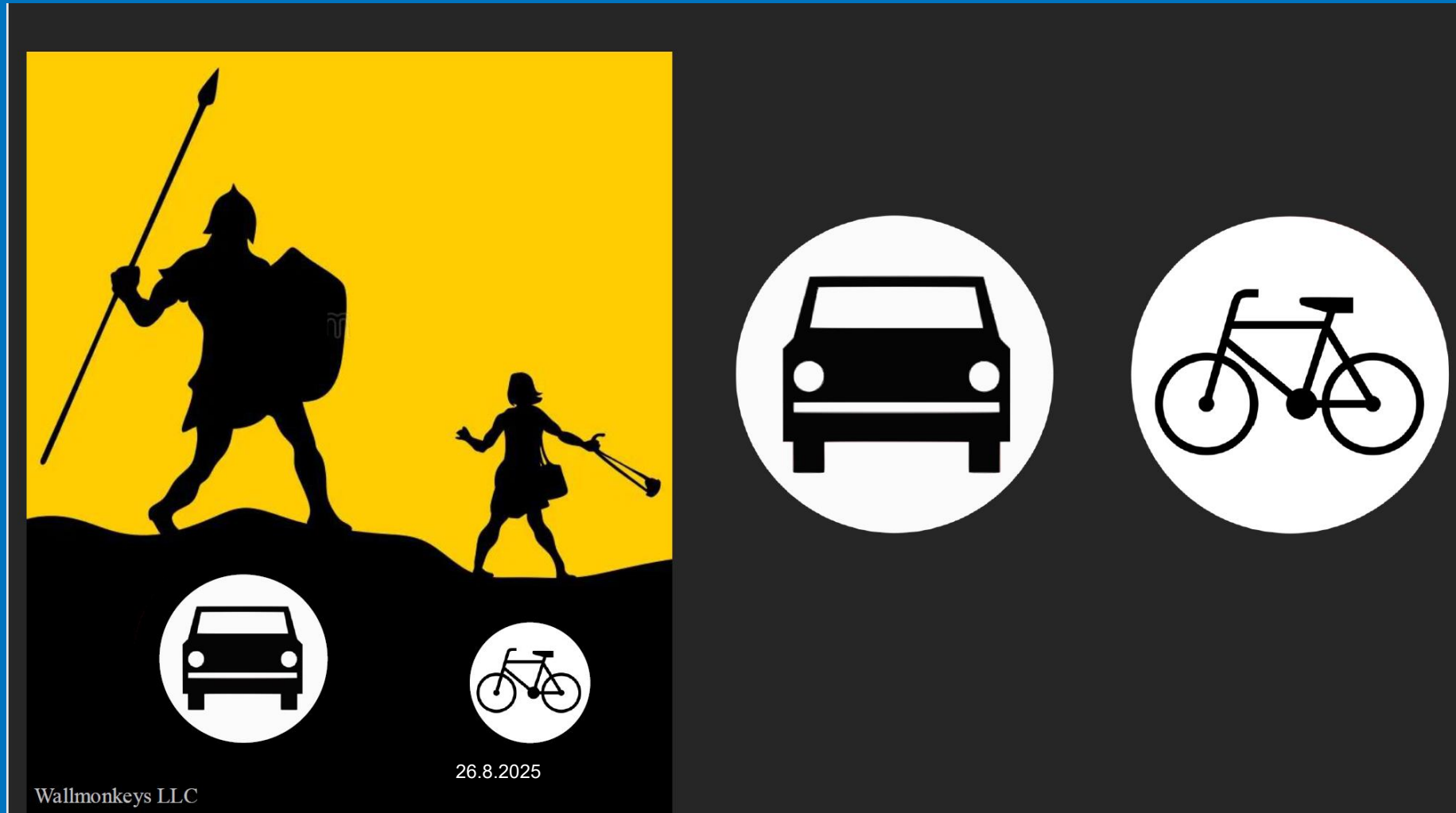
CAVE
People

Citizens
Against
Virtually
Everything

2. Tarinat yhdistävät – menneisyys ohjaa, viestintä vie eteenpäin, Peter Norton, University of Virginia, Yhdysvallat



Nostoja University of Virginian Peter Nortonin esityksistä ”Forging Solidarity for Cycling; Data Reveal, but stories unite.” ja “Lessons of the carlash; To gain the future we must recover the past”







72166 GENERAL MOTORS BUILDING, DETROIT, MICH.

velocity

GM:n pääkonttori on kuin
imperiumin alukset vs. Han Solon Millennium
Falcon

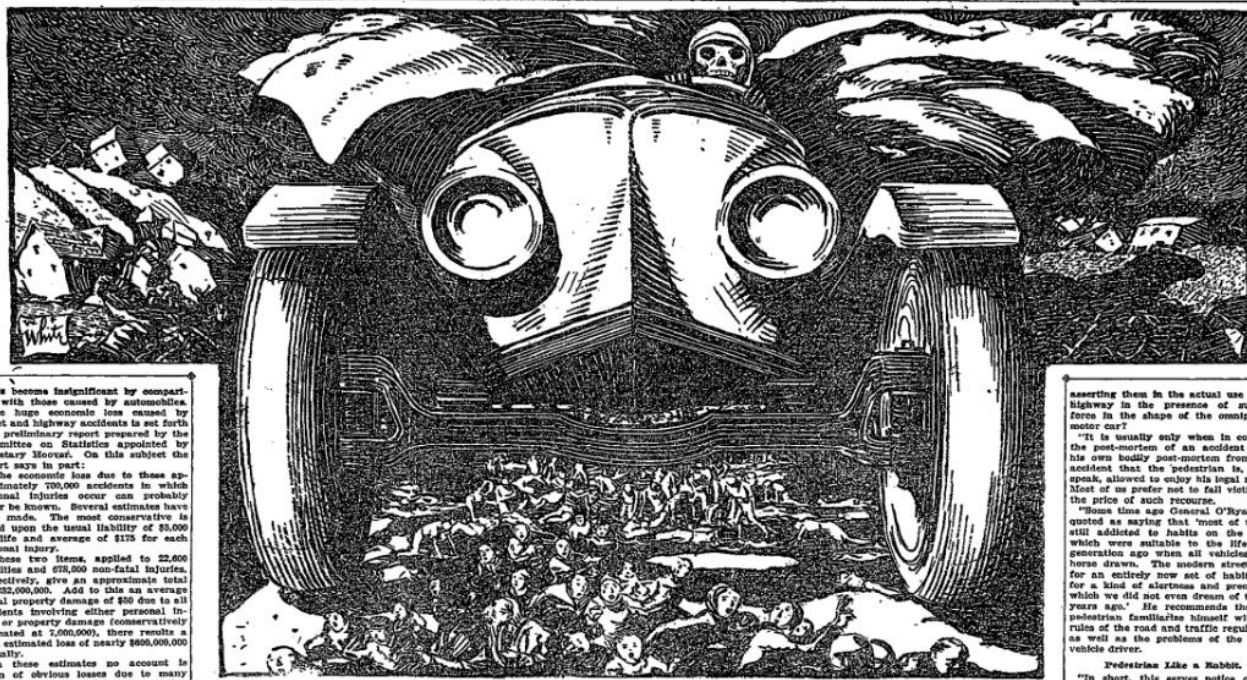


CARLASH

THE NEW YORK TIMES, SUNDAY, NOVEMBER 23, 1924

NATION ROUSED AGAINST MOTOR KILLINGS

Secretary Hoover's Conference Will Suggest Many Ways to Check The Alarming Increase of Automobile Fatalities.—Studying Huge Problem



The Modern Juggernaut

THE need for vigorous nationwide action to promote street and highway safety has prompted Secretary Hoover to call a conference of representatives of the various agencies interested in checking the steady increase in vehicular accidents. The conference will be held in Washington on Dec. 19. It will treat the subject from seven angles, including statistics, traffic control, construction and engineering, city planning and zoning, insurance, education and the motor vehicle and public relations.

THE horrors of war appear to be less appalling than the horrors of peace. The automobile looms up as a far more destructive piece of mechanism than the machine gun. The reckless motorist deals more death than the artilleryman. The maddened driver in the street seems less safe than the soldier in the trench.

In action, the lives of our men were killed in the streets of our cities. In the fifteen months of this country's participation in the World War. This is at the rate of 2,000 fatalities a month—a modest average when compared with the startling toll of 7,000 lives destroyed monthly by accidents in the United States. This is the rate of automobile deaths. This is the automobile. It left a shambles in it wakened as it coursed through 1923. It accounted for 39,482 victims. According to the tragic auto mishaps recorded in the first nine months of this year there was an increase of more than 2,000 for 1924. At the beginning of October approximately 1,000 motor deaths had already been recorded.

[illegible]

"These two items, applied to \$2,600 for the average cost of a car, would amount to, respectively, give an approximate total of \$325,000,000. Add to this an average of \$100,000,000 for the cost of the property in accidents involving either personal injury or property damage, and the total, based on 1,700,000, there results a total estimated loss of nearly \$600,000,000."

"In these estimates no account is taken of obvious losses such as delays, congestion and a host of minor property damages, which, if included, would be bound to put together, undoubtedly, a large sum."

various parts of the country. lated in such a way as to both the types of accidents causes of the fatalities.

the motorist himself. This tends to contradict the general impression that a considerable percentage of automobile accidents is caused by drivers physically unfit to handle motor cars. Under the

for consistent educational work employing the following media: newspapers and magazine publicity; posters on automobiles and in windows; motion pictures and lantern slides; radio talks;

yet is receiving serious consideration in many localities. It contemplates the rearranging of streets, the service of traffic routing and the regulating of new buildings.

"It is usually only when in court at the post-mortem of an accident or after a jury has passed upon the guilt of the accident that the pedestrian is, so to speak, allowed to enjoy his legal rights as a citizen. He is then made aware of the price of such recourse.

"Some time ago General O'Ryann was still addicted to habits on the street which were suitable to the life of a horse driver who wears a top hat and a horse drawn. The modern street calls for an entirely new set of habits and a different type of dress. It is a pity that he did not even dream of twenty years ago." He recommends that the rules of the road and traffic regulations as well as the problems of the motorist be considered by the legislature.

Pedestrian Like a Rabbit.

"In short, this service nation to the pedestrian that he uses the public thoroughfares like a rabbit. He does not know what we now only too exist in every-day life. Irrespective of any equalization of the law between the automobile and the pedestrian, and which undoubtedly the law confers upon him. Though he is

[illegible]

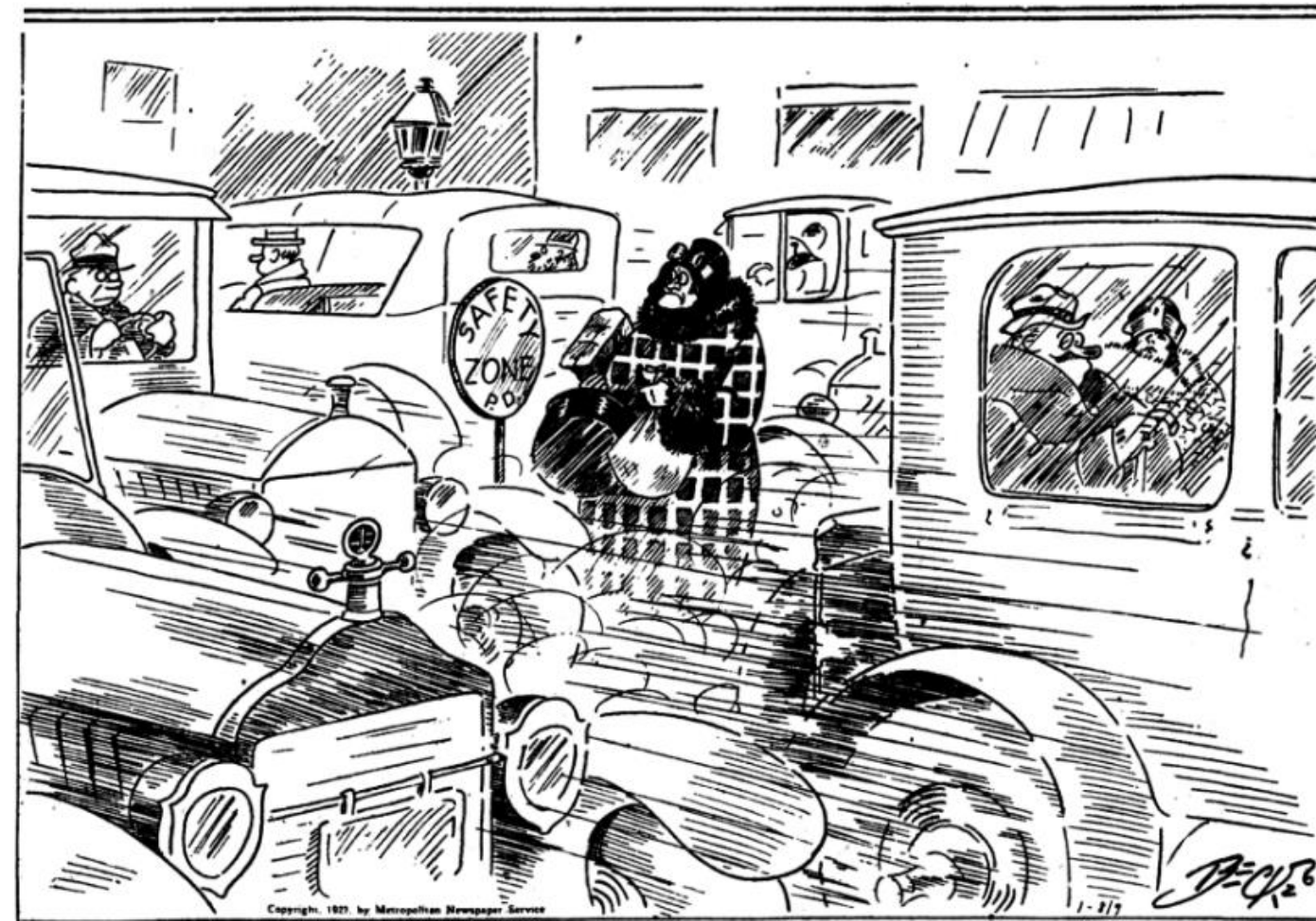
William C. Motts / *American City*, Sep. 1926.

CARLASH September 1926

Peter Norton

Pilakuvitusta v. 1927 ja ratikkamainos

THE SUNDAY STAR, WASHINGTON, D. C., JANUARY 9, 1927.



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Wichita Daily Times

WICHITA FALLS, TEXAS, SUNDAY, FEBRUARY 20, 1927

Solving the Traffic Problem



1 Street Car =

Seats 56 passengers, and during heavy traffic will carry a standing load of 75 passengers comfortably



28 Automobiles

Traffic studies show that each automobile driven through the business section averages 1 3-5 passengers. Assuming that 2 persons occupy each automobile, 28 automobiles are required to carry the number of persons seated in a street car.

Street cars move people in masses. They carry the vast majority and deserve first consideration in basic transportation plans.

Wichita Falls Traction Company

and traffic regulations can only remove a part of the difficulty. The obvious solution, then, lies only in a radical revision of our conception of what a city street is for, and this reduces to a problem for the engineer. Motor boulevards, second-story streets, under or over crossings for pedestrians, all are probabilities of the

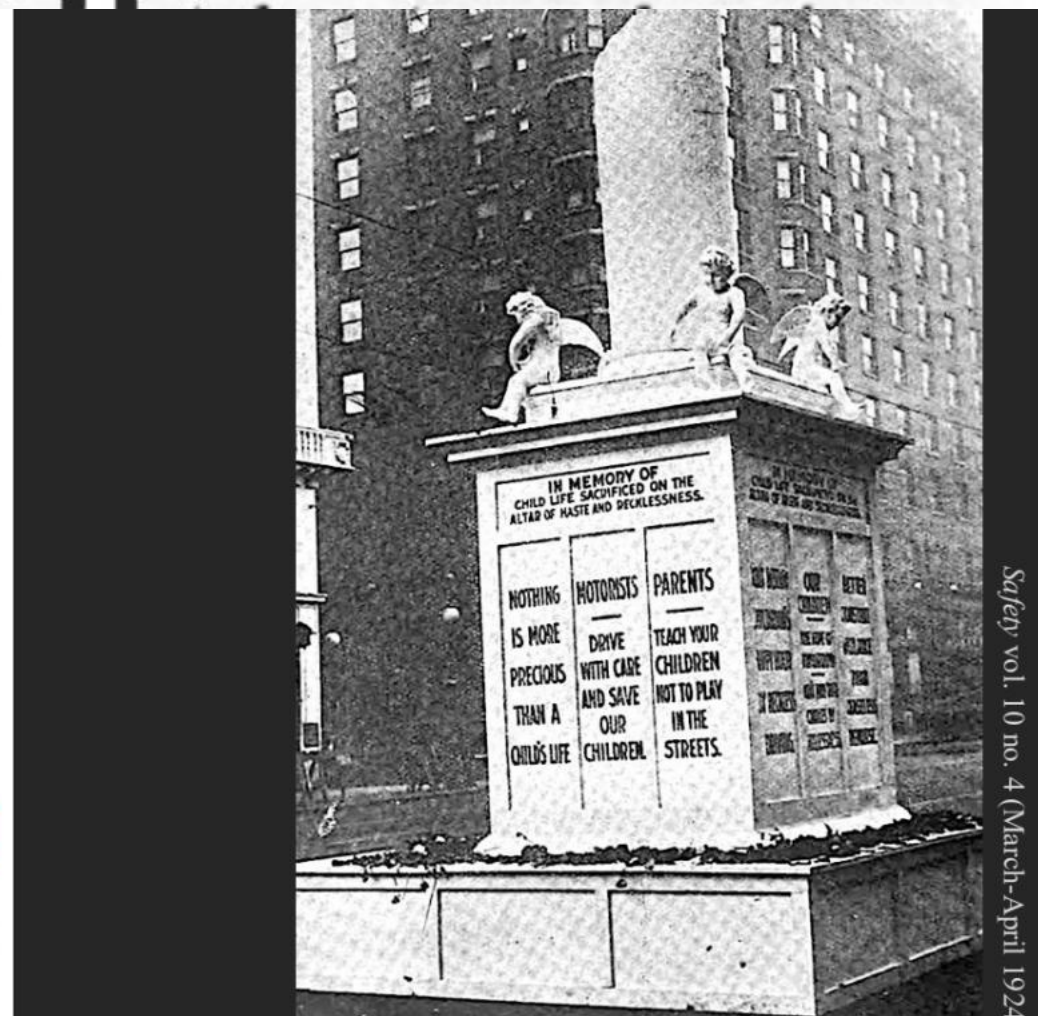
ENGINEERING NEWS-RECORD

DEVOTED TO CIVIL ENGINEERING
AND CONTRACTING

Volume 89 NEW YORK, NOVEMBER 9, 1922 Number 19

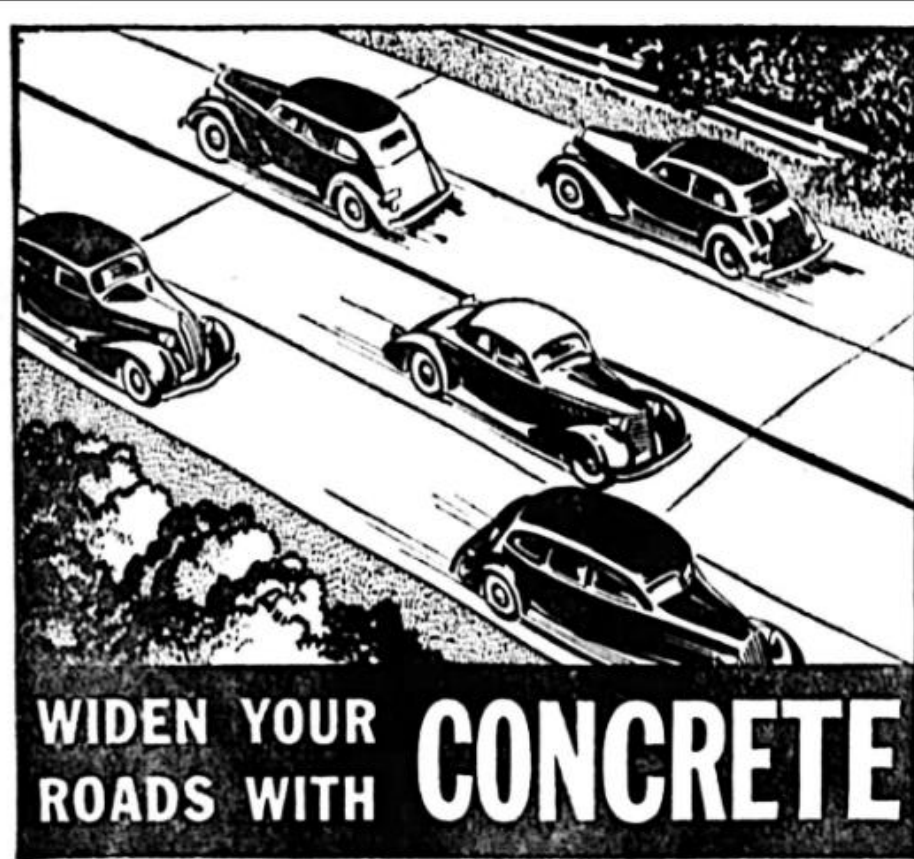
Motor Killings and the Engineer

In the year 1921, the Bureau of the Census announces, 10,168 deaths from accidents caused by four-wheeled motor vehicles occurred within the registration area of the United States, which contains about 82 per cent of the population. This is a death rate of 11.5 per 100,000, an increase of 28 per cent over 1917. Further than that, the increase in rate is itself increasing from year to year, and the rate in the sixty-five largest cities averages about 15 per 100,000. These are alarming statistics. Couple with them the statement just made by Chief Magistrate McAdoo of New York City, that before long all of Manhattan below 14th St. will have to be one-way streets barred to pleasure vehicles, and that there are 2,000 unprotected crossings in the city where policemen are needed, and the seriousness of the motor traffic problem will be realized. Part of the trouble is due to the laxity of the driver license requirements, part to the carelessness of drivers and their common assumption of superior right-of-way over the pedestrian at crossings, but mostly it is the inevitable result of an increase of motor use far beyond the capacity of a city street system laid out for slow moving traffic in small volume. There is little chance of this motor use decreasing or even of remaining stable. Driver and traffic regulations can only remove a part of the difficulty. The obvious solution, then, lies only in a radical revision of our conception of what a city street is for, and this reduces to a problem for the engineer. Motor boulevards, second-story streets, under or over crossings for pedestrians, all are probabilities of the near future in our congested centers and engineers responsible for our city developments must take account of such things as actualities and not as dreams.



←v. 1922 ja ↑1924

Peter Norton



WIDEN YOUR
ROADS WITH **CONCRETE**

RELIEVE CONGESTION SPEED TRAFFIC INCREASE SAFETY

Whether you build new roads or widen old, be sure to demand concrete—the safest and most economical pavement for modern traffic.

PORTLAND CEMENT ASSOCIATION

30 W. Broad St., Columbus, Ohio



Peter Norton

"Isänmaalliset polttoaineen säästäjät

Rose LaRose, Globe star (keskellä), ystävineen Alzira Vieiran (vasemmalla) ja Sally Joyn (oikealla) kanssa nauttivat liikunnan tuomasta ilosta pyöräillessään esitysten välissä. Ja he ovat myös ylpeitä tehdessään yhteistyötä hallituksen ja hallituksen bensa- ja renkaiden säästöohjelman kanssa. Mikä tärkeintä, pyöräily pitää myös heidän vartalonsa virtaviivaisina."

Patriotic Gas Savers



MORE HEALTHFUL THAN AUTOMOBILING

Rose LaRose, Globe star, center, with her chums, Alzira Vieira, left, and Sally Joy, enjoy the exercise they get from riding their bicycles between shows. And they are also proud to be co-operating with the government in its program to save gasoline and auto tires. It keeps their figures streamlined, too, and that is most essential.

Peter Norton



27th and Berkley Streets, Camden, N.J., May 17, 1976.

photo: George Tiedemann / Phila. Evening Bulletin / Temple University Libraries.

3. Kaupunkeja muuttavaa rakkautta, Ivana Nemethová, Bratislava, Slovakia



The love for children is endless
- and so is the power of mothers to fight for a better city



Ivana Nemethová
urban planner + climate activist

Znepokožené matky
Concerned mothers
Slovakia



Ivana Nemethová



"To enjoy the city you love,
take it slow."



"Bratislava has my heart, but fast cars are breaking it."

#Vallentínka #SpomaľmeBratislavu

Ivana Nemethová



"Staromestská Street splits us, the crossing brings us together."



Ivana Nemethová

LFZ_2882.jpg



Photos: Richard Lutzbauer

Ivana Nemethová

“More trains,
less cars”

VIAC VLAKOV,
MENEJ ÁUT



Photo: Tomáš Halász

Ivana Nemethová

In memory of 5 students
killed on a bus stop Zochova



Photo: Braňo Bibel



"Fossil fuels fund war
- don't burn peace."

Photo: Tomáš Halász

**Heräsikö näistä
jotain ajatuksia?**



**HSL
HRT**

Kaikki on mahdollista

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Helsingin seudun liikenne

