



Good practices in Promoting Physical Activity through active mobility; Ljubljana, Slovenia

Transport

Ljubljana, Slovenia

Socio-demographic indicators:

Municipality/City Population: 273.195 residents (on January 1, 2019)

Gender ratio: Men - 131.566 - 48,2 %; Women - 141.629 - 51,8 %

Age distribution: 0-9 (10.4%), 10-19 (8.7%), 20-29 (8.9%), 30-39 (14.5), 40-49 (14.9%), 50-59 (14.4%), 60-69 (13.2%), 70-79 (8.7%), 80-89 (5.2%), 90+ (1.1%)

Socio-economic indicators:

GNI coefficient: Slovenia (total economy), 2018 - 45.033,5 in mio EUR

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Why did you start an activity / a project?

We want people to move around the city as green as possible. We want people to walk or cycle to work, to shopping or when they meet with friends in the city centre. This type of activity is not just good for the environment, but also for people's health. We achieved 35% of pedestrians in our modal share since we closed the city centre for cars and established a pedestrian zone.

It is not only good for their health, but also for the economy in the city, because there more and more shops, pubs and restaurants in this area, so the whole city gains with this kind of action. That is why we started transforming our city, because we want to take away the space that was given to cars and give it back to those who it belonged in the first place and that is us people.

There is a problem with obese children and elderly population so we want people to move around not just with a car but to walk or cycle to work, to shopping, school, etc..

How do you do it?

We do it from infrastructure projects to expanding bike sharing system, to just promoting walking and cycling amongst citizens. We do it because we want greener and healthier future for all of us.

The main target group are children, because they also transfer what they hear to their parents, but also older you get harder it is for you to change the way you behave. In general, we target all groups, but with extra attention to children.

We have different activities throughout the year but mainly during the European Mobility Week. We have every year more and more participants, and also our modal share is changing so that can tell us that we are doing it right. The number of people involved depends, and we work mainly with employees of Municipality and, with bigger events, we also hire NGOs, etc..

It is funded by the Municipality or the EU and National founding, it depends on a project. All municipal departments and offices are involved.

What are the Challenges and Successes?

We have around 5% increase in cyclist in last 5 years, we almost have 35% of pedestrians. Our bike sharing system is breaking records in usage every month. We have more and more participants every year (this year during the European Mobility Week, we had over 10,000 participants in our events).

The main challenge is always national legislation that is outdated. We also “fight” with people every day, because there is a lot of people that still see pedestrians and cyclist as not equal. We deal with these challenges by sticking with our goals and just keep on doing what we are doing, because results are coming and will be coming in the future.

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