

# **Work Package 2: International collaboration and knowledge creation**

- *Case studies per project city*

**ICLEI**

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Abstract	<i>Case studies per project city reflecting on the individual process, the applied support methodology and the monitoring of outcomes. These [...] 5 case studies will be set up in a modular way, starting with content on the selected local climate actions and the social equity assessments as available. The case studies will be expanded with additional sections in parallel to the work in the cities.</i>
Keywords	Analysis; Case Study; Climate Measures; Social equity outcomes



# Case study: Essen

## 1. Climate measure

The City of Essen is currently in the process of developing its 'Mobility Plan 2035'. One of the main objectives is to shift Essen's modal split away from reliance on private car use. The city aims for 75% of trips to be made using sustainable options like public transport, walking and cycling. In order to achieve this, the City of Essen has launched an extensive cargo bike program.

As part of the INCLU:DE project, the City of Essen wants to explore pathways of rendering their cargo bike program more equitable. There are two components to it, firstly, the city's municipal subsidy/grant scheme for cargo bikes (and bike trailers). Here, residents can apply for a subsidy of up to 800 € or 20 % max of the purchase price of a cargo bike. The second aspect is the city's upcoming public cargo bike sharing system.

## 2. Support measures

The INCLU:DE project, in collaboration with the city of Essen, has identified a set of support measures to be implemented in the coming year to render their cargo bike initiatives more socially just. The two cargo bike initiatives encompass (1) the city's subsidy scheme for cargo bikes & bike trailers and (2) the upcoming roll-out of a public cargo bike sharing system throughout the city.

**The identified support measures include:**

1. Revision of the **funding guidelines** for the cargo bike & bike trailer funding programme, e.g. to expand coverage to also include regular bikes and to adjust grant amounts based on income levels. Resources to lean on can be other funding programs and experiences with social stratification models based on income in Essen, other German cities (*e.g. Duisburg, Düsseldorf*) or pioneer cities (*e.g. Grenoble, Medellin*).
2. Conceptualising a **communication & engagement strategy** to effectively reach disadvantaged communities / individuals through various forms of engagement with a particular focus on daycare centres and primary schools (e.g. designing targeted visual flyers, offering cargo bike test rides at kindergartens or school summer parties etc.). In addition, a basic information package is created and distributed to all daycare centres/kindergartens and school authorities.



3. Accessibility assessment: Conducting quantitative and qualitative **scientific research** to identify motivations and barriers with respect to the uptake of cargo bike usage. This is planned in the form of one survey, made of different elements:
  - a. Development of a **questionnaire** to be attached to the application form in the future. This aims at gathering socio-economic data and information on applicants' motivation for applying for the subsidy scheme;
  - b. Adding questions on perception about cargo bikes into the city's upcoming **household survey** on mobility;
  - c. Partnering with IMOBIS<sup>1</sup>, ISSAB<sup>2</sup> and the local university that is already working on the ground with disadvantaged communities to gain **qualitative insights** into their perceptions of cargo bikes. This is to identify the barriers faced with respect to applying for the subsidy scheme or using the public cargo bike sharing system.

### 3. Interim project learnings

The INCLU:DE project is still ongoing at the time of writing. An overview of *interim* learnings for the project as a whole can be [found here](#).

**ABOUT THE PROJECT**

Cities' climate initiatives and ambitions need to be socially just and consider vulnerable populations, to ensure that no-one is left behind.

Through the INCLU:DE project, the Mercator Foundation is supporting ICLEI to undertake a two-year project that seeks to support local inclusive transformations and foster dialogue exchanges to generate positive equity outcomes for all citizens involved.



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<sup>1</sup> As a research partner of the BeMove project, IMOBIS has already conducted surveys and could be utilised for further inquiries.

<sup>2</sup> ISSAB is another relevant partner focusing on communication and participation (e.g. neighbourhood moderators and target group outreach).

