

## Brief 1

# Vulnerability

We, humans, are vulnerable. We're made up of soft skin and delicate organs with hard yet fragile bones. We sleep in soft beds, wear soft clothes and feel more secure in soft environments. When we look at a car everything is hard, the street and its concrete, the car itself, the curb etc. When we bump into each other it's just funny. If you crash on your scooter or bicycle you can hurt yourself, but probably will just shake it off! It's when a vulnerable road user (such as pedestrians and cyclists as well as motorcyclists and persons with disabilities or reduced mobility) meets with a car that life is in danger. Exactly this hazard shapes our streets through rigorous regulation and the way we organise the responsibility for streets.

**How can we design streets where vulnerable road users are prioritised?**

**What would those streets look like?**

## Brief 2

# Friction

Friction appears everywhere. In a friendly conversation in a bar or a serious meeting between two presidents. It often comes from different perspectives on rather complex problems. We often resolve those friction by acknowledging each other's perspectives and finding compromises. There is friction between car users and other traffic users. While cars are needed as part of traffic there is one more important friction... climate change. What distinguishes this friction from others is that we can't accept compromise. In Oslo motorised transport stands for 61% of CO2 emissions. So why do we accept the negative impact of a car? Why is it so hard for us to acknowledge on a social and governmental level that a mobility shift is needed?

**How can we design for a change in social and governmental perspectives on motorised traffic?**

## Brief 3

# Thievery

A lock is a simple mechanism that gives us a feeling of security. We lock things and beings that are valuable, important, secret or even scary to us. The most fascinating thing about locking something is that we expect the artefact will still be there the next time we unlock it. When we unlock that lock but the very thing it was supposed to protect is gone or destroyed, it creates an unpleasant experience. In those situations, we tend to seek out answers that will never be answered. In 2022 over fourteen thousand people experienced their bicycles being stolen in Norway. Bike prices can vary from a couple hundred to over a hundred thousand kroner. Nevertheless, this is still less than the price of a car. But if we look at it as a reliable medium of transport, on a platonic level all those bikes and cars have the same value. To transport us from A to B. When we steal the bike we steal the possibility of mobility. Those unpleasant experiences can lead to giving up cycling for some individuals. What if the loss can be experienced by the whole city? Why is bike theft accepted by the city?

**What can we do on a social level to prevent those unpleasant experiences?**

## Brief 4

# Probe

When we are unsure of practical science, we set up tests with clear boundaries in order to learn. When it comes to culture it's more difficult since there is so much invisible material around it. We designers often use something called Cultural probes to find out what that invisible material is. A cultural probe is a technique used to inspire ideas in a design process. It is used in early stages of a project, especially in co-designing. Those probes are often a set of artefacts or a prototype that on a strategic level helps us to gather as much and as rapid learning as possible. As Dan Hill argues in his book "Designing mission" these probes are the first stage of any meaningful contemporary policy, product or service. They are a working sketch of new interventions, organisations, cultures, policies and so on. This is something so important when trying to design for social change. Something that a government and its institution should be able to use and be allowed to use. Unfortunately sometimes due to the number of regulations and norms, it can be challenging for the city to be able to probe freely.

**How can we enable an easier threshold for probing within the city?**

**What kind of probes can we create for cycle infrastructure?**

## Brief 5

# Unknown

To fear the unknown is part of being human. It makes us fall into routines and structures. We could call those for our “comfort zones”. Once we get in them it’s scary to go out of them. This fear can have consequences for our decision-making and behaviour. Any decision we make based on this fear will not push us forward in life. When we move into the unknown, our minds will find all the negatives so we can justify why we shouldn't move there. When it comes to cycling this unknown can be related to safety, practicality, comfort and more. This unknown is not only impacting cyclists but also city planners. When we plan something new we can't know the outcome yet. In this situation, we tend to repeat what we have done before instead of trying something new. What is enthralling about the unknown, is that we win with it, by trying it!

**How can a municipality encourage its citizens to try the unknown of cycling?**

**How can we encourage city planners to try something new?**

## Brief 6

# Flow Killers

When we are in a flow we think of a state of complete absorption and involvement in an activity. We can find flow in everything. In a conversation when it's easy to talk to somebody. In our hobbies when time just flies by. In traffic, flow is of the most importance. A good flow in traffic ensures that we get from A to B most efficiently and safely. When the flow is gone, the healthy traffic is gone. Unfortunately for cycling, traffic flow is very often disturbed by pedestrians, cars, parking, bus stops, delivery trucks and infrastructure itself.

**How can we design for better flow?**

## Brief 7

# Freedom

Freedom is the power to act, speak, or think as we want to. Advanced riders in Oslo love to ride in this city. They describe it as a form of that freedom. For some riders this feeling of going anywhere, whenever and on your terms is the reason why they chose bicycles as a main form of transport. But if we want to establish a safe cycling infrastructure for everyone we need to ensure that all traffic users know and follow the same rules. The form of freedom we have now is possible because of the lack of regulations and expectations towards cyclists. There is also a lack of recognition for cyclists from other traffic users. When cyclists feel like other traffic users don't apply traffic rules towards them It's "okay" to break some traffic rules themselves.

**How can we regulate traffic but still keep the feeling of freedom?**

**What would that traffic look like?**

## Brief 8

# Ecosystem

An ecosystem is a geographic environment with all the populations of different species inhabiting it, plants, animals, and other organisms, as well as the processes and relationships between them. They work together to form life. All ecosystems need balance to function. Some species can and some can't coexist in the same spaces within that ecosystem. Cities and their transport infrastructure work also as an ecosystem. Working hard with the goal of transporting you from A to B on time. Oslo typography is rather difficult and its streets are narrow. This can create tension between the "species" of transport as they don't always have enough space to coexist on the same street.

**Can different means of mobility coexist on the same streets?**

**Should different means of mobility coexist on the same streets?**

**How can we create a good Ecosystem for mobility?**



## Brief 9

# Future

Technology is evolving faster than we can cope with. This is a big challenge for a city as change within a city takes time and resources. That's why municipalities need to plan for the future. But this is an impossible task as we just don't know what the future has prepared for us. Rapid technology change is also impacting mobility. We are constantly introduced to new means of transport like electric cars, el-bike, el-scooters, hoverboards etc. With those new technologies comes also new challenges for the city. An example of this can be when the whole of Europe has got flooded with el-scooters services. With technology and the rapid rate of change, we cannot be sure what mobility will look like in future, but we can try to prepare the infrastructure to be more flexible

**What kind of new mobility can we have in future?**

**How can we prepare the infrastructure to be more flexible?**

## Brief 10

# Tourism

Now and then we need to experience something different. To break out of our everyday life. Tourism gives us new perspectives, new insights, new people, new experiences and new stories. This inspires and enriches our lives. Tourism can bring life to a city, and make it more vibrant, warm and interesting. Tourism can be a very resource-demanding activity, both economically and environmentally. Some people are very aware of this and choose to travel by bike. Bike tourism is a thing and is growing rapidly since Covid-19. A bike tourism infrastructure might also encourage tourism on a national scale or even a neighbourhood scale in your city. Biking through a city will give you a completely different experience than taking a metro. It can give you new opportunities to discover those new places, people, experiences and stories.

**How can we create a more welcoming city for bike tourists?**

**How can we encourage more people to bike tourism?**

## Brief 11

# Ghost

The scary story here is that many cyclists in Oslo feel like ghosts in the city, unseen and unnoticed by the people passing them by, even though they may not want this to be the case. They feel like they are not being acknowledged by other traffic users even though they use reflexes and lights. This impacts their behaviour and decision-making while in traffic, creating dangerous or frustrating situations. At the same time, it can create unwanted stops in traffic and kill the flow.

**How can we make cycling more visible in Oslo?  
How can we help other traffic users to  
acknowledge cyclists as a part of traffic?**

## Brief 12

# Personality

Personality is something that distinguishes you from others. You shape it as it shapes you. It builds upon your lifestyle, unique thoughts, feelings, behaviour and environment you're in. When you've grown up it remains rather the same. For some people cars, motorbikes and bicycles are a part of their personality. What is worth remembering is that all of those artefacts were invented as a way of transport. In Oslo cycling is more perceived as a hobby, exercise and/or lifestyle rather than means of transport. To establish a good cycling culture we need to change from cycling as a "lifestyle" to cycling as a means of transportation.

**How can we change the social perception of cycling?**

## Brief 13

# Men's city

Men and Women are different. Men tend to take more risks than women. Women are much better at expressing their feelings. Men and women have different approaches to parenting. When it comes to mobility men and women are also different. There is a clear pattern showing that Women do more “trip chaining”, with many, shorter trips like going to work, stopping at the shop and picking up kids. Men on the other side have longer trips to and from work. In Oslo the majority of cyclists are men. The current strategy and plan for Oslo cycling infrastructure are based on quantitative research where two-thirds of participants were men. Men and women are different but we do coexist within the same cities.

**What would the cycling city for women look like?**

## Brief 14

# Habits

Children learn faster than adults. They also have more fun with it and tend to not overthink it. They are much braver than us and do not fear making a mistake and looking foolish. But children can become discouraged more quickly than adults. That's why we must help them learn in the correct way. At the same age, kids need to develop good habits. Those habits are essential for children to develop critical thinking skills. One of the habits is transportation. We need to learn from a young age that we don't need to drive a car to the shop that is 500m away, we don't need to drive a car to get to school... By teaching kids to walk and cycle to school rather than taking a car we create habits that they'll carry for the rest of their life. How can we make this learning safe? How can we make it fun? How can we make it not overwhelming? What if biking is not a privilege but a necessity for kids?

**How can we help kids create good transportation habits?**

## Brief 15

# Reclaim the Streets

Reclaim the Streets began as a creative activist group in London but spread quickly around the world. The idea was of community ownership of the public spaces and a need of reclaiming space from the enclosures of the car and commerce. RTS used rave party tactics to organise street parties. The first party happened in London in 1995 when two cars crashed into each other. Drivers destroyed each other's cars with hammers and crowds came from the subway. Closed streets by crashed cars were full of music, free food and a place to meet. After all, streets are the place where systems and culture collide. Streets are where we meet people, streets are full of life yet the biggest part of streets are based around motorised vehicles. Is there a way that bicycles could bring back life to the streets? Could bicycles help communities have bigger ownership of public spaces?

**How can bicycles Reclaim the Streets?  
What would the streets look like?**

## Brief 16

# Funding

Within a city, the economy is carefully planned and distributed between sectors. Funds are assigned with an expectation to fulfil. For example, if Oslo gets X amount of funds they are expected to build X amount of roads. This can be problematic because rather than building where it's needed we build where we can to fulfil these expectations. The economy dictates what we can or can't do. But what if it didn't? What if there was more room for experimentation?

What if you could get a small amount of those funds without any expectations? What if found went to cyclists, not the infrastructure itself? Funding can help new innovative ideas to grow and it can balance social class differences.

**What would you do for cycling infrastructure if you had the funding?**



## Brief 17

# Countryside

Some of us want more space, to be closer to nature, have cleaner air, increased safety, less noise, and more privacy and at the same time get that for a cheaper cost of living. Those people live on the outskirts of the city or countryside. People that live in the city sacrifice an extra sleeping room, washing room, garden etc., so they can get anywhere in the city within 10 minutes. They don't expect the municipality to substitute them for their sacrifice. But people living on the outskirts of the city or countryside expect the city to substitute them in the form of accessibility in traffic. Those people commute to the city every day and are part of the traffic. Some of them travel by car, they take up space, make noise and pollute the air within the city. When we plan for less car traffic within cities, we need to include the countryside and outskirts of the city. Everyone should be able to commute but should everyone be able to use a private car?

**What should the cycling infrastructure look like in the outskirts of the city and countryside?**

## Brief 18

# Feedback

Receiving feedback is essential for any project. It gives us insights into what is good and what can be better. It helps us keep the project on the right track, avoid major mistakes, provide a better relationship between the city and its inhabitants and give them a sense of ownership of the city. Feedback enables us to evaluate our project, which has a big value on a strategic level. A municipality should be able to receive feedback as well as inhabitants should be able to give feedback. This can sometimes be hard for both sides. As a citizen, you might be wondering: Can I give feedback? Where can I give feedback? Is anyone going to listen to me? What can I change? All of those questions can lead to Municipality not receiving your feedback which is so crucial for evaluating and creating new strategies and solutions. Overall, a city works to create an environment where all individuals can thrive and contribute to their community.

**How can we establish a good feedback loop between the city and its inhabitants?**

## Brief 19

# Covid

With climate change as a major global concern, our society is moving towards more sustainable ways of living. The COVID-19 pandemic showed us new ways of working that require less transport. The pandemic also impacted how we use transport. From quantitative research in Oslo, we could learn that during the pandemic people have cycled more than before. Among those who have been cycling more, 44 per cent have changed their habits with one reason being corona. Whereas 12 per cent say that corona was the only reason. The pandemic was a good time to try new cultural probes or solutions. City was challenged and needed to try new things. It is fascinating how the Covid-19 pandemic has impacted our societies and way of living. But what would our lives look like if the pandemic continued?

**What would our transport infrastructure look like if the pandemic didn't end?  
What new thing could we try?**

## Brief 20

# Space

When we have enough space we can do whatever we please, but there is a big challenge in creating more space in already dense cities. Within dense urban areas, we need to be very careful in how we manage space. As streets make up 30 to 50 per cent of the city's area. A cycling infrastructure will take just a part of that space. When we add all that up, cycle infrastructure takes up hundreds even thousands of square kilometres. Space for cycling is necessary when aspirations are to be a green city, but can that space be used in any other way? Does cycle infrastructure have to be only used for cycling? What if we could use the cycling path as a road for ambulances, stormwater management or the lungs of the city?

**What else can we use cycle infrastructure for?**

## Brief 21

# Operation Winter

Winter can feel magical for several reasons. The sight of snow falling and blanketing the ground. Christmas and Hanukkah can bring a sense of wonder and joy to both children and adults. New beginnings with the start of a new year. Water that freezes and turns to ice. At the same time, winter is the coldest season of the year. It can be harsh and unforgiving, but it also creates the perfect atmosphere for cosy indoor activities like reading a book, drinking cocoa by the fire, or spending time with loved ones. In Norway, you can experience temperatures 10-20 degrees below zero Celsius with loads of snow. It can also be hard for municipalities to maintain road standards. Considering the circumstances it can be hard to choose a bicycle over other ways of transport during that time. But many choose to cycle rather than take a bus or a car during winter. Those cyclists also say that is not as bad as people think it is.

**How can we encourage more people to cycle in the wintertime?**

**How can the city maintain good and safe traffic during winter?**

## Brief 22

# Social Inclusion

Humans are social creatures. We need social and emotional connections to thrive. They help us with learning and higher-order cognition. That's why we need a city for all. A city that is inclusive, accessible, and welcoming to all individuals, regardless of their background, age, gender, ability, or socioeconomic status. Oslo's ambition is to become a cycling city for everyone. So how can we ensure that everyone feels included?

**How can Oslo become a cycling city for everyone?**

## Brief 23

# Maintenance

We maintain things that have value for us. We do it because we want them to last and perform. When the city is maintaining cycle infrastructure to a standard it's important that cyclists maintain their bikes. Regular maintenance helps to ensure that your bike is safe to ride and all components are functioning properly. It extends the lifetime of your bicycle. It performs better. Overall, it improves the experience of cycling. But not all cyclists' bikes are valuable to them. They tend to forget about the maintenance of their bikes until something is broken. That point can often end someone's "cycling career". When they finally decide to get their bike to service it can be economically heavy, especially in Norway where bike service can cost more than the bike itself. Thankfully some basic "know-how" like washing, lubing and knowing how to change the inner tube in your bike can get you quite far.

**How can we help cyclists maintain their bikes?**

Brief 24

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**What kind of brief would you write?**