

Choice. Change. Exchange.

Assessing and displaying the personal and collective impacts of mobility choices in CPH

- As citizens of first-world cities, we are born into a culture that takes the benefits of travel for granted
- Although it is possible to calculate total expenditure on transportation, there is no effective way to compare the health, economic and environmental benefits of our mobility choices
- **The Choice. Change. Exchange.** allows citizens to compare the impact of their personal mobility choices as well as explore how these choices can affect the city on a collective level



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Sustainability: an ecosystem of choices

- In relation to sustainability, this project aims to:
 - Move away from the punitive argument that one mobility choice is *good* and another is *bad*.
eg: to drive a car is bad and to ride a bike is good
 - In reality our lives are made up of a much more complex number of choices



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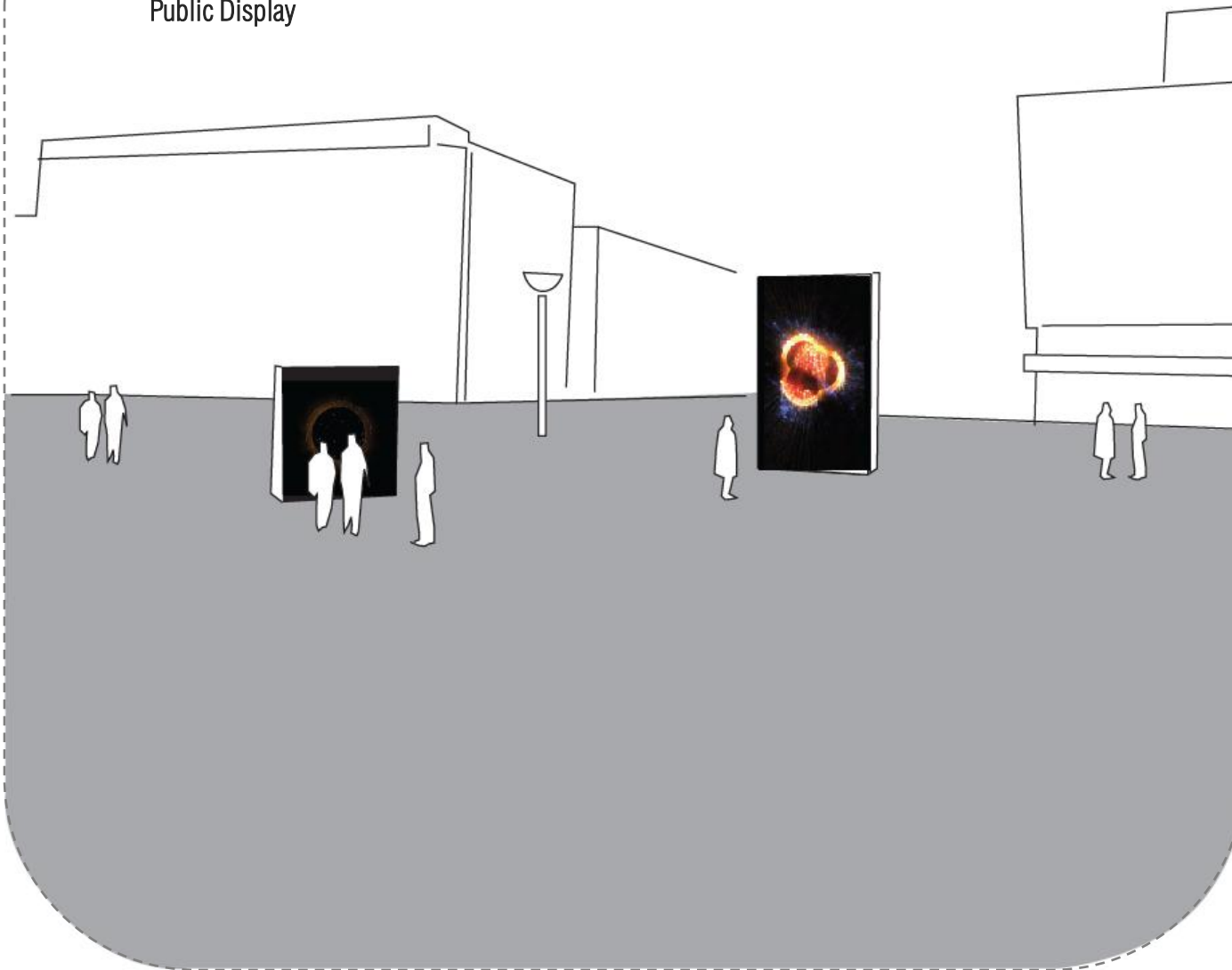
Interfaces

- **Facebook application**
Tracks personal bicycle habits including average calories, time, km's, exercise, recreational riding, cost on a daily weekly or monthly basis
- **Municipal website**
Compares *personal* bike usage with other modes of transport – what if scenarios which assess comparative calories, km's, exercise, recreational riding and cost
- **Public Display**
Compares *aggregated* bicycle statistics to 'what if' scenarios using other modes of transport. Examines the impact on a variety of factors



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Public Display

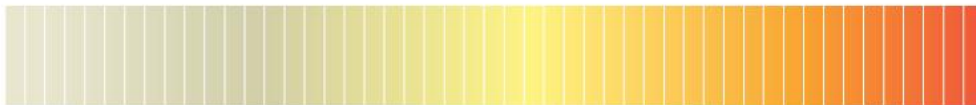


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Public Display

97

bikes in the system
right now!



live!!

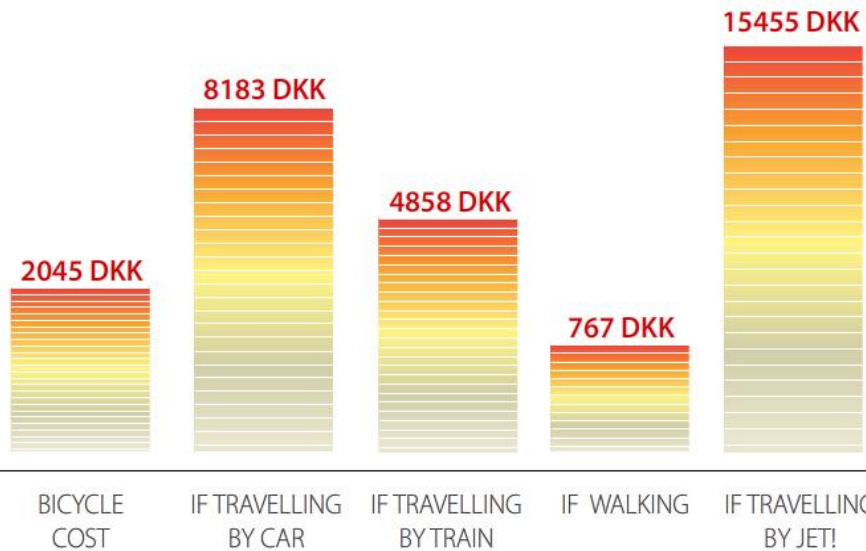


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Public Display

1022.9

kilometres cycled this year
live!!



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Public Display

live!!

CO2 emitted this year
in kg includes production costs

140

BICYCLE

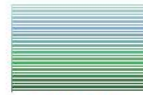
140 kg

IF TRAVELLING
BY CAR



1406 kg

IF TRAVELLING
BY TRAIN



351 kg

IF WALKING

0

IF TRAVELLING
BY JET!



15455 kg

OFFSET required



1



8



2

0



84

