

# La proximidad como reto para la sostenibilidad:

## Mapping 15 mC Practices



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Accessibility and Mobilities

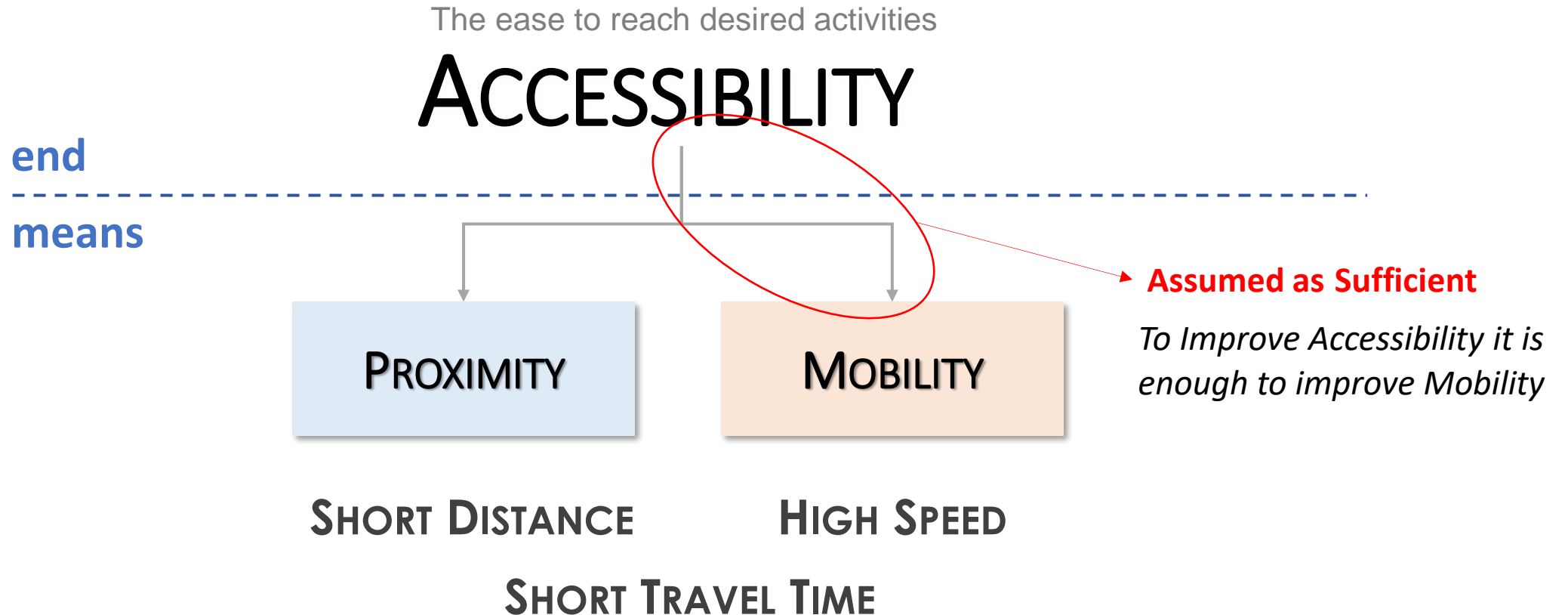


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XXI JORNADA TÉCNICA  
OBSERVATORIO DE LA MOVILIDAD METROPOLITANA

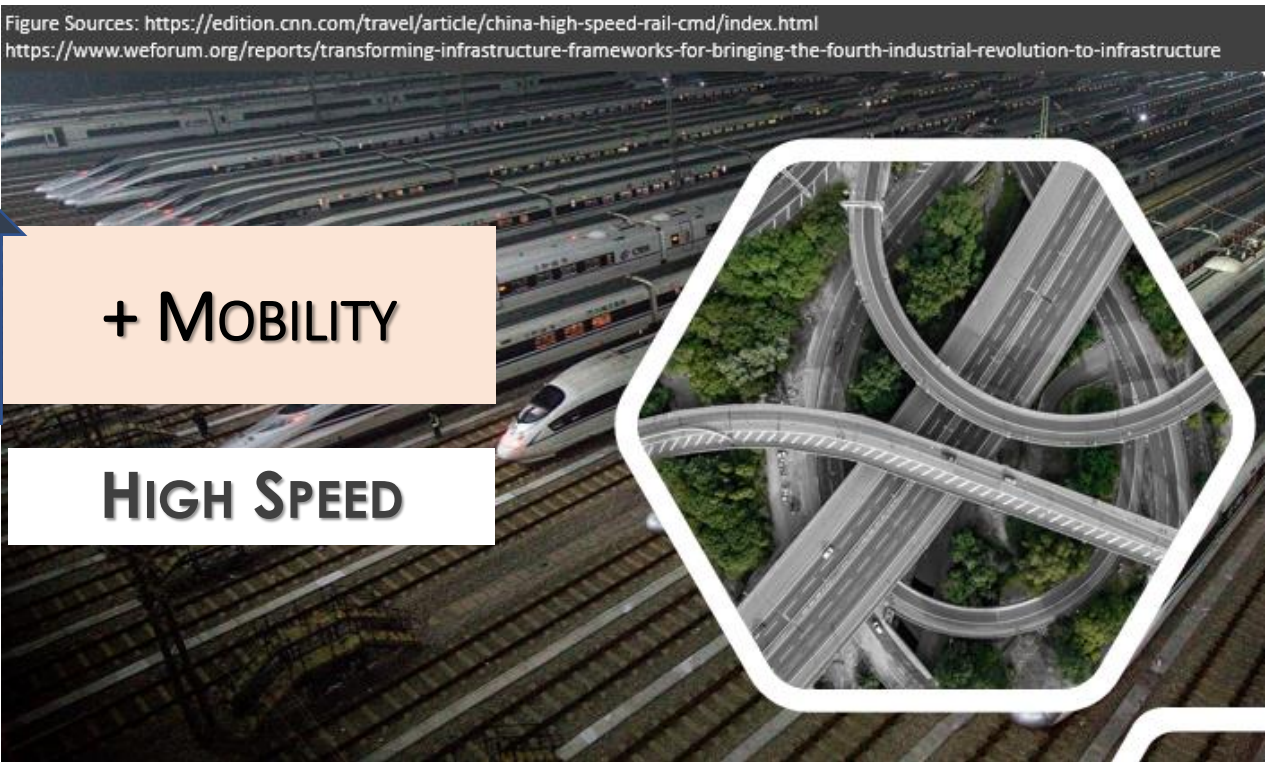
# UNDERSTANDING PROXIMITY

Levine et al. (2012)



# MORE MOBILITY ≠ MORE ACCESSIBILITY

Negative Feedback loop Silva and Altieri (2022)



# MORE MOBILITY $\neq$ MORE ACCESSIBILITY

Negative Feedback loop Silva and Altieri (2022)



**MORE ACCESSIBILITY OR MORE CAR-DEPENDENCY ?**

# UNDERSTANDING PROXIMITY

Levine et al. (2012)

The ease to reach desired activities

## ACCESSIBILITY

end

means

ENABLES SUSTAINABLE MODE CHOICES

INCLUSIVE ACCESSIBILITY

LIVEABLE CITY

PROXIMITY

MOBILITY

SHORT DISTANCE

HIGH SPEED

SHORT TRAVEL TIME

10-minute Town      20-minute City      1-minute City  
*Healthy Neighbourhoods*

15-minute Neighbourhoods

*15-minute Community Life Circle/Cycle*

10-minute City  
*Community of Communities*

*Walking City*

15-minute City

*Proximity City*

10-minute Neighbourhoods  
*10-minute Region*

Superblock  
*Walkable Neighbourhoods*

20-minute Neighbourhoods

*Liveable Neighbourhoods*

*15-minute City*

*20-minute Town*

*Complete Communities*

Complete Neighbourhoods



# Mapping of 15-minute City practice

| TUM | Benjamin Büttner, Sebastian Seisenberger, Bartosz McCormick

| ICS | Cecília Silva, João Filipe Teixeira

| UoW | Enrica Papa, Mengqiu Cao

# MAPPING THE 15mC

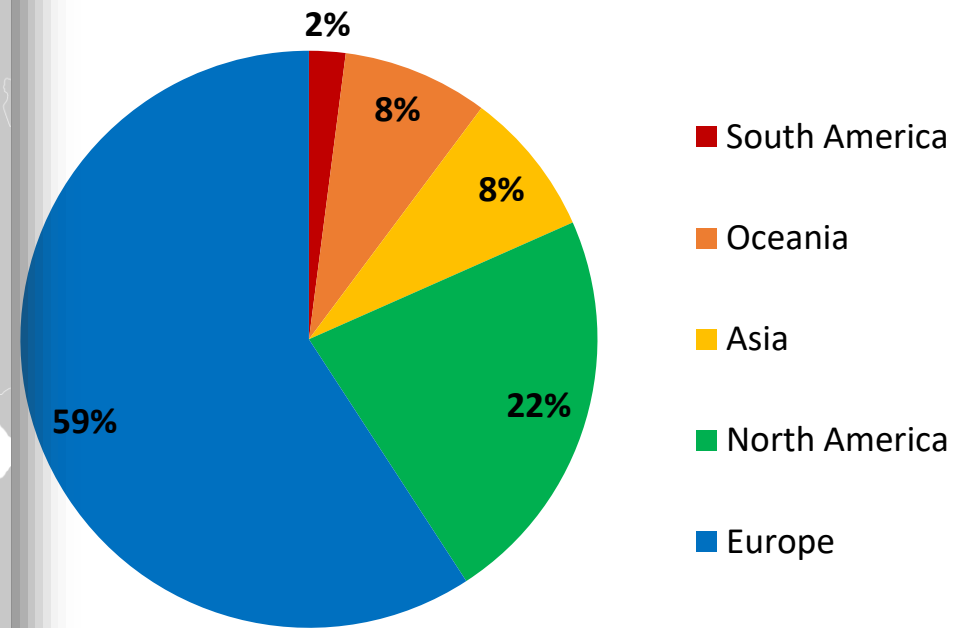
94 15mC



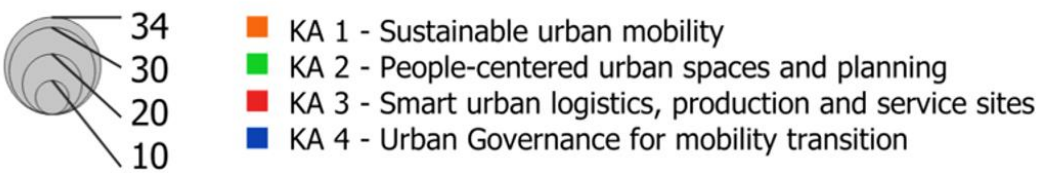
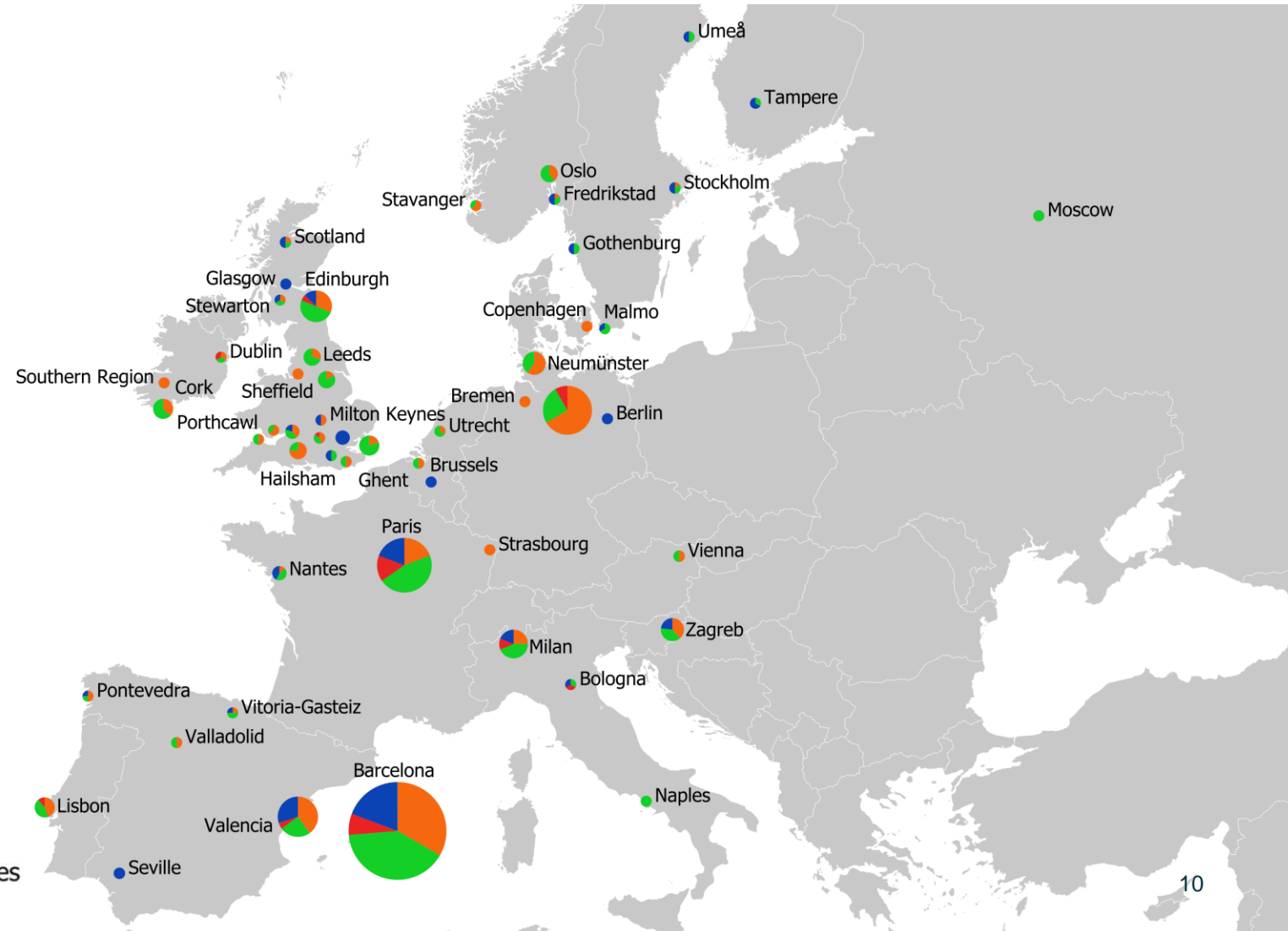
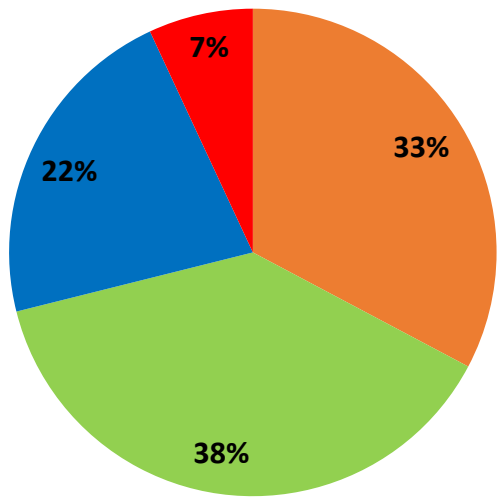
# MAPPING THE 15mC



**94 15mC  
>400 praticas**



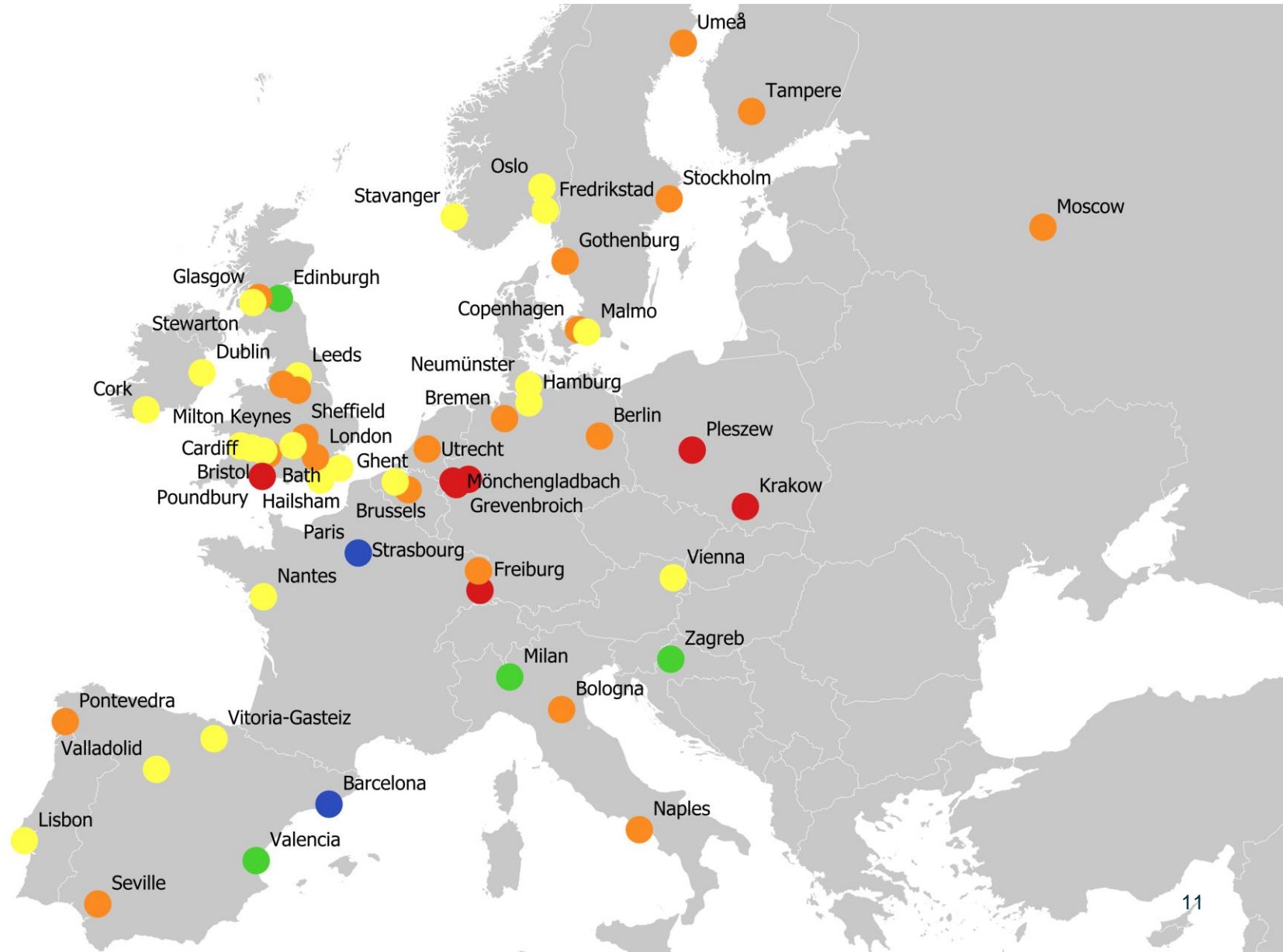
# MAPPING THE 15MC



# MAPPING THE 15mC

## Innovation Diffusion Typologies (Europe)

15mC Typologies		%
C1 - Innovators	<span style="color: blue;">●</span>	4%
C2 - Early Adopters	<span style="color: green;">●</span>	7%
C3 - Early Majority	<span style="color: yellow;">●</span>	39%
C4 - Late Majority	<span style="color: orange;">●</span>	38%
C5 - Aspiring Newcomers	<span style="color: red;">●</span>	13%



# BEST PRACTICE

## Paris

### Les course Oasis

<https://www.caue75.fr/oasis/a-propos>

<https://www.paris.fr/pages/les-cours-oasis-7389>



C4 - Late Majority ●

C5 - Aspiring Newcomers ●

Lisbon ● Valencia ●  
Seville ●

Stavanger  
burgh  
eds  
New  
B  
effield  
London  
Ghent  
Brussels  
is  
trasbo  
eiz  
Barcelona

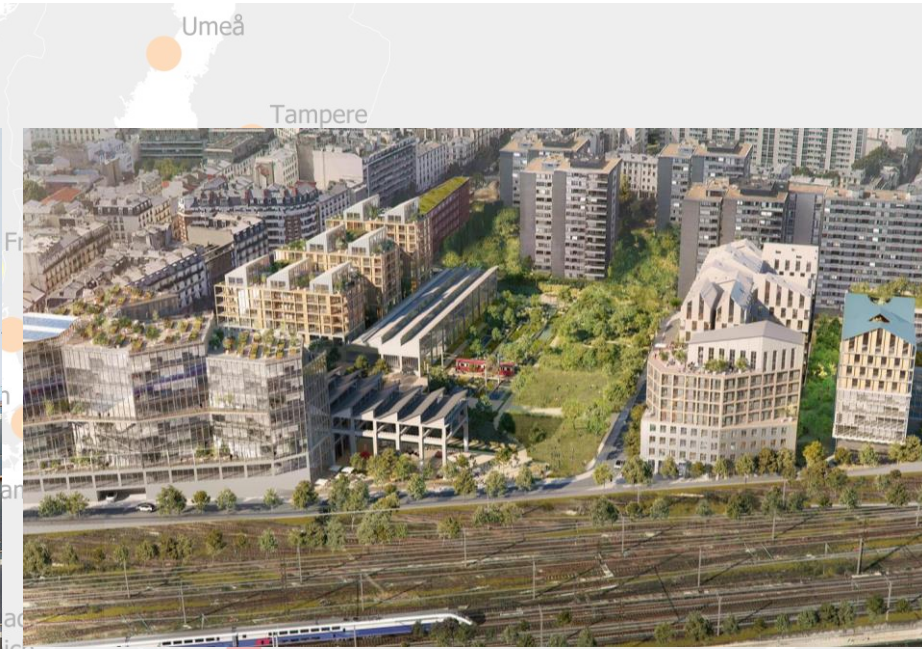
Umeå ●

Tampere ●

# BEST PRACTICE

## Paris

<https://www.archdaily.com/924482/old-central-railway-transformed-into-socially-sustainable-urban-development-in-paris>



# BEST PRACTICE

## Paris

<http://www.sortirdeparisavelo.fr/blog/2015/07/quand-pompidou-arrete-de-respirer/>



PARIS RESPIRE

La rue est à vous tous les samedis. 10h > 18h

Quartier Chateau Rouge

» Barrages filtrants  
◊ Barrages fixes

Aujourd'hui → A partir du 30 mars 2019

PARIS RESPIRE

Echelle

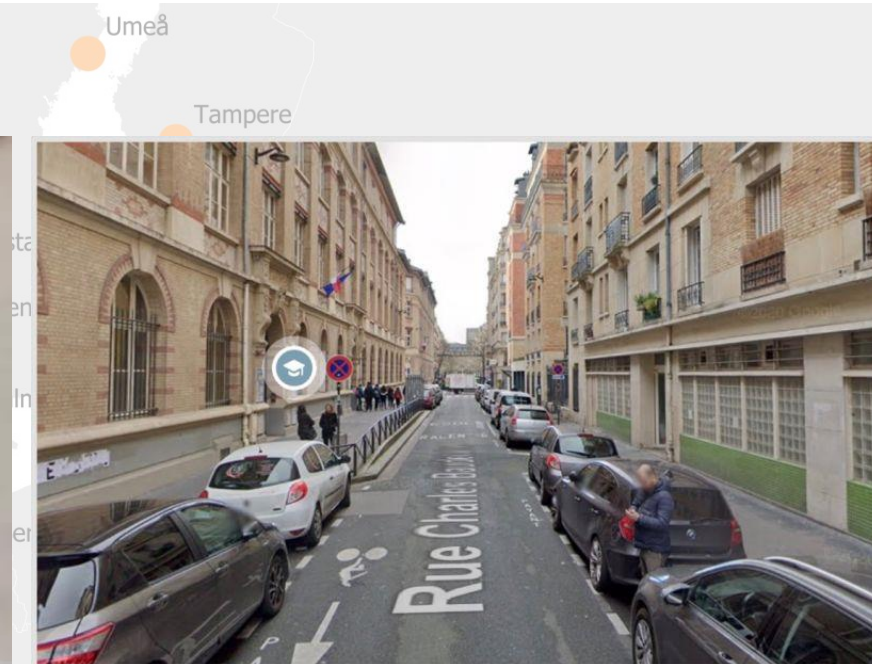
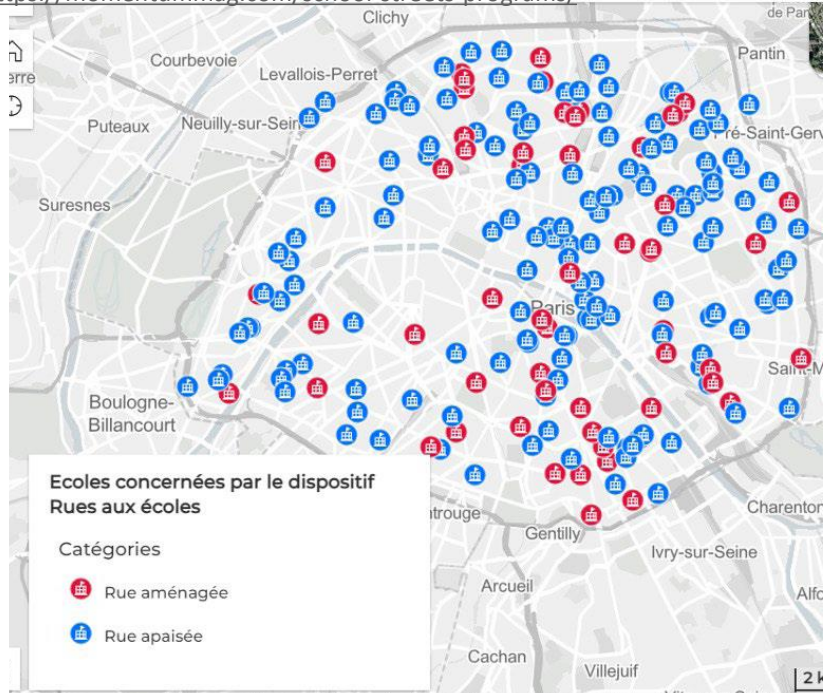


# BEST PRACTICE

## Paris

[https://www.linkedin.com/posts/cbrunlett\\_paris-aims-to-have-300-school-streets-completed-activity-7176839531734695936-Lpaa/](https://www.linkedin.com/posts/cbrunlett_paris-aims-to-have-300-school-streets-completed-activity-7176839531734695936-Lpaa/)

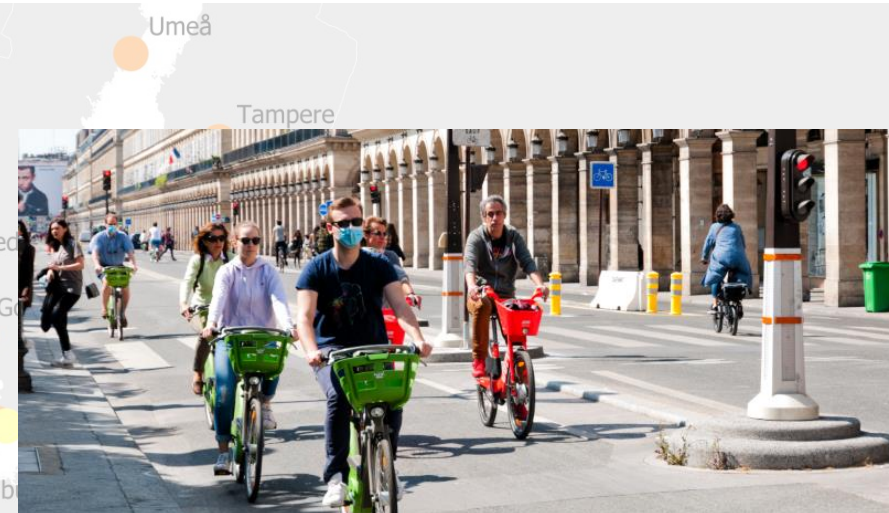
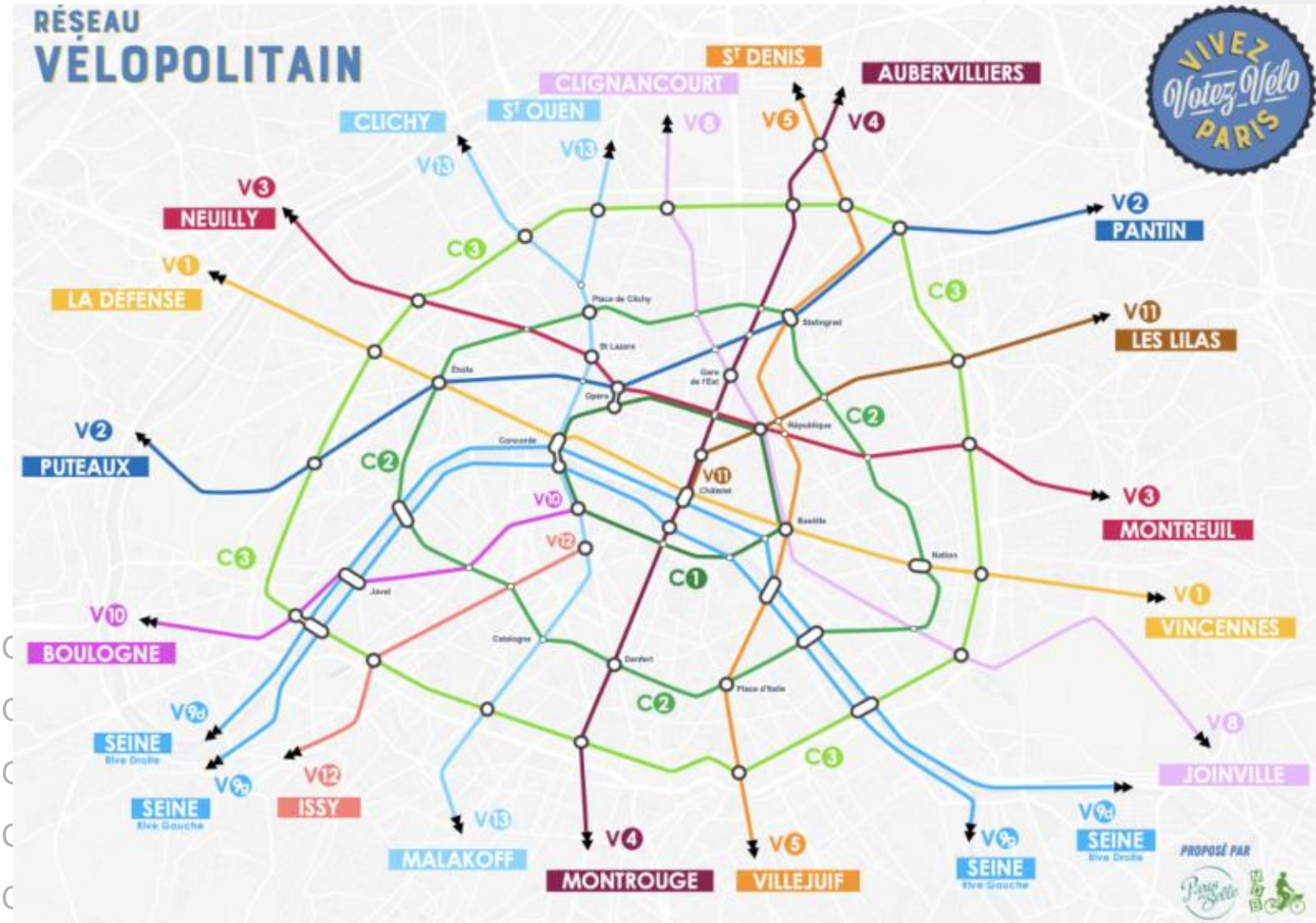
<https://momentummag.com/school-streets-programs/>



# BEST PRACTICE

## Paris

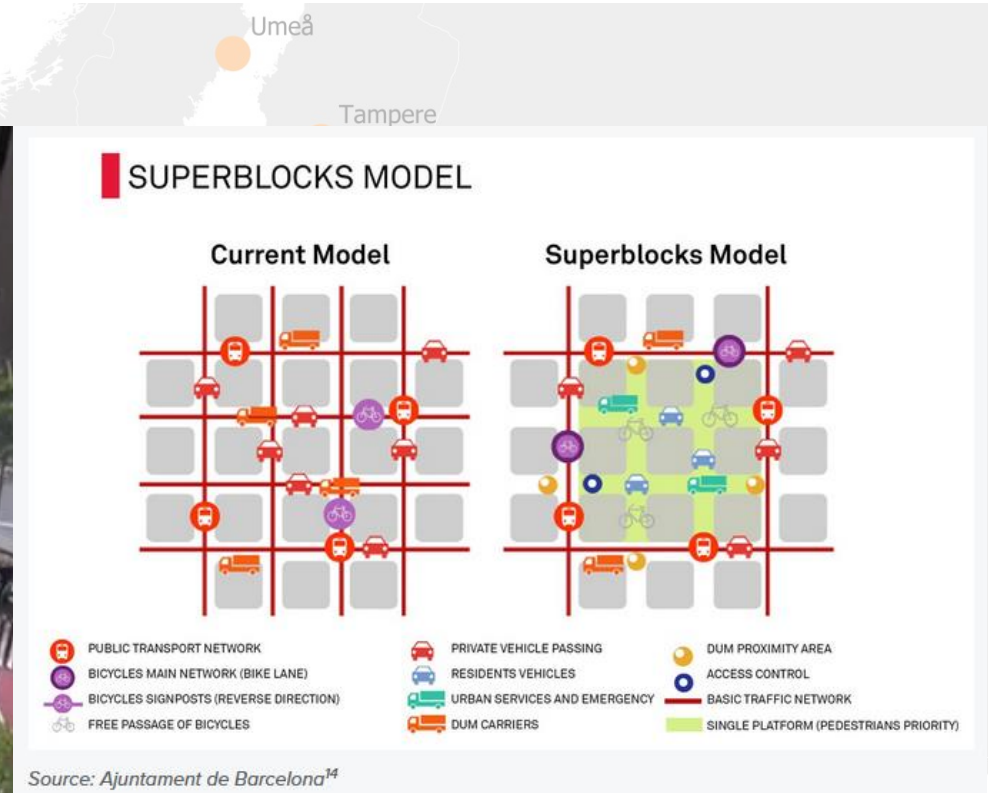
<https://ecf.com/news-and-events/news/ambitious-plan-will-make-paris-100-cycling-city-2026>



# BEST PRACTICE

## Barcelona

<https://www.bloomberg.com/news/articles/2018-08-07/inside-a-barcelona-superblock-pedestrians-rule>





# MAPPING THE 15MC

## Main Lessons

### Best Practices

- Comprehensive Strategy
  - Land Use – Bring Urban Activities closer (avoid dispersion)
  - Transport – Pedestrian and Cycling Priority (slower, more inclusive modes)
  - Governance – Involve Citizens
- Radical

C1 - Innovators



C2 - Early Adopters



C3 - Early Majority



C4 - Late Majority



C5 - Aspiring Newcomers

