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Honk! Lessons from a shopping trolley

Lessons from a shopping trolley (more mobility with fewer cars)

- Michael Glotz-Richter, Senior Advisor Sustainable Mobility, Bremen

Ever considered buying a shopping trolley of your own? After all, it would be convenient to have one available anytime you want to buy a litre of milk. You could store it in your living room or the kids' playroom when you aren't using it. And if we each bought one, just think how we would be supporting the shopping trolley industry.



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POSTED BY ERIC BRITTON AT 06:28  
LABELS: [AUTHOR](#), [CARSHARE](#) [CARSHARING](#)

Streets Sharing: Help Wanted

If you have spent some time with World Streets you will probably have noticed that it is a thoroughly collaborative operation, with friends and partners from many different places around the world contributing in many different ways. So far so good. But we also need other forms of help of a more specific kind, so the purpose of this entry on this 10th day of July 2009 is to let you know about some of the kinds of skills and support needed if we are to make World Streets into a truly effective instrument in support of the sustainable transport agenda worldwide



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POSTED BY ERIC BRITTON AT 06:04  
LABELS: [INFRASTRUCTURE](#), [PUBLIC SPACE](#)

Okay, we may be losing this war but . . .

... if you keep looking about you will notice that there is more and more, and better and better, media coverage of the bottom line issues of climate, sustainable development and the role that sustainable transportation can play in the process. Today, for instance, there is an article in America's premier reference paper, the New York Times, in which [Elisabeth Rosenthal](#) reports on "Buses May Aid Climate Battle in Poor Cities"



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POSTED BY ERIC BRITTON AT [05:53](#)
 LABELS: [CLIMATE](#), [GLOBAL SOUTH](#), [POLITICS](#), [PUBLIC TRANSPORT](#)

Car Sharing in Japan

Not always easy to follow carshare developments in Japan, but since we started the World Carshare Consortium in 1997 we have made heroic yearly efforts to do just that. Language is part of the barrier, but there are also cultural differences which require careful interpretation. In the event, here is our 2009 overview of the status of carsharing in Japan pieced together from reports coming in from friends there and elsewhere. We welcome your additional information, remarks and eventual questions.



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POSTED BY ERIC BRITTON AT [07:14](#)
 LABELS: [AUTHOR](#), [CARSHARE](#) [CARSHARING](#)

Moving the work instead of the worker



Jack Nilles, an early pioneer in the field of telework starting back to the early seventies when work on the concept was just getting underway, reminds us that there is still plenty of work to be done in this corner of the New Mobility Agenda.

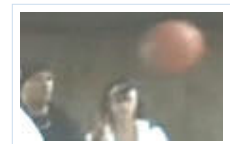
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POSTED BY ERIC BRITTON AT [06:06](#)
 LABELS: [AUTHOR](#), [TELEWORK](#) [TELECOMMUTING](#), [TRAFFIC REDUCTION](#)

Honk! Moonwalking hero defends naked streets

Our constant challenge as proponents of deep transportation systems reform is (a) to have a strong message, and then (b) to find ways to get it across. We know very well now, for example, that one of the principal keys to safer and even more efficient streets is to mix it up and slow it down. But how can we communicate this ultimately very simple message in a memorable way to a very wide public. After all our goal is no less than deep culture change. Meaning that we have to be very smart indeed.



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POSTED BY ERIC BRITTON AT [09:18](#)
 LABELS: [MEDIA](#)

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After five-plus months of proving its worth day after day, bringing carefully selected news, expert views, comments and leads to the desks of more than sixty thousand visitors from more than forty countries on all continents, World Streets is now reaching out to get active subscriber support. We will need your help to continue. So it's time for you to dig in and (1) subscribe, (2) support, and (3) get involved.



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POSTED BY ERIC BRITTON AT [19:54](#)

Profiles: One Small Step (Ireland)

One Small Step – Social Marketing for Travel Behavior Change

Last year a Journey Logger was developed here in Dublin for use by schools, the general public and/or Partner Organizations wishing to incentivize sustainable employee travel . The Logger is an online diary where registered users can log their sustainable trips. Points are collected for sustainable travel, and users are updated on their personal fuel and carbon savings.



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POSTED BY ERIC BRITTON AT [07:35](#)
LABELS: [AUTHOR](#), [CHILDREN SCHOOL](#), [PEDESTRIAN](#)

100 Principal Voices talk about World Streets

World Streets needs to catch on before my feet get wet. (Netherlands)

On 19 June we invited our readers to provide short supporting messages concerning the contributions that World Streets is making to advance the new mobility agenda world-wide. Within a week more than 80 readers from 28 countries had expressed their views on the importance of continuing the work of the planet's only sustainable transport daily. Listen to their voices.



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POSTED BY ERIC BRITTON AT [23:46](#)

Profiles: Streetfilm - Seeing it helps you to believe it.

The goal behind the Livable Streets Network, of which **Streetfilms** is one component, is to harness 21st-century communications technologies to create a powerful consensus for change in our cities -- and make them into safer, healthier, and fairer places to live, learn, work and play. But for this to happen the indispensable intermediate step is to find ways to help people change their minds, challenge their old ways of thinking about how they live and get around in their city. So with this in mind the Network is working with a wide variety of tools. One of these is **Streetfilms**.



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POSTED BY ERIC BRITTON AT [08:11](#)  
LABELS: [MEDIA](#)

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