

University of Groningen

Power to the pedals

Plazier, Paul Arnaud

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version

Publisher's PDF, also known as Version of record

Publication date:

2018

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Plazier, P. A. (2018). *Power to the pedals: Perspectives on the potential of e-bike mobility for sustainable and active transport systems*. [Thesis fully internal (DIV), University of Groningen]. University of Groningen.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Power to the Pedals

Perspectives on the potential of e-bikemobility for sustainable and active transport systems

Paul Plazier

1. Electrically assisted cycling should have a more prominent role in sustainable mobility agendas: it combines benefits of active and motorized transport, thus acting as the “best of both worlds”.
2. The global electric mobility discourse would benefit from a greater emphasis on e-bike mobility, instead of the current emphasis on electric automobility (*Behrendt, 2017*).
3. Older adults were the first to adopt e-bikes. This shows that contrary to commonly held beliefs, older people can in fact act as innovators in the process of innovation diffusion (*Peine et al, 2016*).
4. Sustainability itself is not a driver for individual behavior change. Sustainable transport alternatives should attract new users by offering more tangible benefits, such as increased health and wellbeing, ease, comfort, or lower costs.
5. Key events in the life course (moving, the birth of a child) are powerful catalysts of travel behavior change. In the absence of such events, orchestrated efforts such as information campaigns, pilot testing, and financial incentives should be used to achieve similar effects.
6. Travel time holds inherent value. The traditional notion that travel time should be minimized at all costs, no longer holds (*Mokhtarian et al, 2001*).
7. Doing a PhD is like riding an e-bike (1). Reaching your goal is important, but the journey itself is already half the fun.
8. Doing a PhD is like riding an e-bike (2). The key is to balance your own efforts with some external assistance, while sustaining reasonable energy levels at all times.
9. “Des chercheurs qui cherchent, on en trouve. Des chercheurs qui trouvent, on en cherche” [Many researchers search for answers. What we need are researchers who find answers] (*Papy Boulat, quoting Charles de Gaulle*).