

Workshop Topic: Healthy Cities

1. Healthy Cities:

Health as a theme/topic:

- Able to combine several aspects particle, noise, ... and positive images like fitness,...
- Able to emotionalize (Accidents (esp. children))
- Passive driving
- Able to visualize: life quality, urban qualities: central images: children, people that are healthy, safe, have room to play, stay...
- Coalitions are needed (medicine e.g. asthma)
- Perhaps professional/creative assistance: shock therapy or solutions? Creating right images.

2: Player:

- Politicians: environmental law (causation), petitions and letters to them, class lobbywork, re-election success (Paris...) for politicians with passion.
- People: status-/vanity aspects, tariffs, actions against transit, city context: future living.
- Companies: conflict old cars/new cars, mobility management of firms (savings, image-effects, insurance firms (way to work, tariff), chances of new technologies, new mobility firms

3. International level:

- Common lobby work, esp. network big cities.