

PROMOVISANJE ODRŽIVOG URBANOG TRANSPORTA U FUNKCIJI ODRŽIVOG RAZVOJA

SUSTAINABLE URBAN TRANSPORT PROMOTION AS A FUNCTION OF SUSTAINABLE DEVELOPMENT

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Rezime

Saobraćajne sisteme u urbanim aglomeracijama karakteriše niz negativnih efekata kao što su zagušenje, opadanje nivoa kvaliteta usluge prevoza, snižavanje bezbednosti saobraćaja, zagađenje vazduha, povećanja nivoa buke i narušavanje životne sredine. Ovi efekti su posebno izraženi u gradskim sredinama. Prema podacima Ujedinjenih Nacija u gradovima živi oko 50% svetskog stanovništva, a očekuje se da taj broj poraste na 61% do 2030. godine. Od donosioca odluka i kreatora politike urbanog transporta se očekuje da uspostave strateški okvir i operativni model za rešavanje problema narastajuće mobilnosti i degradacije životne sredine. Savremeni pristupi u rešavanju navedenih problema mogu se naći u principima održivog transporta, koji se razvio kao deo strategije održivog razvoja.

Ovaj rad, ima za cilj definisanje modela kampanje odnosa sa javnošću za promovisanje održivih vidova urbanog transporta. U radu je najpre predstavljen i analiziran primer iz prakse, međunarodna kampanja „Dan bez automobila“, a zatim je prikazan jedan pristup definisanju u sprovođenju kampanje za podizanje svesti o važnosti promene „saobraćajnih navika“ i njihovom doprinosu očuvanju životne sredine u gradovima. Posebna pažnja je posvećena promovisanju korišćenja javnog gradskog prevoza, bicikala, kao i pešačenja umesto putničkih automobila. Takođe, u radu su predstavljeni rezultati istraživanja poznavanja karakteristika održivog transporta, koji predstavljaju osnovu za izbor adekvatne strategije u cilju efikasnog promovisanja održive mobilnosti u jedinici lokalne samouprave.

Ključne reči: održivi razvoj, održivi transport, kampanja

Summary

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Transport systems in urban agglomerations are characterized by a number of adverse effects such as traffic congestion, deterioration of transport service quality, reduced traffic safety, air pollution, increased noise levels, and negative impacts on the environment. These effects are especially recognizable in city areas. According to United Nation's statistics, about 50% of the world population lives in cities and this figure is expected to grow up to 61% until 2030. It is also expected that both a decision-maker and urban transportation politics creator set up a strategic framework and operational model for solving the conflict of growing mobility and degradation of the environment. Modern solution to the stated problems can be found in the principles of sustainable transport, which emerged as a part of the sustainable development strategy. This article has the aim to define a model for a public relations campaign that promotes sustainable means of transport. The part of the article presents and analyzes a real-world example from an international campaign called "The Car Free Day". Furthermore, a model has been presented for conducting a campaign that would raise public awareness about the importance of the need to change people's "traffic habits" and how this would benefit the protection of the urban environment. Special attention has been given to the promotion of the public transport usage, bicycle usage as well as walking instead of using a car.

The paper also presents the results of a research on the sustainable transport characteristics which form a basis for selecting an adequate strategy with a view to effective promotion of sustainable mobility in a local self-management unit.

Keywords: sustainable development, sustainable transport, campaign
