WORLD DESIGN TALKS

TRAFFIC CONGESTION

ISTANBUL, TURKEY

24 JUNE 2016

The inaugural World Design Talks was held at the ATÖLYE creative co-working space in Istanbul, Turkey. Using a design perspective, participants addressed the problem of traffic congestion in the short, mid- and long-term and came up with 12 practical solutions.

3 GUEST SPEAKERS

Ms. Arzu H. Toker
ÖZkurt
Otokar Otomotiv

Prof. Dr. Murat Çelik
Istanbul Technical University

Ms. Selva Gürdogan
Thomsen
Superpool

42 PARTICIPANTS FROM 14 ORGANIZATIONS

Ozyegin University / Istanbul Institute of Design
ODTÜ Endüstri Ürünleri Tasarımı Bölümü Başkanı
Kaleseramik Canakkale Kalebodur Seramik San. A.Ş.
THINK Collective
Deloitte Turkey
Superpool
ETMK
İstanbul Medipol University
İstanbul Design Biennial
İzmir Institute of Technology
Otokar
İzmir University of Economics
Industrial Designers Society of Turkey
International Council of Societies of Industrial Design

www.icsid.org
WORLD DESIGN TALKS

TRAFFIC CONGESTION

ISTANBUL, TURKEY

RAPID URBANIZATION
Rapid urbanization is causing tremendous strain on city services, such as housing, education, health care, and transportation.

20-22 MILLION BY 2020
Istanbul is one of the fastest growing cities in the world with a population of 14 million.

3RD MOST CONGESTED
It’s the most congested megacity behind Mexico City and Bangkok.

3 BILLION TURKISH LIRAS
The cost of lost labour and excess fuel consumption due to traffic congestion is just about equal to Turkey’s GDP in 2005.

CAUSES OF TRAFFIC CONGESTION
Poorly planned roadways and transportation systems, poorly timed traffic signals, insufficient traffic coordination, traffic accidents, unexploited use of Istanbul’s seaways and sea transportation.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS
The World Design Talks traffic congestion aims to address the following UN SDGs:

www.icsid.org
WORLD DESIGN TALKS

TRAFFIC CONGESTION

ISTANBUL, TURKEY

SHORT-TERM SOLUTIONS

1. **SUSTAINABLE, AFFORDABLE PUBLIC TRANSPORTATION**
   Incentivize people to use public transportation with economical fares, and real time arrival information.

2. **CONGESTION PRICING**
   Price according to the number of people in a car and the time of day.

www.icsid.org
TRAFFIC CONGESTION

ISTANBUL, TURKEY

MID-TERM SOLUTIONS

3. TRAVEL DEMAND MANAGEMENT
   Stagger travel times, encourage telecommuting, increase bicycle use, create better land use policies.

4. TECHNOLOGY & DIGITAL PLATFORMS
   Integrate the transportation system into apps for improved travel choices.

5. ATTITUDES
   Change culture, behaviour, attitudes, and values regarding transportation.

6. PEDESTRIANIZATION
   Improve the human experience in downtown Istanbul.

7. INTELLIGENT ROUTE FINDING
   Free up urban space for pedestrians.

8. ELECTRONIC OR HYBRID CARS
   Alleviate greenhouse gas emissions with sustainable dolmus fleets.

www.icsid.org
WORLD DESIGN TALKS

TRAFFIC CONGESTION
ISTANBUL, TURKEY

LONG-TERM SOLUTIONS

9. BETTER LINKAGES
Link rail, road, and water transport on the one hand and public and private means of transport on the other.

10. A SEA DOLMUS SYSTEM
Use Istanbul's seaways.

11. ROADWAY SECURITY DESIGN
Improve signal systems, curbs, roundabouts, lanes for high occupancy vehicles.

12. DESIGN FOR A BETTER WORLD
Designers have a unique mindset for solving problems. Industrial design places the needs and experiences of human beings first when designing out traffic congestion.

WORLD DESIGN ORGANIZATION

Contribute your thoughts and experiences. Join the World Design Organization LinkedIn Group.

www.icsid.org