

# Climate Change, City Change?

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Safety & Security +  
Governance & Integration



**Urban Mobility Academy for  
Climate-Resilient Cities**  
Zagreb, 14 November 2025



James Lind (1716-1794)

A  
TREATISE  
ON THE  
SCURVY.

IN THREE PARTS.

CONTAINING

An Inquiry into the Nature, Causes,  
and Cure, of that Disease.

Together with

A Critical and Chronological View of what  
has been published on the Subject.

By *JAMES LIND*, M. D.

Fellow of the Royal College of Physicians in *Edinburgh*.

The SECOND EDITION corrected, with Additions  
and Improvements.

L O N D O N :

Printed for A. MILLAR in the *Strand*.

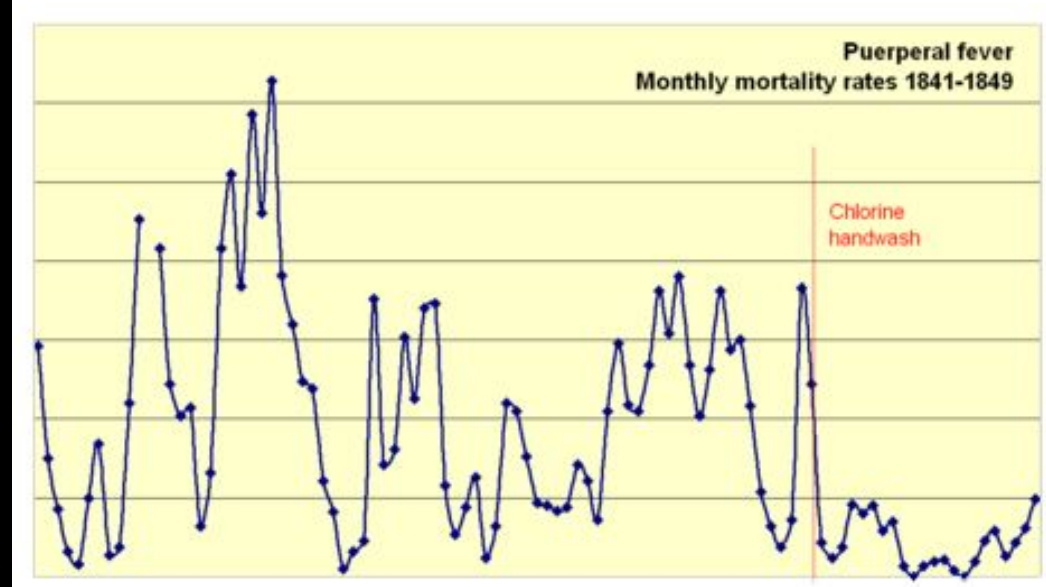
MDCCLVII.

DeB 25/2/52

1787



Ignaz Semmelweis (1818-1865)

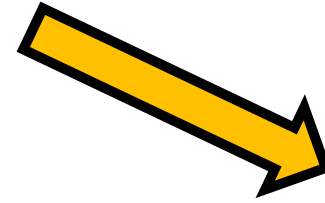


#1

A Paradigm Shift  
implies a **Power Shift.**

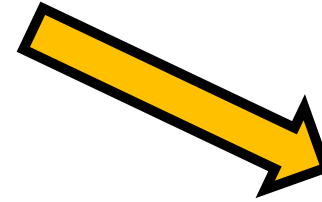
# **Structure of Knowledge**

**Structure of  
Knowledge**



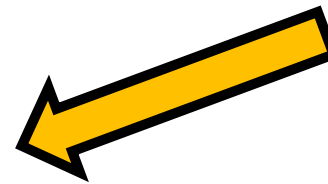
**Structure  
of Action**

**Structure of  
Knowledge**

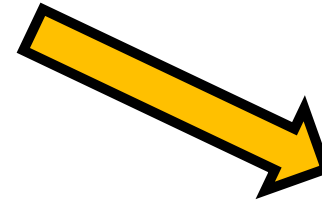


**Structure  
of Action**

**Structure  
of Power**



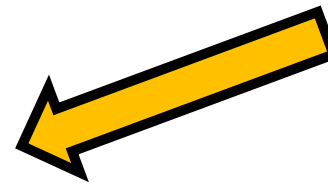
**Structure of  
Knowledge**



**Structure  
of Action**



**Structure  
of Power**



#2

The Diffusion of innovations  
is a **Social Process**.

...inertia...



“What if we don’t change at all ...  
and something magical just happens?”

**...insecurity...**



**"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."**

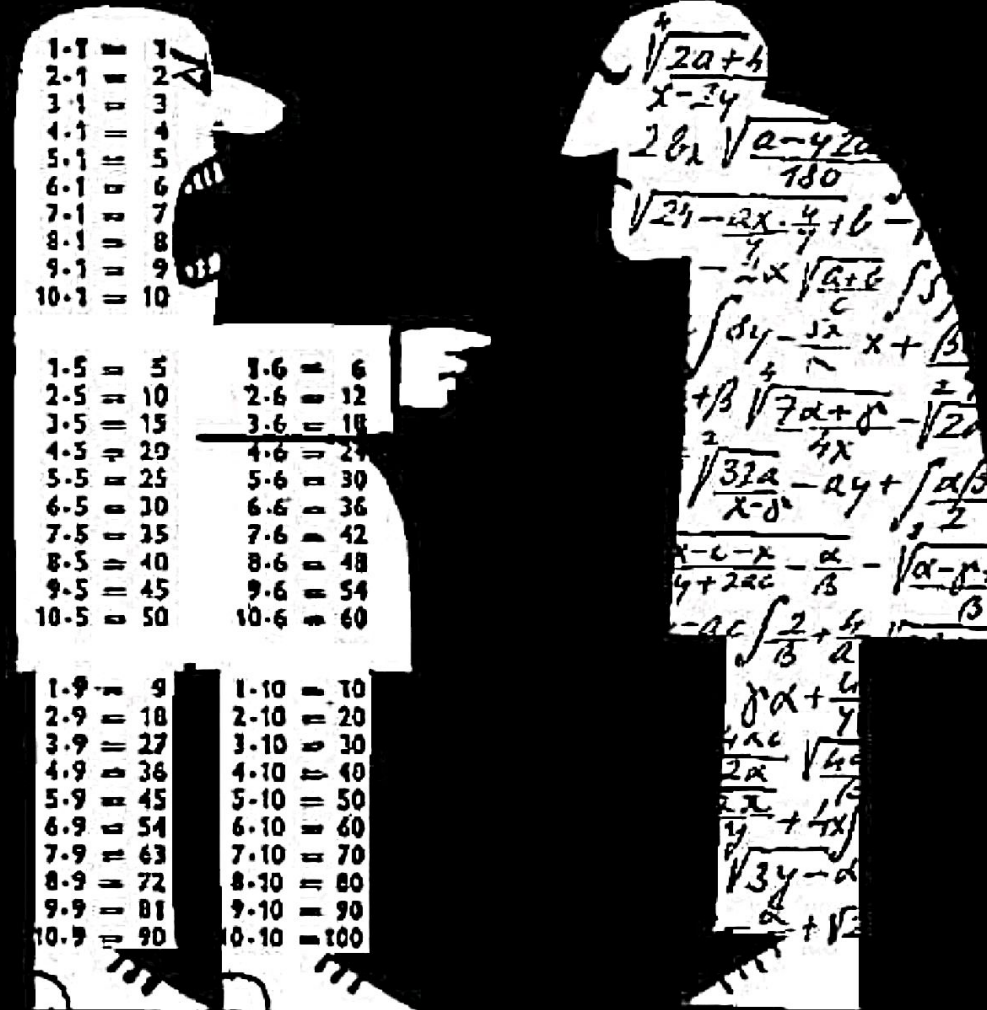
...ignorance...



Shanahan

*"I like it!"*

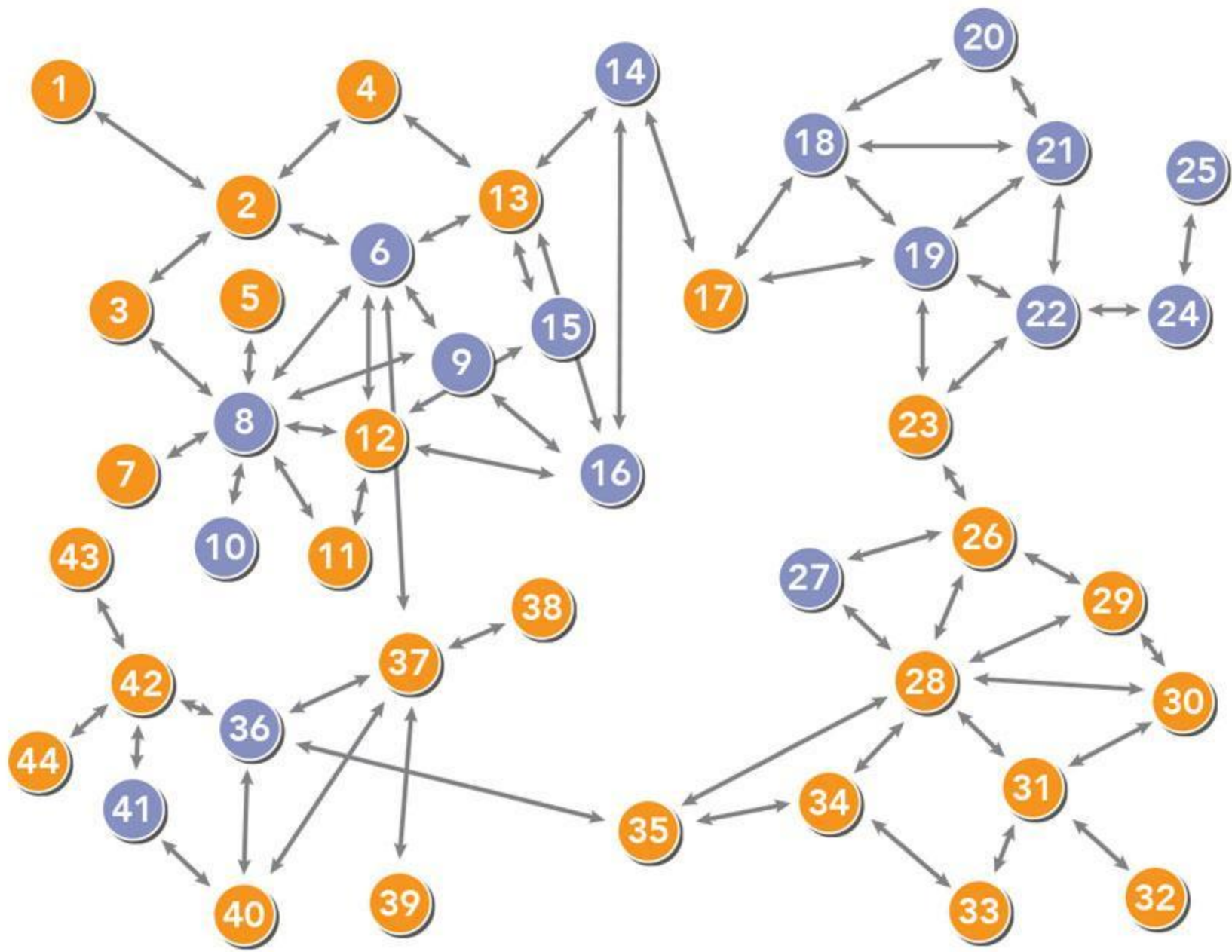
...intimidation...

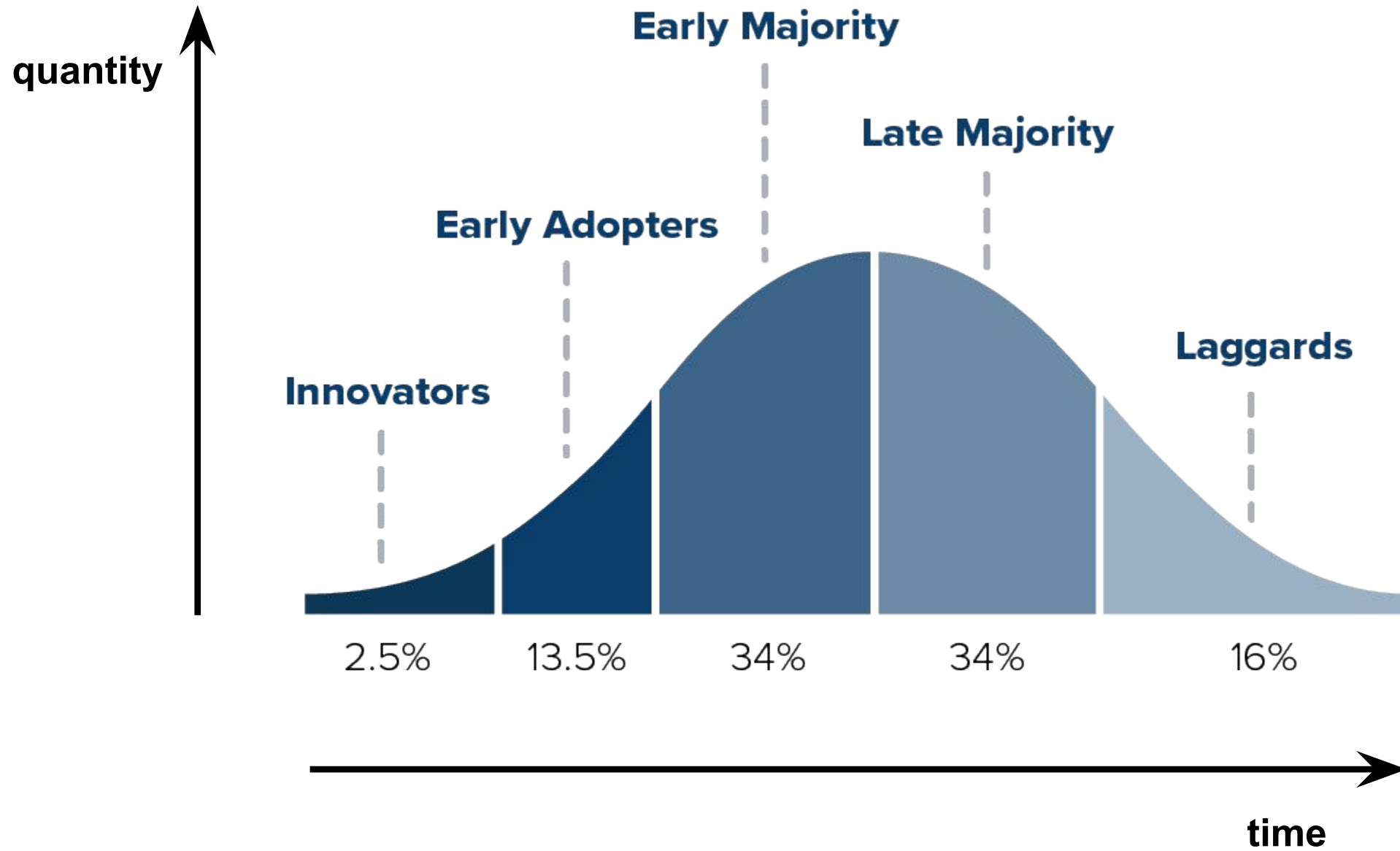


#3

We can accelerate the shift  
through **Social Proof.**







**...waiting for political will?**





#4

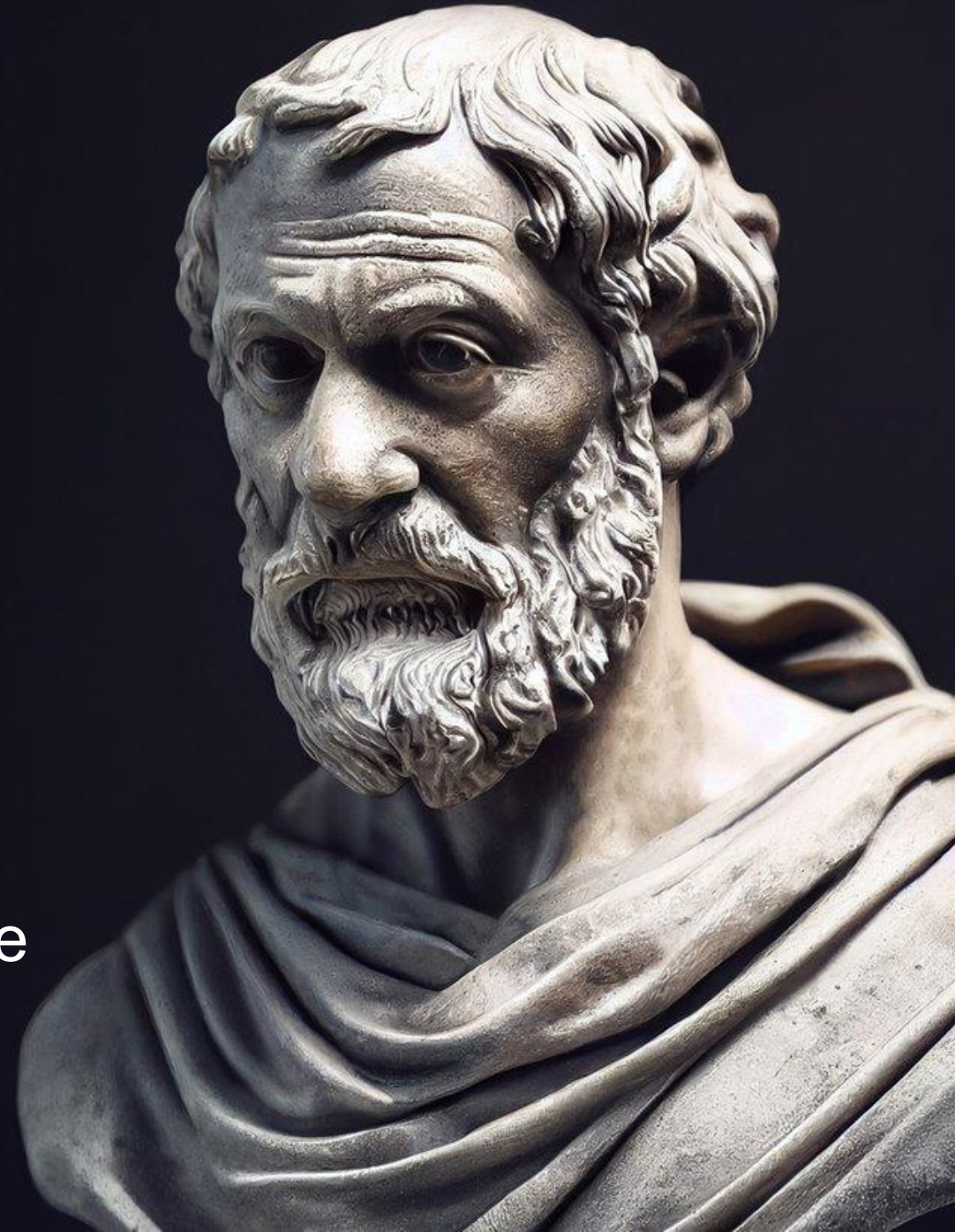
**Political will** is built, and  
we must do our part bricks.

**Logos**  
(Reason)



**Ethos**  
(Credibility)

**Pathos**  
(values, beliefs of the audience)



**ROAD  
CLOSED**

**ROAD  
OPEN FOR**





City of  
Amsterdam

# Clean Air Action Plan

April 2019

Emission-free  
Amsterdam



En Bilbao vivimos  veces mejor! 

**BILBA** !

  
**Bilbao**

#5

**Words matter.**

Pick them  
carefully. It's part of  
your job.



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Cluster Lead, Safety & Security

Cluster Lead, Governance & Innovation

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