# The Brazilian way of promoting bicycle planning



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## "How is cycling in Brazil?"

## It depends...

#### Brazil = 23 x Germany



8.516.000 km<sup>2</sup>



357.376 km<sup>2</sup>

## **Diverse Geography**











## **Different Cultures**









## And different cyclists!!













### Brazil is the 4th largest producer of bicycles in the world

## Therefore, Brazil is a cycling country!

But...

# The bicycle is seen as leisure and means of transport for low-income people



## Problem #1: Cities say "There are no cyclists on the streets"



Marg. Pinheiros Av. J. Ku Morumbi Itai

## Problem #2: When cities start promoting cycling, they can do a bad job



# How can we promote cycling in a country that has no bicycle planning culture?



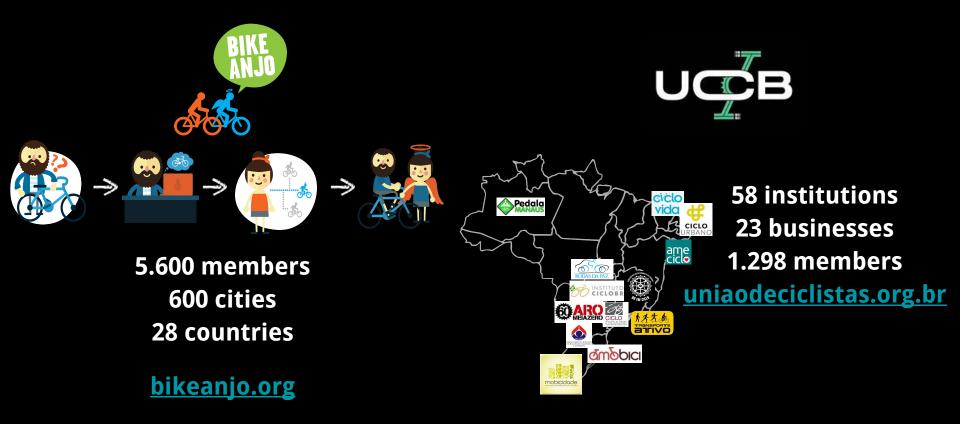
#### **Opportunity - National Urban Mobility Policy**

Brazil has a **National Urban Mobility Policy** which says that cities over 20k inhabitants should have done an **Urban Mobility Plan** until April 2015, giving priority to cycling and walking

But **only 12%** of them actually did it...



### **Opportunity - Cycling community**



#### "Bicycle in the Plans" Campaign











#### bicicletanosplanos.org/en

Solution: Use our community to engage and advise cities bicicletanosplanos.org/en



#### A bicicleta está nos seus planos?

Até abril de 2015, cidades brasileiras com mais de 20.000 habitantes deveriam ter desenvolvido um Plano de Mobilidade Urbana, mas menos de 30% delas o concluíram. Essa campanha é para, juntos, mudarmos essa realidade, garantindo que as bicicletas estejam nos Planos e nas ruas destas cidades.

SUA CIDADE ESTÁ COM A BICICLETA NOS PLANOS?

#### How?

MARIO

## **Online Campaign**



How?

#### Constant online and local advice



Maringá, Paraná



Manaus, Amazon

#### Results

- 22k online visitors and +5k guides distributed
- Started in **10 cities** and now we are in **+40 cities**
- +400 participants on Webinars and Local workshops
- **171 cities** have an Urban Mobility Plan and **650** are in process (Dec, 2016)



#### Learning #1 - Interdisciplinary approach towards cycling



### Learning #2 - Social technologies

#### Innovative participatory processes



#### Rio Center Bike Routes - Transporte Ativo

#### Temporary urban interventions (+data collection)



São Miguel Paulista Traffic Calming, ITDP, 2017

#### Next steps

- **5 Workshops -** 1 in each region of **Brazil** putting together govt. + civil society
- 8 papers with interdisciplinary approach on cycling
- More campaigning towards April 2018



### The "Brazilian way..."

## Better cities will come with social technologies, which depend more on WeQ than IQ





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## **Obrigado!** JP Amaral

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