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 km²

357,376 km²
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”
Problem #2: When cities start promoting cycling, they can do a bad job

“Jesus loves you”
How can we promote cycling in a country that has no bicycle planning culture?
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

5.600 members
600 cities
28 countries

bikeanjo.org

58 institutions
23 businesses
1.298 members
uniaodeciclistas.org.br
“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.
Guide

Online Campaign

How?
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

Temporary urban interventions (+data collection)

Rio Center Bike Routes - Transporte Ativo

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**
bicicletanosplanos.org/en

Obrigado!

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