Bicycle movements in Brazil and Europe

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São Paulo

90 km
City 11.8 mi
Metropolitan 20 mi
17k km streets

BICYCLING
AGAINST
OIL WARS

TUNEL AYRTON SENNA
Marg. Pinheiros
Morumbi
70
4.0m
SEX SHOP

City halls would say
“There are no cyclists on the streets”

São Paulo

“Respect life”

PEDALINAS.ORG
COLETIVO FEMININO DE CICLISTAS/ SP

coletivoCRU

Coletivas

Bicicleta parada não leva a nada

OFICINA MÃO NA RODA

INSTITUTO CICLOBR

CICLOCIDADE
associação dos ciclistas urbanos de são paulo

BIKE ANJO

Solution: How to bring demand?

BikeAnjo.org

BIKE ANJO

We are now over 4.600 volunteers in 500 cities who helped 19.000 people

And in other 19 countries: Portugal, USA, Australia, Ecuador, Vietnam, Ireland, France, Switzerland, Germany...!

My project

Brazil and Germany Cycling together
Bicycle as a tool for social change in cities: Experiences from Germany/Europe and Brazil

Main results

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StVO - “benutzungspflicht” (obligation to use)

Bundesarchiv - Berlin, 1934

Transformative and shared spaces

São Paulo, Brazil

Graz, Áustria

Lesson #1 - Traffic cultural mindset

Brazil - “Share the road” and flexibility (“breaking rules”)

Germany - Efficiency and intolerance

“Wir sind ein Autoland” / “Nós somos apaixonados por carro”

Berlin

São Paulo

Simple solutions

Munich

Essen

Berlin

Simple solutions

Berlin

Duisburg

Simple solutions

Rotterdam - Heat sensors at bicycle traffic lights

Lesson #2
In Brazil, in Europe, in the world:

Promoting cycling is more a question of **political will** than lack of solutions or budget

Lesson #3
Bicycle tourism to boost Economy and Mobility

100 Scholss Radweg

Industriekultur Radtour

Multi-strategy for the Bicycle Policy
Example 1: Cycling delivers to the SDGs

Multi-strategy for the Bicycle Policy
Example 2: Mama Agatha and Anti-Poverty program

Multi-strategie für Fahrradpolitik in EU
Example 3: Bicycle Referendum Berlin + BVG

Lesson #4

“The first rule of cycling promotion is
do not talk about cycling promotion”

City’s autonomy for urban policies in Brazil and Germany

Bochum

Osnabrück

Lesson #5

- ✚ Cities can better understand local problems, therefore we must focus on local solutions
- ➖ Cities are incoherent in their policies and dependant on political cycles/political will, therefore we need regional/federal push

Bicycle movement, Decision and Policy making

Brazil

Up

Bottom

Germany

Top

Down

Bicycle movement and Policy making
Example 1: “Bicycle in the Plans” campaign in Brazil

Manaus, Amazon

Bicycle movement and Policy making
Example 2: Rio de Janeiro City Center Cycle Route

Lesson #6

The role of mobilization and communication in Brazilian cities work beyond any policy or rules

Happy end - São Paulo, 400km in 2 years

Lesson #7 - We are not only creating a bicycle culture...

...but generating social change

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OBRIGADO!!

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