

# Bicycle movements in Brazil and Europe



JP Amaral - Brazil - BikeAnjo.org

German Chancellor Fellow from Alexander von Humboldt-Stiftung

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# São Paulo











TUNEL AYRTON SENNA  
Marg. Pinheiros Morumbi  
Av. J. Kubitschek Itaipava

70

4.0m

SEX SHOP





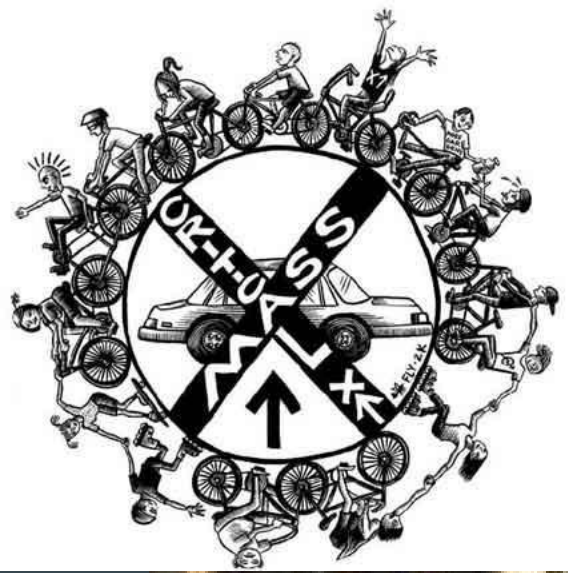


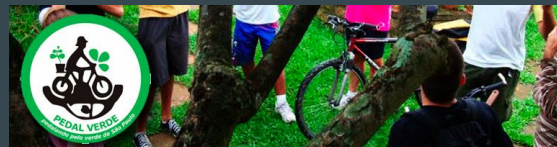


**City halls would say  
“There are no cyclists on the streets”**

**São Paulo**

“Respect life”





**coletivoCRU**

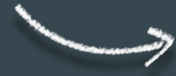
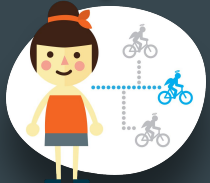
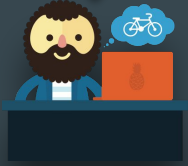


### Coletivas

Bicicleta parada não leva a nada



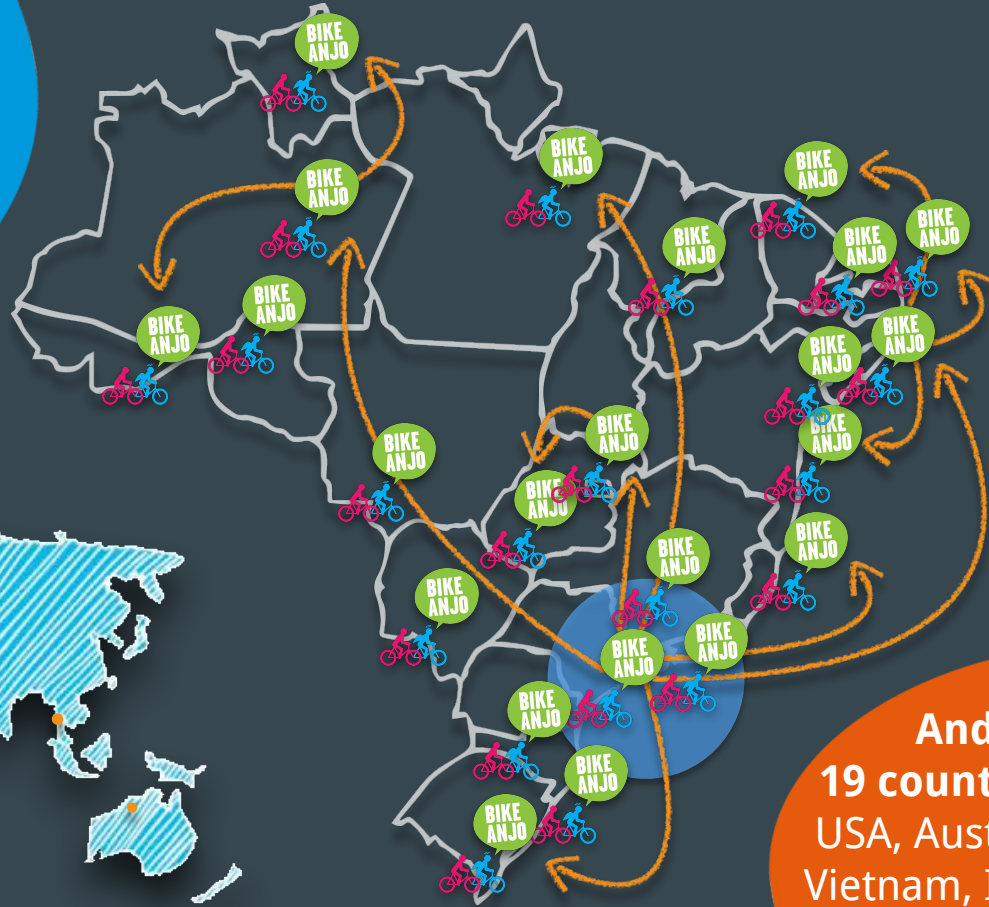
# Solution: How to bring demand?



[BikeAnjo.org](https://BikeAnjo.org)



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



BIKE  
ANJO



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

...

# 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



9,2 million Euros gross sales/year on Bike tourism

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

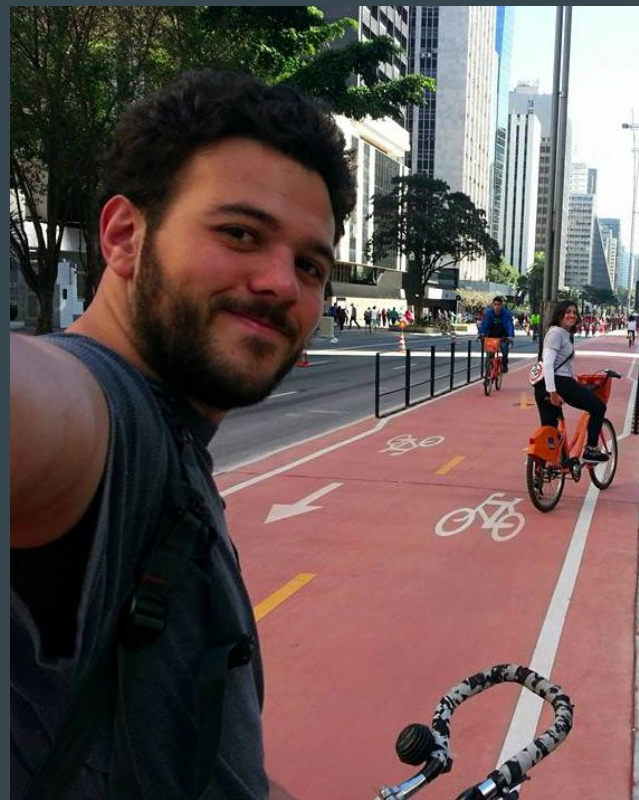
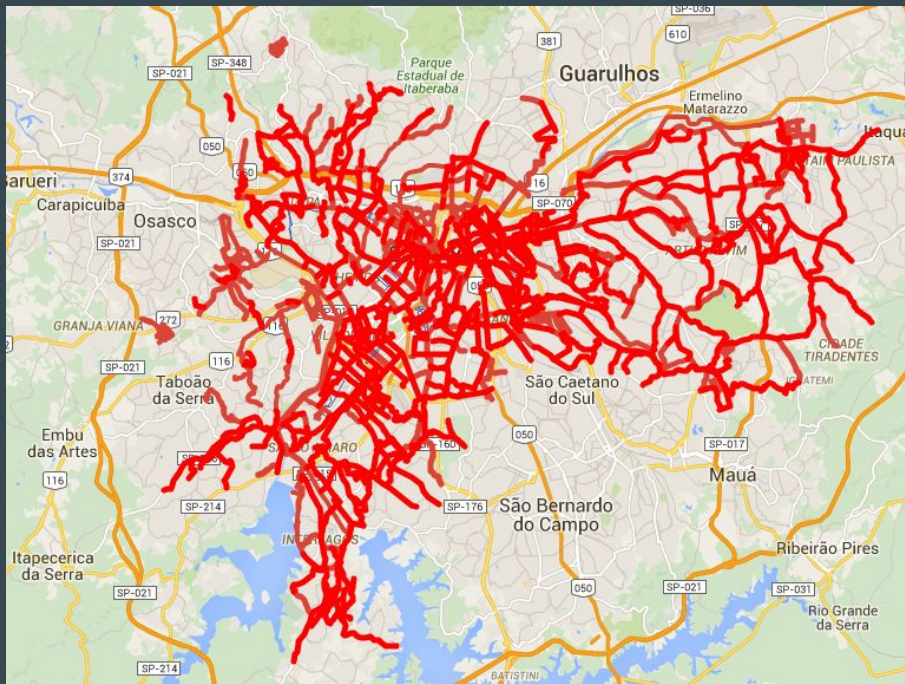


## **Lesson #6**

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



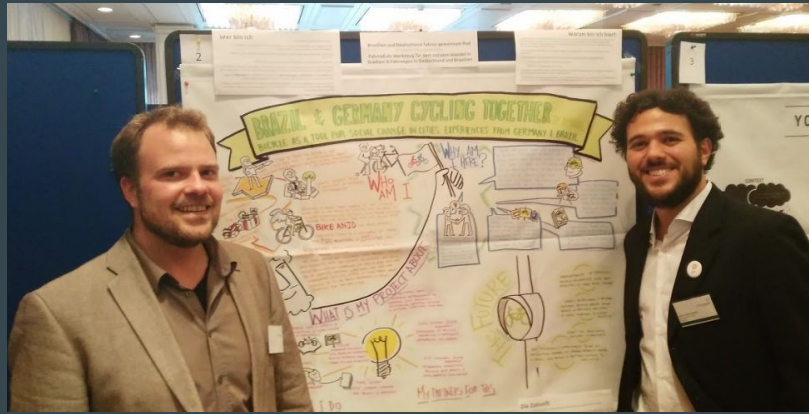
# Happy end - São Paulo, 400km in 2 years



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



...but generating social change



...

# OBRIGADO!!

JP Amaral - Brasilien

E-mail: [amaral.joaop@gmail.com](mailto:amaral.joaop@gmail.com)

Instagram/Twitter: [@jpmamaral](#) / [#JPPunterwegs](#)

Blog: [bit.ly/jpbikeelegalblog](http://bit.ly/jpbikeelegalblog)