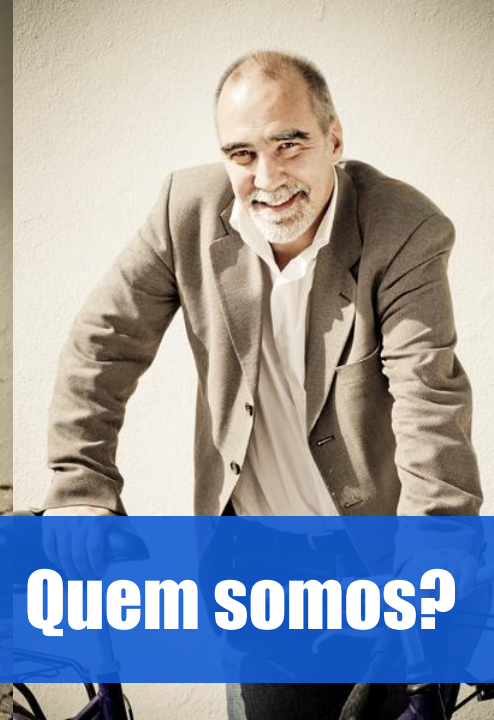


MUBi – P2P

4ª Conferência da Mobilidade Urbana

Lisboa - 17 Setembro 2013





Quem somos?



decisores políticos

instituições

**aumentar o número de
utilizadores da bicicleta**

cidadãos

missão



visão



Projectos

Rodas de mudança



Pequenos passos

HOW TO BUILD A BIKE HABIT:

1. ENJOY YOUR NEIGHBORHOOD

BIKE CLOSE TO HOME
BIKE WITH FRIENDS/GROUPS
BIKE TO MEET FRIENDS FOR CAFÉS, LUNCH, DESSERT
NO SCHEDULE/DEADLINES
USE BIKE PATHS, SIDESTREETS, LOW TRAFFIC ROADS
HAVE FUN!

2. HAVE ADVENTURES

EXPLORE FURTHER FROM HOME
TAKE NEW ROADS
LONGER FUN RIDES
SEE HOW FAR PLACES ARE ON BIKE
EXPERIMENT WITH ROUTE PLANNING
DO A DRY-RUN BIKING TO WORK ON WEEKEND

3. BUILD A ROUTINE

BIKE-TO-WORK ONE DAY PER WEEK
INCREASE FREQUENCY GRADUALLY
GOOD WEATHER ONLY
REST SORE MUSCLES
DEVELOP EXPERIENCE

4. CHALLENGE YOURSELF

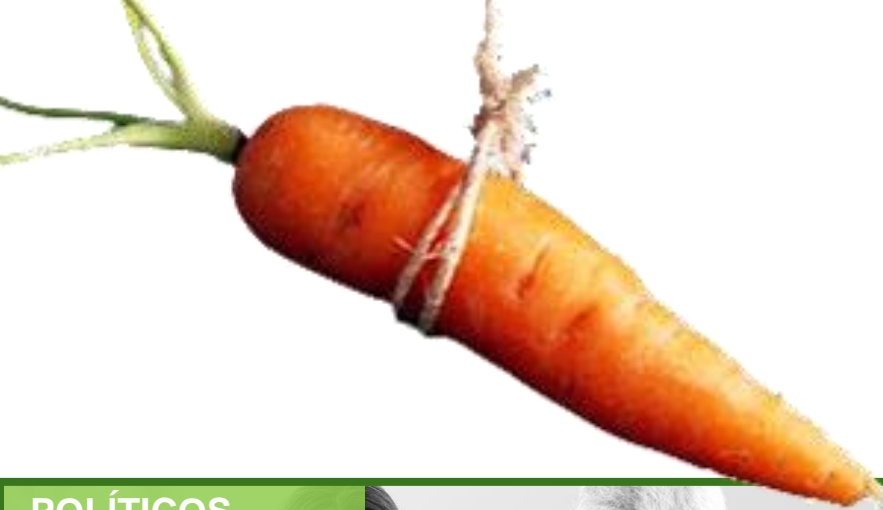
RUN ERRANDS
LEARN HOW TO CARRY THINGS
BIKE IN DIFFERENT WEATHER
BIKE IN UNFAMILIAR PLACES
GO LONGER DISTANCES
BIKE IN FORMAL CLOTHES

5. HABIT & ADDICTION


BLIZZARD CONDITIONS WITH A HEADWIND DURING RUSH HOUR BEFORE A HOLIDAY WEEKEND AND POSSIBLE METEOR STRIKE AND/OR ZOMBIE ALIEN INVASION?

OF COURSE I'M BIKING.





Porquê a bicicleta?

	BENEFÍCIOS PARA A SOCIEDADE	BENEFÍCIOS PARA O INDIVÍDUO
 <p>POLÍTICOS, PROJECTISTAS, LEGISLADORES</p>	X	
 <p>CIDADÃO COMUM</p>		X

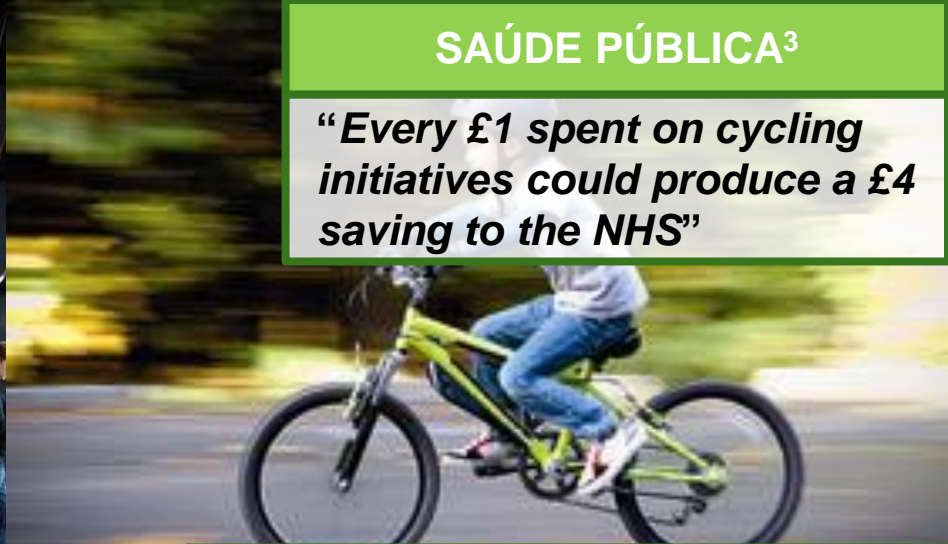
ECONOMIA NACIONAL¹

- 0,44% das exportações
- 160 milhões de euros
- quota no mercado mundial: 2,25% (7º lugar)



SAÚDE PÚBLICA³

“Every £1 spent on cycling initiatives could produce a £4 saving to the NHS”



ECONOMIA LOCAL²

“Local stores along 9th Avenue bike lane between 23rd and 31st streets have seen a 49% increase in sales, compared to an average of 3% for Manhattan as a whole.”



COMUNIDADE⁴

“The urban automobile [...] damages the social fabric of communities [...], isolates people”



¹ INE, CIP / 2010

² NY Department of Transport

³ Dr Adrian Davis, especialista de saúde e transportes, numa audiência com a comissão parlamentar britânica Get Britain Cycling

⁴ JH Crawford, carfree.com

Benefícios socioeconómicos

Benefits of a Bicycle

CONVENIÊNCIA

SAÚDE

AMBIENTE

MODA

ECONÓMICOS

Benefícios individuais

VELOCIDADE EFECTIVA

=

distância percorrida

**tempo total empenhado
nessa deslocação**

EFICIÊNCIA

Londres > 8,4 km/h (6,6)
Copenhaga > 14,7 km/h (12,2)
Hamburgo > 11,0 km/h (8,9)

Paul Tranter, 2010, City Cycling



WARNING

Car exhaust is linked to childhood asthma, bronchitis, cancer, and autism.

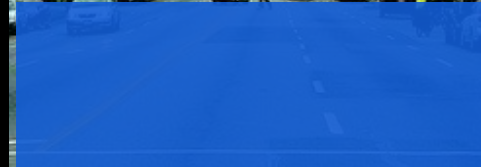
Think about walking to the store instead.

www.hushmagazine.ca



WARNING

A single automobile driving at 50 km/hr requires 3,000 s.f. of road space.



Space that could be put to much better use.

E o carro?

www.hushmagazine.ca



WARNING

3,561 people will suffer a horrific death inside of an automobile today.

And
And

Your family doctor or local bike shop may be able to help you give up driving.

www.copenhagenize.com



WARNING

Nearly half of ALL head injuries occur inside an automobile.

Wear a car helmet. There's no excuse.



MON

2007 Australia's Best



You know you're not the first.



Audi

Driving kills

New Audi S5, 450 hp, from 0 to 100 in 5.1 seconds.

www.copenhagenize.com

Driving cars in urban centre seriously reduces your street



Todos juntos