

The Development and Cycling Inclusion in the Brazilian Urban Mobility Policy

Dr. Giselle Noceti Ammon Xavier

State University of Santa Catarina – UDESC

(Southern Brasil) www.udesc.br

Human Sciences Interdisciplinary Post Graduation Program

www.ppgich.ufsc.br

Supervisor: Dr. Luiz Fernando Scheibe – UFSC

Oxford Brookes University Visiting Research Fellow

www.brookes.ac.uk

Supervisor: Dr. Tim Jones



ocamaleaosalum.blogspot.com

“The quality of knowledge shall be gauged less by what it controls or puts in function in the outside world but by the personal satisfaction it gives to those who have access to it and share it ”

Boaventura de Sousa Santos, 2010, p. 86
Um discurso sobre as Ciências [1988]

(A discourse about the Sciences)

The author

- Medicine (UFSC) 1980 -1985
- Sports Sciences (UFRGS) 1986
- Production Engineering * Physical Activity: Quality of Life – Ergonomics (UFSC) 1994 -1996
- Lecturer UDESC (since 1990) Health and Sports Sciences Centre – Extension CICLOBRASIL group – cycling as transport mode www.udesc.br/ciclo
- Cycling advocacy (since 1997) Viaciclo, União de Ciclistas do Brasil, Bicicleta Brasil, IPB, Sustran LAC, *Interface for Cycling Expertise (I-CE)*
- Contact: gisellexavier@yahoo.com.br

The problem and Hypothesis

Are there factors related to the process of development that inhibit the initiatives of cycling insertion in urban mobility policies, explaining the difficulties in its effective implementation?

Objective

Situate development as a historical-sociocultural process and use this knowledge to contextualize the insertion of cycling in the National Urban Mobility Policy.

Methodology

- The literature review and the documental research involved technical and scientific publications, magazines, documents published by governmental institutions and laws or federal bills, decrees related to urban mobility, and research on electronic sites of national and international entities.

Methodology

- The actors and agents approached are part of the government, technical (public and private), industry and commerce, and civil society sectors, related to the movements of insertion of cycling mobility in the national urban mobility policy, which were asked to contribute through personal interviews, via Skype, telephone and electronic messages.

Methodology

- The effort resulted in a revision text permeated with interviews and testimonials from urban mobility policy actors and agents involved in the Brazilian scenario, dialoguing with the scientific and technical literature throughout the chapters.

Chapters

- Society's Non-Sustainable Development
- Urban Mobility in the Environmental Sustainability Agenda
- Cycling Mobility in the Brazilian Government Plans
- The Paradigm Change: from Transport to Urban Mobility and Accessibility.

Interdisciplinarity

- New way to institutionalize the production of knowledge: shared languages, diversity of knowledge, exchange of experiences.
- Challenge: finding ways and means of reconnection of knowledge.

*We do not study issues, but problems and problems
transcend disciplines and themes*

1. Society's Non-Sustainable Development

1.1 The Paradox of Development

1.2 Sustainable Development

1.1 The Paradox of Development

Michel Foucault (The Order of Things) –
words have a meaning and they express
power – societies control the discourses

De (en) velopment - The word development
drives human action, marked by an
ideology or an utopia it announces (or tries
to hide)

1.2 Sustainable Development

- Limits to Growth 1972 - UNEP – *United Nations Environment Programme – Ecodevelopment* (Ignacy Sachs)
- Our Common Future 1987 (Brundtland report)
- Brazilian Constitution (BRASIL, 1988) Chapter VI Environment - Art. 225: protect and preserve the environment for present and future generations
- Rio, Eco 92 (United Nations Conference on Environment and Development) – Rio +20 (jun, 2012)

Insustainability



2. Urban Mobility in the Sustainability Agenda

2.1 Sustainability in the UN context (GHG, IPCC, COPs, Kyoto Protocol)

2.2 Transport and the Environment – beyond gases

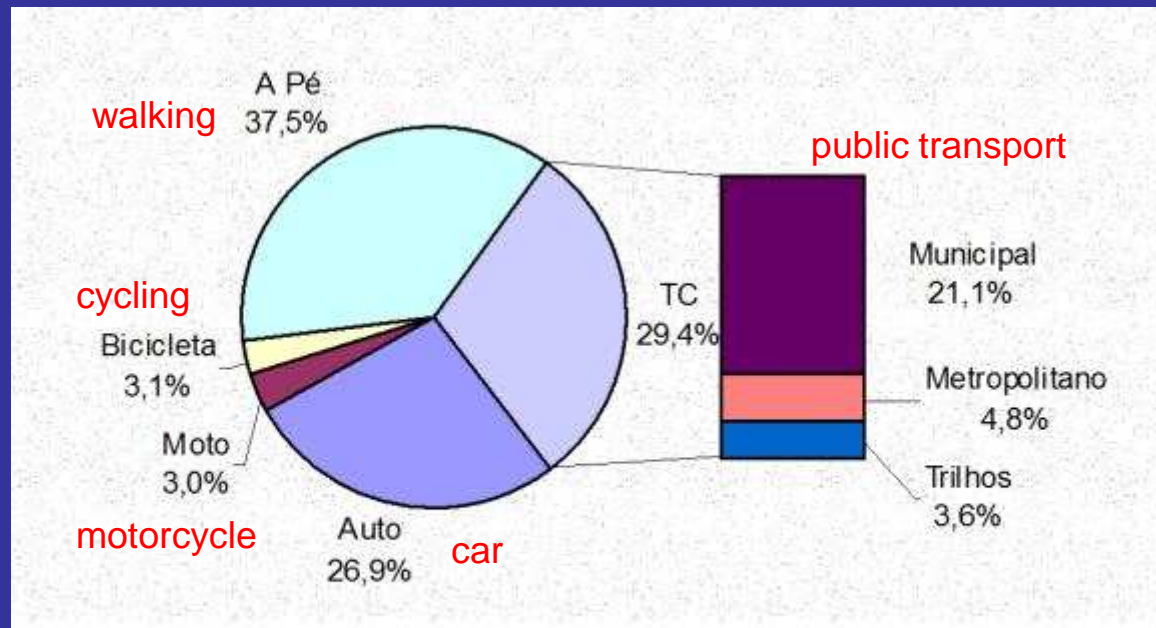
2.3 UN Partnership for Sustainable Low Carbon Transport –SLoCaT and Nationally Appropriate Mitigation Actions - NAMA

Brazilian Mobility Profile 2009

ANTP – National Association of Public Transport



www.antp.org.br



Cities > 60.000 inhab. = 438 (out of 5.565)

Informação	Quantidade	Participação no país (%)
Municípios ¹	438	12
População ² (milhões)	121	64
Empregos ³ (milhões)	15	
Renda média mensal do chefe de família ⁴ (R\$)	1.310	
Matrículas ⁵ (milhões)	30	66
Veículos ⁶ (milhões)	28	60

Social Perception Indicators System – Urban Mobility

IPEA – The Institute for Applied Economic Research www.ipea.gov.br

Which transport mode do you use more often?

Tabela 1 – Qual meio de transporte que você mais usa para se locomover em sua cidade? (%)

		Brasil	Sul	Sudeste	Centro-Oeste	Nordeste	Norte
Public Transport	<i>Transporte Público</i>	44,3	46,3	50,7	39,6	37,5	40,3
Car	<i>Carro</i>	23,8	31,7	25,6	36,5	13,0	17,6
Motorcycle	<i>Moto</i>	12,6	12,4	11,6	6,5	19,4	8,2
Walking	<i>A pé</i>	12,3	7,6	8,3	13,7	18,8	16,1
Cycling	<i>Bicicleta</i>	7,0	2,0	3,8	3,7	11,3	17,9

Fonte: Sips - 2010

n = 2.786 interviewed

➤ 18 y/o

➤ August 2010

➤ 146 municipalities

(representative of the 5 regions)

Education level	Car use	Public Transport
Superior	52,4%	30%
Elementary	13,6%	50%

Brasil

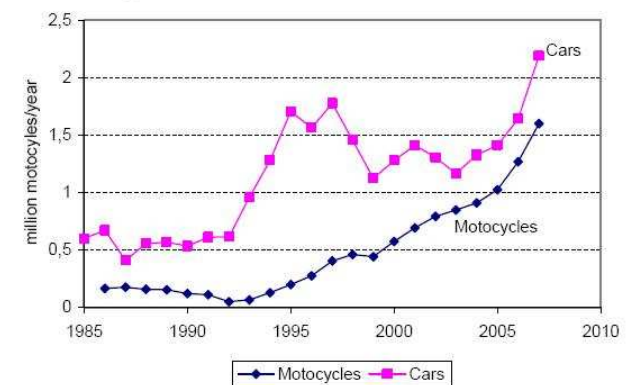
motorised vehicle fleet evolution
million units

Total vehicles	Cars	Motorcycle	year
30	20	3.5	2000
42	26	7	2005 Dec
65	37	14	2010 Dec
68,5	39	15	2011 Aug

Source: DENATRAN - National Road Traffic Department
<http://www.denatran.gov.br/frota.htm>

Bicycles = 60 million units

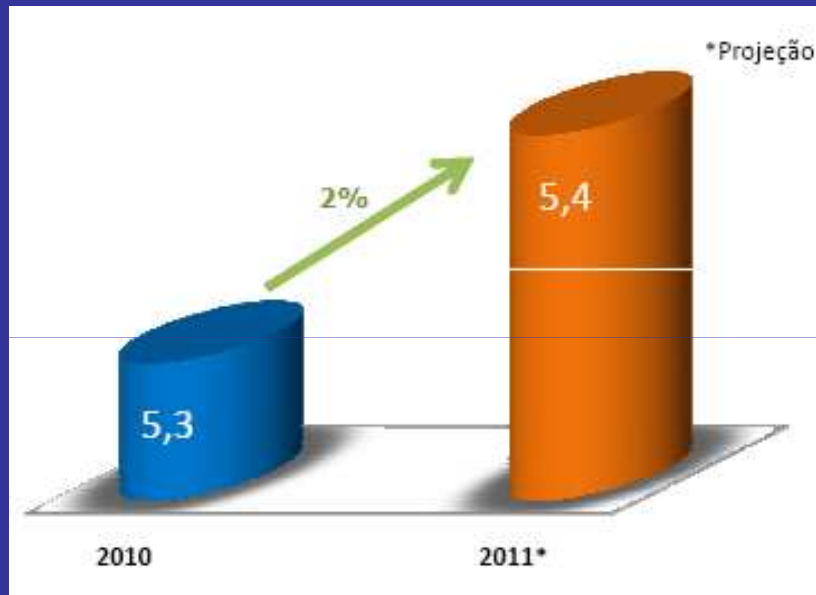
Transport Sector in Brazil :
Motorcycles and Cars Sales



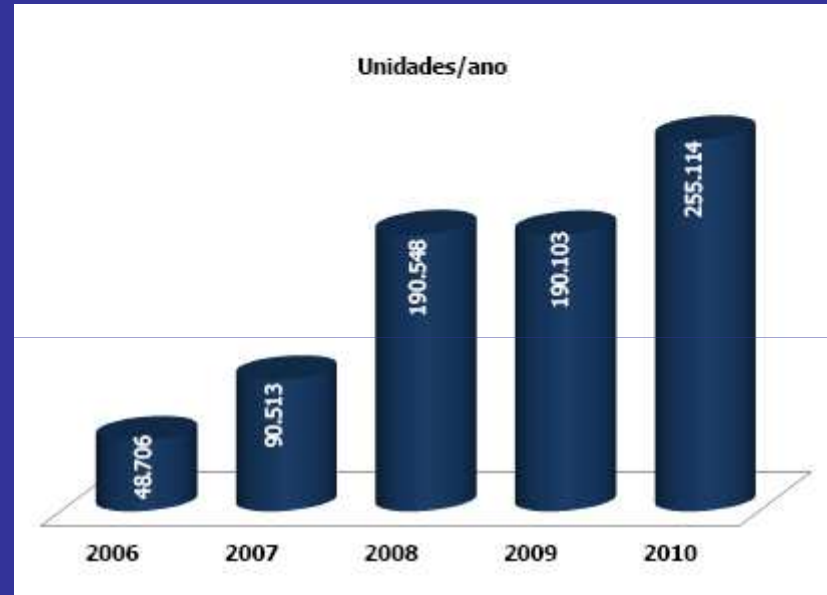
By Carlos Feu Alvim – Economy & Energy – e&e
International Transport Forum, 2008

Bicycles

Bicycles = 60 million units



Expected Production growth (million)
70% adults (53% transport)
30% children



Import growing 50% a year

ABRACICLO (2010) www.abraciclo.com.br

Low Carbon Transport Policy

Avoid, Shift, Improve

- Avoid or reduce number of trips
- Shift to more efficient modes
- Improve the efficiency of vehicles and fuels

Sustainable Low Carbon Transport

2009 - UN Partnership for Sustainable Low Carbon Transport – SLoCaT (www.slocat.net)

2011 - “NAMA -Transport Workgroup”
Partnership of SLoCaT and Bridging the Gap
(www.transport2012.org)

NAMA - Nationally Appropriate Mitigation Actions

- Voluntary measures to reduce emissions taken by developing countries and reported to UNFCCC
- Expected to be the main instrument to mitigation actions in the future climate agreement (post 2012)
- They can be policies, programs or projects implemented in national, regional or local level

3. Cycling Mobility in the Governmental Plans

3.1 Cycling in the Climate Change Policy and Plan

Brasil 2020 = minus 36,1% - 38,9% emissions

Transport Plan being developed by MMA (Environment Ministry)

3.2 Cycling in the National Urban Mobility Policy

Past: 1976 GEIPOT (Brazilian Enterprise of Transport Planning)
from the Ministry of Transportation – publication of
“Cycle Planning Manual: A policy for Cycling”

3.2 Cycling in the National Urban Mobility Policy

Present: Since 2004 *Bicicleta Brasil* program (Brazilian Cycling Mobility Policy program) from the National Secretariat of Transport and Urban Mobility from the Ministry of Cities www.cidades.gov.br/bicicletabrasil

PLC 166/2010 – National Urban Mobility Policy project of Law recently approved by the Senate chambers, not yet a law *cycling and walking highlighted
Cities > 20.000 inhab have to present a mobility plan

- Activists and technicians interviewed agree cycling as transport and cycling advocacy is growing in Brasil. And that the existence of the national program is very positive and gives a push to the cause.
- “(...) If the Federal Government has a program to promote cycling, why my municipality would not have one? With Bicicleta Brasil, the Federal Government gave the example” (Ricardo Lott, 2011 – Technician of the Municipality of Belo Horizonte).

4 The Paradigm Shift: from “Transport Policy” to “Citizen and Urban Mobility Policy”

4.1 Social marketing as support to citizen’ mobility policies

4.2 The social movements and the networking to the paradigm shift

4.3 Cycling as a symbol of resistance and option to the unsustainable development

Civil Society - The bicycle users sector

Two entities stand out:

Bicicletada - Brazilian Critical Mass
www.bicicletada.org.br

UCB – União de Ciclistas do Brasil
or Brazilian Cyclist Union
www.uniaodeciclistas.org.br



BICICLETADA
www.bicicletada.org



UM CARRO A MENOS



Civil Society Bicicletada *Critical Mass*

No formal organisation or leadership
Meeting of riders to re(occupy) the streets and
promote the bicycle as means of transport.



Pictures João Lacerda TA

Civil Society formal

União de Ciclistas do Brasil

www.uniaodeciclistas.org.br



Final Considerations

- The word development hides the idea of the market expansion and the rupture of the man with nature.
- Despite International Conferences on the Environment and Climate Change, daily practices do not change and the expansionist-capital paradigm is still dominant, although eco-socialist paradigm is already in society's discourse

Final Considerations

- Bicicleta Brasil program is recognised but it needs investments to influence national urban mobility policy
- In the current Brazilian Urban Mobility Policy scenario, advocating for cycling represents resistance and an option to the unsustainable development, something that resembles an Utopia