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# BEYOND SAFE: COOL ROUTES TO SCHOOL IN CHILE



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Velo-City 2019

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# LABORATORIO DE CAMBIO SOCIAL: PARTICIPATORY ACTION RESEARCH

- ❖ Based in Community
- ❖ We look for the best in Chile and in the World (Scientific research, literature, and fieldwork)
- ❖ Choose, adapt, test, re-evaluate
- ❖ Conclude and recommend steps for escalation
- ❖ Qualitative and quantitative Research, Modeling.



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# TODAY: UNDERSTANDING THE HOW AND WITH WHOM

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1. ¿Why take action?
  2. ¿On what?
  3. “Rutas BAKANES” (Cool Routes): What a change of name brought to us
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## 1. ¿Why?

“The movement for healthy cities is nearly 30 years old, and the elements to transform a city in to a healthy one are understood more and more every day. What we understand less, however, is how to effectively deliver its health benefits, and how to ensure that it reaches all areas in the urbanized world.

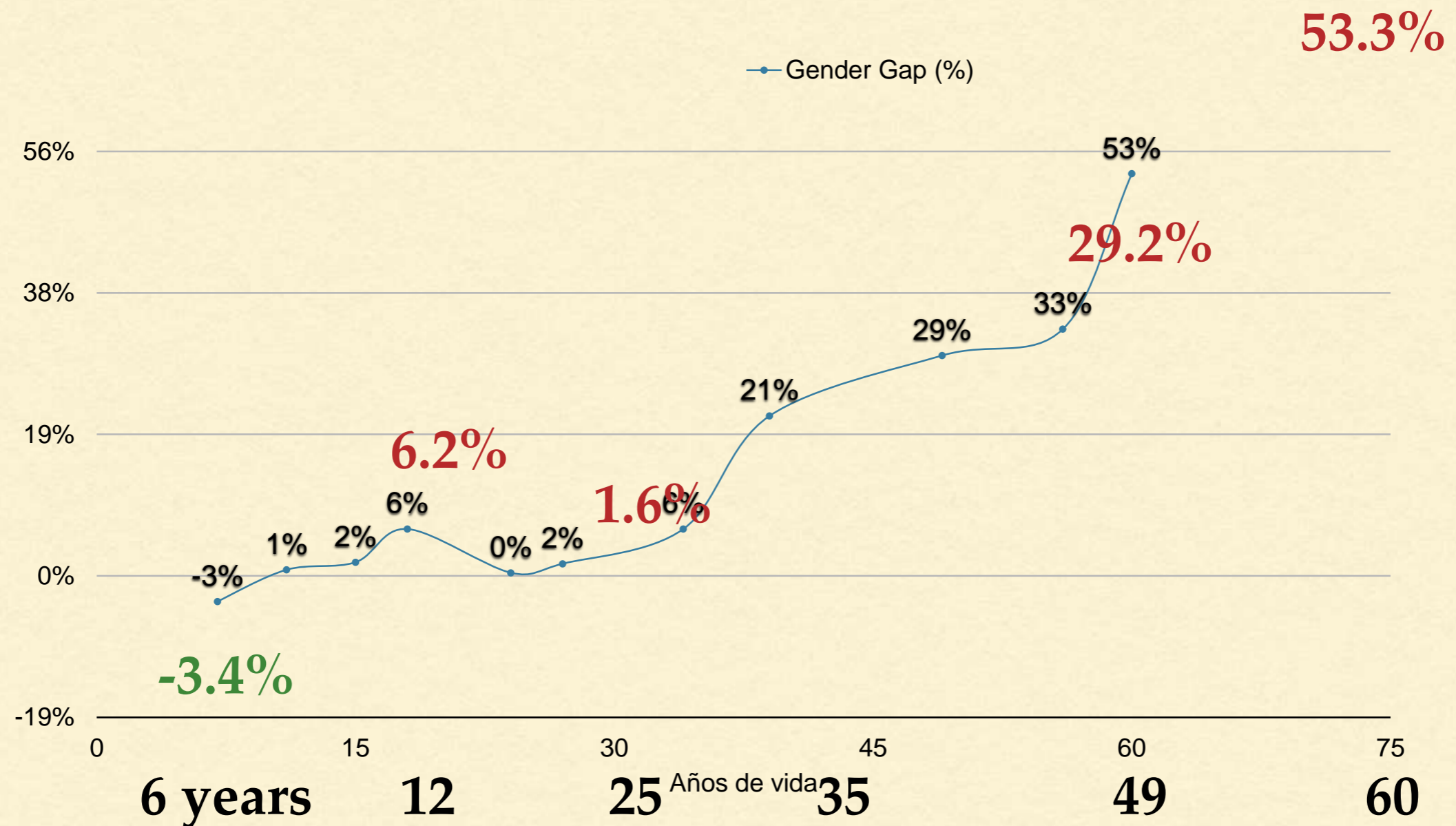
*Yvonne Rydin et al. 2012*

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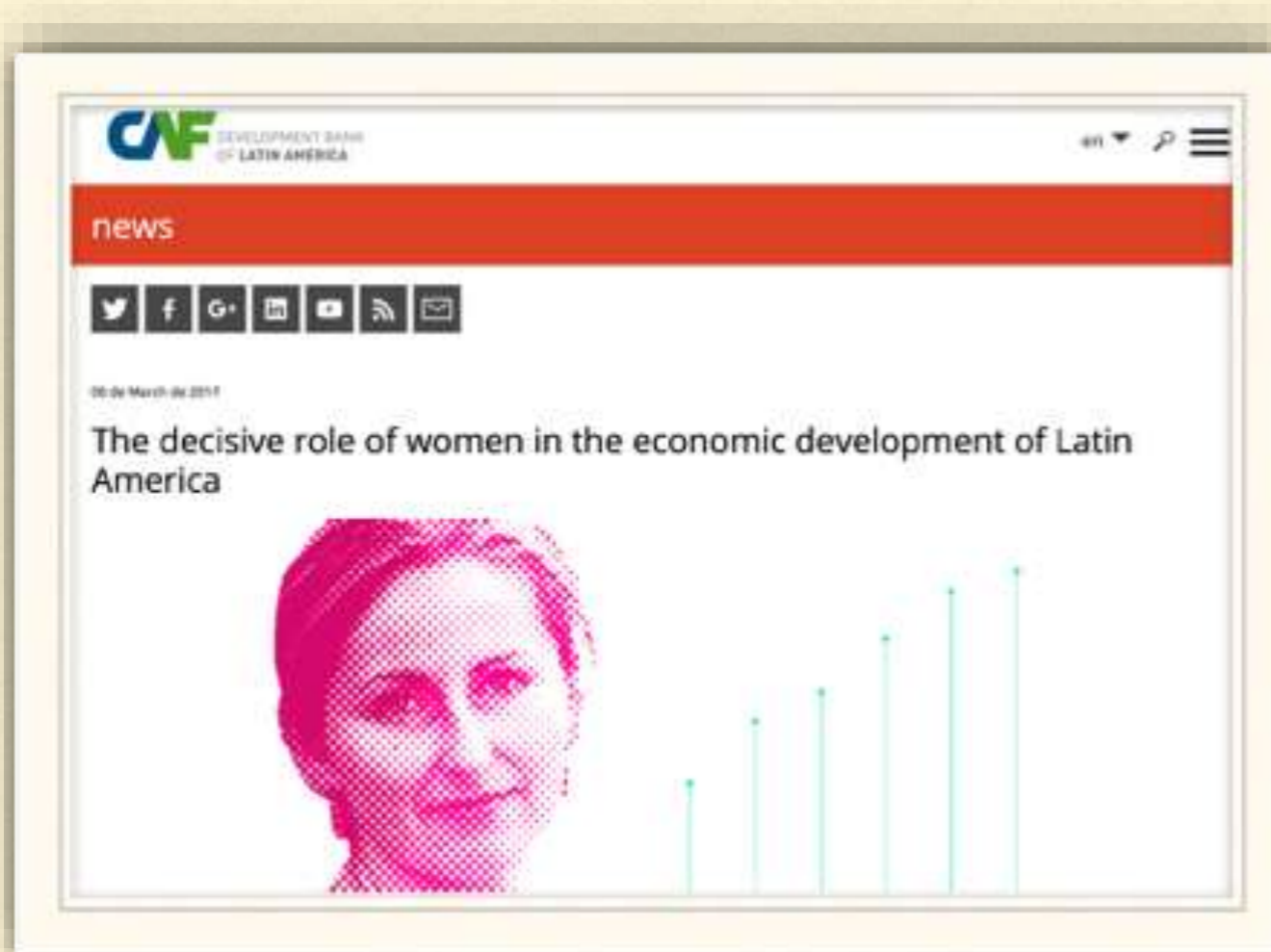
# Chile's Gender Gap

Comunidad Mujer (2016)





# CONSEQUENCES



- ❖ If women were incorporated in the work force the regional GDP could increase in a 34%
- ❖ Without the incorporation of 70 million women in the work force in the last 20 years, we could not speak of the “economic miracle” of Latin America (CAF)

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# LESSONS: GENDER AND AGE ANALYSIS

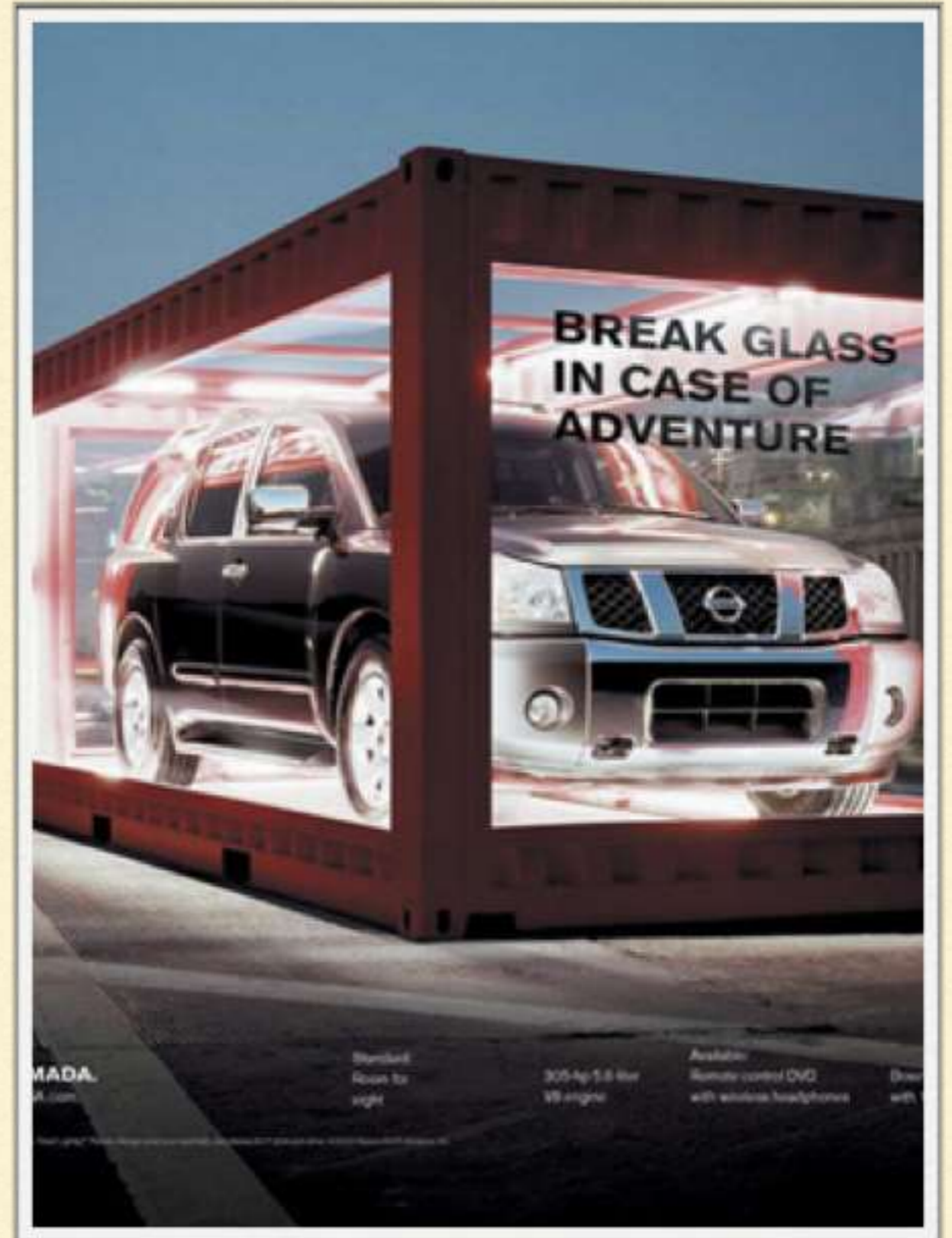
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- 50 % of the daily trips in the most vulnerable sectors are done by walking
  - 80 % of these trips are made by women
  - Trips characterized by “Caring for Others” equal 47 % of daily trips, women are three times more likely to be doing these trips than men
  - Essential: Use-of-land policies that guarantee local services for these trips (Grocery Shopping, Health Services, local bureaucracies, and others)
  - Intermodal Integration: Bikes, Public Bikes, Cargo-Bikes, Rickshaws, and others... “First and last mile”
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2. ¿TAKE  
ACTION ON  
WHAT?

PROBLEM AND  
SOLUTIONS



MADA.

Standard  
Floor to  
right

305-hp 5.8 liter  
V8 engine

Available  
Remote control DVD  
with wireless headphones

Drive  
with

# ELEFANT in the room: the “AUTOMOBILITY”

Beckmann 2001, Urry 2004, Sheller & Urry 2006



- It's an industry and a financial product
- A culture and a way of Life
- A globalization based on cheap energy abuse and a devouring consumerism
- A symbol of competition and winning, a result of 50 years of intense propaganda (Like cigarettes)



# VS. LIFE ITSELF





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# VS. SPACES FOR LIFE

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# VS. HABITS THAT BRING LIFE

¿Cuáles son los beneficios en salud del transporte activo?



- ↑ Calidad de Vida
- ↑ Salud Mental
- ↑ Vitalidad
- ↑ Salud General



¿Cuáles son los beneficios en salud del transporte activo?



↓ Riesgo de Mortalidad

-30%



¿Cuáles son los

↓ Cáncer de Mama

-13%

¿Cuáles son los beneficios en salud del transporte activo?



↓ Diabetes

4 - 36%

A mayor distancia  
mayor beneficio



¿Cuáles son los beneficios en salud del transporte activo?



↓ Riesgo Cardiovascular

-11%



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## **WARNING**

The use of the car can limit the psychological and physiological development of your children, damage your health and cut 10 years from your life, leaving you more vulnerable to gastric and breast cancer, Diabetes II, and multiple heart problems, above all, fill you with a destructive rage, steal the happiness you deserve from your life.

## **ADVERTENCIA**

El uso del automóvil puede limitar el desarrollo sicomotor de sus hijos, dañar su salud y acortar su vida en 10 años, dejándole más susceptible al cáncer gástrico y del pecho, al diabetes II, y múltiples patologías cardiovasculares, por sobre todo, llenarte de una rabia corrosiva, quitarte la felicidad que mereces.

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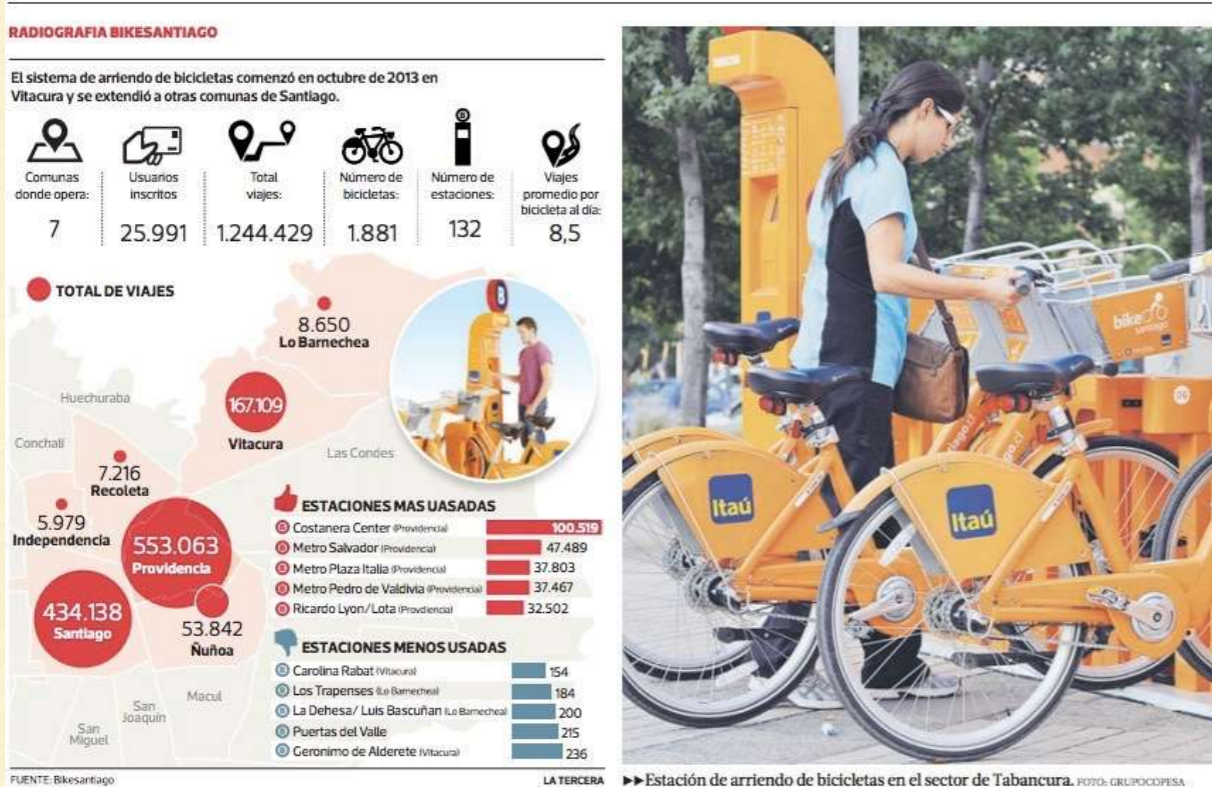
# ECOLOGY OF THE SUSTAINABLE TRANSPORT

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- WALKING, DISTANCES OF 0-2 KM
  - CYCLING, DISTANCES OF 2-8 KM
  - PUBLIC TRANSPORT DISTANCES ABOVE 5KM +
  - (AUTOMOVIL, distancias largas en zonas de baja densidad)
  - 50% of the trips made by car are less than 5 kms long: 40 minutes Walking or 15 minutes Cycling
-



# BIKES AND RICKSHAW: MISSING



Estación de arriendo de bicicletas en el sector de Tabancura. FOTOGRAFÍA: GRUPO COPESA



New York, Barcelona, Mexico



es S



**apata**

La manera más **sustentable** y **rápida** de moverte por Santiago

Haz tu ciudad más viva, menos contaminada y con menos tráfico.

usa Apata, tu App de movilidad sustentable

[Descargar app](#)

ehler 20

veo-City conferences (2012 Vancouver, 2015 Nantes).

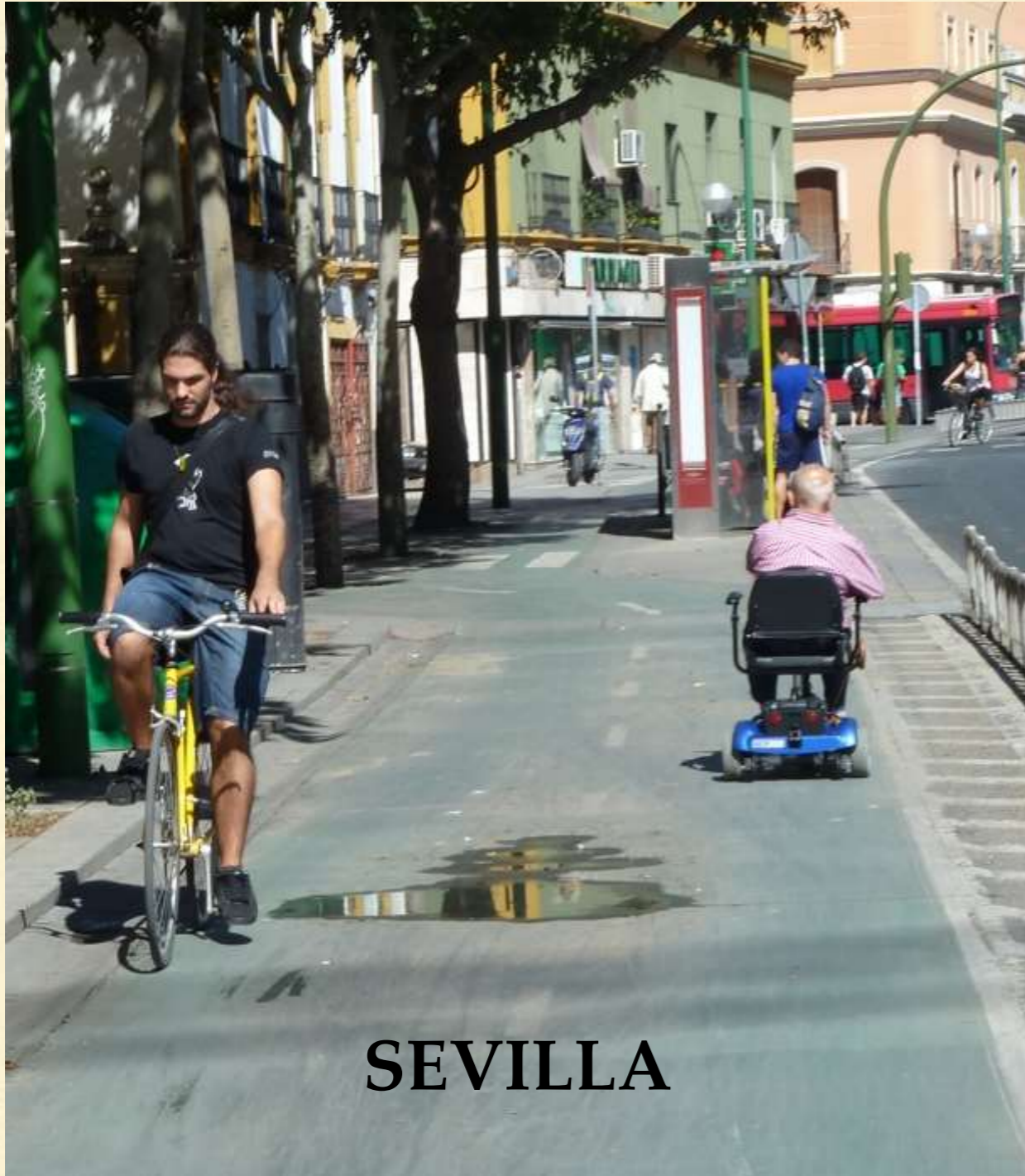


# IMPACT ON EQUITY

<b>Intermodal Public Transport - Bike</b>	<b>% Earnings</b>
<b>Traveling mode of Transport</b>	<b>US\$400 Monthly</b>
<b>Option 1: Public Transport Only (subway and buses)</b>	<b>32%</b>
<b>Opción 2: Bike towards intermodal station, subway, bus, and public bike us at the end</b>	<b>26%</b>
<b>Opción 3: Own Bike, Subway or Bus, maybe a public bike at the end.</b>	<b>22%</b>
<b>Monthly cost of food (Two people)</b>	<b>29%</b>
<i>Fuente: Sagaris, Tiznado y Steiniger 2016</i>	



# CICLO-INCLUSION



**SEVILLA**



**DELHI**



# CICLO-INCLUSION



**SANTIAGO**



**TAIPEI**



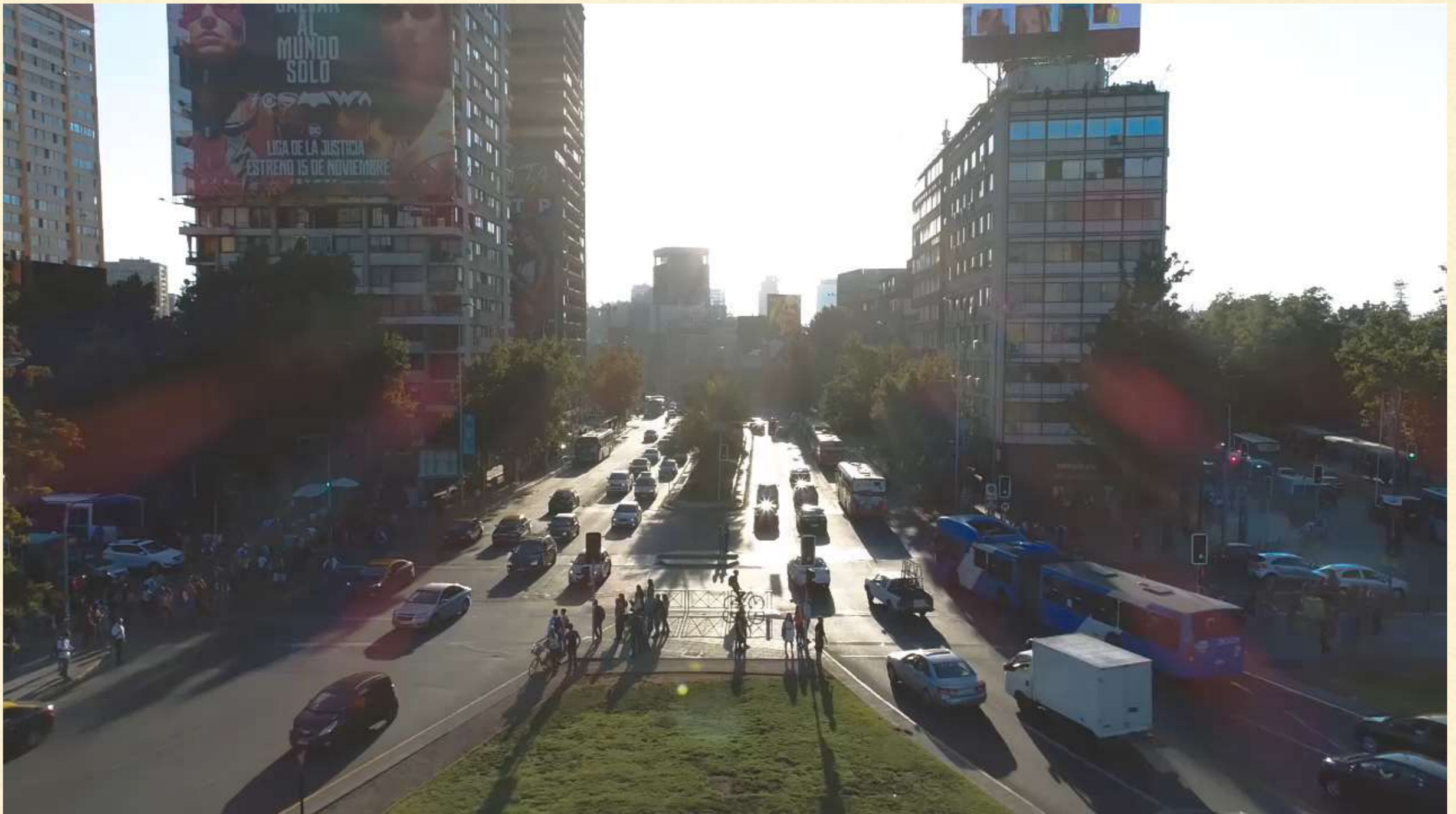
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# 3. RUTAS BAKANES, What a Change of Name Taught us





# DEVELOPMENT OF THE PROGRAM IN A VULNERABLE NEIGHBORHOOD





# Cool Routes to School

Collaboration and Empowerment  
for Girls

Re-signification of schools as  
central places for the community



Learning about Sustainable Transport



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AND BEYOND:  
Independencia  
San Eugenio  
**Province of  
Araucanía**





# INNOVACION EN EL PLAN REGIONAL DE TRANSPORTE 2016-2018





# UNA PIRÁMIDE INVERTIDA PROPIA...





# COMPLETE STREETS

## La Ciudad de los Automóviles



Brinda beneficios importantes para la salud.





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# LAUTARO 2019 (APOYO CORFO): C Make the challenges of the XXI century in to Opportunities

Taking  
advantage of  
ancestral,  
contemporary,  
local, and  
international,  
knowledge.





# THE OPPORTUNITY TO CHANGE A WHOLE CITY FOR AND BY THE KIDS





# MORE THAN PHYSICAL ACTIVITY: Acting on the **SOCIAL DETERMINANTS OF HEALTH**

Figure A. Final form of the CSDH conceptual framework

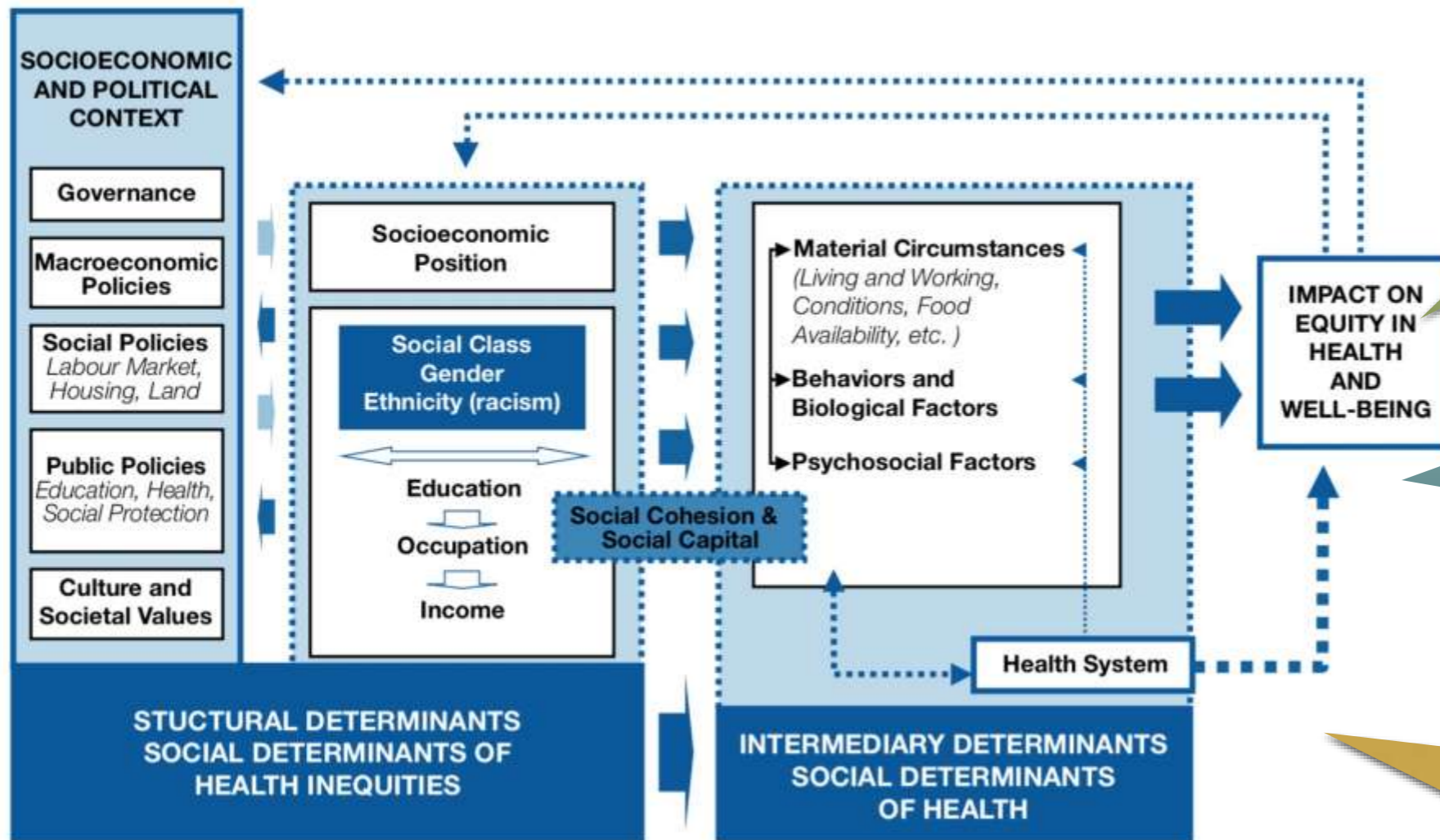


Figure 3. The conceptual framework for the social determinants of health (WHO, 2010) identifies interactions between key spheres of action that influence health. Kool Routes programs such as those discussed here take place within the formal education system, but can incorporate important components of and changes to governance, social and public policies, gender and other forms of violence and discrimination, and influence cultural and societal values.

Social Justice

POWER: Freedom "To" and "For"

IMPROVING QUALITY OF LIFE



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dysfunctional city, it's about showing and working with t

*–Cool Routes to School Team*

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Obrigada  
Thanks Gracias



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