Hello, we are Aromeiazero!
Reality in São Paulo

500 km of cycle lanes (Biggest net in Brazil)
#slowdown X #aceleraSP

R$ 1 BILLION for asphalt (only R$ 200mi on first year) X R$ 0,00 for bicycle

Rise of cyclists deaths (75% in one year - 2016/2017)

www.aromeiазero.org.br

#aromeiазero
In Brazil the bicycle generates more than 6,000 registered enterprises and 40,000 formal jobs.

www.economia dabicicleta.org.br
We love bike, and we love even more its transforming power to reduce uneven society and we can prove that’s possible!

www.aromeiazero.org.br
Economy Nobel Amartya Sen says that “development should be measured by how much freedom people have, access, basic rights guarantee.”

It’s about the universal right to come and go, to education, health and well-being.
Bike Café
Created to raise money for first 2 years
bebabaikecafe.com.br

Bike Arte
Street art festival: more than 22,000 people since 2012
fb.me/bikearte

FAL
R$ 27,000 for local bicycle projects
www.aromeiazero.org.br/fal
Viver de Bike
(Living through Bike)

More equitable, accessible, and collaborative models of job creation and income generation through bicycle.
Viver de Bike / (Living through Bike)

1. Mapping and local mobilization
2. Selection of participants
3. Free Course (60h) + Open Classes + Festivals
4. Income generation / employment
5. Evaluation for next classes
2 years of project
7 classes with 78 formed (with gender equity)
First year sponsorship by Banco Itaú (2016/2017)
The income of the first 4 classes, yielded another 3 classes (1st semester 2018)
We need structure (hardware), of course

But must of all, we need programs (softwares)!

Public policies more conducive to entrepreneurship by bicycle.

More mature bicycle economic complex for investment in projects

www.aromeiazer0.org.br
We want, we need, we will to make a live through Bike!

www.aromeiazero.org.br
Bora lá?

Lets GO?

www.aromeiazero.org.br

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