



# COMO ANDA

A NEW HUB FOR  
THE PEDESTRIAN  
MOBILITY  
MOVEMENT IN  
BRAZIL

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VELO-CITY CONFERENCE

# HOW IS THE MOVEMENT FOR PEDESTRIAN MOBILITY IN BRAZIL?



COMO ANDA



MOVIMENTO IS DISPARA IZED

# WE ARE AMONG THEM...BUT HOW WE CAN HELP?



## WE ARE AMONG THEM...BUT HOW WE CAN HELP?



Cidade Ativa is a non-profit organization that aims for the **transformation** of our cities into healthier environments - through **research** and **projects** for the urban landscapes - and by addressing changes in users' behaviours, encouraging **people** to go out and participate in the transformation of their communities.



Corrida Amiga - or “running friends” - is a **voluntary initiative** that emerged in early 2014, as a result of the idea of “Brazilian run commuters” that aims to **assist and inspire** individuals to use urban mobility by foot. Through the Corrida Amiga initiative we hope more people will try other transportation alternatives, to see for themselves that it is possible to change their lives.

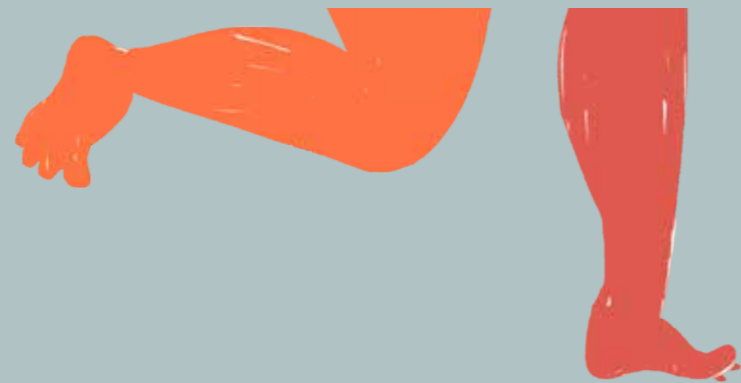
## WHO SUPPORTS US



iCS is a philanthropic and **re-granting organization** that promotes prosperity, justice and low carbon growth in Brazil, serving as a bridge between international and national funders and local partners.

iCS is an independent Brazilian organization that belongs to a network, **catalyzing world-leading climate policy** at an international, national and city level to **reduce emissions of greenhouse gases**. The network's members include ClimateWorks, the Energy Foundation, the China Energy Foundation, the European Climate Foundation, LARCI Mexico and the Shakti Sustainable Energy Foundation India.

# COMO ANDA



co•mo an•da

1. how do/does you/she/it walk/s?
2. how do you do?

# RESULTS: LOCATION

## 178 ORGANIZATIONS

	# ORG.	%
Norte	4	2%
Nordeste	19	11%
Centro-Oeste	14	8%
Sudeste	115	65%
Sul	24	13%
Sem Sede	2	1%
<b>Total</b>	<b>178</b>	<b>100%</b>

### CITIES WITH MORE ORGANIZATIONS

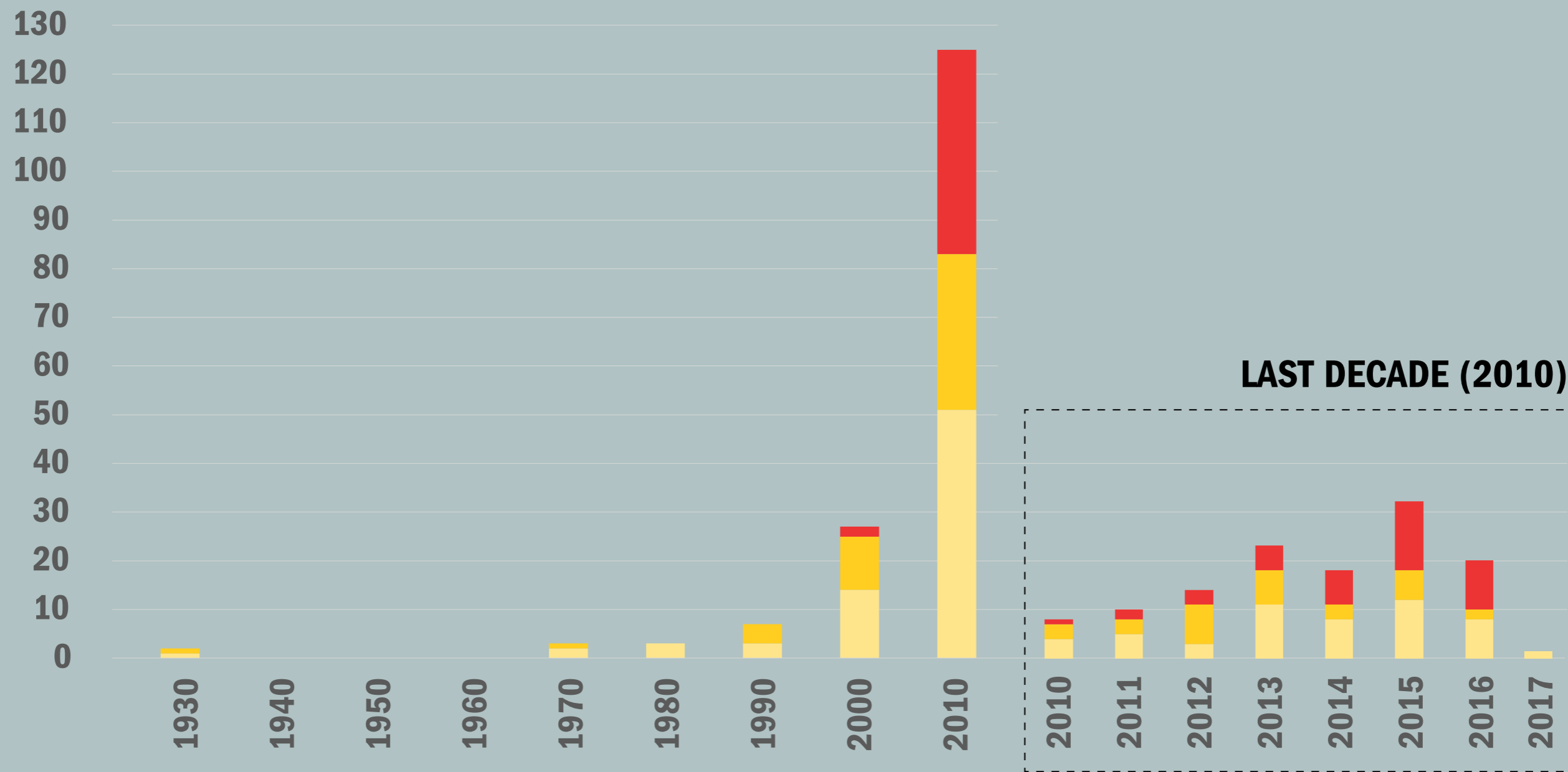
São Paulo (SP)	83
Recife (PE)	10
Rio de Janeiro (RJ)	8
Curitiba (PR)	8
Belo Horizonte (MG)	8





# RESULTS: CREATION YEAR

## 178 ORGANIZATIONS



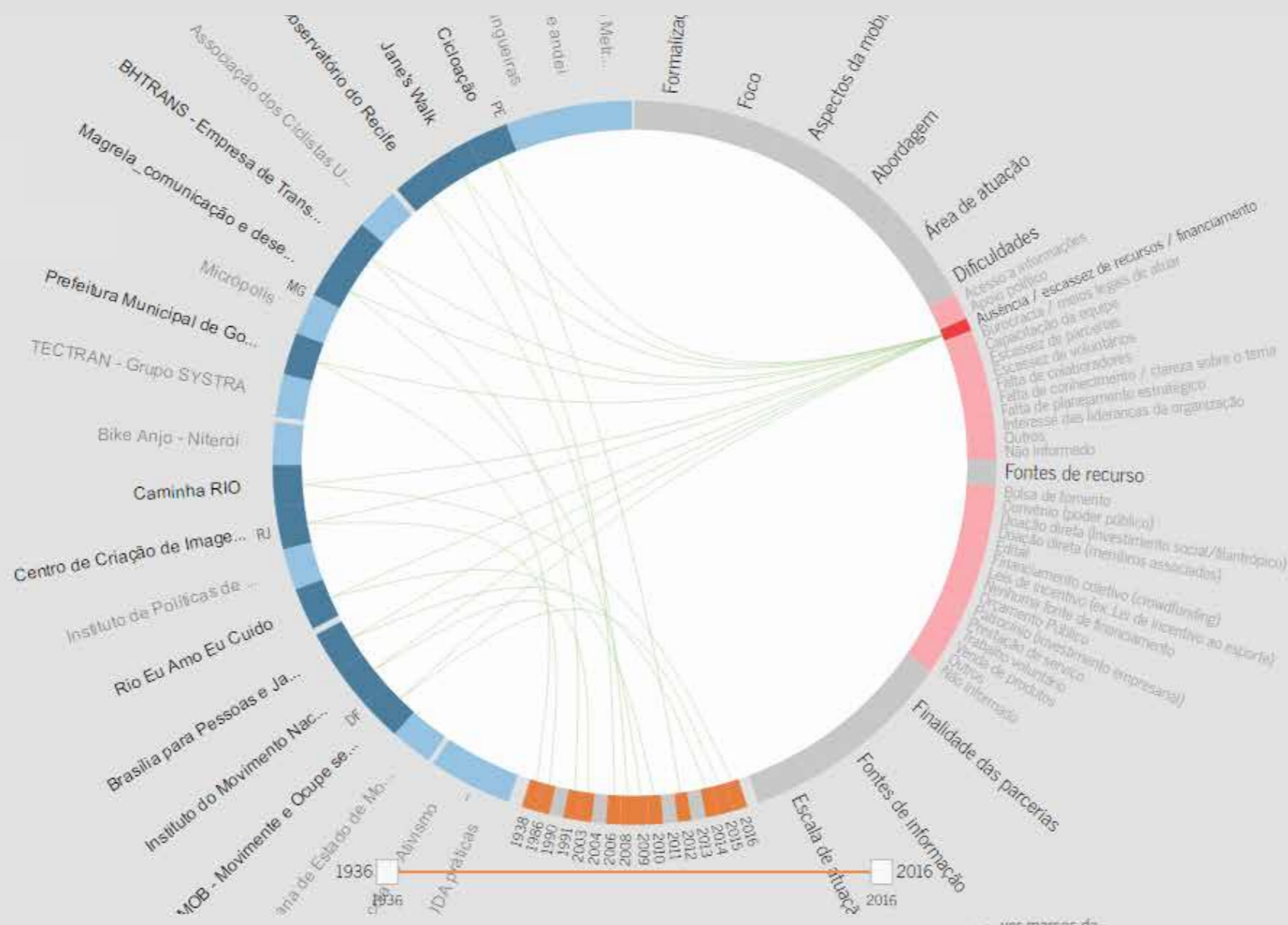
- No, pedestrian mobility is one of the topics we address, but always in a bigger picture
- No, but one of our organization's key initiatives addresses pedestrian mobility
- Yes, pedestrian mobility is our main focus



# EXPLORE DATA

9%

12 of 178  
mapped organizations  
fit this criteria



+ ver marcos da mobilidade a pé

salva mais



# HOW ARE THE POLICIES DOING?

element ▼	aspect ▼	government level ▼	city ▼	year ▼
sidewalk width ▲▼	clear path ▲▼			

Código de Posturas de Belo Horizonte - Lei 8.616/2003

Largura da faixa livre

Largura da calçada

Esfera Município

Belo Horizonte

2003

obrigatoriedade

Indica a largura mínima da faixa destinada ao transito de pedestres.

Art. 12. [...] Parágrafo único - A faixa reservada a trânsito de pedestres deverá ter largura igual ou superior a 1,50m (um metro e meio) ou, no caso de passeio com medida inferior a 2,00m (dois metros), a 75% (setenta e cinco por cento) da largura desse passeio.

**leia na íntegra >**

Decreto 45.904/2005  
Padronização dos passeios

Largura da faixa livre

Largura da calçada

Esfera Município

São Paulo

2005

obrigatoriedade

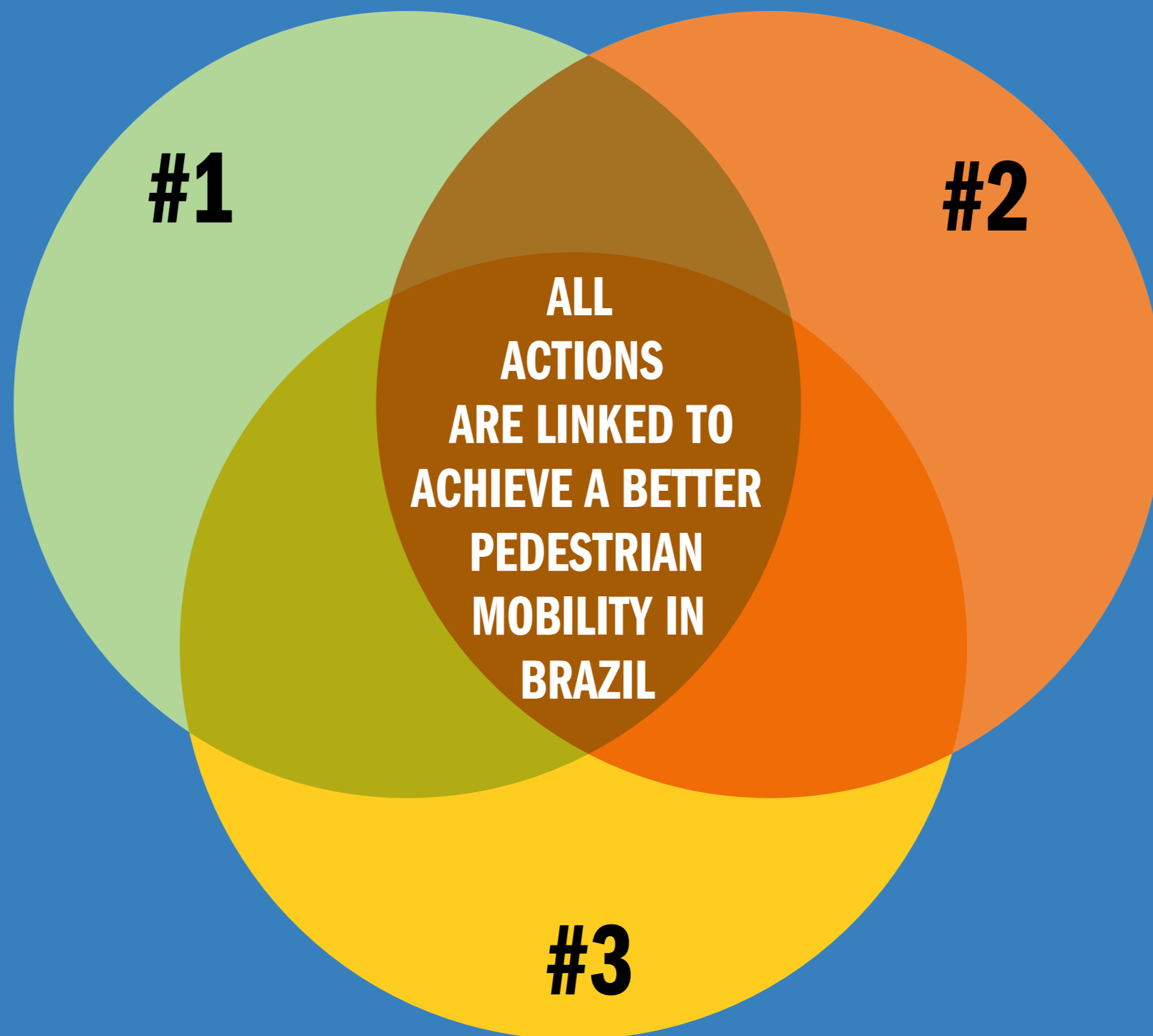
Estabelece largura mínima da faixa livre da calçada e esta deve ser livre de interferências e mobiliário.

Art. 9º. A faixa livre é a área destinada exclusivamente à livre circulação de pedestres [...] devendo atender às seguintes características: [...] IV - possuir largura mínima de 1,20m (um metro e vinte centímetros); Art. 47. Nenhum equipamento ou interferência poderá estar localizado na área reservada à faixa livre.

**leia na íntegra >**



# ACTION PLAN 2017-2018



## ACTION PLAN 2017-2018

# #1 STRENGTHEN ORGANIZATIONS

## HOW?

→ Building capacity within the mapped organizations

### STRATEGIC PLANNING

São Paulo, July 2017

→ Addressing strategic planning and resources caption for organizations movement in Brazil



### BICICULTURA

Recife, September 2017

→ Strengthening the relation between the bicycle movement and the walking movement in Brazil



## ACTION PLAN 2017-2018

# #1 STRENGTHEN ORGANIZATIONS

## HOW?

→ Revealing grants for supporting initiatives

## GRANTS FOR WALKING MOVEMENT

→ 8 projects selected from 6 different cities

→ R\$20.000 for each project

→ 12 months to develop: starting in September 2017



# ACTION PLAN 2017-2018

## #2 STRENGTHEN THE PEDESTRIAN MOBILITY AGENDA

### HOW?

→ Producing specific content to be published (texts and articles)

The image displays two overlapping browser windows showing Medium articles. The foreground window has a red background and contains the following text:

**MURAL COMO ANDA**

**Como Anda Pelo Mundo**

No dia 27 de outubro, a equipe Como Anda organizou o evento “Como Anda Pelo Mundo” para compartilhar com todos as experiências internacionais que a pesquisa vem colhendo Brasil afora. O evento, que contou com transmissão

<https://medium.com/@comoanda/como-anda-pelo-mundo-b6af93e2261f#.mo97cv3vm>

**Hong Kong: um lugar sem chão?**

Escassez de faixas de pedestre—e de calçadas! -, longos tempos semafóricos, veículos em alta velocidade, grades junto ao meio fio, calçadas áridas, sem árvores ou sombra... tudo isso somado ao calor excessivo, alta umidade do

<https://medium.com/@comoanda/hong-kong-um-lugar-sem-ch%C3%A3o->

The background window shows an article with the following text:

Como Anda  
Jun 5, 2017

**Cruzados: Safer cities for pedestrians are safer cities for all**

SKYE J DUNCAN  
GLOBAL DESIGNING CITIES INITIATIVE

MARCELO CINTRA  
OBSERVATÓRIO DA MOBILIDADE URBANA DE BELO HORIZONTE

...dosis a virtual debate to discuss one topic from different perspectives. We invite two guests to answer to three questions—but they also comment on each other's response. This is an effort to build a rich dialogue by revealing differences and similarities between each point of view but also unique visions

## ACTION PLAN 2017-2018

# #3 ARTICULATE THE 'PEDESTRIAN MOVEMENT' IN BRAZIL

## HOW?

→ Highlighting Brazil in the walking mobility international movement

### WALK 21 HONG KONG

Hong Kong. October, 2016



### 4TH CONGRESSO PEATONAL

Mexico. May, 2017





## ACTION PLAN 2017-2018

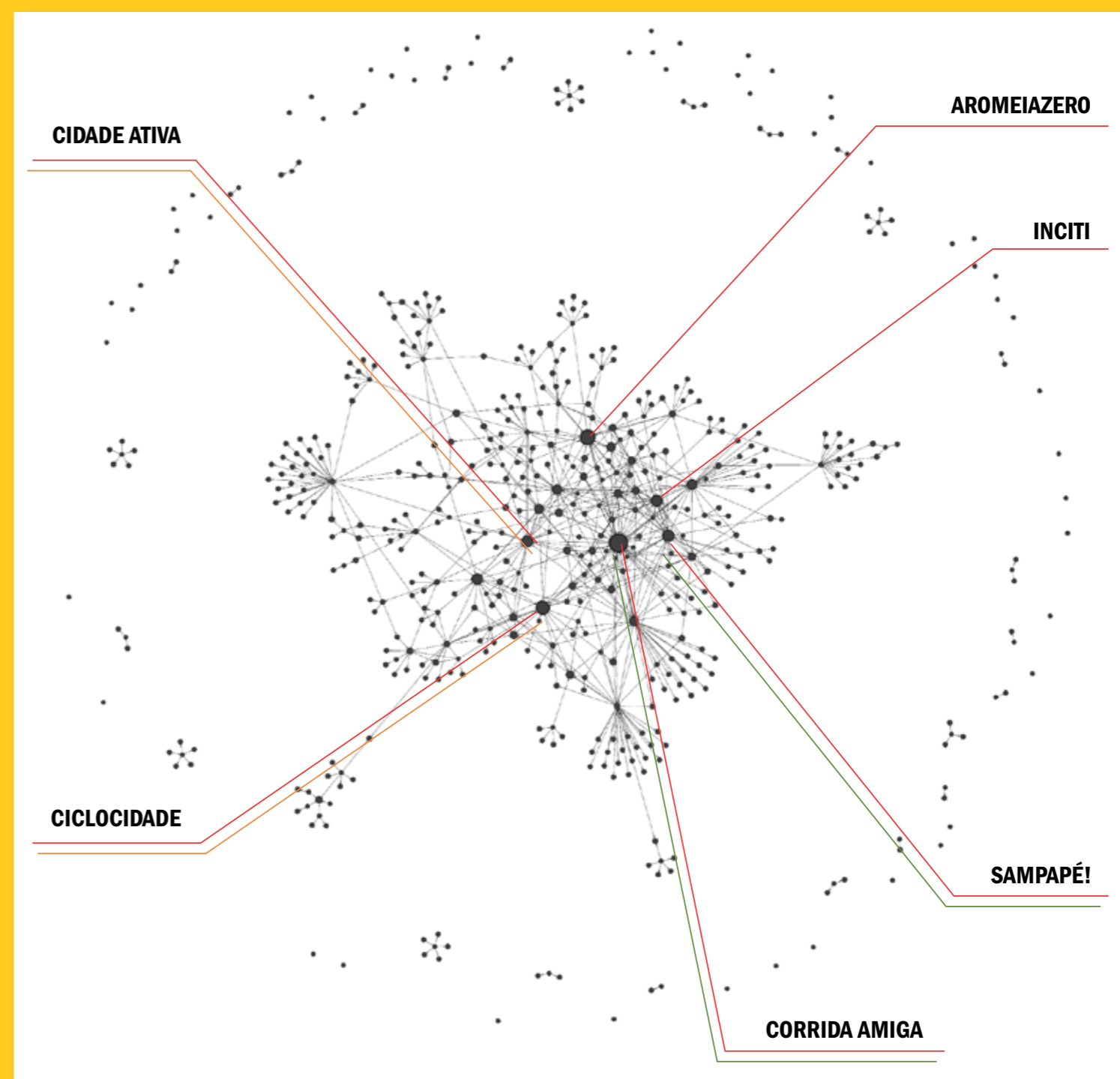
# #3 ARTICULATE THE 'PEDESTRIAN MOVEMENT' IN BRAZIL

## HOW?

→ Develop a network analysis of the existing environment

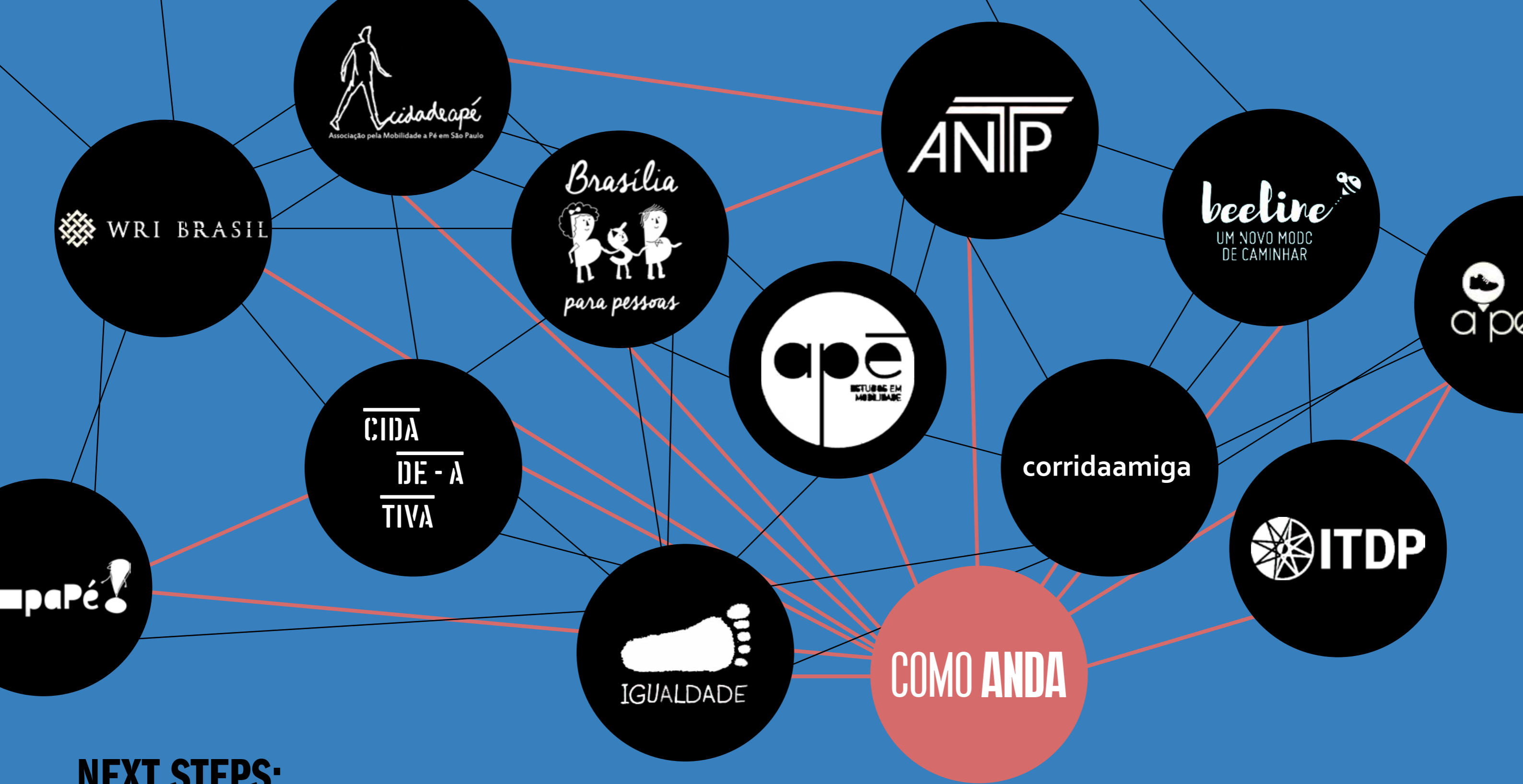
## COMPLETE NETWORK ANALYSIS

- 539 organizations in 33 cities, connected by 723 partnership links
- 1 organization can achieve any other by means of, on average, three intermediary entities



## NEXT STEPS: CREATING A COLLABORATIVE ENVIRONMENT





**NEXT STEPS:**

**COMO ANDA AS A NEW HUB FOR THE PEDESTRIAN MOBILITY MOVEMENT IN BRAZIL**

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