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# Dutch Cycling Embassy

Sao Paulo March 2014

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Aletta Koster (Director) & Peter van Tongeren (Country Representative)

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# Partnership

## Dutch Cycling Embassy

- > Public Private Partnership
- > for Dutch expertise on cycling inclusive sustainable mobility





# Participants



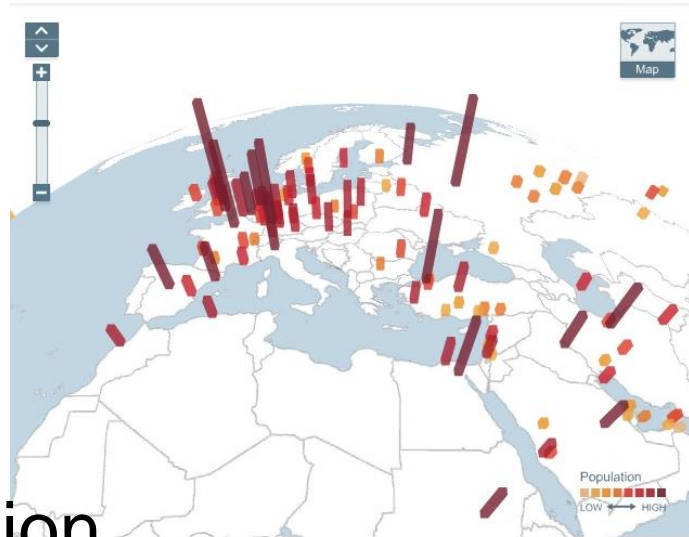
**MLA+**



**Berenschot**



# DEMAND



- > Urbanization
- > Mass mobility
- > Liveability problems
- > **Human oriented city planning**
- > **Cycling inclusive mobility**
- > **Renaissance of the bicycle!**

**This is not a bike**  
(it's an engine for economic and cultural empowerment)



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# OFFER



- > Dutch proposition
- > High quality
- > Integral approach & customized
- > Knowledge & expertise in
- > **Cycling inclusive mobility**

# The Netherlands & The World

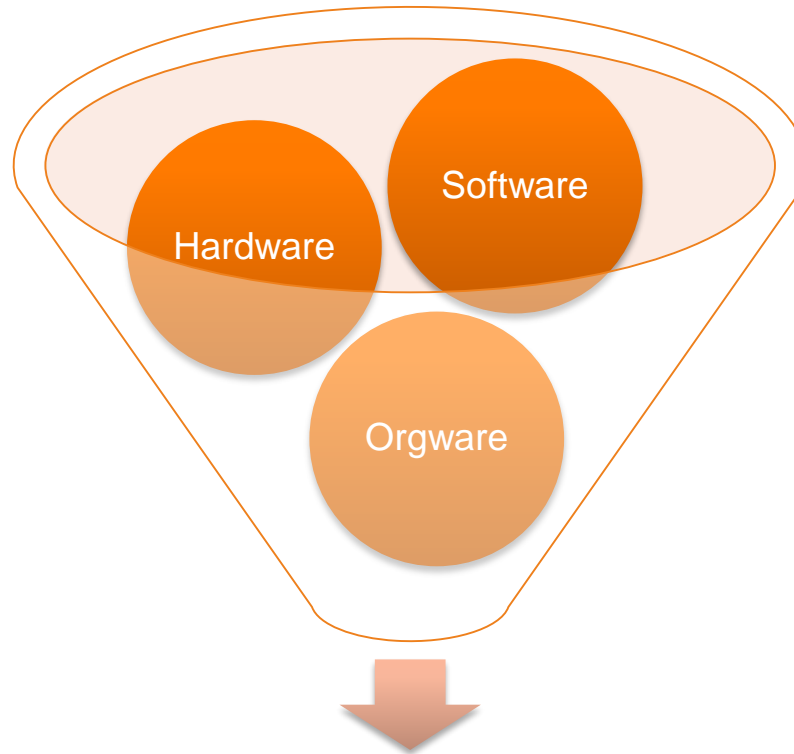


MATCH = GATEWAY FOR EXPORT

- > Independent
- > Organized
- > High quality
- > Translated
- > **Dutch**
- > **Cycling Knowledge & expertise**

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# *Cycling mobility needs a package of measures*



Integrated cycling promotion



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# What can we offer your city?

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# 1. Mobility evaluation seminar

- > Picture of the mobility in your city
- > Credibility to cycling as part of the solution for mobility
- > Inspiration about the possibilities of integral mobility, including cycling
- > Diagnosis of your current situation; strengths, challenges and ambitions on urban mobility.

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## 2 A supportive programme

- > Create a vision on urban mobility in your city
- > Establish a group of stakeholders to drive urban mobility in your city
- > Make a mobility plan, with our support
- > Use mobility for urban transformation
- > Start up a learning process in urban mobility and create behavioral change
- > Start up initiatives and projects

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# Our experiences in Brazil

- > Sight visits and diagnostic workshop with civil servants São Paulo (CET and urbanismo).
- > Workshop with internal and external stakeholders in the state of Rio.

Both with intentions to work on a 2 till 3 year supportive program on urban mobility

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# Quotes

Companhia Engenharia de Trânsito, Ronaldo Tonobohn (foto):

Programa Rio – Estado da bicicleta, Mauro Tavares (foto)

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# Contacts

For any questions about are activities in Brazil

**Peter van Tongeren, Country Manager Brazil for the Dutch Cycling Embassy:**

[p.vantongeren@dutchcycling.nl](mailto:p.vantongeren@dutchcycling.nl)

Mobile Europe: +31 6 30 27 34 58

Mobile Brazil: + 55 11 992 02 10 81

For any general information regarding the DCE, please contact

**Aletta Koster, director of the Dutch Cycling Embassy:**

[aletta.koster@dutchcycling.nl](mailto:aletta.koster@dutchcycling.nl)

Office: +31 30 230 45 21

Mobile: +31 6 45 15 35 34



## Dutch Cycling Embassy

- > [www.dutchcycling.nl](http://www.dutchcycling.nl)
- > [info@dutchcycling.nl](mailto:info@dutchcycling.nl)