

GLOBAL RIDE TO RIO – THE WORLD-WIDE ACTION WEEKEND

Objective:

The objective of the Global Ride to Rio campaign is to propose tangible action towards global sustainable development, to maximize public involvement and media awareness, and to seek commitment from decision makers at and around the Earth Summit in Rio on June 20 to 22. The main message is that fostering bicycle use worldwide is a concrete, practical and extremely effective activity with a wide range of positive effects in all dimensions of sustainability. All details are described in the campaign's communiqué "Save our Future: Cycle!" and on www.global-ride-to-rio.org. The objective of the worldwide action weekend on June 16 and 17 is to support this campaign, with public activities, media involvement and global solidarity just before the Earth Summit in Rio. Participating communities will become part of sending a strong united message to the decision makers at the summit, resounding from all directions around the globe. Activities will have to do with the support of bicycle mobility, will be presented at the website, and may be labeled as part of the campaign.

Thanks to all for making this happen!

City/Region/Country; Exact Location:

São Caetano do Sul (São Paulo, Brasil): Universidade Municipal de São Caetano do Sul (USCS)

Date and Time:

June 16 (09:00-16:00, June 17 (09:00-12:00)

Teaser/What is Happening:

The Municipality of São Caetano and the Associação Nacional de Transportes Públicos (ANTP) organize the [Sustainable Cities Forum 2012](#) which will be held on 16-17 June. 2012.

Local Caretaker(s):

Cristina Baddini Lucas - Transport Manager – Municipality of São Caetano do Sul.

Main Promoter(s):

José Auricchio Junior, Mayor City of São Caetano do Sul

Ailton Brasiliense Pires, President of the Associação Nacional de Transportes Públicos



Brief Description of the Action:

The Sustainable Cities Forum 2012 is an event of ANTP - Associação Nacional de Transportes Públicos - in partnership with the Municipality of São Caetano do Sul, aims to provide reflection and discussion on the use of road space. It seeks to make the population aware that the street is not only a circulation space: it is also and mainly a living space. It is not an event against the car, a vehicle of great usefulness for people and a great promoter of the economy, but to discuss its appropriate and right use, in order to facilitate the sharing of road space safely for everybody and the life quality for people in the city. The event will strengthen the idea of healthier actions, such as walking and cycling. The street as a space for meeting and living together. There is no reason why the road logic prevails in cities.

In addition to prioritizing the places between displacement and habitat, in the scale of urban design, and also the different uses of public space, the meeting to be held in June - From the motorized city to the city to live - proposes a reflection about the necessary cultural change to modify the displacement habitats in the urban area.

The Forum will include a brief presentation of the objectives of the Campaign Global Ride to Rio to be performed by the General Manager of the company MOVUS Mauro Fiore, and during the event the Major of the São Caetano do Sul will sign the communiqué.