

# GLOBAL RIDE TO RIO – THE WORLD-WIDE ACTION WEEKEND

## Template for Activities in Cities Around the Globe

### 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](http://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:

Annecy (Rhône-Alpes, France)

### Date and Time:

On Saturday, the 16<sup>th</sup> of June, we will start our mobile bike workshop at the weekly market Boulevard Taine around 10.00 am CET.

### Teaser/What is Happening:

A mobile bike workshop in order to get more people on bike and more often.

### Local Caretaker(s):

Benjamin Marias: [Benjamin.marias@gmail.com](mailto:Benjamin.marias@gmail.com)

- general secretary of Roule & Co (association for the promotion of cycling in Annecy area):  
[www.roule-co.org](http://www.roule-co.org)

- co-managing director of AZIMUT (consultancy for responsible innovation):  
[www.azimut-innovation.fr](http://www.azimut-innovation.fr)

### **Main Promoter(s):**

Thierry Billet, deputy mayor in charge of the environmental affairs

### **Brief Description of the Action:**

The core idea is to move by bike with all the tools around Annecy key areas in order to help people to fix their bike. People will have the opportunity to sign the Communiqué and commit for the future we want! A bike parade will be organized at the end of the day in order to promote even more the message that we want to bring the RIO+20 Earth Summit!

### **How does it Connect to the Global Ride:**

All the information can be found in the Roule & Co website or on facebook. During the event it will be possible to sign the Communiqué.

### **How can People Participate:**

Come to the Saturday local market in Annecy to start the journey for a better future!