Training Workshop: Promotion of Cycling Infrastructure

Velo-city Conference 2019
Dublin, Ireland
Speaker briefing for TUMI Event: „Training workshop: Promotion of Cycling Infrastructure“

Thank you very much for participating actively during our TUMI Side Event at the Velo-city conference 2019, Dublin, Ireland

Date: Monday, 24th of June 2019 from 08:30 until 4:30 pm
Venue: Convention Centre Dublin

Please find below some important information regarding the session that has been compiled specifically for you and do not hesitate to contact us in case of any questions (jan.rickmeyer@giz.de).

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I Background information

Healthy, inexpensive, fast, environmentally friendly – there are numerous reasons why bicycles rank among the best means of transport. Many cities have recognized the advantages of active mobility and are committed to the targeted promotion of cycling and innovative cycling projects. However, Europe is not the only place where good examples exist: a large number of international cycling projects are successful and proof of great commitment and creative problem-solving approaches. We will present some of these approaches – for example cycling concepts broadly supported by publicity campaigns in Lagos City for non-motorised transport, and infrastructure planning and bike-sharing models in Brazil. Aim of the training workshop is to raise awareness on the importance of promotion and funding of cycling infrastructure, provide information on different technical aspects and funding options for cycling infrastructure, and international exchange of experiences and best-practice in policy-making and promotion.

The event is organised by WCA (World Cycling Alliance) and the Transformative Urban Mobility Initiative (TUMI), by which the Federal Ministry for Economic Cooperation and Development supports the international transformation of the transport system: for example by means of continuing training measures and the sharing of experience as well as by funding innovative pilot projects in developing and emerging countries. TUMI - The Transformative Urban Mobility Initiative enables leaders in developing countries and emerging economies to create sustainable urban mobility. It offers technical and financial support for innovative ideas. In TUMI the German Federal Ministry of Economic Cooperation and Development (BMZ) has brought together some of the world’s leading institutions working on sustainable mobility to implement projects on site where they are needed most. Partners include ADB, CAF, WRI, ITDP, UN-Habitat, SLoCaT, ITDP, ICLEI, GIZ, KfW and C40. A transition towards sustainable urban mobility requires a shift in policy making and investment decisions. TUMI will support projects, leadership development and career building for urban leaders, decision-makers, planners and students; ultimately connecting more than 1000 leaders worldwide. We believe in capacity building, mobilization of investments and supporting approaches on the ground as the most effective measures to follow the set goals and achieving a more sustainable urban future.

http://transformative-mobility.org/

2 Agenda

Moderator: Melissa Gomez, ADFC Germany, Transportation Policy Officer

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<tr>
<th>Time</th>
<th>Topic &amp; Speaker</th>
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<tr>
<td>09:00 – 9:15</td>
<td>Official opening by a representative of GIZ and/or WCA</td>
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<td>09:15 – 09:45</td>
<td>Key note by WCA president Raluca Fiser, WCA on promoting cycling</td>
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<td>09:45 – 10:15</td>
<td>Key note by on promoting cycling infrastructure Amanda Ngabirano, WCA Uganda</td>
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<td>10:15 – 10:45</td>
<td>Questions and Answers, discussion about key notes</td>
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<th>Time</th>
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<tr>
<td>10:45 – 11:00</td>
<td>Coffee break</td>
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| 11:00 – 11:30 | Roundtable presentation of invited best practice cases on promoting cycling infrastructure:  
|              | Oluwaseun Sonoiki – Corporate & Legal Secretary at Lagos Metropolitan Area Transport Authority (LAMATA),  
|              | Tomás Martins, CEO, Tembici, Brazil  
|              | **Moderator: Melissa Gomez**                                        |
| 11:30 – 12:00 | Questions and Answers, Discussion about best practice cases  
|              | **Moderator: Melissa Gomez**                                        |
| 12:00 – 1:00 pm | Lunch break                                                         |
| 1:00 – 1:15 pm | Lessons learnt, recall and summary of best practice cases  
|              | **Melissa Gomez**                                                   |
| 1:15 – 3:00 pm | Peer to Peer Consulting Session about Challenges in Promoting Cycling Infrastructure  
|              | Group consultation on how to tackle challenges of a case owner. The participants will discuss in small groups together with the peers.  
|              | **Peer to Peer Consulting Session will be on:**  
|              | o promoting cycling strategies (Raluca Fiser)  
|              | o Bike sharing and similar innovation in mobility (Tomás Martins)  
|              | o Legal and administrative issues (Oluwaseun Sonoiki)  
|              | o cycling infrastructure (Amanda Ngabirano)  
|              | **Facilitator: Melissa Gomez**                                      |
| 3:00 – 3:15 pm | Coffee break                                                         |
| 3:15 – 4:15 | Roundtable with the keynote speakers and best-practice presenters on the main challenges and possible solutions.  
|              | **Moderator: Melissa Gomez**                                        |
| 4:15 – 4:45 pm | Summary and wrap up  
|              | **Melissa Gomez**                                                   |
| 4:45 | End of training workshop |
Speaker Biographies

Melissa Gomez, Moderator
Melissa Gómez is transport policy officer at the German Cyclist Association (ADFC). Previously she worked as an independent Sustainable Mobility and Urban Innovation consultant focusing her activities on the development of innovative mobility concepts as well as the strategic coordination of international projects. Ms. Gómez holds a degree in Political Science by the Complutense University of Madrid and two masters in Urban Planning by the University of Barcelona and the Institute of Urbanism of Paris.

Speaker in order of appearance:

Raluca Fiser, President, World Cycling Alliance, Romania
Raluca Fiser is the President of the World Cycling Alliance, Vice President and board member of the European Cyclists’ Federation, as well as President of Green Revolution Association (environmental NGO). Raluca founded in 2009 Green Revolution Association, the first Romanian NGO of urban ecology that implements measures underlying the building of a green city. Expert in strategic management and communication, she is coordinating CSR projects for more than 7 years as Managing Partner. In 2007 she launched the first Romanian media organization on environmental business and legislation, called Green Report. She is also responsible for business development and implementation, strategy & communication, liaison with partners and strategic networks including governments, industry and civil society as well as securing the NGO’s funding.
**Amanda Ngabirano, Vice President, World Cycling Alliance, Uganda**

Amanda Ngabirano is an urban and regional planner, lecturing at Makerere University in Kampala. She is known to be so passionate about planned physical development for sustainability, vitality and inclusiveness. She has been involved in several urban development projects locally, regionally as well as internationally, with a particular inclination to urban transport. Her passion and commitment towards smart cities is unrivalled. Amanda is one of the active urban and regional planning lecturers at Makerere University, always seeking to link theory and practice. She is also the Vice President, World Cycling Alliance, board member representing the African continent. Amanda rides her bicycle in her city Kampala, and sees a huge opportunity in investing in cycling, together with walking, NOW and not latter. She tirelessly works closely with her city leadership to give cycling and people, the future they deserve, and is glad to see some admirable results already. Amanda is also a fine, articulate and experienced specialist in communicating urban development issues, no matter the complexity of the subject. Notably, she is one of the most inspiring international speakers, who never leaves her audience the same. She is popularly known as ‘Amanda from Uganda’ and ‘Madam Bicycle’. For more information about Amanda Ngabirano, please visit www.amandangabirano.com.

**Oluwaseun Sonoiki, LAMATA, Nigeria**

Oluwaseun Sonoiki is the Corporate & Legal Secretary at LAMATA, an agency of the Lagos State Government which is responsible for planning, implementing, regulating and franchising public transport infrastructure and operations. Seun contributes to the development of legal strategies that enables the necessary resource consents for the implementation of LAMATA’s capital projects and she advises LAMATA on all matters relevant to its operation, particularly land transport related acts, regulations, rules and state sector related legislation. She played a vital role in supporting the development of the Lagos Non – Motorised Transport (NMT) Policy which aims to create an environment that supports increased accessibility by prioritising walking and cycling. As a member of LAMATA’s Executive Management Team, she specialises in Corporate Transactional Law, building and maintaining effective relationships with key business users, external legal providers and public sector legal advisors. Seun is a
member of the Nigerian Bar Association, Law Society England and Wales, the Institute of Chartered Secretaries and Administrators of Nigeria (ICSAN) and she is currently undergoing an Executive MBA programme at the Business School Netherlands.

Tomás Martins, CEO, Tembici

CEO of Tembici, the leading bicycle sharing company in Latin America, with recent entry into the shared electric scooter market as well. The main area of activity of the company is the planning, implementation and logistic operation of systems of bicycles and shared scooters and of parking of bikes. Present in 15 Brazilian cities, and countries like Chile and Argentina, Tembici counts 34 projects since its foundation in 2010 and makes more than 1 million trips a month. Graduated in International Relations from Fundação Álvares Penteado / SP (FAAP), Tomas has been a board member of the Institute for Leadership Training since 2014. He started to undertake in the area of urban mobility for 8 years, developing several projects, the main one being shared bicycles. In 2016, Tembici, acquired the shared bikes projects of the main capitals of Brazil. Since then, we have put our know-how and expertise to offer people the best micro mobility experience in cities. Currently, Tembici is the largest shared bicycle company in Latin America, with more than 700 employees and making more than one million trips a month. Only in 2018 did we grow 12 times the number of trips made and internationalize the company taking our business to Santiago de Chile and Buenos Aires.
4 Transformative Urban Mobility Initiative

An Initiative for the New Urban Agenda

Cities in developing countries and emerging economies are growing by the hour. More than half of the global population already lives in urban areas. Developments in transport systems, however, are not keeping pace. Every third person lives in informal settlements, with hardly any access to transport services making it difficult to reach work places, schools or other social and economic facilities. At the same time, growing transport volumes in cities increasingly contribute to climate change. The 2030 Agenda for Sustainable Development and the Paris Agreement on Climate Change target those challenges – and the New Urban Agenda further details the necessary steps to be taken by cities, national governments and international partnerships.

In order to contribute to the implementation of the New Urban Agenda, the German Federal Ministry for Economic Cooperation and Development (BMZ) launched the Transformative Urban Mobility Initiative during the Habitat III-conference in October 2016 in Quito, Ecuador.

The Transformative Urban Mobility Initiative:

...MOBILISES significant investments in order to build, modernize and augment sustainable urban mobility infrastructure. BMZ will – as a first step - mobilize up to 1 billion EUR in 2018 for sustainable urban transport systems in developing countries and emerging economies.

...ENABLES 1,500 urban leaders and decision-makers to plan and implement sustainable mobility concepts in the first two years of the initiative. Instruments will include Urban Mobility Labs, expert trainings, “Drive-in” trainings as well as e-learning approaches and webinars.

...SUPPORTS innovative projects with potential for replication and upscaling in small and medium-sized cities across the globe. The first round of transformative pilot activities to be supported will be selected through a competitive, transparent process in the first half of 2018.

...SHARES knowledge through high-level conferences, expert meetings as well as the establishment of a network in which to disseminate the knowledge gained from the initiative.