

Title

bike.POP – promoting sustainable mobility (cycling)

Short description

Bike.POP is a pioneering project created by the Cultural Cooperative POST with the aim of promoting sustainable mobility among people, institutions and companies, with particular emphasis on cycling as a means of transportation. The idea came from a group of people who, when adopting a new lifestyle based on the use of the bicycle, felt motivated to promote institutionally the improvements that this means of transport provides to its users. In order to fill the existing gaps with regard to sustainable mobility, this practice opened a physical store in Lisbon where it offers various services, namely: a workshop; the first free self-service bike repair and maintenance station in Lisbon; training and awareness-raising activities; production of events, sports and recreational activities; installation of infrastructures such as parking lots for bicycles and creation and design of urban furniture equipment and special bicycles. Within these offers different initiatives develop over time in order to achieve the promotion of sustainable mobility.

Taking into account the scope of services provided, the intervention sites are also diversified, including neighborhoods, cooperatives and local authorities.

Topic

Moving – Active mobility.

Characteristics (type, level)

Local/Regional Intervention.

Country/Countries of implementation

Portugal

Aims and Objectives

The practice aims to promote sustainable mobility among people, institutions and companies, with particular emphasis on cycling as a means of transport; provide information and acquisition of skills linked to sustainable mobility; offer innovative equipment and services; concentrate resources.

Target Group

All groups of people. It is an inclusive practice.

Status

Implemented on a continuous basis.

Start and Completion dates

Since 2009.

Lifestyle and Behavior Change

This practice encourages individuals to adopt a more balanced lifestyle, in which contact with the environment and the practice of physical exercise are integral parts. Decisions

about the form of displacement begin to contemplate more sustainable options previously ignored.

Effects on:

Health and Wellbeing	The use of cycling is objectively recommended by all international health and medical organizations, with advantages being recognized both in terms of physical health - cardio-respiratory and motor systems - and psychological well-being (mental health).
Vulnerable populations	The average cost of car journeys made by families is large, mainly given the considerable use; the bicycle greatly reduces expenses. In addition, it is a means of transport accessible to people from different social strata.
Environment	Compared to cars, the production of a bicycle in terms of carbon emissions is compensated after only 100km of use. Moreover, the bicycle drastically reduces the environmental impact of user's displacements over any other means of transport.

Initiated and/or implemented by

The practice was created as a pioneering project by the POST Cultural Cooperative. The changes in the lifestyle of those responsible for the project caused by the use of the bicycle (cost and time savings and the promotion of physical and mental health) motivated the institutional promotion of the improvements that this means of transport provides to its users.

Stakeholders and sectors involved

The partnerships vary with the initiatives. They include Bike.POP, Bike.POP users and collaborators, local community, and municipalities.

Financial support

During the first year Bike.POP benefited from a grant provided by a private partner. At the moment, the project is self-sustaining.

Evidence-base

The practice has no specific scientific basis. Yet it is supported by empirical evidence on the environmental and health benefits of active transportation (e.g. INHERIT Common Analytical Framework).

Main activities

Bike.POP project resulted in the opening of a physical store with several services, including a workshop and the first free self-service bike repair and maintenance station in Lisbon. Other initiatives are related to the project, such as: conducting training and awareness-raising activities; production of events, sports and recreational activities; and creation and design of urban furniture equipment and special bicycles. In addition, infrastructures such as parking lots for bicycles and urban bicycle repair stations were installed.

Evaluation

According to the project leader, the practice has been evaluated by local authorities, university studies, trainees and clients, and even by the media, always with positive results. It is the object of study by several municipalities that seek to generate employment and quality of life through the use of bicycles.

Main results

Main Bike.POP outputs are:

- a physical store with several services;
- infrastructures such as parking lots for bicycles and urban bicycle repair stations;
- training and awareness-raising activities related with active mobility;
- production of events, sports and recreational activities related with cycling;
- creation and design of urban furniture equipment and special bicycles;
- increasing awareness of healthier and more sustainable transportation options in a topographically irregular city.

Key success factors and barriers

The main key factors are the participant's ability to verify concretely the reduction of expenses resulting from less use of motor vehicles and the comprehensiveness of the services provided. The key barriers are linked to lack of funding, bureaucracy, budgetary issues and lack of political interest in such practices.

INHERIT Perspective

Bike.POP encourages individuals to adopt a more active and balanced lifestyle by promoting cycling. Ensuring resources, facilities, and training on cycling has the potential to increase cycling levels, which in turn has advantages in terms of physical health and psychological well-being. It is a means of transport accessible to people from different social strata, allowing also the reduction of transport expenses of some families. Moreover, the bicycle drastically reduces the environmental impact of user's displacements.

More information

<http://bikepop.pt/>

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