

ANNEX II:

Application Form 2014 Guangzhou International Award for Urban Innovation

Please complete the following application form and return it to the Guangzhou Award Secretariat at info@guangzhouaward.org by July 31st, 2014.

A. Profile of the Initiative

Name of City/Community:	Ciudad Autónoma de Buenos Aires	
Name of Province/State:	Ciudad Autónoma de Buenos Aires	
Name of Country/Region:	Argentina	
Geographic Region (Please select and tick one):	Africa (Sub-Saharan)	
	Asia and Pacific	
	East and Central Europe	
	Western Europe	
	North Africa and Middle East	
	North America	
	Latin America & Caribbean	√
Title, name and position of person(s) submitting:		
2.		
3.		
Basic City Data:		
Population size: 2,890,151		
Surface Area: 202 km ²		
Population Density: 14307.68 inhab/km ²		
GDP per capita: 7,628		
GINI Index: 40.52		
Other: (please specify)		

B. Title:

Title or Motto of the Initiative (25 words max.): Healthy Mobility Programme - EcoBici
Start date of the initiative: July 2010
Tentative end date of the initiative: October 2015
Thematic areas (please tick as appropriate): <input checked="" type="checkbox"/> Social <input type="checkbox"/> Economic

- ☒ Environmental
- ☒ Governance/Management
- ☐ Technology
- ☐ Other (please specify)

C. Background Information

Describe the legislative or policy framework under which the initiative is taking place, for example, a public policy document at the central or local government level, a policy statement, a covenant, a compact or publicly recognized commitment, etc. (80 words max)

The aim of the Mobility Healthy Plan is to encourage the use of bicycles as a means of urban transportation. In this context we create the Public Transport System for Bicycles (Bicing system, called EcoBici) by Law 2586 of December 2007. In addition to that, the law 4827 provides that parking garages are compelled to have a space for bike parking having a cost from six pesos per day.

D. Summary of the origins of the initiative:

Describe how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide. (350 words max)

1. Describe briefly the reason(s) for undertaking the initiative including challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

Buenos Aires City is inhabited by three million people. On working days, another three million people commute into the city, of which 60% do it by bus and 40% by car. The number of cars commuting into the city increases each year, leading to congestion, pollution, reduced mobility for pedestrians, and a higher risk of accidents.

Buenos Aires suffers from congestion, as every large city in the world. Our approach to tackle congestion, to actually reduce it, is to promote other means of commuting such as walking and cycling.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, measuring and evaluation, etc.).

The Healthy Mobility Programme aims to promote biking and environment care. Introducing cycling as a transport mode meant that we had to generate an important cultural

change, apart from providing the right infrastructure, which takes time. We achieved a lot in a short period of time and in a context where citizens were used to inaction rather than action, and where there was disbelief in that significant changes could actually occur. People's natural resistance to change was therefore exacerbated by this.

3. List the principal parties and partners to the initiative (specify public, private, non-governmental, individual, etc.) and who is or was the leading partner(s) and the role they each played.

We work constantly in association with others government areas in the planning and execution of events and policies associated to the promotion of the bike usage:

- “Green City”: inter-ministerial approach that articulates different public policies related to environment subjects.
- Ministry of Education: its highest point in this matter is to raise awareness about Sustainable Mobility Programme at schools. This action is enforced by the installation of bike racks at primary, middle and preparatory schools.
- Ministry of Health
- Environment Protection Agency
- Secretary of Habitat and Inclusion
- Ministry of Modernization

At the same time, there are activities related to raising awareness in joint action with universities, stores and commerce sector, bike-friendly movements, bicycle shops, KLM, Shimano and COMBBI (Argentinian Chamber of Mayorist and Minorist Bicycle Commerce).

4. Describe the resources used for implementing the initiative, including funding/financing strategy or arrangements and any significant contributions that are not in cash, for example, in human, technical or managerial resources.

The programme is financed by public funds, as it is established by the annual budget law in direct subordination to the General Office of Healthy Mobility of the Buenos Aires City's Transportation Department. Sponsors also take action with activities made in joint effort.

E. Summary of the innovative aspect(s) of the initiative:

Describe the innovation for the initiative using the following lead questions as a guide. (350 words max)

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk.

The idea is **revolutionary**: first, Buenos Aires City was the first city in Argentina to

implement this public policy, not only in the region but also in a non bicycle-friendly environment. In second term, Buenos Aires city government successfully faced a deep opposition from the society's strong automobile culture, both own and external (Buenos Aires receives millions of passengers, cars and buses because of its federal capital status and centralization).

2. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc.

We are focusing on three key areas at the same time: the development of an on-street protected cycle lane network, the implementation of a bike sharing system and cultural change.

3. Describe whether the innovation was inspired or borrowed from other experiences and how was the linkage with the other experiences made. Similarly, describe whether other parties have benefited or are benefiting from your innovation and how?

Protected bike-paths network meets the demand on labour and students travel, connecting neighbourhoods, the central area, transshipment centres and also those places which concentrate a large number of jobs locations and students destinations. Today, the network connects 18 neighbourhoods, being present in all the communes of the city.

As regards the economic sector and related trades bicycle shops, notice that grew widely since it began to implement policies to promote the use of bicycle.

4. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.

In a city with a formidable car culture, our program was a turning point in the battle to reclaim public space and public transport, seducing who prefer motorized transport for the city chooses to walk, ride public transportation and mobilize their healthy for their bike paths specially designed to make travelling pleasurable.

We started to work in a primarily local scale of change, but at present we consider that we are generating a regional impact. As a result, bike modal split has grown from 0.4% in 2009 to 12% in 2014.

Next steps

Currently, the bike sharing is in process of expansion. In the short term, we will be installing new infrastructure and technology. The aim is to respond to the exponential growth and demand for public bicycles.

F. Summary of the desired change or outcome and how it is being measured

Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured. (350 words max)

1. What change(s) or outcome have you already achieved or hope to achieve? Please describe the nature of the change or outcome in, for example, improved quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behaviour; improved efficiency, effectiveness, accountability or transparency, etc. Please also describe the scale of the change, for example, primarily local, regional, national or global.

- **Street protected cycle lane network:** From 2010 onwards, the cycle lane network has expanded at a rate of 30km per year, reaching more than 130 km at present.
- **Bike Sharing:** With 32 stations and 800 bikes it has reached 2,500,000 million trips, 114.000 users and peaks of more of 6500 trips per day.
- **Promotion initiatives:** Examples of our promotion initiatives are the provision of incentives to firms to encourage their employees to cycle to work via Corporate Social Responsibility (CSR), loans for bike purchase on 50 settlements at 0% interest rate, a roof tariff for bikes in car park, bike parking spaces in public space, etc.

2. What measurements or metrics are you using to assess the change? Describe who is doing the measuring and who is using the measurements and how.

Buenos Aires City Government performs surveys and counts aimed directly to society. We aim our surveys to people who use bicycles to attend work or study. Furthermore, Buenos Aires City government held monthly counts of cyclists at fixed locations within the cycle network.

3. Describe any specific tools or methods that were developed or applied to improve the chances or attain the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communications and knowledge, etc.

We designed the application **BA EcoBici** through which bicycle users can check the availability and status of the bike sharing system in real time, providing them with a city's map with all bikeways network and the possibility of allegations of obstruction.

In addition:

- Map of Bicycle Shops
- How to get to the nearest station
- Nearest *Ciclovía* (bikeway)
- Nearest public station of system

4. How does the initiative and its intended change(s) or outcomes contribute to a new image or reputation for your city or community?

The initiative is not only focuses to stress the benefits of cycling (it is faster, ecological, economic and healthy), but also to install the bike as a mode of recovery of public space.

By doing this, Buenos Aires City Government modified the City's image and especially changed how citizens live. The street is the largest reserve of public space in existence and it is mostly used by cars, generating neither efficient nor equitable use of the space distribution (by this perspective is that our administration raises awareness for people to understand that only one car occupies the space of ten bicycles).

G. Detailed description of the initiative and innovation

Choose any of the above headings or a particular aspect of the initiative that you wish to highlight and that you think best describes the reasons why the innovative aspect(s) of the initiative could be of benefit to other cities, regions, communities or parties. (400 words max)

Promotion initiatives:

1. Bicycle parking

- Bicycle racks on public roads: In total we installed 4,292 spaces in the city.
- Parking in commercial garages: all commercial garages in the city are required to have space for bicycles. In addition, the price may not exceed 10% of the cost of car parking.

2. Working with civil society

- Local Friends of the Bike: Local joining this program provides customers arriving in a space to park the bike. In addition, many offer benefits to those arriving by bike (discounts, promotions or gifts) and communicate these features at their websites and social networks.
- Education and work training course: The course is free and open to the public. Those who perform this training receive a certificate approved by the Ministry of Education and the Argentina Buenos Aires Chamber of Commerce and Industry of Bicycle Parts, Vehicles and Related (COMMBI).
- Discount coupons in Bicycle Shops: Through buenosaires.gob.ar / website Ecobici users can download and print coupons for the purchase of bicycles and accessories shops attached to these promotions. Benefits include discounts of up to 40% financing odds on various products.

3. Coexistence and road safety

- Cyclist Manual: In April 2013 we launched the first Manual for cyclists,

motorists and pedestrians who live in daily traffic. This presents the signage and official regulations, and suggests that urban cyclists a number of good practices in order to improve the living on the streets and increase the safety of all.

- The "School on Wheels: Workshops EcoBici in Open Schools" program is aimed at children of primary schools in the City. Suggests that students can learn to ride a bike and assimilate the basics of healthy mobility from an early age to enter this transport in their daily activities and act as multipliers in their homes and neighborhoods.

4. Cultural and Recreational Activities:

- Cultural and recreational activities such as bike rides, themed tours, bike the Day at cultural events and recitals (with the aim of providing a safe parking place and free to leave the bike in more events are added 2000 people), the programs Pimp your bike, bike Commute to work (every Friday morning from various parts of the city, cyclists are heading together to the Center) and Bike Festival.

H. Descriptive material in annex to the document

These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context_of your initiative which is a very important consideration. Additional material can be submitted in DVD or CD formats. Please do not exceed the specifications below; anything that exceeds these specifications may not be availed to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:

◆ Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative. Please embed this material on A4 pages.
◆ Up to 5 photos that best illustrate the initiative (.jpeg at 72. dpi, 500 x 700 px maximum). Please embed this material in two (2) A4 pages with titles.
◆ Up to 5 graphics that best illustrate the initiative (.pdf format, 72 dpi, A4 size max). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc. Please embed them on A4 pages.
◆ 1 map that best illustrates the physical context of the initiative (.pdf format, 72 dpi, A4 max)
◆ 1 chart that best illustrates the initiative (.pdf format, 72 dpi, A4 max)
◆ 1 technical drawing reduced to fit A4 format

I. Additional material

Any additional material such as videos should be submitted on a DVD/CD or by email to the Secretariat at info@guangzhouaward.org. :

