

Third International Seminar for the Promotion of the Bicycle as a Means of Urban Transport Palmira, COLOMBIA



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Problem description:

We are seeking ways of increasing the status of the bicycle, in order to increase its use as a means of transport. Objective of the Event: identify opportunities and threats to the implementation of links between the different modes of urban transport and formulate strategies for the implementation of cycle routes and cycle lanes in Colombia.

Description of the campaign / measure:

The campaign began with an international seminar lasting several days in which participants made presentations explaining the different aspects of the issue. Participants included Palmira City Council, the Colombian Cyclists Association, IBC, GTZ, the Cauca Valley Regional Autonomous Corporation, the Colombian Ministry of the Environment.



Palmira Seminar (photo IBC, T. Daggers).

Who is the driving force behind it? Who is the beneficiary?

The idea for the campaign came jointly from the Colombian Ministry of the Environment, the Palmira City Council and the Colombian Cyclists Association. Beneficiaries include existing cyclists because the positive focus on cycling has resulted in other road users respecting them more. Palmira City Council is also a beneficiary because the seminar created an opportunity for it to increase its profile as a green city with a sustainable transport system.



Palmira (photo IBC, T. Daggers)

Main slogan / statement:

The main theme was *bici vida*, meaning that the bicycle is a basic tool for city living.



Palmira (photo IBC, T. Dagers)



Palmira (photo IBC, T. Dagers)

Results:

The seminar had many results, at different levels. Organising a seminar on the use of bicycles as a means of transport has increased the status of bicycles, especially because the initiative to organise the event came from respected institutions and not only from pressure groups. The private sector used the event as a vehicle for presenting its own activities.



The private sector: parking services for cars, motorbikes and bicycles. (photo IBC, T. Dagers)



The private sector: pizza delivery service. (photo IBC, T. Dagers)

Opportunities / barriers:

Factors of influence and criteria of success:

Opportunities created by organising a seminar combined with an event like the cyclists campaign in the streets of Palmira:

- Identification of actors who are involved in improving the status of cyclists in the city;
- Dissemination of information about the activities of the actors in the non-motorised transport sector;
- Publicity for the use of bicycles as a means of transport;
- The international aspect of the experience was considered very positive encouragement for new initiatives and follow-up action to encourage the use of bicycles as a means of transport.

Examples:

Seminars combined with street events to promote the bicycle as a means of transport have been held in many other cities. This kind of seminar has been held in many cities in Colombia. Every Sunday in Bogota, part of the city is closed to motorised transport and reserved for cyclists and skaters. Approximately 150 km of streets are open only for the use of a non-motorised transport.

Link and or article for more information

For more information: ibc@transportvision.nl