



“A Focus On” Series

Share the Road Programme
Annual Report 2017

Introduction

This section of the annual report explores stories which are linked to the Share the Road goals, objectives and activities. In this report we focus on the following:

- **The Child Health & Mobility Initiative - a look at the recently launched FIA Foundation global initiative.**
- **Cape to Krapp – hearing one woman's remarkable journey as she cycles from South Africa to Norway to raise awareness of Climate Change.**
- **Mobike – a technology company bringing a new age of bike share to the world.**

A Focus on the Child Health & Mobility Initiative

Societies that rely heavily and increasingly on motorized transport, often do not take into account the ensuing consequences: increased fuel consumption, greater emissions of air pollutants and greater exposure of people to hazardous pollution that causes serious health problems. Motorized traffic is a significant source of major pollutants. World Health Organization (WHO) reports that air pollution is a major environment-related health threat to children and a risk factor for both acute and chronic respiratory disease. Children suffer huge health impacts from the effects of air pollution because their lungs are still developing, are more outside having a more active lifestyle, and they breathe lower to the ground. Additionally, millions of children face road traffic danger everyday with sub Saharan Africa bearing the highest proportional burden of child road injury. According to UNICEF and WHO road safety research, approximately 10 million children are injured or disabled, annually, on the road . This being the result of not meeting the specific mobility needs and rights of children.

The Child Health Initiative, launched in 2016 by the FIA Foundation, is the new global voice for the needs and rights of children. The Initiative comprises a founding partnership of UNICEF, Save the Children, UN Environment, the World Resources Institute, the Overseas Development Institute (ODI) and the FIA Foundation.

It aims to build a coalition of country and donor support for the objective of a safe and healthy journey to school for all children by 2030 through promotion of 'safe system' transportation

design and urban planning; promoting safe footpaths, cycle lanes and lower vehicle speed limits; legislation and interventions for motorcycle helmet and seat belt use and safe & affordable public transport; and supporting policy and technical interventions to bring air quality levels within World Health Organization guidelines. The Child Health Initiative further launched the #Everylife campaign, as a call for action to uphold the fundamental six rights of the child to be made real on every street, in every city. The Initiative combines research, advocacy and evidence-based interventions to promote this vital child rights agenda.

Six rights of the child:

- Every child has the right to use safe roads
- Every child has the right to breathe clean air
- Every child has the right to an education
- Every child has the right to explore in safety
- Every child has the right to protection from violence
- Every child has the right to be heard

At a global level, the Initiative's advocacy efforts aim to mainstream child health and mobility issues into international development and climate change policies whereas at the country level it supports efforts to integrate child rights and health outcomes into national and/or city level transportation and planning policy and practice. Some of its projects include:

Share the Road; led by UN Environment to promote walking and cycling as a priority in urban planning and design, and working with governments and city authorities to advise on implementation.

Investing in safer schools; led by Amend to demonstrate that low cost improvements to streets can make a difference in protecting children on their journey to school.

Helmets for kids; led by AIP Foundation to promote child motorcycle helmet use and pedestrian safety.



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More information on the Child Health initiative can be found here: <https://www.childhealthinitiative.org/>

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A Focus on

Cape to Krapp (one woman's remarkable journey)

My name is Teresie Hommersand and I am a 32 year old Norwegian woman cycling solo from South Africa to Norway; from the most southern point on the African continent to the most northern point in Europe!

After living for six years in Cape Town, I am cycling instead of flying back home because I want to reduce my carbon footprint. En route, I am screening films to people I meet along the way using my solar cinema, projector and speakers. My 'library' is filled with entertaining films about climate change and environmental sustainability issues and the aim is to exchange knowledge, raise further awareness and inspire people to take climate action.

As well as cycling 20,000 km across two continents to reduce my carbon footprint I am also cycling to protect the Kakamega forest in Kenya by raising funds for the Ecozlibrium's Energy Efficient Cook Stove project.

Annually each stove

- Cuts 3.2 tons of CO₂ emissions and reduces wood consumption by 2 tons.
- Reduces indoor smoke and respiratory diseases.
- Reduces low-income households' time and hard earned money spent on fetching firewood.



I'm seven months into the trip and am currently cycling through Kenya, having the most amazing time! Cutting one's climate emissions does not have to be boring or limiting!

En route, I am also getting insights into what it's like for non-motorized transport (NMT) users both in rural and urban areas, in the countries I'm cycling through. Many drivers are not familiar with the need to 'share the road' with pedestrians and cyclists. NMT infrastructure is often lacking and air pollution is just as serious a topic as road safety.

However, there are also some good stories to share; I have stopped counting the number of enthusiastic honks and supportive thumbs up a long time ago. You also get some very considerate drivers that give you so much space when overtaking that you can't help but break out into a big smile and say thank you.

When on a journey, your mode of transport really influences what you experience, who you meet and how you interact. I have no doubt that many of the unique, beautiful and rewarding experiences I have had, have been a result of me cycling. There's still so much to come, so please follow my journey.



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A Focus on

Mobike bike share scheme become 2017 Champions of the Earth

Founded and owned by Beijing Mobike Technology Co. Ltd, Mobike is the world's first and most technologically advanced fully station-less bicycle-sharing system headquartered in Beijing, China. It is the world's largest shared (for hire) bicycle operator. Operating all over China and 12 more countries and growing.

Since launching 19 months ago, 200 million Mobikers worldwide have collectively cycled over 18.2 billion kilometers, equivalent to reducing CO2 emissions by more than 4.4 million tons or taking 1.24 million cars off the road for a year (ref: Mobike & WRI study published in White Paper, January 2018).

In December 2017 Mobike was named among the 2017 Champions of the Earth by the United Nations Environment Programme in recognition of their transformative contribution to the advancement of low carbon public transport.

The award was accepted by Mobike Founder and President Ms. Hu Weiwei at an awards ceremony held in Nairobi, Kenya during the third annual UN Environment Assembly.

The Champions of the Earth award is the UN Environment's highest environmental honour; it celebrates outstanding figures from the public and private sectors alongside individuals of note whose actions have had a transformative and positive impact on the environment.

The award is now in its 14th year and its 80 recipients to date range from leaders of nations to grassroots activists - divided into categories of policy, science, business and civil society.

Mobike received the award in the Entrepreneurial Vision category, in recognition of achievements in applying an innovative business model to improve urban eco-mobility while actively addressing the challenge of urban air pollution and reducing carbon emissions.

On Receiving the Award Hu WeiWei said :

“When we first started Mobike, our goal was to change cities by making bikes available to everyone. The humble bicycle can not only change people and cities, but can also help change the world- both as a universal symbol of peace, and as a weapon in the fight against climate change, indeed, we believe that innovation, technology, and public participation are essential to meeting the United Nations Sustainable Development Goals. That is why we would like to invite governments, NGO's, cities, communities and businesses to join us at Mobike - together with the UN Environment- to embrace bike sharing, and create a pedal-powered green economy for the future”



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A Focus on

Children's mobility in Egypt

Children's Independent Mobility in an informal settlement in Greater Cairo

Rapid growth of megacities around the world is an exciting phenomenon for researchers. Among the common features of a megacity, which are predominantly in developing countries, is prevalence of informal settlements. Some are of poor quality such as tin shacks and one-story mud brick buildings, while others are of better quality and larger size such as multiple-story concrete buildings, often structurally sound, but built in absence of any governance and regulation. Greater Cairo is no less in this respect. In fact, about two thirds (the majority) of Greater Cairo's population live in informal settlements of varying degrees of quality (Sims, 2010). They are mostly burdened by substandard infrastructure, but are also enjoying many virtues that are characteristic of these dense areas: a highly walkable urban form, strong social fabric and associated sense of security, high accessibility to transport services through informal transport (paratransit), high accessibility to needs through the vibrant informal commercial activities that organically cater to local demand, among other virtues that are associated with compact cities. There might be a lot to learn from them.

A recently conducted case study about children's travel behavior in one of the city's largest informal settlements, Ezbet El-Haggana, may shed light on some of these virtues (Dorghamy and Mosa, 2016). In studying the children's most frequent trip, the journey to school, there were multiple distinct observations standing in contrast to formal settlements: High prevalence of walking as a main mode, high use of collective transport services (formal public and informal), and high prevalence of Children's Independent Mobility (CIM) (travel without accompaniment of an adult). Observations stand in contrast with the nature of trips to school in the 'modern' formal parts of Greater Cairo that highly depend on motorized transport and adult accompaniment (Darwish et al., 2016).

In the informal settlement, it is therefore found that walking and collective transport are already habitual at an early age with much knowledge about independent navigation of streets and acquired life skills that result from this experience at an early age. Focus group discussions with the local community also indicated that choices are not only driven by economic constraints, but also a general sense of safety attributed to strong social ties. Also past positive experience have a role in determining the nature of trips and adult accompaniment. This is a reminder of how informal settlements are often unfairly branded by popular media as a haven for decadence and crime based on bias anecdotal information, whereas objective research actually proves otherwise,

and in many cases even praises many virtues that characterize these communities, such as their community engagement, entrepreneurial spirit, and vibrant social life and compassion (Sims, 2010, Bremer 2014, Wahby, 2013, El-Mouelhi, 2014).

Cycling, the missing mode

In Haggana, social and behavioral factors were found to be supportive to certain elements of sustainable mobility, such as walking or using collective transport services, and are supportive to the development relevant life skills at an early age. However, social and behavioral factors may also rather inhibit other elements of sustainable transport. As an example, it was found that cycling in specific is absent in Haggana as a mode of transport (Dorghamy and Mosa, 2016). This is despite availability of flat landscape and despite the high costs of internal transport services that are monopolized by informal auto-rickshaws, the 'tuk-tuk'. Much of this phenomenon is attributed to the popular perception that cycling is for leisure, and boys approaching adulthood are pressured to discard cycling as a 'serious' mode of transport. And in the case of girls, there is much more to the story. A distinct gender aspect is found in the discussion of cycling as a viable mode of transport in Haggana, where local social norms are said to discourage the acceptability of cycling for girls, and more so for adult women, although the individual convictions about the topic are questionable and many individuals nevertheless maintain progressive opinions about the topic which requires further in-depth research (Dorghamy and Mosa, 2016). This gender bias is however less of a case in the formal parts of Greater Cairo at varying degrees.

Sustainability mobility as a social issue

Looking back at research findings in this study, many cases are revealed where social and behavioral aspects can either enhance or inhibit mobility and sustainable travel behavior, either improving people's options or furthering their captivity. This indicates the wealth of insight that social and behavioral sciences can offer to the field of sustainable mobility, looking further beyond the physical aspects of services and infrastructure and into the social and behavioral realm. It also highlights the elements of sustainable travel behavior in informal settlements developed at an early age, which should be capitalized on and catered to before residents gradually shift toward the adoption of car-centered lifestyles as with their counterparts in the formal areas of the city.

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