



# **Cycling & Pedestrianization in Egypt:**

***Overview of our youth-led environmental  
activism***

Ahmed El-Dorghamy





عدالة إجتماعية = الفسحة للجميع... والجمال للغنى والفقير!



قبول على حديقة ابن سندر-كوبرى القبه... الدخول بسعر رمزى



الحدائق العامة المؤهلة للفسحة قليلة جداً... العيال هتلعب فين؟!!



تكدّس في ألعاب الأطفال في حديقة ابن سندر – بإدارة المحافظة-الحدائق المتخصصة



فى ناس طوّرت... بس قافلة الحديقة بسور!



حديقة موازية لحديقة المبادرة البيئية ولاكن مغلقة (برعاية شركة مصر للتأمين)



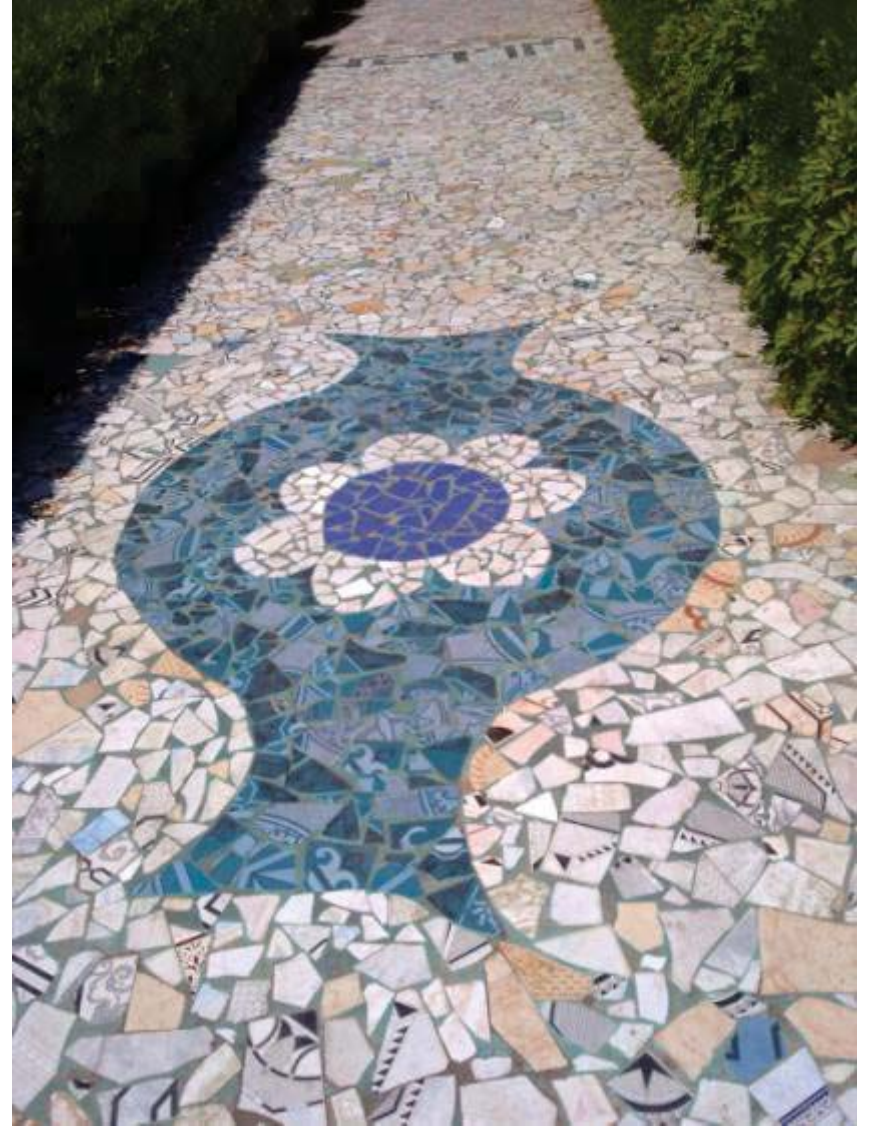
و فى ناس بتجرّب حل وسط...



حديقة عامة فى مدينة نصر محاطة بسور وتفتح فترات قليلة من اليوم.



و الموضوع مش لازم يبقى مكلف! ...بس عايز شوية إبتكار وذوق حلو 😊



كسر رخام + ذوق فنى جميل فى حديقة بمدينة نصر



...ومشاركة أهالى المنطقة بنفسهم



الأهالى يجددون حديقة (جزيرة) موازية لحديقة المبادرة البيئية



...و طبعاً البيئة الجميلة بتعمل هدوء وراحة نفسية لأي

حد!!

يا ترى الإجرام والعنف  
والتحرش ممكن يقل لو  
إهتمينا بالبيئة والأماكن  
العامة؟؟



الجزيرة بعد تجديدها – والكلاب المروّقة!!



ياما حلول كثيرة نسيناها تماماً...



دراجة مهجورة فى شارع إبراهيم اللقانى – مصر الجديدة





# What do we do?

- **Outreach activities:**
  - Exposing youth initiatives for Sustainable Transport.
  - Sustainable mobility campaigns & education.
  - Media penetration.
- **Research activities:**
  - Research and surveys.
  - Monitoring progress of the cycling community
  - Guiding the outreach network.





# Timeline

- **March 2006, Cairo Cyclers' Club** established, first event “Cross the Bridge”.
- **3 months after in Alexandria**, first group established in Alexandria, spin-offs also succeed and grow, and the first **rental-on-site model** established – great success in impact, challenging finances.
- **May 2008 Korba Festival**: first success in lobbying to close a street for pedestrians (phased-out later in the year)
- **2008 GBI Egypt formed and succeeds in the first civil society event abroad: cycling 720km from Dusseldorf to Newberry, later becomes a registered NGO.**
- **Jan'25<sup>th</sup> 2010 Revolution and after**: Cyclists organize to promote helmets at ground-zero, groups mobilize for charity, cyclists later used in political campaigns.
- **July 2011 “Kefaya Za7ma Campaign”** Launched assessing progress and establishing partnerships.
- **Today**: Many groups nucleating, media coverage spreads, private sector recognizes opportunities and supports. Online memberships today exceeding 25,000 and counting.



















...جرّبنا إحتفالية جميلة فى الحديقة وفهمنا المكان كويس





## ...تشرفنا بمشاركة الحي والمحافظة

**شكر و تقدير**  
يتقدم البرنامج الشبي لجمعية النهضة المحروسة (Green Arm) والمنسق العام ليوم  
حرك الكوكب (350 Egypt)، بخالص الشكر والتقدير لـ  
السيد السواء أحمد أبو النعسر  
رئيس حي مصر الجديدة  
وذلك بالشكر من كل أفراد فريق العمل والمضرمات المشاركة من الناشطين البيئيين وغير  
مشروع المزيخ - مبادرة التراجعت العالمية (GBI) بمصر - نادي القاهرة للتراجعت - القاهرة  
قوة السلام - فريق النيل - معادى رينجرز - الأندى الخضراء - سائيف الجامعة البريطانية -  
أصدقاء مدى الحياة (F4L) - نادي التراجعت سائيف إيجبت - أريادس البيئة المستدامة -  
مجموعة بكرة - برنامج ملراء المناخ - جمعية ميدان  
وذلك لمساهمتكم الكريمة لدعم وإنجاح هذا الحدث الثقافي المجتمعي يوم حرك  
كوكب 23 سبتمبر 2011 بالهدف لوعية المجتمع المصري عن قضايا البيئة



رئيس الحي يشارك بالدراجة إحتفالية المبادرة البيئية فى يوم حراك الكوكب فى الحديقة

...جاهزين بالتصميمات وأفكار مبتكرة وأنشطة التوعية

مسابقة لتصميم أماكن لركن الدراجات والتوعية عن التخطيط العمراني للدراجات والمشاة



جاهزين بحملات توعية لشوارع آمنة وحياة كريمة لكل الناس...





# !وعارفين عزيزين إيه



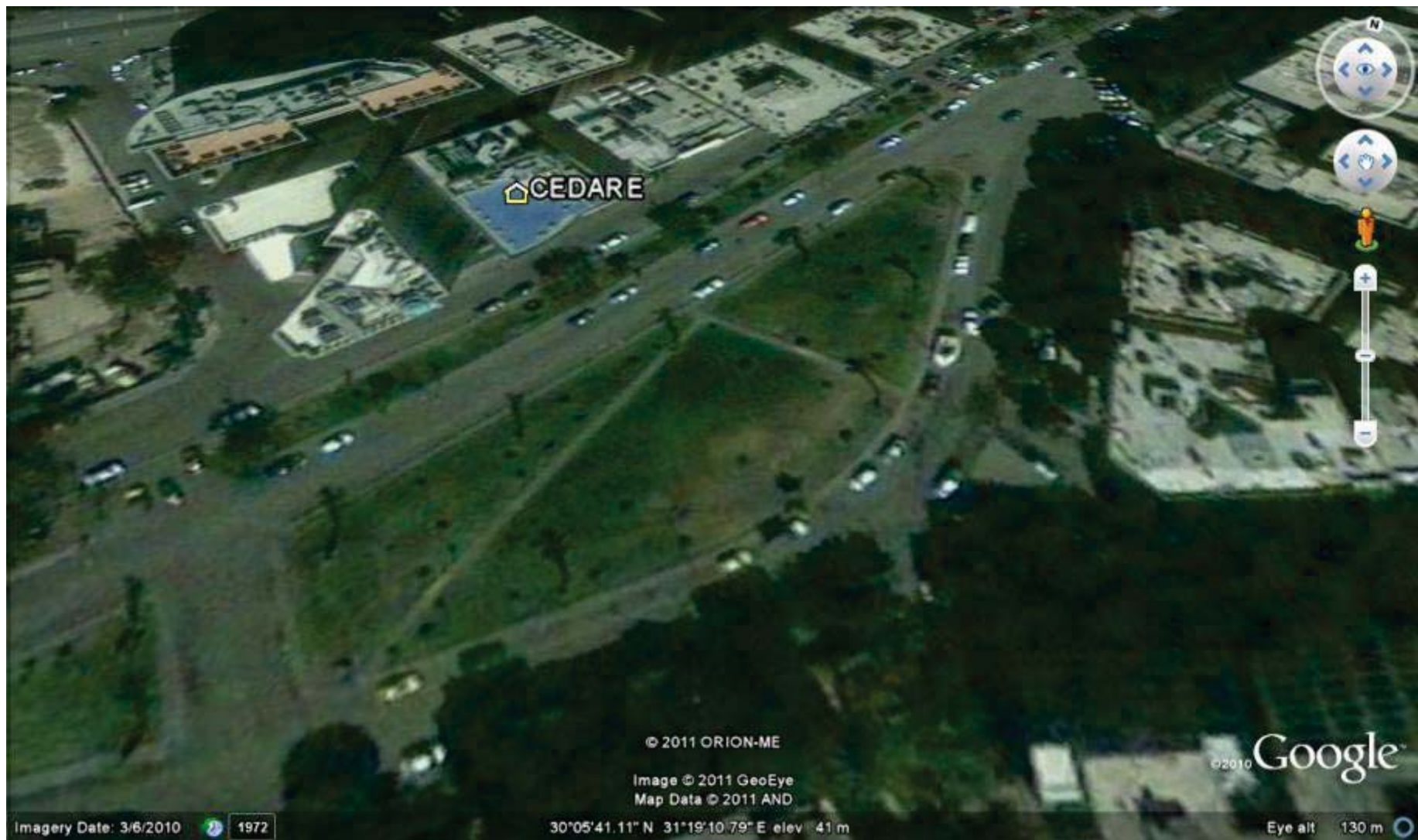












# HELIOPOLIS GARDEN PROPOSAL 1



small auditorium ( multi purpose)

PORTABLE STAGE FOR EVENTS



FLOORING GARDENING



EL HEGAZ STREET

SECURITY ROOM

Entrance 2

kids play ground area

Multi purpose area

GATHERING AREA AND ACTIVITIES

Entrance 3

STRETCHED TENT SHADE

Entrance 1

ARTISTIC WALL BARBECUE/PAPER/POSTER

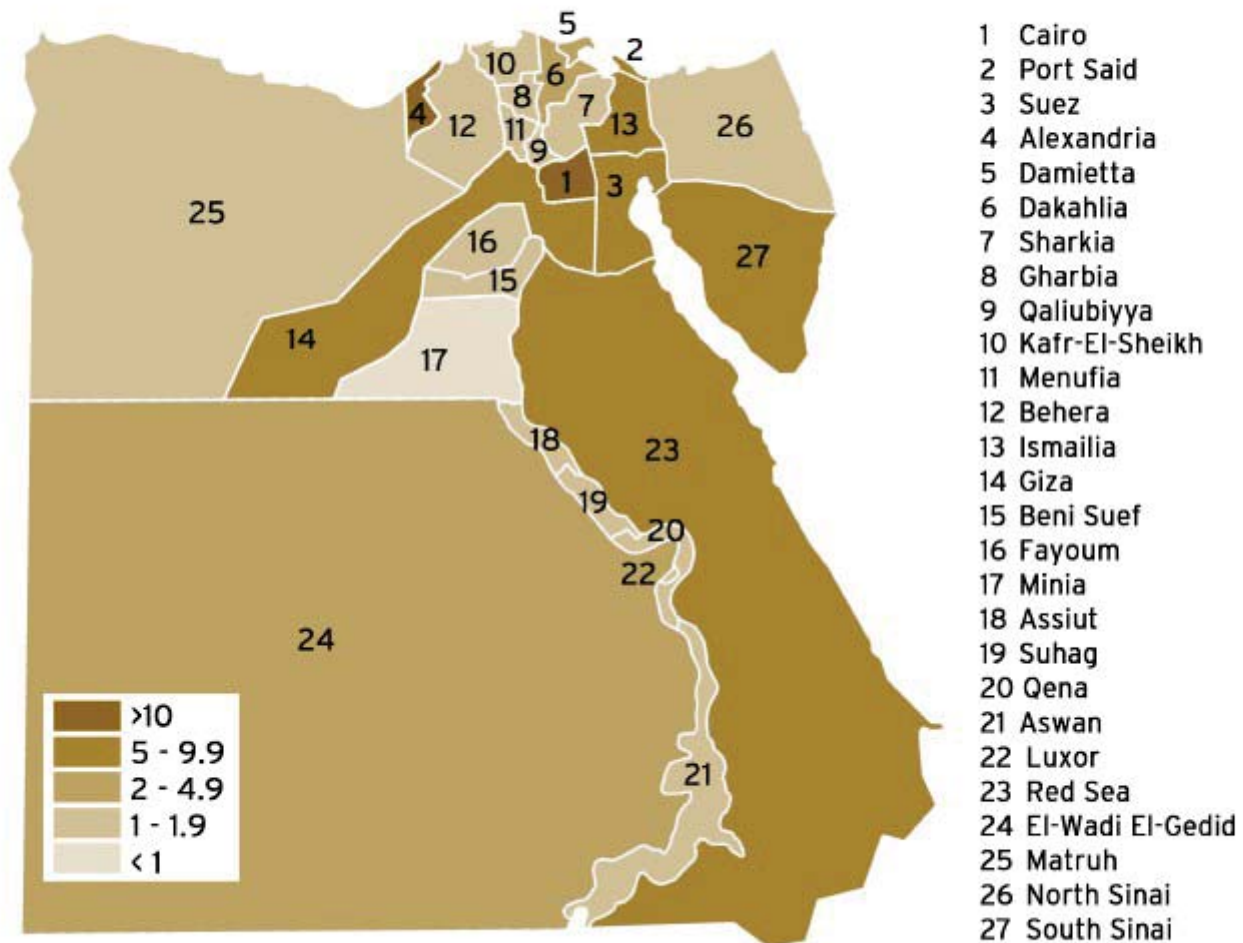
BUS STATION



SHADING UNITS  
ENTRANCE SHOT

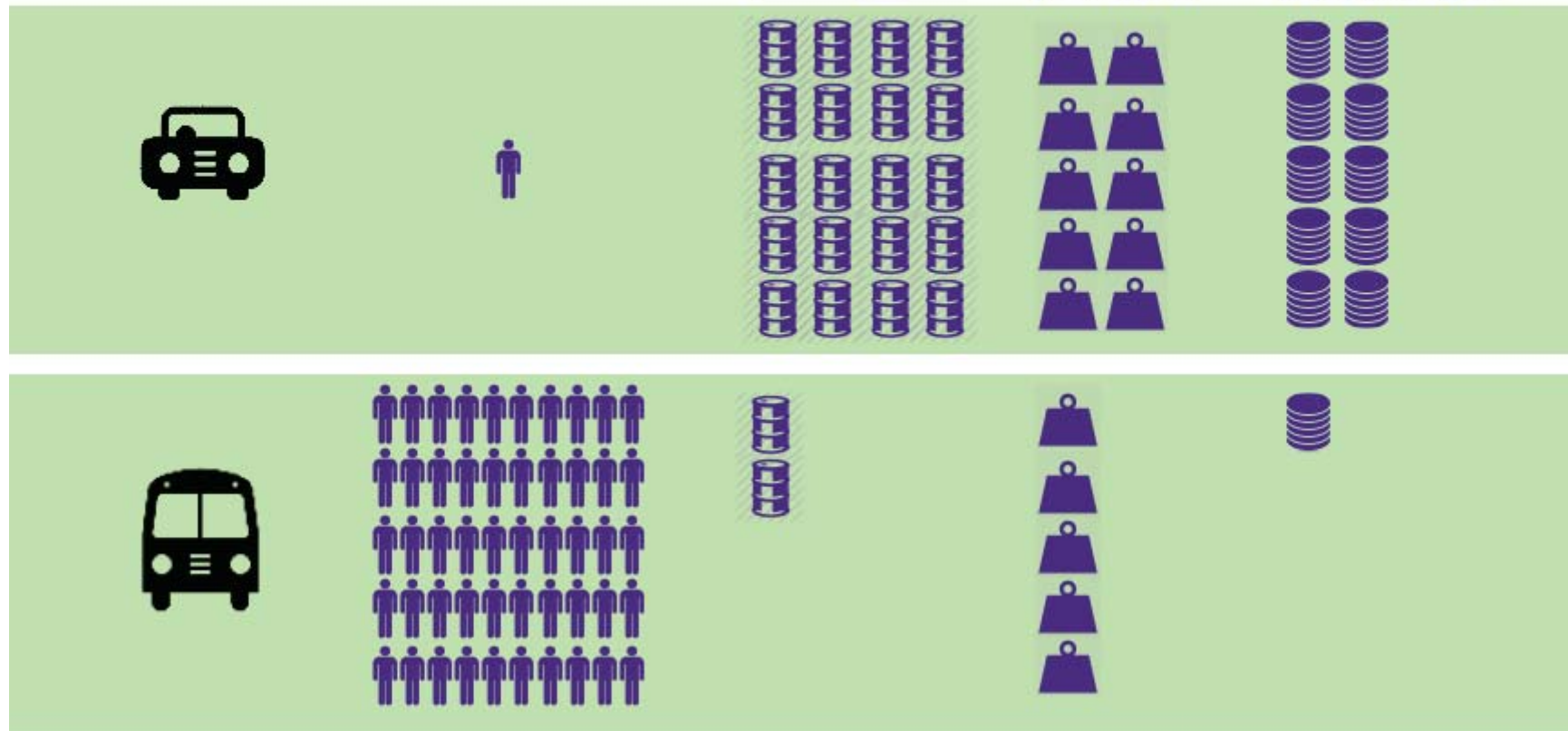


## Amount of cars per 100 inhabitants





# effects of a daily commute of 10 kilometers by car or bus



assumptions: car fuel consumption: 5.6 liters per 100km; 0.145kg CO<sup>2</sup> per km  
 bus fuel consumption: 25 liters per 100km; 0.07kg CO<sup>2</sup> per km per person

 10 l

 50 kg

 100 LE



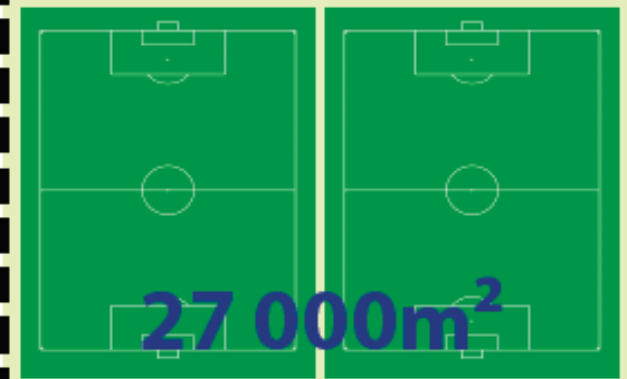
428 new cars in Cairo each day:



**3 800m<sup>2</sup>**  
=

the area needed to  
grow 1 ton of wheat

3000 new cars in Cairo each week:



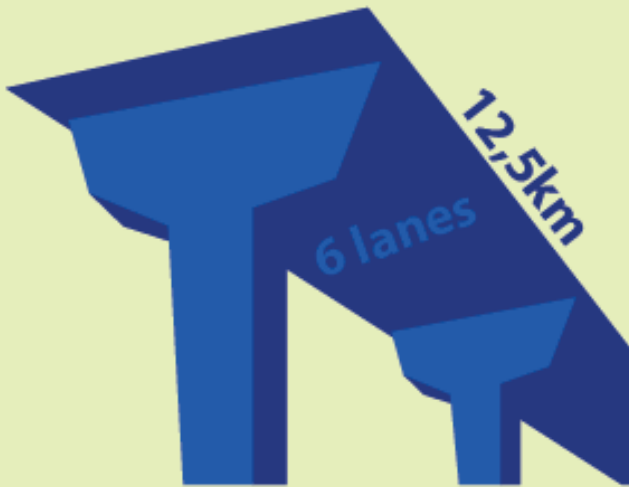
**27 000m<sup>2</sup>**

= 4 football  
fields



156 000 new cars in Cairo each  
year demand parking space as  
much as the capacity of:

**10x** 6th of October Bridge  
full lenght

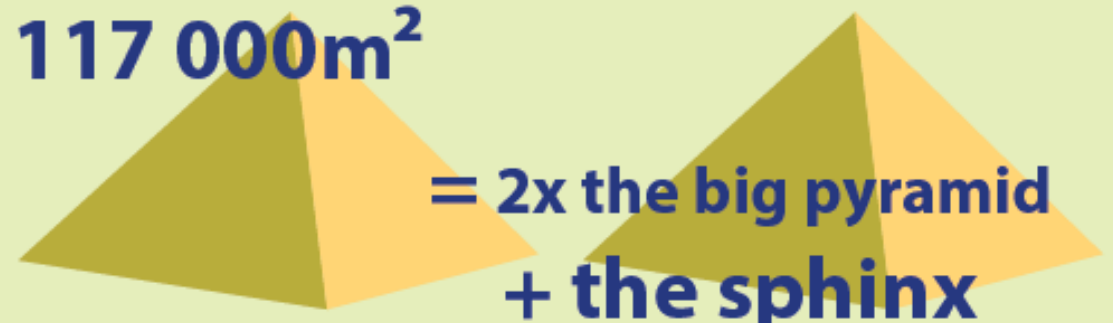


=  
**9m<sup>2</sup>**

13000 new cars in Cairo each month:

**117 000m<sup>2</sup>**

= 2x the big pyramid  
+ the sphinx



**3000 new cars in Cairo each week:**

**$27\,000\text{m}^2$**

**= 4 football  
fields**















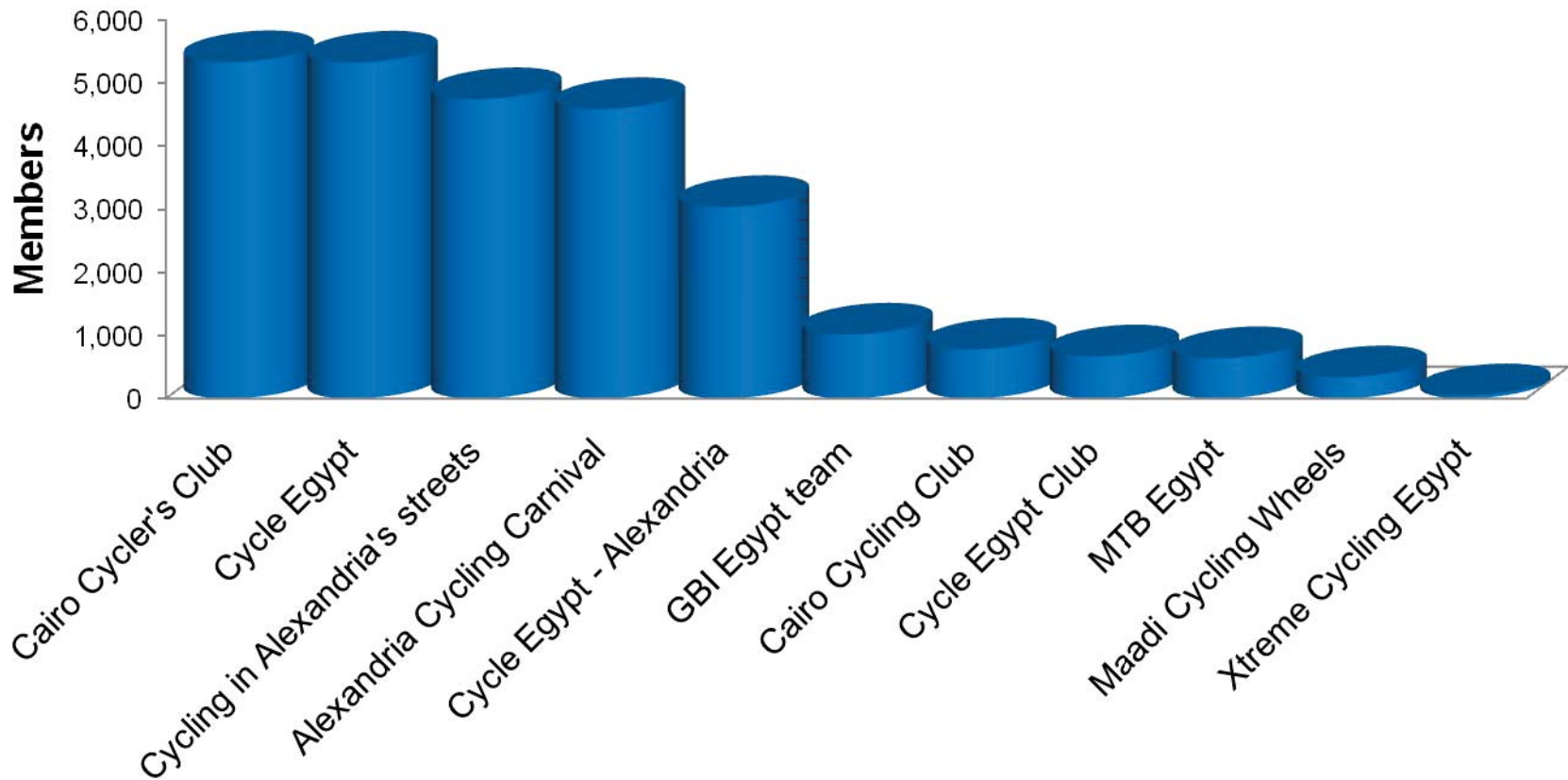






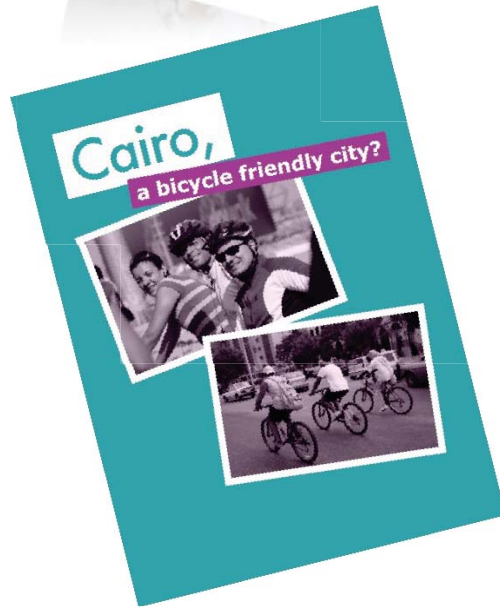
# FB Groups

Building critical mass: Approaching **30,000** memberships



FB Cycling Group Pages





# Explosion of Activism



350-CAIRO



# “Kefaya Za7ma!” Survey

<https://www.surveymonkey.com/s/KEFAYA-ZA7MA>

Implemented by:



Supporting Partners:



## Approx. 50 Questions

(demographics, socio-economic info, travel behavior, & preferences, use of internet & social media, awareness, etc)

Launched: Oct 1<sup>st</sup>

**Status: 220+ complete responses (520 partial) & counting till 5000...**

Due to close by: Dec.15<sup>th</sup>



←350-CAIRO



+



+



كفاية زحمة عربيات . . . عايزين مشى و عجل ومواصلات

# GBI Egypt Team

## Global Biking Initiative

)We Cycle for Charity(



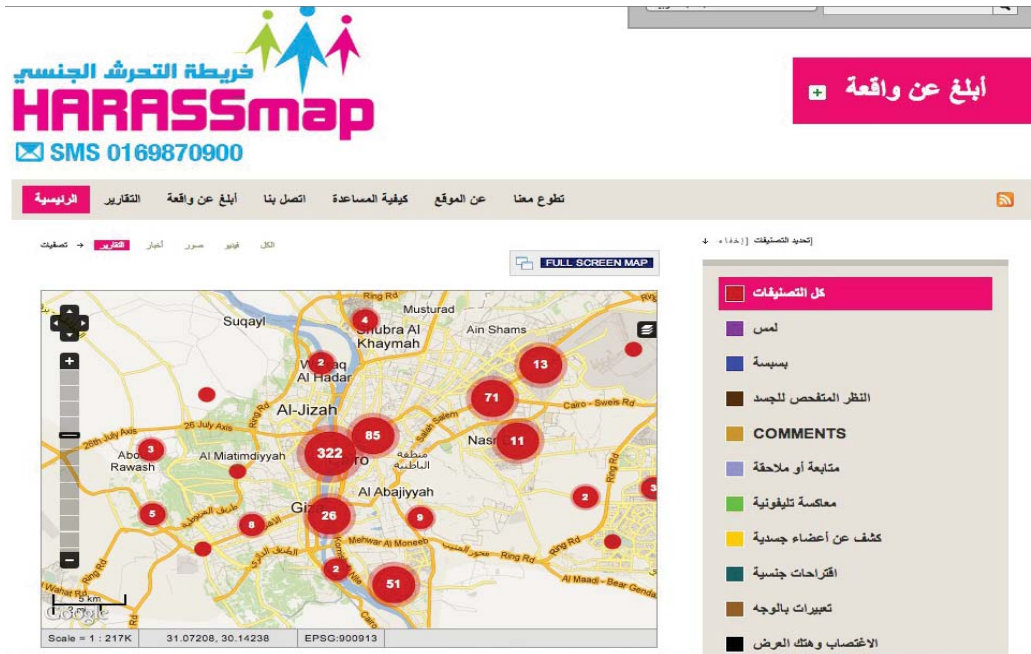
## History

GBI 2008	from Dusseldorf to Newbery
GBI 2009	from Milan to Dusseldorf
GBI 2010	from Prague to Dusseldorf
GBI 2011	from Amsterdam to Dusseldorf
GBI 2012	from Oslo to Dusseldorf

## GBI Egypt Vision

- Cycling as a Way of Life
- Share the Beauty of our Culture
- Making a Personal Difference





- Challenge the social acceptability of sexual harassment
- Re-establish consequences for harassers
- Restore Egypt's tradition of public safety for women

## What does HarassMap do?

Community outreach program

Safe areas

Reporting system, online map, and referral to  
NGO services for victims

Public campaign

Cooperation



## Other supporting partners





# “Kefaya Za7ma!” Survey Background

<https://www.surveymonkey.com/s/KEFAYA-ZA7MA>

Implemented by:



Supporting Partners:



**~50 Questions**

(demographics, socio-economic profiles, travel behavior, preferences and attitude, use of internet & social media, awareness, etc)

Launched: Oct 1<sup>st</sup>

**Status: 220+ complete responses (520 partial) & counting till 5000...**

Respondents pooled in a FB group for follow-up.

# Cycling for change

## Cairo, a bicycle friendly city?

Join us in our quest and Sponsor a bike rack at your store/office. The bike rack will carry your logo and brand colors in addition to a brief about the cycling movement.

The cost of a custom made bicycle rack is around 5000 LE.

You will be listed as cycling groups' sponsor as a bicycle friendly spot and as a partner in events and forums held by the different cycling clubs.

### Cycling, a simple solution

There are many challenges in planning for sustainable mobility in Cairo. Road quality is deteriorating while vehicle numbers are steadily increasing at an annual rate of 4.8% (IDSC 2007). The challenges involve managing traffic congestion, addressing local and regional air pollution, and mitigating greenhouse gas emissions, among many other secondary impacts on environment, on public health and the economy. There is an ever-growing pressure to resort to alternative modes of transport. A convenient option for the case of Cairo is promoting cycling for short trips and in congested areas. Promoting cycling as an optional mode of transport can bring a synergy of positive social, economic, and environmental impacts as proven in many other cities around the world.

### Environmental impact

According to the First National Communication of Egypt on Climate Change (1999), the transportation sector in Egypt accounts for 34% of the consumption of fossil fuels, the major contributor to greenhouse gases nationally. Furthermore, according to source attribution studies conducted in the Cairo Air Improvement Project (USAID, 2002), transportation is also the contributor to local air pollution; at times it accounts for a third of the total pollution load.

Bicycles for cars in trips shorter than 10 km have the potential of reducing carbon dioxide emissions by approximately 1,200,000 tons annually. Using a conservative scenario, replacing one car owner (1.16 million cars) with one round trip per day, would save 1.16 million tons of CO2.

### Social impact

In countless projects recently sports has been recognized as a tool for social change and empowerment, the latest of which is the street basketball in Egypt, and several projects in Africa of the same nature.

The social problems that a sport can address are as follows:

1. Gender-related barriers
2. Highly stratified society
3. Absence of a peaceful environment
4. Sedentary lifestyle

## Bicycle-Friendly cities should have 5 "E"s

1. Engineering: lanes, parking, rental points
2. Evaluation & Planning: make changes to existing laws and plan for the future
3. Enforcement: traffic regulations
4. Encouragement: events and campaigns
5. Education: resources, maps, awareness campaigns, safety tips

Over the past 3 years, the Egyptian cycling community has been very active in conducting awareness events and spreading a safe bicycling culture in Cairo. The cycling community has grown from a 100 Cyclists rallying in El Kobra Festival in spring 2007 to 10,000 cyclists cycling regularly over Egypt in summer 2010. The movement is growing, and surveys have shown that many would cycle if proper infrastructure and regulations are in place. It is also worth noting that environmental awareness is rising among Egyptian youth, manifested in a number of street cleanups, carpooling and tree planting initiatives.

In the age of social marketing, businesses are every day shifting towards marketing life-styles instead of products. More businesses are proving to their potential customers every day that they care about society and the environment, thereby fulfilling the triple bottom line of: people, planet, profit.

## Do you wish to transform Cairo into a bicycle-friendly city & brand your business as environmental/green and encouraging a healthy lifestyle?



**We need to gather forces and make more noise!**





**We need to build the critical mass**





## Early sample of indicators taking shape with focus on Female Respondents (FR)

- 42% of FR suffer some level of disapproval from parents, friends, peers, etc, for cultural reasons, vs. 22% for MRs.
- 74% FRs do not own a bike while MRs, 24%.
- “Exercise” is the highest motivator for both MR & FR among all benefits/motivators of cycling.
- 56% of FRs are completely not cycling due to being bothered in the street (& most of the rest are at least “discouraged”)
- Common discouragement: Roads & Infrastructure, showering facilities at destination, weather.

F:

“Running all errands on a bike is **dream** for me, but realistically it's hard and it's even getting harder .... On another point, I'm only allowed to go cycling in a **large group** of friends that includes a **family member** yet we still feel unsafe at times.”



*Some encouraging final comments  
from our respondents...*

**F:**

**"Good luck in your mission.  
It can be done! Thanks  
for a fantastic  
initiative!"**



M:

"I am interested :) Contact  
me at

[Gamal.sadek@bey2ollak.co](mailto:Gamal.sadek@bey2ollak.com)  
m We can co-operate :)"

F:

“ياريت ياريت ياريت”



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a bicycle friendly city?



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Thank you!

# Further Information

Contact:



[GreenArm@nahdetmasr.org](mailto:GreenArm@nahdetmasr.org)

Follow:

FB Page: *Nahdet El Mahrousa's Green Arm*

Check: [www.greenarm.org](http://www.greenarm.org)

*Haven't taken the survey yet?*

Go to: [www.surveymonkey.com/s/KEFAYA-ZA7MA](http://www.surveymonkey.com/s/KEFAYA-ZA7MA)