

**how can we rebrand
and change the
perception of bike
paths in São Paulo?**





**247.650.00 R\$ on
bad reputation**



generation Y (20-29)



generation Z (12-19)



cicloviva

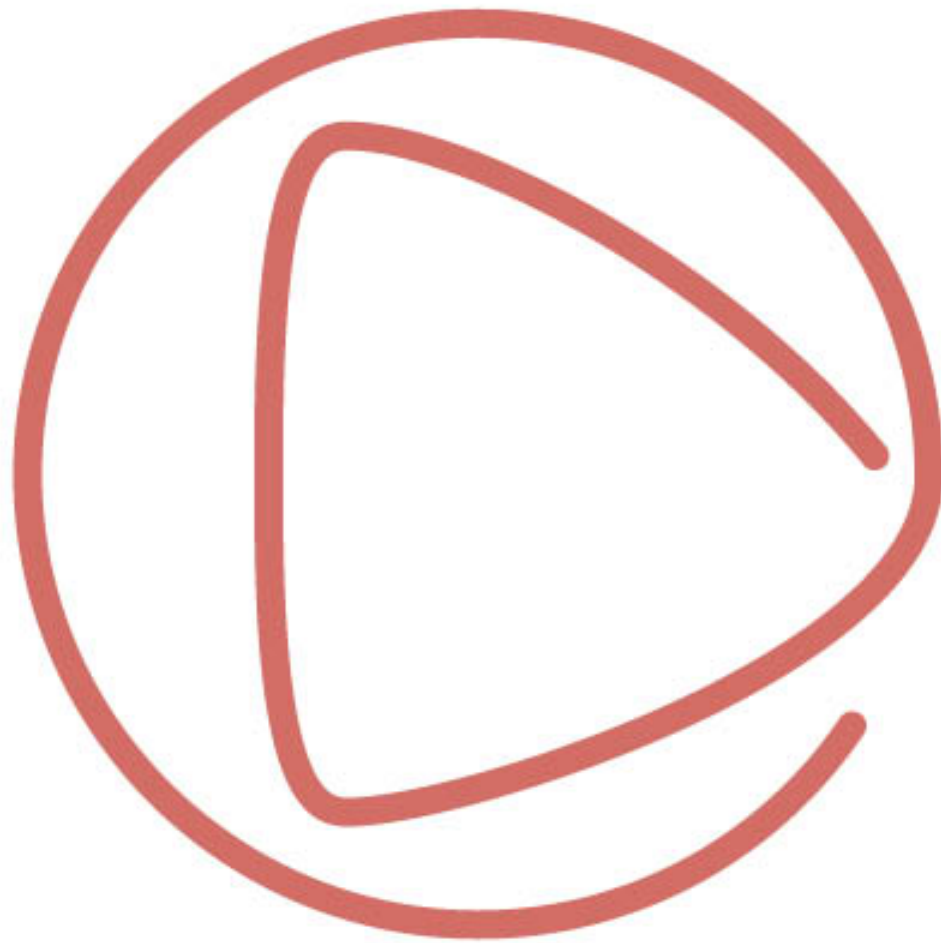


NORTH

EAST

WEST

SOUTH



campaign website

BRINGING THE CYCLE PATHS TO **LIFE**

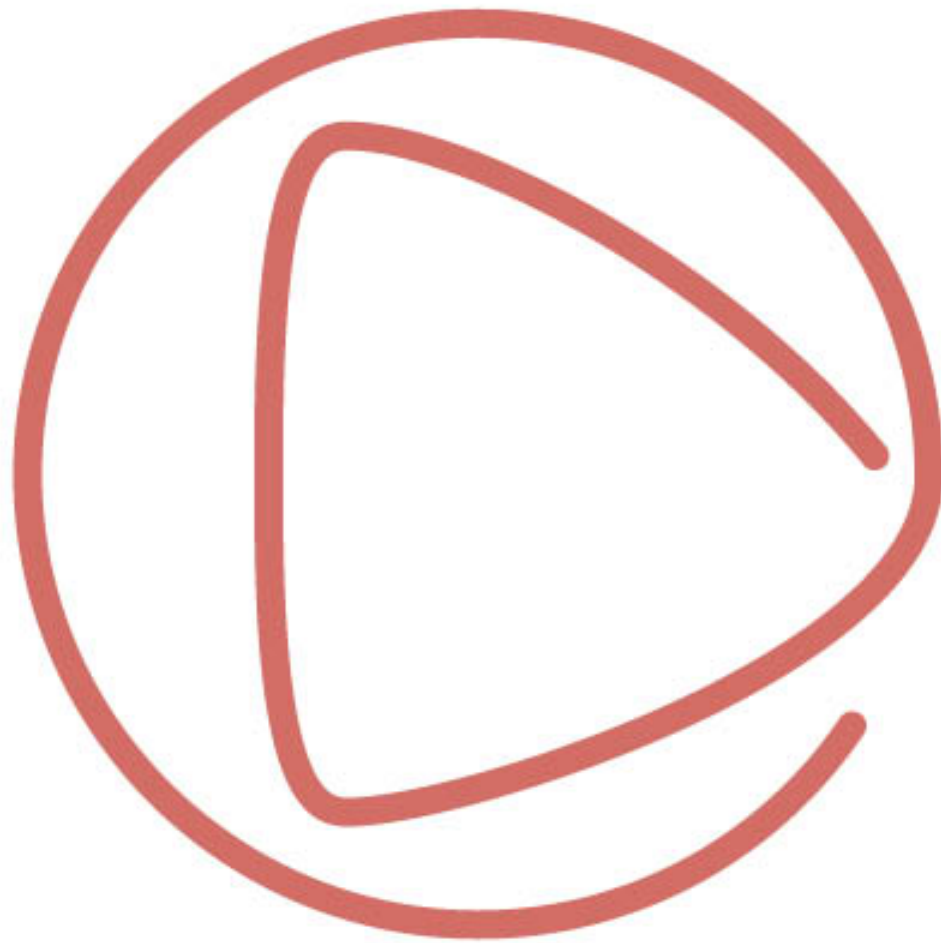
[participate](#)
[vote](#)
[cycleways](#)
[about](#)




PEDALARAM NA
VOA PASSARINHO
HOJE:

473





proof of concept



thank you
for your attention!



cicloviva

