

# DECONGESTSANDTON

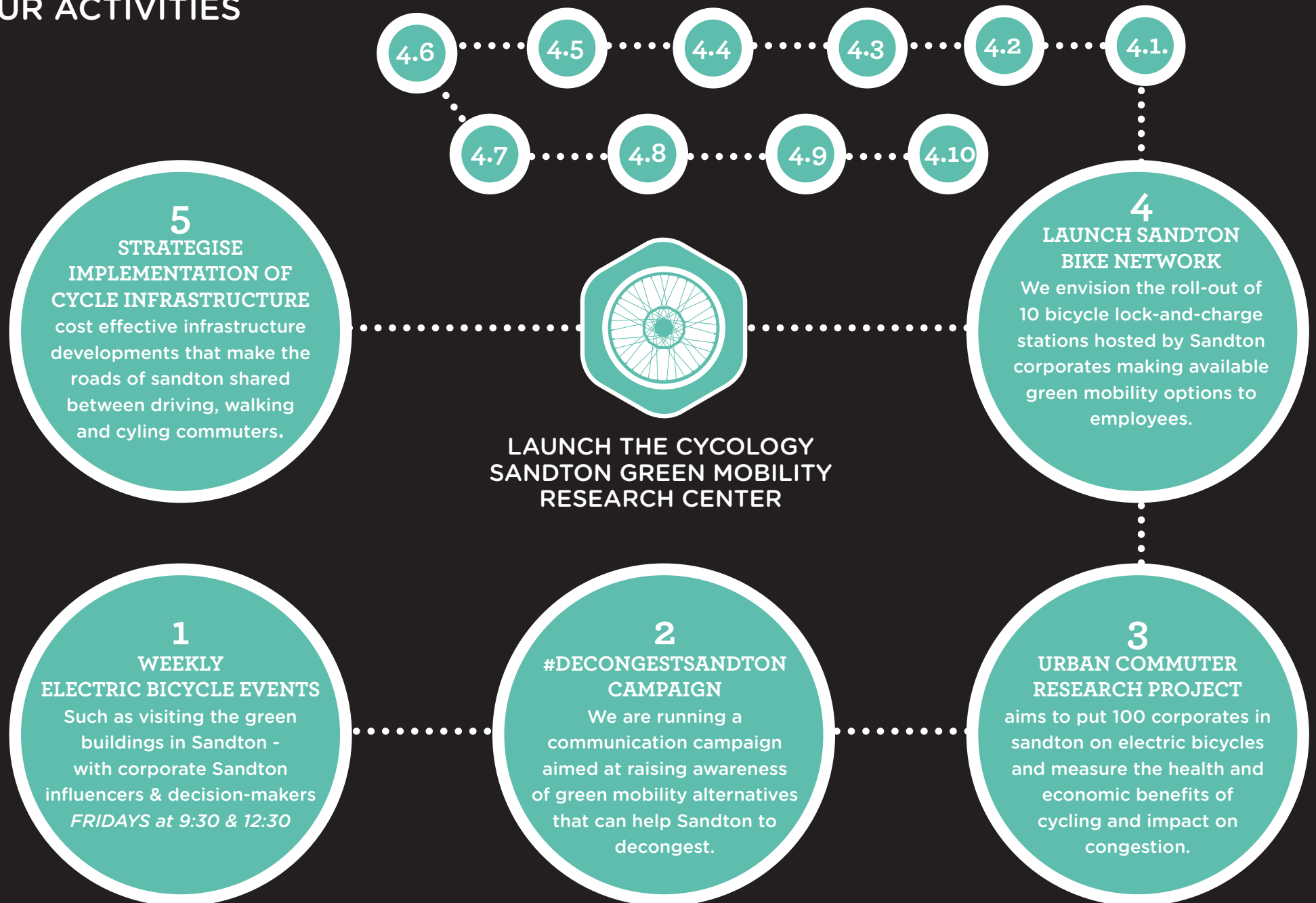
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WE RAISE AWARENESS & ACCESS TO GREEN MOBILITY  
IN URBAN SOUTH AFRICA THROUGH  
ACTIVATIONS, CAMPAIGNS and RESEARCH

*[www.decongest.co.za](http://www.decongest.co.za)*  
*[www.decongest.org.za](http://www.decongest.org.za)*

# OUR ACTIVITIES



## HOW TO GET INVOLVED ?

We are building a community and we need your active engagement to make this a green mobility revolution.  
We have structured 5 ways for you to join in.

- 1/ join us for a ride.
- 2/ join our research project.
- 3/ host an electric bicycle station.
- 4/ become part of the network  
*- support & promote our campaign*
- 5/ become a partner.

# HOW TO GET INVOLVED ?

1/ join us for a ride

hosted by GBCSA, CYCOLOGY & SOLID GREEN



**DECONGEST.SANDTON**  
*electric bicycle tours*

**YOU ARE INVITED TO JOIN US**  
for an Inspirational 60 min electric bicycle experience  
that connects you to the people places and passions that will  
leave you inspired and informed on the latest in Green building  
and Green Mobility developments in Sandton.

EVERY FRIDAY 2014 / 9:30 am & 12:30pm /  
TO BOOK: [jarrod.lewin@gbcsa.org.za](mailto:jarrod.lewin@gbcsa.org.za)  
[www.decongest.co.za](http://www.decongest.co.za)



[www.cycology.biz](http://www.cycology.biz) / [www.gbcsa.org.za](http://www.gbcsa.org.za) / [www.solidgreen.co.za](http://www.solidgreen.co.za)

## HOW TO GET INVOLVED ?

1/ join us for a talk

jozihub



CYCOLOGY™



### \*Green Technology Sessions

**JOIN US for a Inspirational Green mobility Talks  
& electric bicycle activation once a month**

10:30am - 11:30 am Inspirational talk

12:00 - onwards electric bicycle demonstration and short tours

\* RSVP: [vincent@cycology.biz](mailto:vincent@cycology.biz) / for more info: [info@jozihub.org](mailto:info@jozihub.org)

We are passionate about the transformative power of technology, and the greener, the better. In 2014 we are kicking off a collaboration with Jozihub community member CYCOLOGY to bring a series of experiential sessions on green mobility and green technologies, geared at leaving you inspired and informed on Green Mobility and Green technologies. CYCOLOGY specialises in using green technologies such as the electric bicycle to inspire South Africans to connect the people, places and passions that make their cities so dynamic and diverse.

jozihub

[www.jozihub.org](http://www.jozihub.org)/[info@jozihub.org](mailto:info@jozihub.org) /[@jozihub](https://twitter.com/jozihub)

## HOW TO GET INVOLVED ?

# 2/ join our URBAN COMMUTER research project

Cycology is a culture, a viewpoint and a movement that passionately inspires a 'life on two wheels'.

*The Urban Commuter research Project is a measured way to get the facts and figures that will move us forward in the implementation of green mobility solutions in Sandton and the rest of urban SA.*

As part of our commitment to the development of local bicycle culture and green mobility solutions we have developed this research inquiry designed to explore the benefits of cycle commuting to the South African public. Outside of our core business of selling bicycles and creating experiences around cycling, we are promoting cycle commuting, lobbying actively with public sector, hosting cycle activations aimed at getting policy makers and infrastructure developers to experience the functional beauty of green mobility. .

### THE RESEARCH BRIEF

Let us put 10 South Africans from different LSM 's from 10 Corporates in sandton onto the a2b metro electric bicycles as their principle mode of commuting for a month- long period. Let us document their experiences and explore the economical, environmental, social and psychological benefits of electric bicycles and green mobility. We will collaborate with the WHO World Health Organisation using their HEAT TOOL [ Health Economic Assesment tool] The Tool is designed to conduct an economic assessment of the health benefits of walking or cycling by estimating the value of reduced mortality that results from specified amounts of walking or cycling.  
<http://www.heatwalkingcycling.org/>

*"The bicycle is the vehicle of a new mentality. It quietly challenges a system of values which condones dependency, waste, inequality of mobility, and daily lack of access...*

- James McGurn, Worldwatch Institute

## JOIN THE RESEARCH!

1/ YOU JOIN OUR RESEARCH NETWORK

2/ WE PUT UP A 10 BICYCLE STATION AT YOUR OFFICES

3/ 10 RESEARCH PARTICIPANTS VOLUNTEER

4/ WE DO WORKSHOPS AND INDUCT CYCLISTS ON SAFETY

5/ WE TRACK THEIR EXPERIENCES FOR 2 WEEKS- 1 MONTH

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### PURPOSE

In Depth

This study aims to provide an in-depth understanding of the benefits of green mobility solutions to the commuter.

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### Design/methodology/

Qualitative

We are developing creative/ inventive Qualitative methods that include Semi-structured interviews and interpretative phenomenological analysis (IPA) to collect and analyse data. We see the research project as a creative and content generating exercise.

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### Practical application

Campaign & Awareness raising

The findings from this research will be applied in developing a full fledged campaign expanding perceptions on the benefits of and challenging barriers to cycle commuting in South Africa. The content generated will be used in publications, proposals and across a variety of media to raise awareness, expand perceptions and help people arrive somewhere new.

## Research Curation

We have engaged in and commissioned a variety of research projects. From cycle culture trend analysis, to African cycling trends to pre-feasibility studies on bicycle lane infrastructure. Our lead Cyclogyst Vincent Truter regularly speaks on topics relating to cycle culture both locally and abroad. We have an extensive knowledge base that informs this research project. Vincent Truter will curate all research and oversee the researchers/ team directly.

## HOW TO GET INVOLVED ?

### 3/ BECOME PART OF THE NETWORK SUPPORT AND PROMOTE OUR CAMPAIGN

#### EXTEND OUR REACH THROUGH BECOMING AN AMBASSADOR TO THE #DECONGEST.SANDTON CAMPAIGN

Join the movement by using our beautiful branded colateral from stickers to online banners, Co host our exquisite green mobility events to which you can invite your teams and associates.

CONTACT : [vincent@cycology.biz](mailto:vincent@cycology.biz)

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### 4/ HOST AN ELECTRIC BICYCLE STATION

#### PIONEER THE FUTURE OF TRANSPORT IN SANDTON

We invite you to join the green mobility revolution, up your green star rating and host a bicycle station at your premises. This network will serve as a pilot bicycle share scheme deisgned to connect the people, places and passions of Sandton.

CONTACT : [warren@solidgreen.co.za](mailto:warren@solidgreen.co.za)

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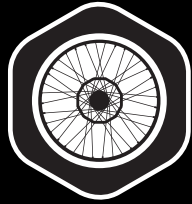
### 5/ BECOME A PARTNER

#### LETS SET GREEN MOBILITY IN MOTION- TOGETHER

To drive the innovation in the green mobility sector we need dedicated partners on board, from health sector, to public sector to engineering sector we are open to structuring involvement that will mobilise our research, campaigns and experiences.

CONTACT : [jarrod.lewin@gbcsa.org.za](mailto:jarrod.lewin@gbcsa.org.za)

## ABOUT THE FOUNDERS



CYCOLOGY™

### **GREEN MOBILITY AND ELECTRIC BICYCLE CONSULTANCY**

We import finely tuned electric bicycles

We create bespoke green mobility experiences

We design exquisite bicycling accessories

We inspire you to explore green mobility

**\*EXPAND YOUR HORIZONS & ARRIVE SOMEWHERE NEW**

[www.cycology.biz](http://www.cycology.biz) / [info@cycology.biz](mailto:info@cycology.biz) / 0828908767



### **CHANGING THE WAY THE WORLD IS BUILT**

The Green Building Council SA is an independent, non-profit company that was formed in 2007 to lead the greening of South Africa's built environment. We provide the tools, training, knowledge, connections and networks to promote green building practices across the country and build a national movement that will change the way the world is built.

[www.gbcsa.org.za](http://www.gbcsa.org.za) / [jarred.lewin@gbcsa.org.za](mailto:jarred.lewin@gbcsa.org.za)



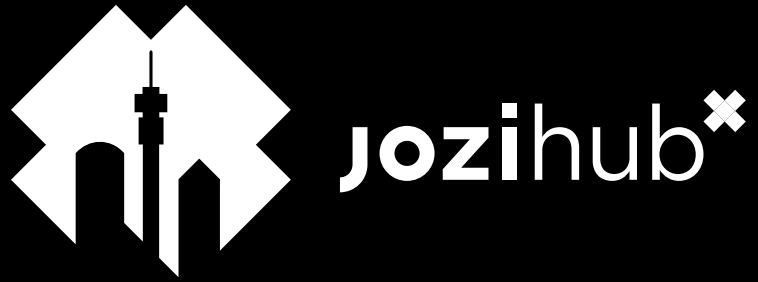
### **CONSULTANCY FOR A SUSTAINABLE BUILT ENVIRONMENT**

Solid Green Consulting focuses on sustainability in the Built Environment, offering a range of consulting services to property developers and professional design teams to assist in achieving their Green Building goals. Our guidance is in line with Green Building principles and standards, and we specialise in certification of Green Buildings in South Africa in accordance with the Green Star SA rating system.

[www.solidgreen.co.za](http://www.solidgreen.co.za) / [warren@solidgreen.co.za](mailto:warren@solidgreen.co.za)



## ABOUT THE FOUNDERS



**a co-creation space in Johannesburg dedicated to creating sustainable change in Africa.**

Johannesburg's first technology co-creation hub dedicated to fostering entrepreneurship and innovation, Jozihub is poised to transform the city's technology industry by connecting potential entrepreneurs and developers with the critical resources they need.

*[www.jozihub.org](http://www.jozihub.org) / [info@jozihub.org](mailto:info@jozihub.org) /*