

DECONGEST SANDTON

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GBCSA + CYCOLOGY #DECONGESTSANDTON

Electric bicycle and green mobility experts CYCOLOGY and the Green Building Council of South Africa (GBCSA), along with Solid Green Consulting are hosting a series of inspirational electric cycle experiences in Sandton as part of a larger campaign to #DECONGEST.SANDTON, and in future, all major metros in South Africa.

Sandton's current congestion cannot be explained using any other term but *gridlock*. This trend is set to continue and grow significantly, with a number of new high-rise developments within the district. Currently an estimated 17000 users are coming through the Sandton Gautrain station and more than 9000 cars stream into the area on a daily basis. All modes of transport considered, there are more than 100 000 commuters moving around Sandton each day, with a projected increase of 27 000 more commuters within the next two years. Congestion and the undeniable frustration that accompanies it, is set to worsen.

[Statistics referenced from CNBCAfrica.com /Sandton traffic congestion to increase in 3 years/ By [Farhaanah Mahomed](#)]

CYCOLOGY , GBCSA, along with sustainability consultancy Solid Green, are hosting weekly electric cycle rides in Sandton, as the first step in a holistic campaign aimed at inspiring

corporate, civil Sandton to experience the efficiency and ease of both electric and non-motorised bicycle commuting that would go a long way to ease congestion, while simultaneously sharing insight about the green building developments along the route.

“We at GBCSA and CYCOLOGY are passionate about the transformative power of sustainable interventions, -the more efficient and responsible, the better. In May 2014 we launched a collaboration to bring you a series of experiential Electric Bicycle tours through the Sandton City District. The journey is geared at connecting you to the people, places and passions that will leave you inspired and informed on the latest developments in Green Building & Green Mobility. Partnering on this initiative and actually cycling along with Sandton commuters is our way of putting our sustainability mission into practice.” Says Jarrod Lewin of the GBCSA

For many, the urban bicycle-commuting concept is perceived as an impractical and potentially dangerous mode of travel, but these weekly rides are showing that this simply is not the case and are turning these stigmas on their head. Many corporates, including Growthpoint Properties, EY, PPC and Royal Haskoning DHV are not only enjoying the liberating experience of cycling in Sandton at these events, but also enjoying the efficiency and ease with which the electric bicycles cut through traffic and make the vibrant streets of Sandton so accessible.

The rides form part of a holistic campaign titled #DECONGESTSANDTON.

The campaign is designed to introduce Sandton to the green mobility innovations that will potentially save it from its congestion. While the roads agency and other institutions have fairly unclear strategies, we believe that awareness raising and providing access to green mobility options and experiences will in fact make a valuable difference.

The initial phase of the campaign aims to raise awareness and gain insights into the practical application of green mobility transport alternatives with a focus on two-wheeled options such as bicycles and e-bikes. The campaign is reaching out to corporate Sandton to become part of a network of bicycle stations from which corporate citizens can explore the possibilities of green mobility. Central to the campaign is the *Urban Commuter Research project* facilitated by CYCOLOGY that gathers data on the physical and economic factors that make cycling such a green, healthy and economically sustainable mode of transport within the Sandton area. The research will use a new tool developed by the World Health Organisation [WHO] called HEAT [Health Economic Assessment Tool (HEAT) which assists in making an economic assessment of the health benefits of cycling by estimating the value of reduced mortality that results from specified amounts of cycling. This research component will engage the corporate partners in Sandton to ride the electric bicycles while determining the viability and positive impact of electric bicycle and cycle mobility in Sandton.

“Ultimately we see this setting the stage and make the informed case for the development of bicycle infrastructure and a series of cycle stations throughout Sandton, not to mention the development of green jobs and entrepreneurial opportunities within the green mobility sector” says Vincent Truter CEO of CYCOLOGY.

Albert Einstein suggested that he thought of his theory of relativity while riding the bicycle. For him the daily cycle was a metaphor for life: “ Life is like riding a bicycle, to keep your balance you have to keep moving” #DECONGESTSANDTON is a collective call to find ways of evolving our mobility to green and sustainable modes of transport and developing a best practice example within Sandton that can be applied throughout the metros of our country.

“While the roads agencies and engineers are developing traffic models that look at how to accommodate more cars, we firmly believe the solution is not about how to accommodate the cars, but how to get the Sandton community to use green modes of transport such as cycling and public transport alternatives. We have the potential to do something extraordinary here, together”

Vincent Truter CEO CYCOLOGY.

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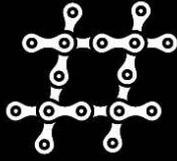
Jarrold Lewin from the GBCSA / jarrod.lewin@gbcsa.org.za / www.gbcsa.org.za

Vincent Truter from CYCOLOGY / Vincent@cycology.biz / www.cycology.biz



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