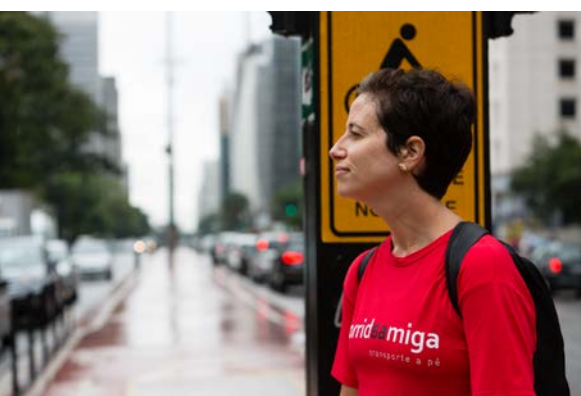


Renata Facundo, São Paulo, Brazil

CASE STUDY



Renata Facundo was born and raised in São Paulo. She is a public servant of the State Court located in the city centre, close to the iconic Av. Paulista, where most companies have their headquarters and the traffic is heavy throughout the day. This does not stop Renata from walking to work at least twice a week, despite high levels of pollution along her way.

São Paulo is one of the ten largest cities in the world, with a population of more than 12 million inhabitants. Every day, more than 5 million cars, almost 1 million trucks, and more than 40 thousand buses circulate in São Paulo metropolitan area [1]. The main source of air pollution in the city is the vehicular fleet. Almost the entire bus fleet, as well as the trucks used in the main distribution systems of São Paulo rely on diesel, contributing significantly to the increase of PM2.5 emissions [2].

"I am scared of driving and I suffer a lot with the crowded public transport in São Paulo. Since I enjoy physical activity, I thought that I should consider walking more frequently. This is why I joined 'Corrida Amiga' (Friendly Run), a voluntary group that encourages active mobility and supports you in preparing to run or walk in town as part of your daily life."

"But I have concerns about pollution while I am walking, which is why I try to chose roads with less traffic and more greenery - so, rather than taking Av Paulista, I walk through a parallel street behind the Trianon Park."

Air pollution is responsible for about 4,000 deaths each year in the city, a figure that is greater than the number of deaths caused by Aids and tuberculosis combined [3].

Since 2013, as a voluntary of Corrida Amiga (Friendly Run), Renata has been helping others in trying to lead a more active and healthy life in São Paulo and giving up on their cars.

"I think that active mobility is key to combat air pollution because each person walking, jogging or cycling means one car less in the streets. I think the public authorities should encourage that, so as to improve the quality of life of São Paulo inhabitants. Pavements should be in better conditions, for example, and I am also in favor of building more cycling lanes."

[1] IBGE, 2016 <http://cidades.ibge.gov.br/xtras/perfil.php?codmun=355030>

[2] fine particulate matter linked to increased risks of respiratory and cardiovascular diseases such as asthma, chronic obstructive pulmonary disease, heart attacks and stroke.

[3] Saldiva, Paulo. Universidade de São Paulo



Healthy air. Healthy climate.