

ACTIVE COMMUTING GUIDELINES



WALKING AND
RUNNING IN
THE CITY



6a

INTRODUCTION

Bringing the experience of run-commuters' global community, this manual aims to provide information and guidance on how to use transport by foot as a healthy, practical and sustainable means of commuting.

THE PEOPLE THAT MADE IT HAPPEN

CORRIDAAMIGA

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TRANSPORT BY FOOT

GENERAL GUIDELINES

The following general guidelines are divided into four sections:

- I) Recommendations from the day-to-day experiences of the Corrida amiga Network and The Run Commuter;
- II) Recommendations from the theoretical and practical expertise of Lobo Sports Advisory (Lobo Assessoria Esportiva),
- III) Nutritional advice from Serena Del Favero Sports Nutrition (Serena del Favero Nutrição Esportiva) and
- IV) From Nathália Maria Zampronha, to prepare your body for walking and running as a means of transport.

I) RECOMMENDATIONS FROM THE CORRIDAAMIGA NETWORK AND THE RUN COMMUTER

A) ACCESSORIES

SPORTS-APPROPRIATE CLOTHING AND TRAINERS/SNEAKERS

This is a fundamental aspect of being prepared for your new transport by foot routine. Your clothing should be light and breathable to keep your body at a comfortable temperature. Avoid wearing sweatshirts, jeans or other clothing and fabrics that overheat your body or limit your range of motion. Make sure your shoes are familiar, comfortable, and serviceable. In case you foot-commute during the cold weather use a few layers of functional clothes to ensure heat circulation and protect from the cold.

SMALL BACKPACK (ONLY CARRY WHAT IS NECESSARY)

The ideal backpack should be waterproof (to protect the contents of your backpack from sweat, as well as rain) and should have chest and waist straps. The straps will keep the backpack in place while you walk/run and help to distribute its weight across your body. The backpack's shoulder straps alone are not sufficient to keep it from bouncing.

WATER BOTTLE

Always bring a water bottle in your backpack and hydrate during your walk/ run. On hot, dry days, you can also use it to splash water on your face.



REFLECTIVES

While walking/ running at night or in low-light conditions, use reflective gear/clothing and make sure your route is safe. Reflective vests and headlamps are available in a range of different prices and models. Another option is to use a blinking bike light; just attach it to your backpack or to a walking/ running bracelet/armband if you use one.

WALKING/RUNNING ARMBAND

All packed and ready to go when your cellphone rings from the bottom of your bag? Need money to buy water en route? Can't find your house key? To avoid having to unpack everything, use an armband in addition to your backpack for small items. A walking/ running armband can also be substituted by a waist pack/running belt. Always remember to check that the belongings are properly secured so as not to lose anything along the way.

BACKPACK ZIPPERS

Be extra careful with zippers, as they are among the first items to break on backpacks. Don't over pack your backpack; this will put pressure on the zipper and could break it. Keep the seams of the backpack in place, with the stitching intact, so the zipper doesn't get stuck. With the impact of walking/ running, zippers will open more easily if they're closed at the top of the backpack. We recommend closing zippers on the sides to keep the backpack from opening and losing items along the way. There are zipper-less backpacks, tied with cords, that won't open with the impact of walking / running and also avoid catching on clothing. Another tip is to use the "bread tie" to strengthen the zipper closure and avoid the risk of the backpack opening halfway.

ID WRISTBAND

There are wristbands sold in case of emergencies on the journey. Information such as full name, blood type and contact telephone numbers are critical.

B) HYGIENE

- Leave yourself enough time to drink water when you arrive, let your body cool down and do what you need to do to get ready for work.
- Use a small towel to dry off after showering (can also be used as a sweat towel), or a full-sized one if you don't have to carry it walking / running and can keep it in the locker room or another suitable place in the office.
- Sarongs and thin cloths weigh less than towels. There are also a variety of travel or camping towels that are thin and fast drying.
- To the extent possible, follow your normal routine for getting ready for work, looking for timesaving



tricks.

- If your workplace does not have basic amenities (showers, locker room, etc.) we recommend using baby wipes and/or the sink and damp paper towels to wash your face and body. Use leave-in shampoo/conditioner or other products to clean/style your hair, if necessary.
- If using the sink to bathe does not work for you, consider walking / running just the leg from work to home.
- Another possibility is to join a gym close to where you work where you can use the locker room and showers (ask if they offer a discounted rate for just the use of the locker room). If many of your company's employees are members of a certain gym, the company itself may be able to negotiate a discount. You can be sure it will be a benefit both for you and for your business :)
- Finally, why not investigate to make sure there isn't a "forgotten" shower somewhere in your workplace... Have faith! There is always one!!

C) LOGISTICS

CLOTHES AND SHOES

Carefully plan the best way to transport and manage your clothes and shoes, considering your walking / running schedule and amenities available in/near your workplace. Carry as LITTLE as you can. If possible, leave some clothing/shoes/toiletries at work.

FOR WOMEN

We recommend single pieces of clothing made of light fabric, such as a satin dress, for example. (do not forget clean underwear in the bag and a bra to replace the walk/ run top and replace the bra when you get to work)

FOR MEN

If you have a formal dress code in the office use a specialized garment carrier to carry clothes in your backpack during the walk/ run to ensure crease-free condition. Or, if you don't have a specialized garment carrier, lay your slacks/trousers/pants and a dress shirt on top of each other on your bed with the pant legs folded together and the shirtsleeves folded in back and roll them both together. Place the rolled clothes in a plastic bag in the backpack – this will prevent wrinkles. If you iron your clothes before leaving in the morning, allow them time to cool before folding (also prevents wrinkles)

PLASTIC BAGS

Always carry 2-3 in your backpack. They don't weigh much or take up space and they are key in keeping



items separate, such as shoes, clothing, toiletries, food, etc. You will also need a plastic bag for your dirty clothes. Type text or a website address or a document. Remember that you do not need to replace the plastic bags daily ... put them to dry on the clothesline and use the same the next day, so nature also thanks you:)

BY FOOT WITH A LAPTOP

Some people do; however, according to the vibration test, as indicated by The Run Commuter, it is not recommended. However, if it can't be avoided, look for a walking/ running backpack specially designed to carry a laptop. There is also the option of using a smaller device and not necessarily your laptop, such as iPad, netbook, tablet and the like.

D) BY FOOT IN THE RAIN

- First of all: you are not made of sugar or even paper, so rain cannot be a hindrance to your daily commute, okay?
- When walking / running in the rain, protect items in your backpack with plastic bags, particularly electronics (cellphone, tablet, etc.). Some backpacks are equipped with built-in rain covers which can eliminate the need for additional plastic bags.
- When walking / running in the rain, also be careful not to slip on wet surfaces. In the street, take extra care on pedestrian crossings, manholes and tiling, which become slippery when wet. Be careful when stepping in puddles, as they may be covering deeper holes than you expect, or rocks that can cause injuries (twisted ankles, etc.).
- If you are caught in an electrical storm, try not to walk/ run near trees, to avoid the risk of lightning strikes.

E) FACING THE WINTER (STRONG WINTER)

By foot to work in freezing temperatures (below -20 C) can be challenging, but it is feasible. Here are some tricks that will make your life easier, and perhaps even save it.

- Clothes. Dress appropriately. All your skin must be covered. Only your eyes should be visible. From head to toe, your clothing apparatus should consist of:
 - a pair of trail shoes: they are the best and most versatile in snowy or icy conditions thick (merino) wool special socks;
 - a pair of thermal walking/ running tights with running shorts worn over them or
 - a pair of athletic underwear with thermal running tights worn over them. optional: a pair of loose, light nylon pants for windy days. If you do not need them, pack them in your backpack
 - a long sleeve (merino) wool long sleeve shirt
 - a thicker, perhaps polar fleece, long sleeve shirt
 - a soft shell jacket, with a hoodie, for very cold days



- a balaclava that can cover your mouth when the temperature requires it
- In your backpack, carry a safety jacket (insulated synthetic mid layer). If you ever need to stop due to an emergency or an injury, throwing it on top of all your walking/ running clothes will give you some additional minutes to find a warm area. If you do not wear them, your light nylon walking / running pants should be in your backpack..

F) ROUTE

- Plan and carefully think through possible routes before leaving home (try using sites such as MapMyRun, Webrun, Google maps, etc.). It won't necessarily be the same route you use to go by car. To go by foot, you should choose the safest route (e.g. well-lit, if running in dark conditions) with the best, even running surfaces. Areas with less traffic, and sidewalks without potholes or uneven terrain, can make your run safer.

NEW ROUTES

You may have more than one route for the same destination, so you can change it up a few times a week, and explore new aspects of the city and walk/ run where you enjoy. Smartphone applications are useful in monitoring your ways and keeping track of your routes.

NEW WALKERS/RUNNERS

New walkers/ runners should start with low-difficulty routes in which they feel comfortable throughout the walk/ run. When just starting out, we recommend mapping a route with few hills, which demand a higher level of effort and strength.

POINTS OF REFERENCE

Identify points of reference along your route (shops, gas stations, hospitals, and subway and bus stations). These locations will be useful in case you need to stop for any reason, in case of emergencies, or if you need to communicate with others.

TOO LONG DISTANCES

If the distance is too long to walk/ run the whole way, take a bus/subway/train/bike part of the way (maybe halfway) and start your run from that point (So always carry a card or e-money for these "emergencies")

DRIVE TO WORK

If you drive to work, park your car somewhere further from your workplace and walk/ run to and from work from that point.



APPS

The use of applications such as RunKeeper, Strava, Runtastic, Endomondo and others are helpful for monitoring the route. Site maps such as Google Maps also help a lot in selecting the most practical and safest way.

G) BEHAVIOR

PERSONAL IDENTIFICATION

In case of an accident, it is very important to carry identification and some basic information, including your name, contact information, health insurance and blood type. There are ID bracelets for people that can be printed with your information on them – a practical solution to having this information on you while walking/ running. (Besides money and-or card as mentioned above)

ALWAYS SIGNAL

It is very important that other pedestrians and vehicles can predict your movements. Use your arms to signal what you are going to do. Beware of garage exits, parked cars and cars with tinted windows through which you can't see the driver. When in doubt at an intersection, always cross behind the car, even if it appears that it stopped for you to cross.

SHARING THE BICYCLE LINE

Because of the bad state of the roads, many choose to walk/ run the bike paths. The subject is controversial. Our tip is: use common sense. On bike paths with a large flow of bikes, take care and signal with your hands any movement.

LISTEN TO MUSIC WHILE WALKING/ RUNNING?

Some people can't walk/ run without it! However, music distracts your attention and can prevent you from hearing other sounds on the street (cars, pedestrians, etc.), which can be very DANGEROUS. Our suggestion for a safe walk/ run is to avoid the use of the electronic device. Remember that you are practicing transport by foot!

CELLPHONE USE

Some people insist on using their cellphones even while walking/ running! With so many potholes in the streets and sidewalks, it's better not to risk it. Stop if you have to answer your cellphone or continue walking/ running and talk later.

BEWARE OF DOGS



If you are chased or threatened by a dog, stop walking/ running, keep your arms crossed and don't yell. If you walk/ run or yell, you may look like prey, further triggering its instincts to attack. You may have something in your backpack that could be used to distract the dog. Try not to make eye contact with the dog as this may be interpreted as a challenge. Using a squeeze bottle, even if small, just to squirt water in the dog's direction, helps a lot to keep it away

COWORKERS

Try to convince others (coworkers) to join the Corridaamiga Network and walk/ run with you. Go by foot with a group, besides making your walk/ run safer, can have a positive psychological affect from the camaraderie felt among people.

TELL OTHERS ABOUT YOUR ROUTE

ry to let people know of your routes and schedules. If something happens and you are late they will like to know where to find you.

H) CORRIDA AMIGA CITIZENSHIP

RESPEC TRAFFIC LAWS

Obey walk signs at intersections and be cautious. Don't cross on a red light and pay close attention even when the light is green (especially at night).

PROBLEMS WITH THE BUS?

Call the company and file a complaint including the bus line, bus number, time and location. If possible, take a picture of what happened.

PROBLEMS WITH TAXIS?

Call the company and file a complaint including the license plate number, time and location. If possible, take a picture of what happened.

PROBLEMS WITH COMPANY VEHICLES?

Look for the "How's my driving" contact information and file a complaint including the vehicle's information over the phone or online. If possible, take a picture of what happened.

IRREGULARITIES IN YOUR WAY?

Many sidewalks are found in a state of disrepair and disorder! Broken streetlights, traffic lights, cars



parked on the sidewalk, etc. Have you seen these irregularities during your walks/ runs? Let local public authorities know. You can register your complaint on the Cidadera site (in Brazil) or other sites available to collect citizen feedback in your city. Download the application and contribute to a city with less irregularity on the sidewalks :)

RATIONING POLICIES

The Corridaamiga Network is a program that seeks to stimulate the use transport by foot. A suggestion for people in cities with road space rationing policies that restrict the use of cars during the week (such as São Paulo, Mexico City and Santiago) is to take advantage of these days to go by foot to work.

BE KIND

Smile! Always smile!!! It is the best reward you can give!!! And give good examples of respect and citizenship

I) HOW TO STAY MOTIVATED

Foot commuting is addictive, and while it may take you a while to get started, once you build up a daily routine, you'll wonder how you ever went about your daily life without first breaking a sweat on the way to the office! It's invigorating, it's healthy, and it will save you a fortune on bus fares and train tickets, but on top of all that, run commuting makes you feel awesome, and here are a few reasons why.

DETERMINATION

Foot commuting takes a certain level of determination and willpower – something many of us struggle with, especially when starting a new fitness regime. Your work colleagues will openly admire your tenacity, and that will help you feel good and stay motivated and on track.

HEALTH

Whether your goal is to lose weight or not, foot commuting will help you achieve the perfect BMI. By foot to work just 2 or 3 times a week, you will burn excess calories, and tone those areas that tend to head south as we get older, leaving you looking and feeling fabulous!

HEALTHIER MEALTIMES

People who incorporate exercise into their daily lives tend to make healthier choices at mealtimes. So your foot commute will not only help you feel better, it will improve your overall health too.

ECONOMIC

In fact, by foot commuting you will even save money! With no petrol, train tickets or bus fares to buy,



you will have plenty of spare cash to treat yourself to something really special.

TRAINING

If you are training for an Ironman competition, a marathon, or a triathlon, foot commuting is one of the easiest ways to work on your mileage throughout the working week.

PROACTIVE AT WORK

Research shows that foot commuters and those who exercise regularly are more proactive at work than those who do not participate in any kind of physical activity. Hard workers are far more likely to be promoted – so your dream job could be one-step closer. In addition to performing better at work, foot commuters also have a positive mental attitude (PMA), making them nicer people to be around. When we walk/ run, the body produces endorphins (feel good hormones) which can alleviate anxiety and depression, and reduce the risk of life threatening conditions such as cancer, heart disease and diabetes.

ENVIRONMENTAL

By foot to work is the environmentally friendly way to commute, and can reduce your carbon footprint significantly. This is great news for you, and even better news for the planet, and if that doesn't make you feel awesome, we don't know what will!

II) RECOMMENDATIONS FROM LOBO SPORTS ADVISORY (LOBO ASSESSORIA ESPORTIVA)

PHYSICAL EXAM (CLINICAL AND ORTHOPEDIC)

When taking up regular physical activity, it's important to have a check-up to evaluate your current condition and possible limitations that could restrict some types of exercise. Remember that physical activity and health are closely tied.

NUTRITIONAL

Another important consideration for new walkers/ runners is a visit with a nutritionist, who will evaluate your diet and recommend possible changes to ensure adequate nutrition to support your level of activity and to meet your goals.

THE BEST FOOTWEAR?

It's not always the most popular or attractive model on the shelf. When choosing walking/ running



shoes, make sure you know how much your foot rolls inward or outward when you step (pronation, neutral, or supination).

PRONATION

Characterized by excessive inward rotation when the heel strikes the ground, resulting in excessive burden on the inside part of the foot and ankle and affecting the knee, hip and back, and also wastes energy.

NEUTRAL

Favors even weight distribution throughout the sole of the foot, avoiding sideways motion in the ankle and, consequently, injury and discomfort. The heel strikes first and the foot pushes off the ground with the inside part of the ball of the foot.

SUPINATION

The opposite of pronation. In this case, the heel strikes the ground with the outside part of the heel. Excessive burden is placed on the outside of the foot, which may cause injury and reduced efficiency. If you're not sure about how you distribute your weight when you step, ask an orthopedist or a physical training professional. Many shoe stores also have employees trained to help you find the best fit.

COMPLEMENTARY STRENGTH TRAINING

Over time, to improve performance and reduce the risk of injury, strength training is also recommended. It is important to perform strength training activities under the supervision of a trained professional.

HOW TO START?

To start your walking / running program, we have prepared a 12-week plan for new walkers / runners. After 12 weeks of following the plan and the above recommendations, you will be prepared to walk/ run distances of up to 10 kilometers (there and back). After this period, you will likely feel motivated to take on new challenges and, with the help of trained professionals, set new goals or maintain your regular physical activity routine. Lobo Sports Advisory is available to support your continual progress, performance and improvement in your quality of life. Count on us.

TRAINING PLAN

WEEKS 1 AND 2

Weeks 1 and 2: 2x/week (alternate days); Distance: walk 4 km/day (suggestion of 2 km in one direction)



and 2 km back).

WEEKS 3 THROUGH 6

3x/week (alternate days); Intersperse short intervals of walking / running. Ex: Walk for 2 minutes and walk/ run for 30 seconds (preferably on flat surfaces). Distance: 4 km/day.

WEEKS 7 AND 8

3x/week; same with slightly increased walking/ running interval time; Ex: Walk 2 minutes and run 1 minute. Distance: 5 km/day.

WEEKS 9 AND 10

3x/week; 1st day: 1' walking and 1' running; 2nd day: 1'30" walking and 1'30" running; 3rd day: 2' walking and 2' running; Distance: 7 km/day.

WEEK 11

5x/week; 1st day: 1' walking and 1' running; 2nd day: walking; 3rd day: 1'30" walking and 1'30" running; 4th day: walking; 5th day: 2' walking and 2' running; Distance: 8 km/day.

WEEK 12

Run at a slow pace and walk the most difficult parts if necessary. The objective is to run the entire time. Maximum distance: 10 km/day.

IMPORTANT: If necessary, don't hesitate to walk. In general, new runners have lower cardiorespiratory capacity. However, with regular training, this will improve significantly over the short and long term and will reflect, among others things, the runner's improved overall health.

III) GUIDELINES FROM SERENA DEL FAVERO SPORTS NUTRITION

The objective of this section is to provide tips and information about nutrition for active transportation.

- If you think that you don't have to eat after walking/ running, you're wrong! Eating after walking/ running is very important for muscle recovery. By eating after your walk/ run, you'll be ready to go again the next day!
- Consume foods rich in carbohydrates (fruit, bread, grains, etc.) before and after walking/ running. Eating before walking / running is important to provide energy for the physical activity and after to



replenish the energy spent and provide more for the work day! Remember, glucose provides energy for muscles, as well as energy for the brain!

- After walking / running you should also eat foods rich in protein for muscle recovery (e.g.: yoghurt, cheese, eggs, meat or a supplement under the supervision of a nutritionist)
- On the days you go by foot to work, it's normal to be hungrier than normal before lunch. To avoid getting too hungry, have a good pre-walk/ run meal and as soon as you get to work, have another snack/meal. You can even have another light snack three hours after your post-walk/ run meal if you haven't had lunch by that time.
- If you're not the breakfast type, try to at least drink some fruit juice or coconut water blended with bran or oatmeal before walking / running. Liquids are digested more easily than solid food and may avoid possible discomfort during the walk/ run.
- The walk/ run from home to work is over an hour? Stop for a snack along the way! This way, you won't walk/ run out of energy on your way to work. What to bring? A banana, coconut water or sports drink if it's particularly hot.
- Dried fruit is a practical and energy-rich option to carry in your bag when going by foot to work. It travels well over the course of the walk/ run.
- Nuts are also practical to bring in your bag when going by foot to work. The calories in nuts come from healthy fats. Just remember to opt for unsalted.

Bringing cut fruit in containers is also practical and healthy.

- Cereal bars are practical to bring in your backpack, but it's best to prioritize natural foods. They can be eaten in moderation due to their practicality, but avoid cereal bars that list corn syrup in the ingredients.
- Hydration is very important during any physical activity. However, it's not comfortable to walk/ run carrying a water bottle. The secret is to hydrate well before and after the walk/ run. Drink water from the moment you wake up until beginning your active commute and continue hydrating as soon as you get to work!
- Sports drinks are recommended for intense training over 60 minutes. It's important to remember that sports drinks contain artificial colors and preservatives, so it's best to choose healthier options, such as natural coconut water.
- Nitrate supplements made of an amino acids present in high levels in beets are new on the market and may improve performance. But how? Nitrate appears to increase the quantity of nitric oxide in the blood, causing the vessels to dilate and improve muscle oxygenation. However, consuming nitrate in levels high enough to improve performance is not an easy task (requiring around 500-1,000 mg of nitrate). Some studies suggest that 500 ml of beet juice would be sufficient to increase nitric oxide, however, it is impossible to quantify the concentration of nitrate in the juice due to seasonal variations in the chemical composition of natural foods. In other words, it's not guaranteed that 500 ml of beet juice has the requisite 500 mg of nitrate. It is important to emphasize that the studies are recent and the safety of using nitrate supplements has not been confirmed.



IV) GUIDELINES FROM HEALTH PROFESSIONAL NATHÁLIA ZAMPRONHA

The following tips from health professional Nathália Zampronha aim to help foot commuters maintain a healthy posture during walks/ runs.

Come up with a strategy to monitor your body position:

DURING THE WALK/RUN

During the walk/ run: pay attention to your head position, see if you're looking at the ground or if you're straining your neck forward or back. The ideal position is that in which your neck feels most comfortable.

TIP Imagine that you're trying to grow a few inches taller while you walk/ run.

DURING THE WALK/RUN

Now pay attention to your shoulders, do they move back and forth (as your torso rotates), are they tensed up by your ears?

TIP Ideally they should be relaxed, down away from your ears, allowing your arms to move freely during the walk/ run.

DURING THE WALK/RUN

And your arms, are they bent? Do they just move up and down or back and forth as well?

TIP Bend your arms at a comfortable angle, where you don't have to make an effort to keep them there and let them move freely in your natural walking/ running motion.

DURING THE WALK/RUN

Observe your back position. How is your posture? Is your torso sharply curved, shaped like a C, compromising your internal organs?

TIP Try to keep your torso straight (not leaning forward or back) with your abdomen contracted, pulling your bellybutton in towards your back, keeping your core stable.

DURING THE WALK/RUN



How are your hips, have you noticed if they roll as you walk/ run, rotating forward and back while you step?

TIP Keep your hips stable so your legs can move freely. A tip to execute this movement correctly is to engage your pelvic muscles, as if you have to go to the bathroom (it's funny but it works!).

DURING THE WALK/RUN

Now it's your legs' turn. Are they too tense, are your knees slightly bent the whole time or are they momentarily locked straight?

TIP Like your arms, keep your legs loose, following a natural walking/ running motion.

Remember, walking/ running is a linear motion, so the more aligned your movements are, the less unnecessary energy you'll waste.

Now, like a good walking/ running buddy, let's put into practice some techniques for walking / running with a backpack while maintaining good posture to avoid injury:

- Your backpack should be optimized so you don't have to carry too much weight, i.e. pack only the bare necessities (try to clean out your backpack if necessary. It doesn't seem like it, but it helps a lot to reduce the weight!).
- Keep your backpack tight against your body, preferably with a waist or chest strap (or tied somehow) so the bag can "go with you." The backpack should follow (not get in the way of) your movements as if it were part of your torso.

WHO WE ARE?

CORRIDA AMIGA (RUNNING FRIENDS)

Corridaamiga - or "running friends" - is a voluntary initiative that emerged in early 2014, as a result of the idea of "Brazilian run commuters" that aims to assist and inspire individuals to use urban mobility by foot. Through the Corridaamiga initiative we hope more people will try other transportation alternatives, to see for themselves that it is possible to change their lives.

We do not need to suffer while stuck in the traffic; lack time to exercise; or lack time to be with our friends and family. Since we started the network, we have had 180 volunteer (foot commuters) spread



in 15 different Brazilian cities, and around 200 people that requested Corridaamiga to help in their first routes, by designing the best commute and sharing instructions and information about how to walk/ run in the streets. Corridaamiga became international at the beginning of 2016 with the launch of the website in English, as the result of the group's expansion to Sydney Australia.

CORRIDA AMIGA 2016

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Rosimeire Assis

Serena Del Favero

Silvia Stuchi Cruz

Thales Carra

Thiago Archanjo

Vanessa Costa

William Douglas

THE RUN COMMUTER

Mission: To educate and encourage people to replace, modify, or supplement their car, public transport, or bike commutes with running.

Goals and Values:

- Inspire more people around the world to run commute
- Increase the number and variety of active transport trips people take
- Provide a public voice for run commuters in the media
- Encourage local, state, and national pro-runner and -pedestrian advocacy

By Joshua Woiderski and Nicolas Pedneault



LOBO SPORTS ADVISORY

Lobo Sports Advisory was founded in 2009, aiming to encourage people and provide them with the option of good life habits in a sustainable and enjoyable way, as well as spreading a new model of health promotion and wellness, making it the benchmark in the sector as a result of high quality and effectiveness of their service. They have trained and skilled professionals, maintaining a system where they are prepared to serve their customers, who actively participate to the continuing evolution of the quality of services.

SERENA DEL FAVERO SPORTS NUTRITION

Utilizing her bachelor's degree in Nutrition from University of São Paulo (USP), nutritionist Serena Del Favero has taken care of athletes and practitioners of physical activity since 2007. With a specialization in Exercise Physiology, UNIFESP and a Master's Degree in Biodynamism of Human Movement by the School of Physical Education of USP, she is a membership of the Cardiology Center of Israelite Albert Einstein Hospital and has her own consultation room aiming at improve sports performance and the quality of life of its patients.

NATHÁLIA MARIA ZAMPRONHA

A Physical Education Professional, specializing in Classical Pilates and Training Sports. She is passionate about human movement, with the main goal to bring quality of life to her customers, respecting the characteristics of each one in order to develop a precise work.

COLLABORATORS

IAMRUNBOX

We all know that exercise is important, but our busy lifestyles often leave little time for training. Running to the office and biking to work are great ways to keep fit and integrate exercise into your day – but keeping your business clothes clean, dry and wrinkle-free can be a challenge. Shorter business trips can be troublesome too, and unless you want to transport a larger suit carrier or suitcase – your formal wear could look anything but formal on your arrival. Fortunately, there is a solution, and with the brand new IAMRUNBOX© Shirt & Garment Carrier, you can work, train and travel throughout the year, and always look your best when you arrive at your final destination!

By Kirill Noskov e Irina Mavruska



SIMON COOK

Human geographer (and runner) with broad interests in social, cultural and transport geography based at Royal Holloway, University of London. His research concerns a range of banal and mobile practices that occur in public spaces and their importance for street-level politics, urban design, the experiences and meanings of everyday life as well as understandings of place, space and mobility. His PhD study is a broad project exploring the mobile practice of running with a specific focus on run-commuting and running's potential as a transport mode.

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MANUAL SUPPORTERS

ACHILLES INTERNATIONAL Achilles International is an organization based in New York that was founded by Dick Traum, the first amputee to run the Marathon of New York, in 1983. Today, Achilles representatives can be found in more than 70 countries. Its objective is to stimulate people to practice long distances races. Achilles programs in the U.S. cover children, war vets, triathletes and runners! In Brazil, Achilles has more than 30 members and more than 20 volunteers!

AGITA SÃO PAULO Programme was developed in 1996 to combat the low levels of physical activity amongst residents of the Brazilian state of São Paulo. The Portuguese word 'Agita' means to move the body, but the term also includes considerations of the mind, social health and citizenship. The programme encourages residents of São Paulo to accumulate at least 30 minutes of moderate physical activity per day, and this message is supported by the programme's mascot 'half-hour man'.

ANTP Associação Nacional de Transportes Públicos ANTP (The National Public Transport Association): Founded in 1977 with headquarters in the city of São Paulo, ANTP also has an office in Brasilia and 6 regional coordination boards. Its objective is to create and disseminate information on public transport and



participate in projects contributing to improved urban mobility. The organization participates in 12 technical commissions (including the Pedestrian and Accessibility Commission), as well as several working groups comprised of almost 300 specialists who participate on a voluntary basis.

BIKE ANJO (Bike Angel) Bike Anjos are experienced cyclists who are passionate about biking as a means of transport and help others who want to learn to bike safely around the city. Bike Angel uses an online platform to match experienced cyclists with beginners based on their geographic location and the beginner cyclist's needs – learning how to ride, mapping a route to commute to work, etc.

BIOMOB A project that records the accessibility of private and public establishments. Using a mobile application and a portal it lists places from a minimum level of accessibility to those that are fully accessible. The Biomob was derived from a program for people with disabilities, called Giro Inclusive, which encourages inclusion and a more active life via group activities. Both are collaborative and free, and their main purpose is social integration and healthy living.

CAMINHA RIO A movement that emerged in Rio in January 2016 inspired the creation of mobility movements in São Paulo. It brings together a group of people with personal projects related to accessibility and pedestrian mobility. Its main purpose is to draw the attention of civil society to the conditions of sidewalks and city accessibility in order to improve them. It aims to unite several Rio institutions working for the same causes.

CATRACA LIVRE (FREE TURNSTILE) Catraca Livre's mission is to empower citizens through online publications covering such topics as education, sports, consumerism, work, health and entrepreneurship. The website highlights people, trends and projects from all over the world that inspire inclusive, innovative and community-based solutions.

CIDADEAPÉ A volunteer organization in São Paulo, dedicated to defending the conditions of city spaces for those traveling on foot: pedestrians. We work for an affordable, friendly city and, above all, a walkable one.

CIDADE ATIVA (ACTIVE CITY) Cidade Ativa is an organization comprised of collaborators from diverse backgrounds who believe in healthier cities and lifestyles. Cidade Ativa proposes that every building, square, stairway and sidewalk offers an opportunity to rediscover the city and promote more active habits. The organization conducts studies related to health, behavior and the structure of urban centers and develops projects to incentivize people to get outside and actively participate in their communities' transformation.

DESBRAVADORES DE SAMPA Group of people who love running and appreciate the city of São Paulo.



Their goals, besides running around the city are: Approaching people, knowing the city better, raising problems, breaking down prejudices and above all, occupying the public space. For this, the group uses thematic routes (itinerary related to the subject is traced) or free routes (the only place defined is the meeting point between the explorers).

DESENHE SUA FAIXA The goal of Desenhe sua Faixa (Design your crossing) is to provide a tool to pedestrian communication with the government, in a collaborative map that functions as a data base with information about issues that people face to get around the city of Sao Paulo, regarding sidewalks and crossings. To improve the walkability of a city it is indispensable that the path has good quality as well as safety. The intention is to facilitate and expedite the process of maintenance of public areas and enhance the street signs for the pedestrian route, and draw attention (and instigate change) to places that are unsafe, indicated by pedestrians who constantly use these spaces, and know the deficiencies of accessibility.

EDITORAMOL I Love to Run (Eu Amo Correr) is the book for those passionate about running, published by EditoraMol. It is comprised of 50 stories about Brazilians from all over Brazil who run, either to stay healthy, for fun or professionally. Part of the book's proceeds goes toward the promotion of sports in Brazil, supporting the Projeto Ginga Social, Fundação Gol de Letra and Instituto Mara Gabrilli.

GUIA VOLUNTÁRIOS CORPORE (Corpore Volunteer Guide) This project began in 2004 as an initiative to make Corpore running club events more inclusive for athletes with disabilities. The volunteer guide plays an important role in organizing activities by ensuring support for and inclusion of athletes with disabilities in Corpore events.

IAMRUNBOX© The IAMRUNBOX© is a brand new Shirt & Garment Carrier specially designed for sporty professionals and business travellers who are looking for a lightweight and water-resistant clothing carrier. Sleek, modern and cleverly designed to fit into any backpack, briefcase or suitcase, the IAMRUNBOX© Shirt & Garment Carrier keeps your business attire neat, clean and wrinkle-free, so you can commute to work the healthy way, and look just as smart when you arrive.

IF SHE RUNS I RUN The blog, which was born more as a shared diary than as a source of inspiration for others, is the place where we share our emotions and the things we continually learn regarding the trail running world. It's the space we use to tell our stories, to write our race reports and equipment reviews, and it's always open to dialogue and even more open to receive invitations to training runs and races!



MARA GABRILLI INSTITUTE Founded in 1997, the Mara Gabrielli institute operates in supporting athletes of Paralympic sport and guidance for social development of persons with disabilities in situations of social vulnerability. It also produces and offers contents and various materials about accessibility, disability and social inclusion in order to generate an impact on society, making it more equitable and accessible for everyone

MOBILIZE Mobilize is the first Brazilian online portal exclusively dedicated to sustainable urban mobility. Its main objective is to contribute to improved urban mobility and quality of life in Brazilian cities.

MOVEBRASIL Is a campaign to increase the number of physically active Brazilians through 2016, increase and facilitate participation in sports throughout Brazil and present sports and physical activity as an enjoyable activity that can improve quality of life and promote social development.

OGANGORRA Is a network of interesting people who are interested in changing their cities. The network operates in an organic, experimental environment that creates opportunities to make connections capable of transforming realities and inspiring new relationships.

PÉ DE IGUALDADE (Equal Footing) Pé de Igualdade is a blog published on Mobilize and Facebook and a consultancy that offers courses on people-oriented mobility. Its goal is to promote the importance of pedestrians in the urban space and the need to develop a collective conscience to address pedestrian issues through public policy and public awareness, treating it with equal importance as other forms of transport.

PROGRAMA AGITA SÃO PAULO Foi desenvolvido em 1996 para combater os baixos níveis de atividade física entre os residentes do estado brasileiro de São Paulo. A palavra 'Agita' em português significa mover o corpo, mas o termo também inclui considerações da mente, a saúde social e cidadania. O programa incentiva os moradores de São Paulo a acumular pelo menos 30 minutos de atividade física moderada por dia, e esta mensagem é suportada pelo mascote do programa "homem de meia hora".

ROCK AND RUN The radio program Rock and Run is produced and hosted by Silvia Sprenger, broadcaster and publicist, road and trail runner, devoted cyclist and established rock fan. The program offers tips and recommendations for running, cycling, swimming, triathlons and other sports, accompanied by the best music to inspire your training. The show airs on Mundo Livre FM (93.9 in Curitiba or 102.5 in Maringá) every Sunday from 10 to 11 am (www.mundolivrefm.com.br)



TRANSPORTE ATIVO (Active Transport) Founded in 2003, Transporte Ativo is a civil society organization that promotes the use of self-propelled transportation in the urban environment. Transporte Ativo serves as a center for information about cycling as a means of transport for the public sector, press and citizens. The organization links stakeholders and provides data in partnership with civil society and governments in order to disseminate information and improve cities for all. The organization has won several awards for its promotion of cycling, including the Cycling Visionary Award in 2013. Based in Rio de Janeiro, Transporte Ativo mainly works locally, but is active throughout Brazil and beyond.

VÁDEBIKE (Go by Bike) Vá de Bike was created with the main objective of assisting and encouraging beginners and interested people to cycle as a mode of transportation. The organization has supported urban cyclists for more than a decade through publications on its website, seminars, courses, group rides and other activities aiming to encourage urban cyclists and promote bike safety.

