

## Cycling is key to sustainable development



The Dutch Cycling Embassy recognizes the value of Bicicletada National (National Critical Mass Ride), which in 2012 will target the city of Rio de Janeiro, aiming the arrival of cyclists from all over Brazil at the opening of the Rio +20 Conference on June 20, 2012 .

The Dutch Cycling Embassy is a public private partnership supported by all the sectors that made the Netherlands number 1 Cycling country in the world.

The "Bicicletada Nacional" will provide, in addition to a wide dissemination for the event Rio + 20, both by interpersonal contacts done by cyclists along their way and the effect on the local media, the promotion of cycling among the population and present the importance of cycling as a sustainable and healthy means of transportation, thus demonstrating that the human-powered transport can be a wise, easy and cheap solution to urban transport today.

Worldwide the attention of the authorities is asked for the importance of investments in clean and green solutions, providing adequate infrastructure for environmentally friendly vehicles, free of fossil fuels use and non renewable natural resources, and the compliance of traffic and environmental laws that ultimately will revert to a common good to all humanity and to our planet.

The Dutch Cycling Embassy will contribute to the Rio+20 conference and will bring the Bicicletada Nacional to the attention of the Dutch and the international transport community with which she shares the agenda for sustainable development.

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