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BICICLANDO

IMPLAN Hermosillo
September 2023



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Biciclando is a gender mainstreaming program focused on recycling and sustainable mobility

The Biciclando challenge

Working towards a paradigm shift

- Hermosillo recycles less than 2% of its waste
- Pandemic-related job losses have affected two women for every man
- Motorized vehicles produce 35% of local Greenhouse Gas (GHG) emissions
- Whilst 3% of the trips in Hermosillo are made by bicycle, only 15% of the cyclists are women
- About 70% of women in Hermosillo perceive public space as unsafe





Biciclando features 3 components: Circular Economy Centers (CEC), recycling collection and building cycling infrastructure



Biciclando key components

Sustainability with a gender perspective

- **CEC:** Biciclando's operation centers; they also feature an innovation hub for female entrepreneurship and training on circular economy
- **Biciclando Service:** Platform (APP) for the collection and recycling of waste at home, which links users with the Bicicladoras (operators) for free. Collection is carried-out on electric-assisted cargo bikes
- **Cycling infrastructure:** Aimed at improving the connectivity in the vicinity of the CECs and promoting sustainable mobility, especially for women



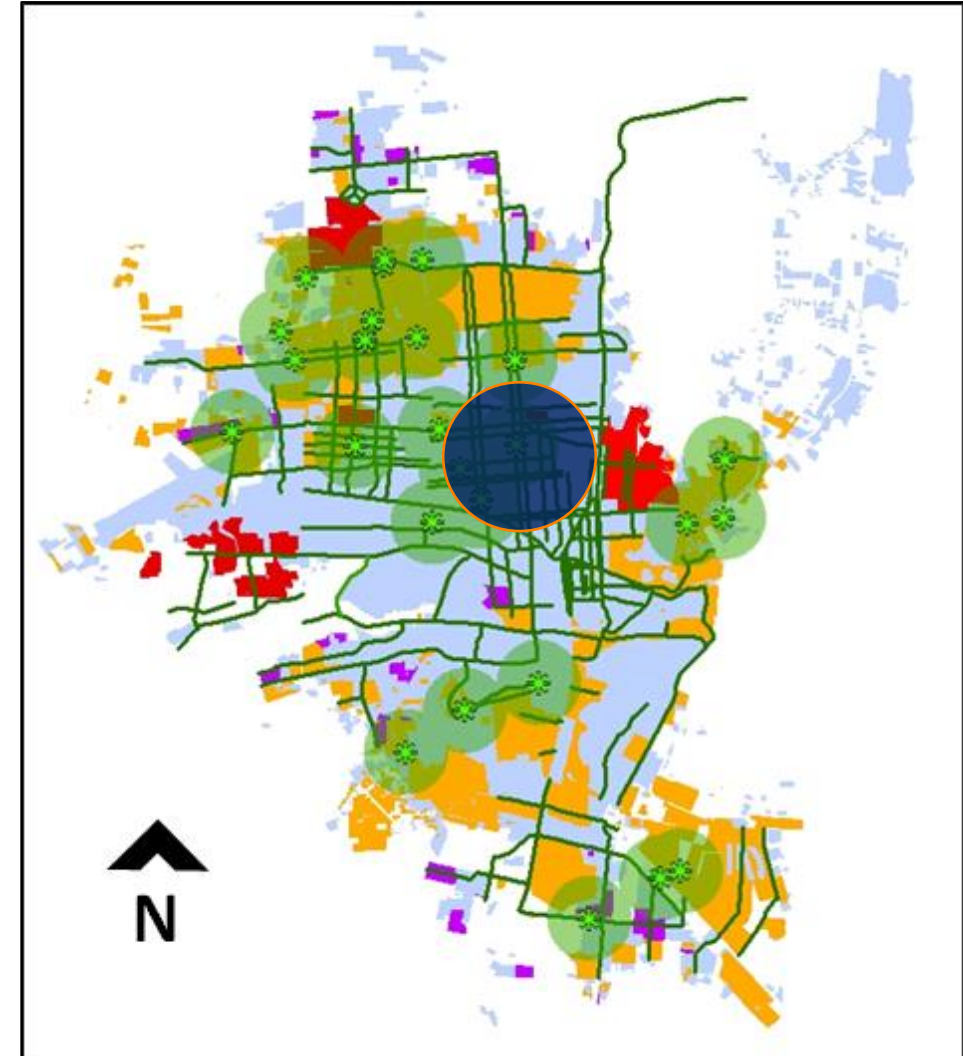
The Biciclando program will start in September 2023, with a pilot exercise in the “Modelo” neighborhood, in Hermosillo Sonora.

Biciclando pilot

- **Main target:** Households & businesses located at the Modelo neighborhood; intended client-base development and preparation for the full-scale implementation.
- **Additional targets:** San Benito, Balderrama and Centro.
- **Recycling Collection:** Aluminum, Cardboard-Paper, PET and Tetra Pak.
- **Operations & Coverage:**
 - Up to 10 strategic deposits.
 - Scheduled service at home, with the attention of two operators.
- **Duration:** Three months.

Symbology

- Areas of interest for future implementation
- Areas with urban and social backwardness
- Areas with a higher concentration of female heads of household
- ★ Recycling companies
- Recycling companies' influence zones
- Approximate area of the pilot intervention
- Current cycling infrastructure





Biciclando is implemented with the support of Bloomberg Philanthropies and UNDP

Biciclando goals

2025 vision

- Construction of up to 2 Circular Economy Centers
- Fleet of up to 24 Bicycles (12 per CEC)
- Up to 70,000 direct beneficiaries (users)
- Sustainable management of recycling, including aluminum, cardboard-paper, PET and Tetrapak

The implementation of the Biciclando project is coordinated by the Municipal Institute of Urban Planning and Public Space (IMPLAN) Hermosillo

