



UCI Cycling For All

UCI

Isabella Burczak
Advocacy and Mass Events Manager

The Union Cycliste Internationale (UCI)

- World governing body for cycling
- Founded in Paris in 1900
- Headquarters located at the UCI World Cycling Centre in Aigle, Switzerland



UCI Mission



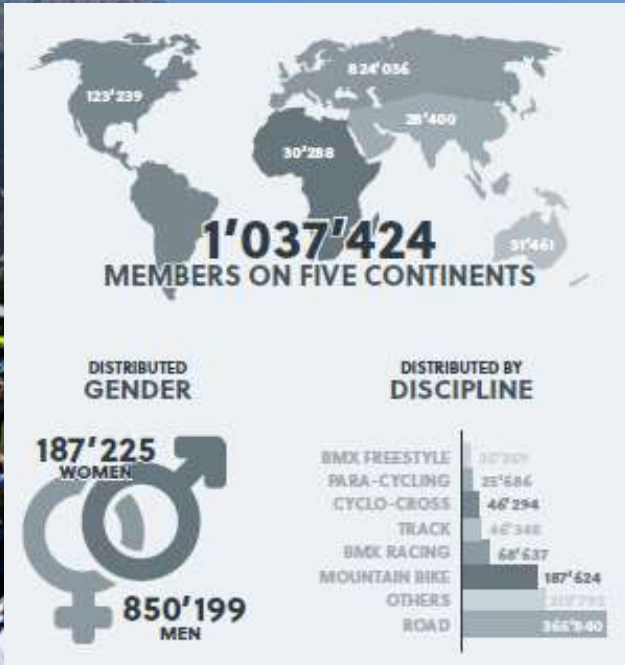
To develop and promote cycling, in close collaboration with 194 National Federations, as a competitive sport, as a healthy recreational activity and as a means of transport



UCI Cycling for All Mission

- Promote cycling as a **versatile, economical and sustainable form of transport** and part of a healthy lifestyle accessible to all
- Work with other groups and organisations to **advocate and speak with one voice** on behalf of cycling
- Ensure that our **National Federations are empowered** to promote and support advocacy activities in their countries and best practice is shared amongst them
- Ensure that **elite cycling acts as a catalyst** to inspire even greater mass participation, and get many more people using bikes as part of their everyday lives

Cycling as a Global Sport



The Event as a Platform for Promotion

The UCI's role is to provide a platform to cities and regions for promotion.

The sporting event is not the ultimate target.

The event is integrated into a more ambitious and comprehensive plan, to allow cities to reach their social targets.

Social – Health – Environmental Strategy

Sports & Events Strategy

Event

UCI Bike City Label

- Reward cities and regions that plan and invest in:
 - Elite cycling events
 - Everyday cycling strategies and infrastructures
- Ensure wider legacy for host cities and regions



Long Term Vision

Develop a **network of UCI Bike Cities and Regions**, creating examples around the world of how cities can **maximise the impact of sport to help create better, safer cities for all people on bikes**, regardless of their age, level of fitness or cycling activity



Copenhagen – 1st UCI Bike City in 2008

A large group of cyclists is riding on a city street in Copenhagen, Denmark. The cyclists are wearing various types of clothing, including jackets, helmets, and scarves, suggesting a cool climate. They are riding on a blue-painted bicycle lane. In the background, there are cars and buildings, indicating an urban setting.

UCI Events

- BMX World Cup in 2008 and 2009
- Track World Cup from 2007 to 2009
- Track World Championships in 2010
- Road World Championships in 2011

2017 UCI Road World Champs in Bergen (NOR)

- Cycle training programme in schools
- 4,500 children participated between 2015 and 2017
- 160 teachers in schools and nurseries designated as ambassadors for cycling



UCI 2018 CYCLO-CROSS WORLD CHAMPIONSHIPS VALKENBURG THE NETHERLANDS

SATURDAY 3 & SUNDAY 4 FEBRUARY 2018

2018 UCI Cyclo-Cross World Champs in Valkenburg (NED)

- **Limburg Cross Competition:** 17 recreational cyclo-cross races held across the province
- **Let's Go Off-Road:** Cycling clinics held at 20 primary schools in Limburg
- **Cyclo-Cross Experience:** Clinics for adults and youth on the race course in Valkenburg
- **De Muur on Tour:** A theatre show involving former world champions



2018 UCI Track World Champs in Apeldoorn (NED)



- **Road to Apeldoorn** programme with events for public
- **Talents in the classroom** programme – visits to 10 local schools by a professional track cyclist and bicycle clinics
- **Daily Omnisport Experience Area** with 13 different sports activities for the public
- **Meetings between local sports clubs and government** to discuss strategy to increase provincial initiatives promoting sports



Thank you!

UCI

www.uci.org/cycling-for-all

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