UCI Cycling For All

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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
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 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.
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

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
Cycle training programme in schools

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

2017 UCI Road World Champs in Bergen (NOR)
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
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

2018 UCI Track World Champs in Apeldoorn (NED)
Thank you!

www.uci.org/cycling-for-all
Twitter @cycling