Linking Elite and Everyday Cycling

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Govern and promote the eight disciplines of cycling
To develop and promote cycling, in close collaboration with 190 National Federations, as a competitive sport, as a healthy recreational activity and as a means of transport.
Sets out the UCI’s ambition, role and core activities to support cycling in all its forms.
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

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Objectives of Hosting Elite Events

- International & local media coverage
- Platform to promote tourism
- Inject activity into local economy
- Involve population in event delivery
- Promote benefits of cycling
- Highlight local projects to develop cycling

Source: TSE
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.
2 Pillars of Assessment

**First pillar:**
- Hosting UCI events

**Second pillar:**
- Clear long-term strategy
- Dedicated funding
- Infrastructure for bikes
- Increase in cycle usage
- Safety for cyclists
- Mass participation
- Child cycle training
- Measuring progress
UCI Bike Cities and Regions

– Bergen, NOR
– Drenthe, NED
– Fyn, DEN
– Gelderland, NED
– Heusden-Zolder, BEL
– Limburg-Valkenburg, NED
– Woensdrecht, NED
– Yorkshire, GBR
Bergen (Norway)

- 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
2018 UCI Cyclo-Cross World Champs in Valkenburg

- 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
– **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
Yes, I’d like to visit Drenthe!

Drenthe is the number one bike province in the Netherlands. You will find beautiful nature, cycling routes, cycling events and a wide range of activities for everyone. Drenthe has a lot to offer for everyone. It doesn’t matter whether you are alone, with friends or with your family for example. That’s why Drenthe has been named the first UCI Bike Region in the world.
A 100 kilometer mountain bike race. Do you have what it takes to finish it?
Do you like retro bikes, cycling, music and good food?
Thank you!

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