UCI Bike City Label

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Union Cycliste Internationale (UCI)
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
Our mission

To develop and promote cycling, in close collaboration with 186 National Federations, as a competitive sport, as a healthy recreational activity and as a means of transport.
Govern and promote the 8 disciplines of cycling
CYCLING FOR ALL
MANIFESTO

Sets out the UCI’s ambition, role and core activities to support cycling in all its forms

WE WILL:

✓ 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.

Our sport helps to inspire people across the world to cycle more. We want to support the wider growth of everyday cycling through this inspiration and our own policy initiatives.

✓ UCI Bike City Label: We are rewarding cities that invest in elite cycling events and also in everyday cycling and related infrastructures.
✓ UCI Cycling Ambassadors: Elite athletes from our sport, our ambassadors, use their star power, engagement and reach to support advocacy campaigns which encourage everyday cycling.
✓ UN SDGs: We will help achieve the targets set by the UN Sustainable Development Goals of a 50% reduction in road traffic deaths and serious injuries by 2020 and safe, affordable sustainable transport for all by 2030 by working with our National Federations, governments and other partners to promote bike riding.

Engagement of National Federations: We will work with our National Federations to help establish and widely share good practice in programmes to encourage cycling and improve safety, including cycle training programmes to give children the confidence and skills to ride safely and further inspire them to take up the sport. By 2020, our target is for at least 75% of our 186 National Federations to have these programmes in place.

THE UCI

The Union Cycliste Internationale (UCI) is the world governing body for cycling. Our commitment is to lead the development of cycling as a competitive sport and activity in all its forms, across the world. The UCI governs and promotes the eight disciplines of cycling: road, track, mountain bike, BMX, para-cycling, cyclo-cross, trials and indoor cycling. The UCI was founded in Paris in 1900 and its headquarters are located at the UCI World Cycling Centre in Aigle, Switzerland. It represents, for sporting and public institutions alike, the interests of nearly 200 National Federations, five Continental Confederaions, more than 1,500 professional riders, more than half a million licensed competitors, several million cycling enthusiasts and two billion bicycle users all over the world.

OUR AMBITION FOR CYCLING

We want to see cities, governments and international institutions around the world make cycling safer, encourage children to take up cycling and create better infrastructures for everyone to be able to use bikes for both transport and recreation, wherever they live, work or study.

Every city should be inspired by the levels of cycling currently achieved in world leading cities, like the Netherlands or Denmark, where up to a third of trips are made by bike.

Cycling is an intrinsically safe, enjoyable and positive activity, but we need to assure that conditions on our roads feel safe to enable many more to enjoy the benefits of cycling.

Governments can enhance safety by ensuring that roads and junctions are designed to accommodate people cycling and experience across nations has proven that the places with the highest levels of cycling are those where cycling infrastructure has been integrated into the road layout design.

Policymakers can also enhance levels of cycling by enforcing the right traffic laws and we call on them to introduce and actively promote legislation on safe passing distances, restrictions on heavy goods vehicles (HGVs) in town centres, lowered urban speed limits and good co-ordination on cycle safety.

The UCI's ambition, role and core activities to support cycling in all its forms.
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- Reward cities and regions that plan and invest in:
  - Elite cycling events
  - Everyday cycling and related infrastructures
- Ensure wider legacy for host cities and regions
2 pillars of assessment

First pillar:
- Hosting UCI events

Second pillar:
- Ambition of strategy
- Dedicated funding
- Infrastructure for bikes
- Increase in cycle usage
- Safety for cyclists
- Mass participation
- Child cycle training
- Measuring progress
Becoming a UCI Bike City or Region

Fulfill these criteria over a 4 year period

- Hold rights to UCI events
- World Championships
- World Cup
- Velothon Majors / Grandfondo
- Political will
- Dedicated funding
- Bike facilities
- Safety
- Promotion
- Report on progress
- Infrastructure changes
- Cycle usage
- Safety
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.
3 cities/regions were awarded the UCI Bike City status in 2016:

- Projects to increase cycling around Road World Champs
- Cycling training programme in schools for children
- Improvements to bike infrastructure
- Across Norway, USD 1bn invested in new bike paths
- “Op fietse” - marketing identity for cycling
- Cycling to school programme
- New cycle routes
- Target to become healthiest province by 2020

DRENTHE
THE NETHERLANDS
- Strong cycle tourism offering
- Cycling hotel and Shimano Experience Centre planned
- 5-year investment plan in cycling infrastructure
- Increase trips by bike from 22% to 27%
Benefits for UCI Bike Cities / Regions

– Be showcased on the UCI website, social media channels and articles/newsletters

– Receive support in securing athletes as ambassadors for cycling promotion

– Benefit from regular exchanges, support and follow-up with UCI Cycling for All team on advocacy topics

– Participate in knowledge exchange forums as part of the network of UCI Bike Cities/Regions

– Be able to use the UCI label on branding

– Invitations to UCI events
Thank you!

www.uci.ch/cyclingforall
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