



**UCI**

# UCI Bike City Label

Isabella Burczak / Michael Brennan

# Union Cycliste Internationale (UCI)

1



# 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

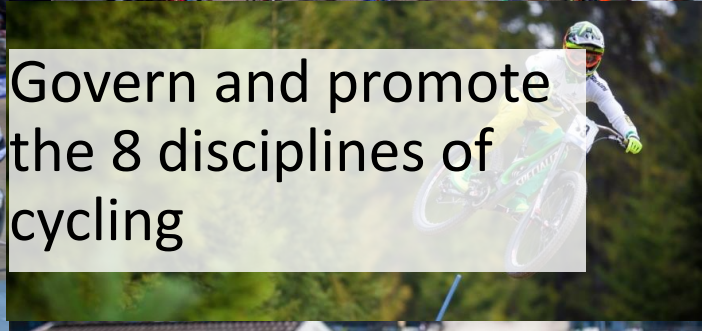
Centre Mondial de Cyclisme  
World Cycling Centre



# 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

The Union Cycliste Internationale (UCI) is the world governing body for the sport of cycling, and we are committed to the wider growth of cycling around the world as an everyday activity.

Cycling can help tackle some of the pressing challenges facing humanity. Reduced air pollution, lowered traffic congestion, and improved public health are among the many benefits that greater everyday cycling around the world offers, accessible

to all, rich or poor. Research funded by the UCI has shown that a switch to cycling from motorised vehicles will not only deliver these benefits, but also generate infrastructure savings of up to \$25 trillion by 2050.

The world has committed to realising the UN's Sustainable Development Goals (SDGs) by 2030 and cycling is key to delivering many of these goals. We call on leaders all over the world to put cycling at the centre of their policies on sustainable development.

## 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 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 places, like the Netherlands or Denmark, where up to a third of trips are made by bike.

Cycling is an inherently safe, enjoyable and positive activity, but we need to ensure that conditions on our roads feel safer 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 level of cycling are those where cycling infrastructures have been integrated into the road layout design.

Policy makers 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 towns and cities, lower urban speed limits and good driver education on cycle safety.

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



## HOW THE UCI WILL MAKE A DIFFERENCE

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 Confederations, 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.

## UCI Bike City Label



# UCI Bike City Label

- 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:**

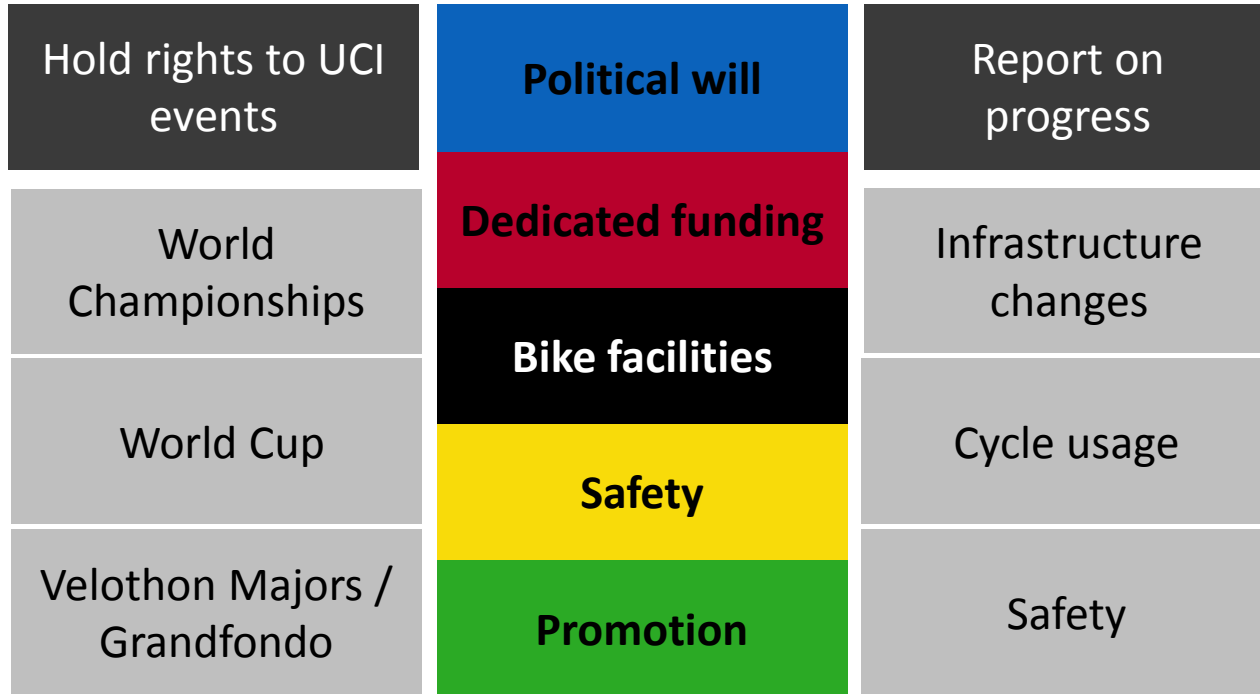
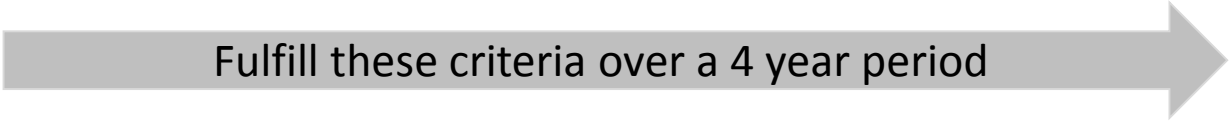
- Hosting UCI events

### **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



## 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





# BERGEN NORWAY

-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



# DRENTHE THE NETHERLANDS

-“Op fietse” -  
marketing  
identity for  
cycling

Cycling to school  
programme

New cycle routes

Target to become  
healthiest  
province by 2020



# LIMBURG-VALKENBURG 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!

**UCI**

[www.uci.ch/cyclingforall](http://www.uci.ch/cyclingforall)  
[@uci](https://twitter.com/uci)