The ECF Board Now Publishes This ‘Request For Proposals’ To Host The Velo-city 2020 Conference
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This document is divided into three main sections as follows:

1. **INFORMATION**: about Velo-city and the conference series. This section is designed to give you the background information on the previous events.

2. **CONDITIONS AND QUESTIONS**: the “Velo-city conditions and questions” chapter is the heart of this document. The conditions specify certain set quality assurances that we expect bidders to comply with. The questions are more flexible; they are designed to see your good ideas, innovations and imagination on all aspects of event planning. The ECF Board will be looking for your answers in order to assess your plans and ideas for the conference. Your responses in this section will therefore be a major part of your bid.

3. **TERMS OF REFERENCE**: this section includes the requirements for a bid and the criteria on which a bid will be judged. It also sets out the timetable, which will be followed for the bid process.

If any other additional information regarding your bid is needed, please contact the ECF Velo-city Series Director & Velo-city Series Coordinator.
1. INFORMATION

The ECF Board now invites expressions of interest from those wishing to bid to host the Velo-city conference in 2020. Please note that out of this material the ECF Board will choose the city best suited to host the Velo-city 2020 conference. Velo-city applications are welcome from cities outside of Europe.

This document serves as the full bid manual, which contains the information required by bidders.

1.1. WHAT IS VELO-CITY?

Velo-city is the global cycling summit. Velo-city seeks to encourage cycling as a part of daily transport and recreation. Since the Velo-city series began in 1980, it has played a valuable part in the promotion of cycling.

The name Velo-city is a small play on words using the French word for bicycle – vélo, and Velo-city can also be read as velocity or speed. The European Cyclists’ Federation (ECF) owns the series name, and the decision-making body for Velo-city is the ECF Board.

1.1.1. Advantages of the Velo-city conference

Velo-city is unique in several ways. For example, the conferences do not just attract one type of profession but bring together all those who are involved in the policy, promotion and provision for cycling. This mixture of people, professions, skills and experience is a very valuable component of the event’s success (see section 1.4.1). Velo-city also features an exciting mixture of sessions where the focus is on dialogue, participation, and information exchange. In this way, all delegates are engaged in a positive atmosphere that gives quality to the delegates, and also gives them an experience that many want to repeat.

For the host city, a Velo-city conference can be/should be integrated in a strategy to improve the sustainability of the city by making the city more bicycle friendly (see 1.1.2 and 1.2.2). The direct participation of the host city in this event series also gives delegates an insight into the city they visit – this link is often missing in other events. Many Velo-city delegates return event after event, and this is both important and valuable for us and also for the host city.

1.1.2. Goals and objectives of the Velo-city series

Velo-city is a unique conference that attracts a growing number of diverse participants each year. Part of this growth comes from a clear goal: The main goal of the conference is to leave all participants as well as other target groups enriched and inspired. The bigger, the better and the more exciting Velo-city 2020 is, the more positive impact on the world and the more cycling is promoted.

While reaching the Velo-city goal, the conference team should include subsequent objectives:

- Spread high quality knowledge, good new information about cycling, and transport planning at international level.
• Cities with good cycling policies to showcase the benefits they provide to their citizens, businesses and others through the conference generated publicity.
• Encourage the recognition of cycling as an efficient, healthy, environmentally friendly mode of transport and promote its greater use.
• Integrate cycle planning into transport, land-use planning and other relevant policy sectors where cycling plays an important role.
• Seek involvement from all relevant stakeholders (universities/academia, decision makers, local, regional and national governments, international institutions).
• Involve and support local cycling associations and civil society organizations.

1.1.3. Past and future locations, related events

Velo-city started in 1980. While it is true that the main center of interest for the conference is in Europe, the Velo-city events have always drawn on the best information and presenters worldwide, and delegates come from around the globe.

Since 2009 the ECF has been organizing a Velo-city conference annually. At the time of publishing this bid manual, the conference takes place in Europe in odd-numbered years, and outside Europe in even-numbered years.

The full list of previous Velo-city conferences with numbers and countries of delegates can be found below:

<table>
<thead>
<tr>
<th>DATE</th>
<th>VELO-CITY LOCATION</th>
<th>DELEGATES</th>
<th>COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 1980</td>
<td>Bremen, Germany</td>
<td>316</td>
<td>10</td>
</tr>
<tr>
<td>Sept 1984</td>
<td>London, UK</td>
<td>260</td>
<td>18</td>
</tr>
<tr>
<td>Sept 1987</td>
<td>Groningen, Holland</td>
<td>268</td>
<td>21</td>
</tr>
<tr>
<td>Aug 1989</td>
<td>Copenhagen, Denmark</td>
<td>387</td>
<td>23</td>
</tr>
<tr>
<td>Nov 1991</td>
<td>Milano, Italy</td>
<td>310</td>
<td>24</td>
</tr>
<tr>
<td>Sept 1992</td>
<td>Montréal, Canada. Velo-Mondial</td>
<td>589</td>
<td>32</td>
</tr>
<tr>
<td>Sept 1993</td>
<td>Nottingham, UK</td>
<td>423</td>
<td>28</td>
</tr>
<tr>
<td>Sept 1995</td>
<td>Basel, Switzerland</td>
<td>456</td>
<td>38</td>
</tr>
<tr>
<td>Oct 1996</td>
<td>Perth, Australia. Velo-Australia</td>
<td>328</td>
<td>31</td>
</tr>
<tr>
<td>Sept 1997</td>
<td>Barcelona, Spain</td>
<td>500</td>
<td>40</td>
</tr>
<tr>
<td>Apr 1999</td>
<td>Graz, Austria &amp; Maribor, Slovenia</td>
<td>465</td>
<td>40</td>
</tr>
<tr>
<td>Jun 2000</td>
<td>Amsterdam, Holland. Velo-Mondial</td>
<td>657</td>
<td>52</td>
</tr>
<tr>
<td>Sept 2001</td>
<td>Edinburgh &amp; Glasgow, UK</td>
<td>489</td>
<td>42</td>
</tr>
<tr>
<td>Sept 2003</td>
<td>Paris, France</td>
<td>726</td>
<td>40</td>
</tr>
<tr>
<td>Jun 2005</td>
<td>Dublin, Republic of Ireland</td>
<td>450</td>
<td>37</td>
</tr>
<tr>
<td>Jun 2007</td>
<td>Munich, Germany</td>
<td>958</td>
<td>50</td>
</tr>
<tr>
<td>May 2009</td>
<td>Brussels, Belgium</td>
<td>980</td>
<td>52</td>
</tr>
<tr>
<td>Jun 2010</td>
<td>Copenhagen, Denmark Velo-city Global</td>
<td>1100</td>
<td>60</td>
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<tr>
<td>March 2011</td>
<td>Seville, Spain</td>
<td>930</td>
<td>50</td>
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<tr>
<td>Jun 2012</td>
<td>Vancouver, Canada Velo-city Global</td>
<td>950</td>
<td>40</td>
</tr>
</tbody>
</table>
1.2. COLLABORATION PRINCIPLES AND BENEFITS

The ECF Board makes the decision on the host city, and as such defines the overall quality and direction of the Velo-city series. The Velo-city Series Director coordinates the decision-making process, and is responsible for the Velo-city secretariat. ECF is the holder of the Velo-city Conference Series and co-organizes the conference with the host city. This is based on successful collaboration between the two parties.

1.2.1. Success based on collaboration

Once the bid has been won, the Velo-city event is planned in partnership with the host organizers and the ECF. Therefore, the ECF and the host city should discuss and agree on the organizational structure of the conference. The ECF Secretary General should be involved as a member of the Executive Committee of the conference; the Velo-city Series Director and his core team will be fully involved in the conference planning and the execution of the event. We believe that this combination of local interest and skills, matched with ECF’s international experience, is the best guarantee of success.

1.2.2. Benefits for the host city

The benefits of hosting a Velo-city conference fall into three categories:

i. boost to the development of a sustainable, bicycle friendly, livable city;
ii. reputation;
iii. direct economic benefits.

i. **Boost to the development of a sustainable, bicycle friendly, livable city:**
Hosting a Velo-city is integrated in a strategy to improve the sustainability of the city by making the city more bicycle friendly and livable. In all phases of the process (preparation of the conference, the conference week, the evaluation phase) the city will benefit from a boost to the development of the city. The city departments will be motivated to showcase their work on cycling and transport planning campaigns. All the cities that have hosted the conference have been able to develop their provision for cyclists. They benefitted by:

- publicizing transport and cycling policies/provision and presenting papers
- raising the international profile and prestige of their city and host organization(s)
- creating a more fruitful relation between their city and cycling user groups
- generating substantial publicity for their city and its policies
• receiving reactions on their transport and environmental plans
• hearing and seeing other positive policies and examples in these fields
• taking a lead and bringing professionals together
• involving the elected representatives in the debate on transport issues
• meeting a wide range of others involved in this field and fostering links
• engaging with the public on mobility issues

The work on the conference project is a very good way to improve confidence and foster a more productive working relationship between the city and the bicycle user associations.

ii. Reputation of the city:
Velo-city conferences are well known and well respected as important events in the transport field worldwide. The Velo-city 2015 conference attracted over 1,400 participants from over 60 countries. The brand name (Velo-city®) therefore has a valuable reputation as an international high-quality event where people meet and exchange. The event also highlights the ambitions of the host city and has a positive impact on the cycling policy of the whole country. The event, above all, generates added international prestige for the host city and the involved organizations and institutions.

iii. Direct economic benefits for the city:
Velo-city promotes and publicizes the host city as a whole by attracting visitors and boosting local economy. We do advise that tourist and convention bureaus be involved in your bid, as by doing so very often additional benefits can be accrued to your bid. We will propose international cycling related projects and organizations to take advantage of the opportunity to meet in the host city the days before, during and after the conference. It is also evident that the concerted investments into cycling infrastructure and integrated active mobility create quality and long-term oriented city development. Those benefits enable the host city to create a fast return on investment and sustainable asset building for the city.

1.3. COSTS AND FINANCES

The host city/organization has full financial responsibility for the conference, receiving all direct income and bearing all direct costs. However, the ECF should agree on the fees that will be charged for the participants of the conference as well as on the overall budget and how it will be executed. All this is to ensure a quality event that will give returns to the local organizers and to the conference series overall.

1.3.1. Costs
The turnover associated with the last Velo-city conferences was around of €2,000,000. We expect the host city to financially guarantee the budget proposed in the bid. Similar to other conferences, most of the spending has to be done before the majority of the income comes in. Hence seed funding and cash flow planning are important.
The breakeven calculation should make provision for the following costs:

- the fee payable to the ECF (please see section 3.5 of this document for further details);
- start-up project costs to the organizers;
- taking into consideration the size of the event (1500+ delegates, exhibition, side events, etc.) we require the host city to take on a Professional Conference Organizer (PCO) to produce the conference;
- due to the fact that the programme of Velo-city is rich and diverse in terms of content and requires much discussion between different stakeholders, the host city should propose in its bid several choices of professional candidates for a programme director. ECF and the host city will decide together based on these proposals who will become programme director. The programme director works neutrally alongside the host city and ECF to design a succinct and creative conference program.

1.3.2. Income

Event income can be raised from several different sources:

- Delegate fees
- Commercial sponsorship
- Institutional support
- Conference Exhibition

1.4. THE CONFERENCE

1.4.1. Delegate composition

An important aspect of the Velo-city conference is the wide variety of people who attend. Most other meetings concentrate on only one type of delegate, so that the people involved in the sectors important to cycling do not often meet each other. Velo-city is different, and much effort is made to attract different types of delegates, with special attention given to associated sectors. Due to this mix the conferences have a very creative and international atmosphere. The delegates targeted include:

- urban planners and engineers
- cycle user group representatives and cycle advocates
- local, national and international politicians
- the bicycle industry, including manufacturers and retail interests
- relevant national and international organizations and institutions
- public transport operators and organizations
- health professionals and those working in health promotion
- leisure and tourism managers
- academics and research institutes
- transport and environment consultancies
- and those involved in the following issues:
  - land-use management and energy policies
  - children and mobility issues
1.4.2. Conference formats

Velo-city conferences are known for their participatory nature, providing opportunities to take part in workshop sessions, go on technical visits to cycle facilities and talk to the officials involved. It is also important to plan informal sessions during the day, and social events in the evening where it is possible for delegates to meet and talk to each other.

Different formats could be:

- plenary sessions
- parallel sessions - different formats such as:
  - workshops
  - roundtable discussions
  - television platforms
  - other interactive formats
- side events:
  - excursions
  - technical visits
- social events open to all delegates:
  - Welcome Reception (required)
  - Gala Dinner (required)
  - Bike Parade (required)

Formal plenary sessions are used for presentation by the innovative thinkers and movers in a wide realm – not limited to mobility experts, but linked to cycling in a certain way. The goal of plenaries is to frame the conference through big picture discussions. Workshop sessions with one or more presentations are predominant, with up to five workshops running simultaneously throughout the conference timetable. The proposed facilities must be able to cater for this, and this is an important factor in selecting a venue.

1.4.3. The venue and all other locations

The fact that Velo-city is unique in several ways is of course also based on the host cities’ uniqueness. From former Velo-city conferences we know: the better the conference locations are integrated into cities’ (mobility) life, the better the outcome for participants and citizens were.

Therefore, the conference venue should not be an isolated paradise. “For participants and citizens” means “people meet people”. Successful Velo-city conferences integrate and mobilize their citizens in various ways, either through side events or parallel festivities to promote cycling, allowing for interaction between delegates and citizens. This attracts cycling for citizens, which is a fantastic opportunity for the city’s development policy and, in a non-direct way, of citizens’ participation. Moreover, it demonstrates the host city as being a livable city for all conference delegates and accompanying participants.
1.4.4. Exhibition

The bidding city should include an exhibition in the conference. The exhibition should be held during and inside the facilities where the conference will take place. The possibilities and ideas for the exhibition are an important part of the bid. Please take into consideration that Velo-city 2015, Nantes had over 90 exhibitors and that requires a fairly big space. Possible target groups are:

1. experts/consultancies
2. industry (e.g. producers of parking facilities, public bicycle sharing systems)
3. cities, regions, national authorities, European institutions
4. international organizations, institutions, or other global projects
5. clusters organized by countries (e.g. Holland House, German House, French Pavilion etc.)

The exhibition should be organized as a marketplace combined with catering (coffee and lunch breaks). It is an area where participants can and are encouraged to meet with each other, therefore it should enable networking and should be accessible to all participants. Exhibitors should be granted at least one full registration ticket (per standard booth) giving access to the whole conference and social programme as part of the exhibitor’s package.

1.4.5. Proceedings

The proceedings of the conference form an important part of the project. Planning should be made so that the abstracts of papers are available at the start of the conference; thus, delegates can easily judge which sessions to attend. A digital copy of all the papers and presentations in the conference languages must be available two weeks after the event. Given the importance we attach to the conference proceedings, we state in the contract that two digital copies (incl. abstracts, presentations, papers, photos and video recordings, a collection of all communication material and press releases as well as full delegate and exhibitor lists) should also be available to the ECF not more than two months after the event itself.

1.4.6. Declarations and charters

During previous Velo-city conferences many documents of high importance were signed, which encouraged developments in the cycling world. Since then, the focus has changed towards the overall impact of the conference, with declaration and charters used only when deemed effective. Therefore, ECF may use the conference to publish or sign declarations and other documents. However, any initiative of a declaration, charter or any other type of document to be signed during Velo-city coming from the host city requires agreement from ECF and should be prepared together. Aforementioned documents should be consistent with the topic and character of the conference. The preparation of such a document has to have a clear strategy and has to be started in due time.
2. CONDITIONS AND QUESTIONS

This is the focal point of the bid document. The conditions and questions that follow seek both to offer you the opportunity to make the best bid, and also provide us with the information that we need to ensure event quality. Velo-city is a magnificent series that can bring great benefits to both sides, benefit cycling, and also provide memorable events. Accordingly, we need to know how you will work with us, and what will be provided for the event to ensure the quality and prestige of the series. Overall, we want to get an idea of how you see Velo-city in your city, and what place it would have in your city’s ambitions for the future.

The next section has two parts. First are the QUESTIONS. These are the areas where we are looking for your imagination, ideas and vision. There are notes attached to each point to guide you as to what we are looking for in each case. Second are the CONDITIONS. These are the minimum requirements that we expect to see in any city bid. Furthermore, we ask you to provide us with information to show how these expectations can be met. Before you set out your answers, please refer to sections 3.1 and 3.2.

Section 3.1 details the requirements for the written material to be submitted. Section 3.2 sets out the criteria against which the bids will be judged. Both are obviously important in framing the ideas you submit and the way they are presented.

2.1. THE VELO-CITY QUESTIONS

Bidders for the 2020 conference are invited to reply to the questions below. You should show how your event can be really special, and not only add value to the Velo-city series, but also play an important part in raising the profile of your city for its work on sustainable transport and cycling.

2.1.1. Fundamental Questions

Q1. Why do you want to hold the conference?
This may sound like an unimportant question, but in some ways it is the most important of all. In our experience those cities where there was a strong reason to hold the conference have turned out to be the most memorable events. There can be many different reasons, but we would like to know what the ambition is that will keep you going through all the hard work required.

Q2. What special reasons are there for us to choose your location for the next Velo-city conference?
We would like to know why you feel that your location and plans represent the best option for this important event in 2020. This should include all aspects that you think are important. This question is designed to allow you to tell us why you are the best.
2.1.2. Program content

Q3. What would the overall theme of the conference be, and how might this theme be reflected in the conference?

Each Velo-city conference had a theme; for instance, Velo-city 2013 in Vienna it was “The Sound of Cycling – Urban Cycling Cultures”, Velo-city 2014 in Adelaide it was “The Celebration of Cycling”, Velo-city 2015 in Nantes it was “Cycling – Future Maker”, Velo-city 2016 in Taipei it was “The Evolution of Cycling”, and Velo-city 2017 in Arnhem-Nijmegen it is “The Freedom of Cycling”. The theme is important, and not only provides a good indication of the topics within the event, but is also a selling point in itself. This theme should of course be reflected in the tracks within the program, and should be chosen to reflect the topical aspects showing where the development of cycling currently is. What would you choose as the main theme?

Your proposal will be important for the bid, but the final decision for the theme and subtitle of the conference will be made in the first official meeting of the Executive Committee.

Q4. What are the main aims and objectives of your conference program?

Velo-city is an event that not only seeks to provide information, but also wants to push forward the boundaries in bringing people together to promoting the greater use of the bicycle. What aims and objectives do you have for this event, and how can they be furthered by their inclusion in the Velo-city program?

2.1.3. City context

Q5. What commuter and leisure cycle facilities currently exist in the city that would be interesting for delegates to see, and what are planned to be completed by the date of the conference?

Many of the Velo-city delegates have a professional interest in the cycle provision in the host city. Delegates not only want to hear about transport planning, but also want to use the conference to see practical examples on guided technical visits. In that respect, it is important for us that there are, or will be, facilities to see in your city. The conference can therefore act as a spur to install more cycling provision in time for the delegates and press to see when the event starts. This also will be of long-term benefit for city residents who use a bicycle. Even if we do not limit our choice of host city to only those that have a complete network of cycle facilities, we want to see that progress is being made on this issue, and that by the time of the event, there will be something to see for the participants.

Q6. What strategies exist in your city to increase the use of bicycles?

This question is designed to allow you to include the wider policies and strategies on local, regional and national level and that are designed to increase cycle use (include everything you think we should know about when considering your bid). This may include transport and environmental topics as well as those involving health, land-use, children, tourism and other issues.
Q7. Are there any special factors such as local and/or regional elections before and during the conference period that could affect the support from any public bodies involved and therefore the conference planning process itself?

Political support for your bid is obviously vital, and we should know what support your bid has from the current administration, and whether there are any local or regional elections during the time from now until May/June 2020 that could meaningfully affect that support for the project.

2.2. THE VELO-CITY CONDITIONS

Bids for Velo-city 2020 should provide full answers to the following conditions:

2.2.1. Basics

C1. When is it proposed to hold the conference?
We would like to hold the 2020 conference in the period of May-June 2020. The date will depend on the location, and we are open to (a limited amount of) negotiations.

C2. Where is it proposed to hold the conference?
We would like to know not only the city location, but also where in the city you propose the event to be held. It is seen as valuable that there is one conference site as close to the city center, transport services and accommodation as possible. Details of the location should be given, such as the total numbers that can be catered for, and the number of breakout rooms. At this stage, you can propose more than one location, if you feel that further discussions with us on this matter would be useful before proposing a final choice of venue. It is ideal for the organization of the conference to have access to the venue the day before the conference begins.

C3. Over how many days do you propose the conference to go?
Velo-city should ideally last four full days with plenary and workshop sessions, including side and social events. If you want to propose three days we would want to know how everything would fit into this timescale. Taking into consideration the profile of past delegates, it is beneficial for the conference to take place during the work week. The conference schedule should allow for: pre- and/or post-conference visits to other places in the locality of interest to those involved in transport matters, side meetings by interested groups attending the conference, social events in the evenings, and a spouse/accompanying person program.

C4. Who are the main partners in your bid?
In bidding, strong and widespread local, regional and even national involvement and support for the conference is important. We wish to see the host organizers putting together a bidding team that includes at least the following: city/regional representatives, national ministries of transport and environment, local bicycle advocacy groups, convention bureau/destination marketing organizations, universities and academia, cycle trade representatives at local, regional or national level. This team can logically be the core of an organizing committee if successful.
C5. **Who would be the lead body responsible for the project?**
In the bid, it should be made clear who would be responsible for the overall and detailed planning in the host city – would it be done from within the city or from outside? What resources and authority will they have to oversee and implement the tasks?

C6. **What would be the profile of the person you expect to be the event director?**
We will want to see your ideas about choosing an event director. This is obviously a key person in ensuring good event planning and a successful event, and their selection is an important matter to us. That person does not need to be full time on this project at the start, but will have to devote increasing amounts of time as the project goes forward. You should indicate the skill and experience that your proposed conference director has to perform the various tasks during the planning process including managing a professional conference organizer (PCO). It should be said here that the event director will be working directly alongside the Velo-city Series Director as part of the planning and execution process.

C7. **What would be the profile of the person you expect to be the programme director?**
This is a key person in ensuring the content and creativity of the intellectual programme. That person does not need to be full time on this project at the beginning but will have to be full time for the year leading to the conference. It should be said that the program director will work directly alongside the Velo-city Series Director and ECF Secretary-General as part of the creation of the conference program. Therefore, the programme director has to be chosen out by an agreement from both ECF and host city. We expect the programme director to be experienced in developing content oriented programme for conferences. Details of previous experience are welcome.

C8. **Can you provide us with a draft budget for your bid?**
Although we recognize that this will be an estimate at this stage, we wish to see that there is sound financial planning for this event. The budget should therefore show all major income and expenditure items, and as far as possible be in balance. The greater the proportion of costs that can be covered by sponsoring bodies and others will be seen as a positive indication of good planning. The greater the offers of firm support, the better.

C9. **What are your sponsorship aims and possibilities for this event, and how important to the overall budget are they likely to be?**
The sponsoring bodies are very important partners in the project, helping to add value and keep the registration fees moderate. While we would expect the city, regional and national ministries to be involved, we wish to know what the possibilities are for sponsoring in your city. Some of them could not only have a financial role, but also be involved in a substantial way in the event planning committee, as long as they add value and bring relevant experience to the project.

C10. **Who is expected to be responsible for raising any sponsoring and external sources of finance?**
Gaining funds and sponsorship is obviously an important part of the event planning, so naturally, we would like to know how you plan to address this issue. Will there be enough
institutional support for the bid to make such a position unnecessary? If not, who will be responsible for this task? Professional fundraisers are an option, but care obviously has to be taken to ensure that the benefits outweigh the fundraisers costs. What plans will you make for this important aspect?

C11. **What strategies will you adopt to ensure good attendance at Velo-city 2020?**
Even allowing for the increasing number of transport conferences, Velo-city events have been successful in attracting good attendances in the past. However, we cannot take the continued support for granted, and we want to grow. The event program should be interesting, creative and innovative so that target groups are attracted to participate. What strategies will you put in place to ensure that this conference has a widespread appeal both in the host country and outside? In particular, what publicity and promotion would you plan? It should be the aim of the conference organizers to attract delegates both from developed and developing countries. We are looking for your innovative ideas on this matter. The increasing interest in the role cycling can play would suggest that for the 2020 event all plans, logistics and caterings should allow for an audience of at least, but not limited to, 1500 participants.

C12. **How do the city and organizers show commitment to the Declaration of Human Rights and the New Urban Agenda (Habitat III)?**
Please refer to the documents below.
- The Universal Declaration of Human Rights
- New Urban Agenda - Resolution adopted by the General Assembly on 23 December 2016

**2.2.2. Planning and organization**

C13. **How will you ensure that the relevant local cycle user group will play a full role in the organization and planning of the conference?**
It is important to us that the local, regional and national cycle groups play a substantive part in the planning process. If you are not already in contact with such a group, we can supply you the names of contact people in your area. How will you ensure that such groups are directly involved in the planning and program, as well as organizing rides and providing low cost accommodation for user group representatives during the event?

C14. **What arrangements would you make to ensure the full participation of the Velo-city Series Director in all major decisions as co-organizer of the conference?**
As part of the contract agreed with the winning city, the Velo-city Series Director will be involved in all major decisions regarding the event. How do you plan to organize the planning for your event that ensures this happens efficiently and effectively?

C15. **The exhibition has become an important part of our events. How would you plan for this to take place inside the conference?**
All recent Velo-city conferences have found it useful to plan an exhibition (with participation fees) for industry, government organizations, voluntary organizations,
consultancies etc. This is an increasingly important aspect of the event, and one that calls for some specialist skills. How will you ensure that this can be well organized, well publicized, accessible yet also self-financing? The conference venue should provide space at no cost for the dispersal of information brought by delegates.

C16. **Communication is an essential element of a successful Velo-city. How do you plan to build communications for Velo-city?**

As Velo-city has become a large and multi-faceted conference, communications became a core part of its organizational structure. To reach out to all interested parties, a clear and comprehensive strategy has to be ready in advance and run by a designated communications team. How many people do you plan to hire to work on the communications part of conference organization? Do they have the expertise to connect not only to local but also to international audiences? When will you provide us with a draft of a communications strategy?

C17. **How do you plan to design and execute the conference evaluation?**

One of the requirements of a well-prepared and organized Velo-city is a thorough evaluation of the conference. Each year ECF is using the data provided by the host-city to produce a report that shows how the Velo-city series is developing, to predict future trends and to help future host-cities with the preparation of the conference. Evaluation of the conference must be designed together with the ECF team prior the conference with a timeline for executing a comprehensive evaluation. How do you plan to evaluate the conference? How would you encourage the participants to provide feedback? What kind of methods are you planning to use?

### 2.2.3. Event quality

C18. **What translation facilities will be made available for plenary and concurrent sessions, and into which languages?**

The Velo-city conference language is English, but simultaneous translation should be provided at least into the host city language during plenary sessions. Ideally, this interpretation can be extended to at least the major concurrent sessions as well.

C19. **What types of accommodation will you offer to delegates?**

A variety of accommodation is required to cater for the varying spending levels of the different types of delegates that come to Velo-city events. This varies from 5-star hotels for high-level politicians to budget accommodation at a 3-star level. Some delegates opt for home-stay with user group representatives in the host city. Can you show how all needs will be catered for in your planning?

C20. **What arrangements do you intend to do to make it easier for cycle-user group representatives, NGOs and people from developing countries to attend?**

Velo-city events have a fee structure that makes allowances for the ability to pay and participate. In that respect, it is important that the conference budget makes it possible for the ECF, its member organizations and networks to attend by offering a lower
participation fee (50% discount) to 175 - 200 representatives (negotiable during site-visit) and free participation (100% discount) to 30 representatives of the ECF network and staff. The challenge of this conference is to include delegates from small start-ups or developing countries – bids that can provide a concept how to possibly overcome this challenge and how to raise funds for these target groups will be favored.

C21. How will you provide bicycles for delegates and partners attending the conference?
Delegates should be provided with a bicycle at little or no cost and/or a local travel pass for the duration of the event so as to participate fully in the conference program and visits. How would you plan to do this? Manufacturers have provided bicycles in the past as part of a sponsorship package, but this is not the only way this can be done. Some delegates will bring their own bicycle with them, but about 80% of delegates will use a bicycle depending on the events planned. Adequate and secure cycle parking and cycle maintenance should be provided at the venue/s.

C22. What social program do you plan to organize for delegates of the conference?
It is not only important to think about the core event program of presentations, but also to consider the social events. These are not only important to provide time for people to network and meet others attending the event, but also should give delegates a lasting impression of your city and its heritage. It is normal that there will be social events provided for the evenings. In the past, these comprised everything from boat rides, fireworks and dances to the more traditional city receptions and dinners. How will you provide delegates with a lasting memory of your city?

C23. How close are the conference and accommodation sites to major transport links such as airports, train and bus stations?
All functions and events during the conference, including evening and social events should be easily accessible by bicycle, public transport or on foot. Access to and from the nearest train station and airport by bicycle and public transport should also be considered as part of the planning for the event. How do your choices of venue reflect this aim?

C24. How much time would you need, after learning that your bid has been successful, before you could start working (see section 3.6)?
Event planning is all about managing time and people. Once the host city is chosen, there will be less than two years to the conference date. Therefore, we need to know that a planning team with the necessary resources to do the job effectively can be in place immediately after the final choice. There will not be time to wait for long decision-making after the choice of host city. We also wish to see an outline timetable of the planning stages of the conference.

C25. What side events do you intend to organize around the conference date?
Side events are those made to other cities and/or regions nearby that could also be included in the program as part of a post-conference option for delegates. These should have some transport relevance, but can also be for cultural or historic reasons. While technical visits should be part of the core program, side visits should be planned as an
option if they add value and interest. What would you have to show and offer in this respect?

C26. Do you have plans to organize a spouse/partner program?
Do you believe that your city/region has something to offer to delegates’ partners? If so, organizing a partners’ program can be a good way to increase the number of delegates attending. Any partners’ program should be self-financing, and ideally bicycles should also be available to them, too. What ideas would you have for this?

C27. What communications strategy will you be focusing on?
In order to guarantee the right attendance at the conference, a good communications plan has to be put in place. The host city is expected to come up with a communications plan that will have to be coordinated with the ECF communications team. A formal draft communications plan, and communications budget including a budget for the conference magazine during and after the conference, is expected to be provided with the application.

3. TERMS OF REFERENCE

3.1. WRITTEN BID MATERIAL

In preparing the proposals, bidders are free to determine the format and presentation of their bid. However, your bid should include:

Responses to the questions and conditions: You should answer all the questions and conditions (section 2) so that your bid can be appraised. Please also bear in mind the selection criteria set out in point 3.2 below.

Language: All written material must be in English
Prices: All prices must be quoted in Euros (€)
Summary: In order that all the bids are easily comparable, we kindly ask that a two-page summary of responses to the conditions and questions is also provided for both the short listing and final stages. This should be set out with:

- bidding city name at the top of each page
- condition/question numbers running down the left of the page and the answers inset
- indication on which page number(s) the full response to that question/condition can be found

Your answers should include all relevant information to allow us to evaluate and judge your bid. The quality of your answers will weigh more heavily than the quantity of pages. Supplementary information on conference/hotel locations as well as city visitor attractions can be useful, but should be kept modest in size.

Please bear in mind that the provisional bid material will have to be submitted electronically, and should not include extensive use of graphics or photographs. For full information on requirements for the bid presentation, see section 3.6 on timetabling below.
3.2. CRITERIA FOR THE CHOICE OF HOST CITY

The bids will be judged on the basis of the following criteria to determine the most attractive bid taken as a whole:

- overall quality of the bid
- political commitment to cycling and hosting the conference
- commitment towards the Declaration of Human Rights and New Urban Agenda (please refer to 2.2.1; C12)
- creative and attractive ideas
- bids that comply with the ECF’s and the conference series’ goals and objectives
- involvement of partners who add value to the bid
- experience of managing big projects
- sound financial planning giving good value
- bids from locations that are attractive for the ECF regarding the history and the future of the Velo-city series

3.3. DECISION MAKING

The ECF Board is the decision-making body. You can find the list of the current Board members on www.ecf.com.

For all questions about decision-making the responsible contact is the Velo-city Series Director whose contact details can be found at the end of this document.

3.4. FINANCIAL FRAME

Once the decision on the 2020 host city is made, a contract is then immediately signed by the chosen city (or the relevant constituted body). This will set out the responsibilities and the financial arrangements, which are:

i. The general conference fee is €230,000 (see section 3.5 for more details), plus the costs for participation of ECF delegates at workshops called “pre-conference workshops” to discuss and to develop the main themes and concept of the conference organized by the host city and for the evaluation process. This fee does not include additional services of the ECF, on top of what is described in this manual, to be agreed upon in the contract with the host city.

ii. Prior to the conference: travel costs (travel and accommodation) of max. 20 round-trips (maximum 6 business class and 14 economy class).

iii. For the conference: travel costs (travel and accommodation) for 20 ECF delegates (3 business class and 17 economy class).

iv. There can be additional support asked by the host city/offered by ECF, especially in relation with side conferences, academic collaborations, mayors/cities meeting, EXPO advertising etc. This normally will be arranged separately.
During the conference (plus the days before) the host city is supposed to provide the ECF with:
- office space to be used by the ECF Velo-city delegation (including Internet access, print service, whiteboard, pens etc., basic catering)
- two meeting rooms for up to 15 people (incl. Internet access, presentation media, basic catering)

The draft contract will be sent to all bidding cities which are selected for the short listing stage, and will be negotiated in the time before the final decision-making. Please note that the ECF Board will only treat bids in the final decision-making meeting if they have agreed on the contract with the Velo-city Series Director (written confirmation will be required). The contract with the winning city will be signed at, or immediately after, the decision by ECF, and it should be clear who from the city side is authorized to sign the contract.

3.5. FINANCIAL TERMS AND CONDITIONS

The general fee to be paid to the ECF is for the following benefits and services that the chosen host city receives from the ECF:

- use of the brand name Velo-city® for the conference planning period
- our expertise and experience
- the conference database of names and addresses we supply
- our collaborative work with your team during the whole planning period, based on an agreed estimate of the number of meetings
- our work on international level to both promote and represent the conference
- The ECF will be involved in the event planning throughout the project, and expects to attend meetings to help plan the event.
- The Velo-city fee for the 2020 event will be €230.000. This sum will be payable in four stages on:
  - First Quarter (January) 2018 (€60.000)
  - First Quarter (January) 2019 (€60.000)
  - Fourth Quarter (October) 2019 (€60.000)
  - five weeks before the conference in 2020 – exact date t.b.d. (€50.000)

All costs of bidding will be borne by the bidding cities. These include:

- time and material costs of preparing the bidding material

If the city is selected to be among the final shortlisted cities, the additional costs to the bidding cities will also include:

- travel and accommodation costs of 4 ECF representatives for a site visit during the bid process (business class).
3.6. TIMETABLE FOR PROPOSALS

The timescale for the selection of the event is set out below.

April 2017: publication of bid manual
At this point, the selection process starts. From this time, interested bodies should begin making plans, formulating provisional answers to the Velo-city conditions and questions, and talking to possible partners. Informal discussions can, and should, take place between interested cities and the ECF Velo-city team, and we will offer help and assistance equally to all bidders.

August 18th 2017: deadline for proposals/bid
Your answers to the Velo-city conditions and questions and your bid are to be supplied to the ECF office in Brussels by this date. All cities should provide two copies of printed bid documents directly to the ECF Velo-city Series Director and send a copy in electronic (e-mail) form as well (contact details at the end of this document).

The answers are to be supplied in English. We also need at this point the name, address and contact numbers of the main contact person for the bid. There may well be a team of people involved from your side, but in order to avoid confusion we need one main contact person through whom all material is sent, and contacts are made.

The bids will be sent to all members of the ECF Board by the ECF. The ECF Board will select the cities to go on the shortlist. The shortlist will contain a maximum of three cities.

September 2017: decision on shortlist
The decision on those cities selected to go on the final shortlist will be made by the ECF Board by September 2017, and all cities will be notified. The shortlisted cities should then generate additional details on their ideas and answers to the Velo-city questions to be sent to the ECF Velo-city Series Director by email. Negotiations will start based on the draft contract, which will be sent to the shortlisted cities.

October 2017: site visits
Site visits will be made – if possible – to all shortlisted cities by the ECF Secretary General, and ECF Velo-city Series Director and one other representatives of the ECF. These site visits usually last two full days, and are made at the cost of the bidding city. Site visits include a visit to the proposed location(s) of the conference and meetings with the Mayor of the applicant city, with politicians and representatives of supporting organizations, authorities etc.

Cities should plan a schedule, and contact the ECF Velo-city Series Director as soon as possible in order to agree on a mutually acceptable date. If this site visit can be planned quickly by the bidding city, it can be finalized after the cities are shortlisted; if it needs more planning, a provisional date should be arranged. In the meantime, draft contracts will be negotiated with all shortlisted cities.

End of 2017: decision on the host city
Beginning of 2018: signing the contract with the host city

Official launching of Velo-city 2020 at end of Velo-city 2019
Fifteen minutes in the final plenary session of the Velo-city 2019 conference will be assigned for the promotion of the 2020 event. The winning city will be expected to make an attractive announcement as the next host city, including a promotional video. Further notification will be given nearer the time.

In the same way that the 2019 organizers will work with the 2020 host city, it is expected that the 2020 team will allow the 2021 Velo-city event organizers to make a presentation during the 2020 conference. This is all covered in the contract.

3.7. FINAL REMARKS

The bid process is designed to find the city best suited to host the 2020 conference. The important fact to remember is that for each conference to be a success, it should be a mixture of local people, considerations and skills in conjunction with our wider experience on the international level. In this respect, there is no set formula or recipe for how such a conference should be planned, and new and exciting ideas that will further this event will be welcomed.

We hope that the enclosed information helps you appreciate the great potential of such a project. This potential has been recognized by the cities that have hosted the conference as well as the many international organizations which we now work with on the preparation of Velo-city conferences. You are hereby invited to consider this invitation, and so perhaps join the increasing list of cities where a Velo-city has been held.

We are looking forward to receiving your bid.

Please notify your interest to:

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