



BID GUIDE
**2030 UCI BMX RACING
WORLD CHAMPIONSHIPS**

1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

Cyclists worldwide dream of wearing the rainbow jersey of the UCI World Champion, a distinction that goes to only the very best of our sport.

Each year, BMX Racing specialists have just one chance to win that precious jersey: at the UCI BMX Racing World Championships.

The UCI BMX Racing World Championships are the discipline's leading annual event and are much awaited by athletes and fans alike. To perform to their best, the athletes need to be sure that they can compete in the best possible conditions, which is why the role of the event's host is so important.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI BMX Racing World Championships, you have already demonstrated your wish to invest in the future of this discipline and I thank you sincerely for that.

To help simplify the bidding process, we have produced this concise, practical guide that was prepared after consultation with our various partners. Our aim is to help potential hosts compile a water-tight candidature file that contains all the required elements, for example concerning the competition site, infrastructure, transport, emergency services, accessibility etc.

This bidding guide also answers frequently asked questions such as: What commitments do candidate organisers make? What services does the UCI offer? What are our obligations? What about scheduling and deadlines?

I wish you the best of luck in your bidding procedure and hope that we will be able to come to your city or region with an edition of our UCI BMX Racing World Championships.



David Lappartient
UCI President



2 A BIT OF HISTORY

Jumps, speed, intensity... BMX Racing is a pure energy blast! Originating in California in the 1970s, the discipline is closely linked to motocross: youngsters who could not afford a motorbike, started to ride their bikes on tracks that they built themselves.

They even wore the same protective clothing as motocross riders. BMX Racing was born! Part of the Olympic programme since Beijing 2008, BMX Racing is benefiting from strong growth. The dynamic nature of the sport and the exciting format of the competitions are extremely attractive to the public and to young people in particular. Races combine speed with suspense from the start ramp right to the finish line: an adrenaline rush for athletes and spectators alike.



1993
OFFICIAL UCI
DISCIPLINE



1996
THE FIRST UCI BMX RACING
WORLD CHAMPIONSHIPS



2008
ADDED TO THE
OLYMPIC PROGRAMME



**SPEED &
SUSPENSE**



UCI BMX Racing World Championships host cities:

2025: Copenhagen (DEN) 2028: Houston (USA)

2026: Brisbane (AUS) 2029: Heusden-Zolder (BEL)

2027: Haute-Savoie (FRA)

THE ADVANTAGES OF HOSTING A UCI EVENT

Hosting a UCI event will help a city to achieve **economic, touristic and social** objectives.

According to UCI experience, the most efficient strategy is to host several UCI BMX Racing World Cup events over 3-4 years **to create a link** between cycling and the city.



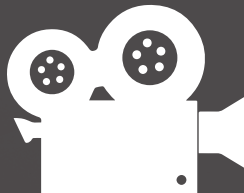
**BOOST
THE REPUTATION
OF YOUR REGION**



**SHOWCASE
YOUR INITIATIVES
FOR DEVELOPING
THE BICYCLE**



**INCREASE
LOCAL ECONOMY
ACTIVITIES**



**INTERNATIONAL MEDIA
COVERAGE WILL BOOST
THE REPUTATION OF
YOUR REGION OR CITY**



**PROMOTIONAL PLATFORM
FOR YOUR CITY/REGION**



4 SPORT & COMPETITIONS IN NUMBERS



6 DAYS

OF COMPETITION
(+2 PRACTICE DAYS)



240 ATHLETES

INCLUDING
~40 NATIONS



~850

ACCREDITATIONS



2,000 - 3,500
AMATEURS

FOR THE BMX WORLD
CHALLENGE EVENT



CATEGORIES

- UCI BMX RACING WORLD CHAMPIONSHIPS (ELITE, UNDER 23 AND JUNIOR)
- UCI BMX RACING WORLD CHALLENGE (MASTERS AND AMATEUR EVENT)



MEDIA IN NUMBERS



110 COUNTRIES
COVERED



12M VIEWERS
THROUGH 30 BROADCASTERS



**~180 MEDIA
ACCREDITATIONS**
(850 OTHER ACCREDITATIONS)

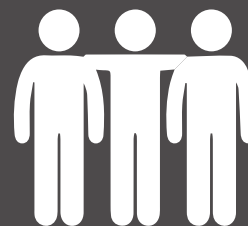


KEY FACTS & ECONOMIC IMPACT

(BASED ON ROCK-HILL 2024)



**US \$11.1 M
GROSS VALUE ADDED
IN THE REGION**



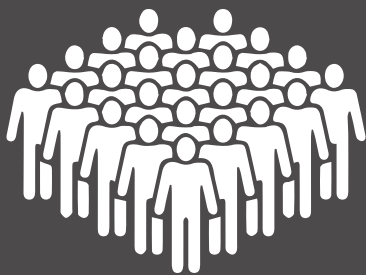
**122 FULL TIME
JOB GENERATED
(~1 YEAR)**



**VISITORS
SPENT US \$4.4 M
IN THE REGION**

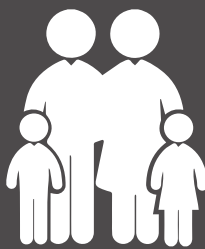
ATTRACTIVITY FOR FANS & TOURISM

(BASED ON ROCK-HILL 2024)



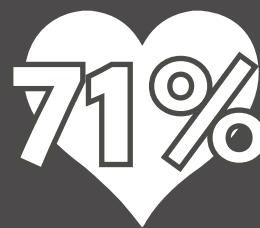
30,000 SPECTATORS

ATTENDED THE EVENTS
INCLUDING 5,800 FROM
OUTSIDE THE REGION



4.3 DAYS

AVERAGE STAY FOR
INTERNATIONAL VISITORS



NON-LOCALS

VISITORS SAID THEY
APPRECIATED THE EVENT



22.1M VIEWERS

ACROSS 54 COUNTRIES



18,5 M

SOCIAL MEDIA
IMPRESSIONS



RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of UCI BMX Racing World Championships	✓	
Coordination of UCI BMX Racing World Championships		✓
Practical Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
UCI Secretary		✓
Commissaires' Panel		✓
National Commissaires	✓	
UCI BMX Racing World Championships label & guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Start and Finish structures and event backdrops	✓	
'Two and one -year to go' presentation at the preceding UCI World Championships	✓	
Implementation of UCI partners	✓	
Implementation of OC partners	✓	
Accreditation system and delivery		✓
Timekeeping and TV Graphics - Championships		✓
Timekeeping, International Streaming service and Graphics - Challenge and Masters	✓	
Organisation of anti-doping controls and its related costs	✓	✓
Post-event reports and TV analysis	✓	✓
UCI World Champion jerseys & medals		✓
Prize money		✓
Medical service	✓	
Local promotion	✓	
TV distribution		✓
Visa for all stakeholders of the event	✓	
Live TV production	refer to appendix D	

ORGANISER REVENUES



50% OF OVERALL
MARKETING RIGHTS



100% OF VIP
HOSPITALITY SALES
(EXCEPTION OF THE UCI VIP TICKETS)



100% OF TICKETS
SALES OF THE EVENT



100% OF OFFICIAL
PROGRAM SALES



100% OF FOOD
& **BEVERAGE**
ON SITE



100% OF RENT
OF SPACES FOR EXPO AREA
(EXCEPTION OF THE UCI PARTNERS)



100% OF ONSITE
MERCHANTISING SALES
(subject to agreement with the
UCI official merchandiser)



100% OF THE BMX WORLD
CHALLENGE REVENUES
(EXCEPTION OF SMALL ADMIN FEE)



100% OF REVENUES
FROM ACCREDITATIONS

10 BIDDING PROCESS CHRONOLOGY : A ONE-YEAR CYCLE



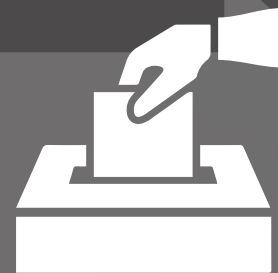
DECEMBER
LETTER OF INTENT



JANUARY
BID FEE &
BID DOCUMENT



JUNE
CONTRACT
SIGNATURE



SEPTEMBER
VOTE OF THE UCI MANAGEMENT
COMMITTEE AND PRESENTATION
TO UCI CONGRESS

11 BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

1. SITE

- General presentation of the host region
- Geographical location/situation
- Accessibility
- Connections to road network
- Proximity to airport
- Visa procedure and costs
- Accommodation capacity (hotels etc)
- Parking facilities
- Facilities for participants (changing rooms, secured bike park...)

2. TRACK AND LOGISTICS SET UP PROPOSITION

3. OFFICIAL HOTEL

4. SAFETY

- Map showing the central medical post, medical access to the track and venue, ambulance access, hospitals etc
- Safety plan

5. DETAILED BUDGET

(use the UCI template in Appendix K)

6. SUPPORT & APPROVALS

- Letter of support from the host National Federation
- Letter of approval (course and organisation) from the local authorities
- Presentation of the Organising Committee, including any previous experience



1 UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites
- Track and venue features: attractive images - technical
- Sustainability

SPORT ATTRACTIVENESS

- Sporting difficulty
- Spectators & atmosphere expected
- UCI geographical strategy
- Cycling development

FINANCE

- Financial Guarantee
- Provisional budget including the UCI fees
- Economic opportunities

RESOURCES

- Political risk: stability - elections
- Relations with UCI: multi-year events plan including UCI World Cup events
- Organiser experience
- Stakeholders' commitment



13 APPENDICES

A.	BUSINESS MODEL	15
B.	EXPENSES COVERED BY THE UCI	16
C.	MARKETING AND SPONSORSHIP RIGHTS	17
D.	TV PRODUCTION AND ELECTRONIC MEDIA RIGHTS	20
E.	EVENT MERCHANDISING	21
F.	COMMUNICATION & PROMOTION	22
G.	VIP HOSPITALITY	23
H.	SPORTS REQUIREMENTS	24
I.	GOVERNMENT SUPPORT	26
J.	SECURITY	27
K.	UCI OFFICIAL HOTEL AND MEETINGS	28
L.	ANTI-DOPING REQUIREMENTS	29
M.	ORGANISER BUDGET	30
N.	EVENT LEGACY	31
O.	SUSTAINABILITY	32



APPENDIX A : **BUSINESS MODEL**

The UCI proposes business models that can adapt to the local economic environment. Transparency and flexibility are key elements in the relations between the UCI and the organisers.

UCI FEE PER EDITION: CHF 520,000.-*

*amount without TV production

The indicated amount is subject to potential adjustments due to external factors such as inflation and economic fluctuations.

BANK GUARANTEE

A bank guarantee equivalent to 20% of the contract amount will be requested 60 days after the awarding of the event and will remain in place until 180 days after the last day of the Championships.

CONTRACT SIGNATURE

The contract must be signed by the city or the region where the event will be organised. The Organising Committee or the National Federation may also co-sign the contract.

APPENDIX B : EXPENSES COVERED BY THE UCI

THE UCI COVERS THE FOLLOWING EXPENSES

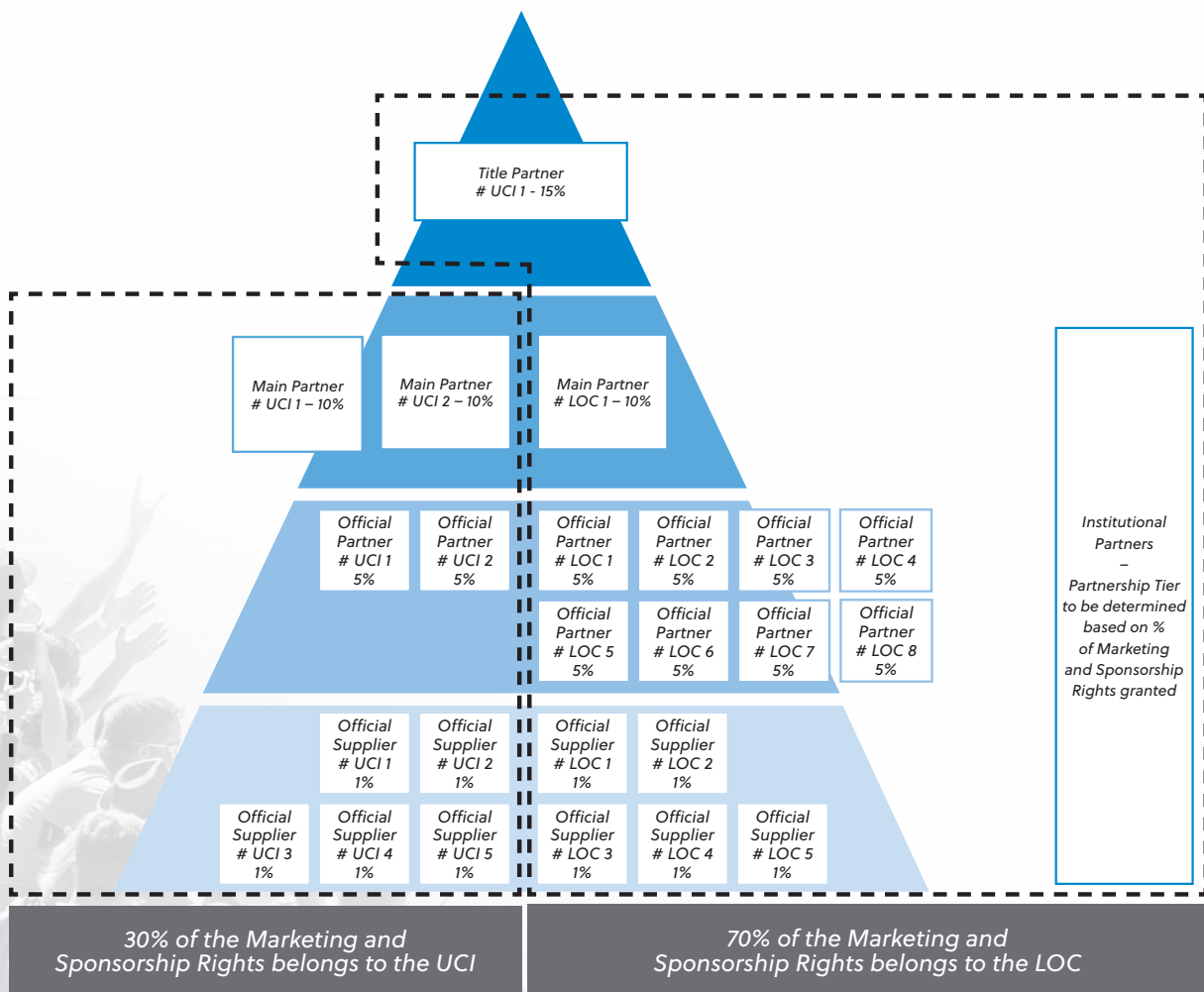
- Presence and travel of the UCI, ITA staff and Officials: Doping Control Officers, International Commissaires, Implementation staff, UCI Doctor and UCI staff*
- Site visit travel expenses (Local travel and accommodation to be covered by Organiser)
- Accreditations
- Medals and World Champions jerseys
- Prize money
- Blood tests and anti-doping analyses performed by an accredited World Anti-Doping Agency (WADA) laboratory
- Timing service and TV graphics service - Championships only
- UCI partners' dedicated branding
- Photographers' and TV broadcasters' bibs
- One international announcer
- UCI flags and UCI banners
- Accommodation including Breakfast and dinner meals of the UCI staff, UCI Doctor and UCI Officials

*Please note that the costs associated with potential visa procedures are to be borne financially by the Organiser.

APPENDIX C : MARKETING AND SPONSORSHIP RIGHTS

PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

50% of visibility for the Organiser as per the structure below.



The structure is composed of 4 different tiers which the UCI's and Organiser's commercial and institutional partners will feed into.

These tiers will be reflected accordingly in all the event's communication and visual material. The digits indicate the potential number of partners (of both the UCI and the Organiser) at each level. The percentages represent the approximate share of marketing and sponsorship rights each level will be entitled to.

RESERVED PRODUCTS/SERVICES CATEGORIES

The UCI reserves the following products/services categories for its partners. Please kindly note that the below categories are subject to contract renewals and may be subject to changes. A detailed overview may be provided by the UCI upon the Organiser's request.

- Timepieces and all kinds of watches (digital and analogue), as well as all wrist worn devices which incorporate timing as a function (such as smartwatches or activity trackers), clocks, countdown clocks, jewelry pieces with a time piece included, any other equipment with a timing function, timing systems, scoring and scoreboard equipment;
- Starting gates;
- Bike plates and Side plates;
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc.)
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters); e-components (motor, drivetrain, switch unit, computer display and battery)
- Cycling clothes
- Sportswear

In addition, the Organiser agrees not to enter into any partnership with any tobacco manufacturer, companies producing pornographic products, spirits, or sport betting companies (some categories are prohibited and others tolerated under certain conditions by virtue of articles 1.1.008 to 1.1.090 of the UCI Regulations).

ORGANISER'S PARTNERS

Outside of the reserved products/services categories, the Organiser is free to negotiate with partners in other products/services categories, provided that the exclusive rights of the UCI partners are scrupulously respected.

The Organiser's partners are subject to the UCI's approval before the Organiser and the partner enter into an agreement.

MARKETING AND SPONSORSHIP INVENTORY

The World Championships offer its partners clear visibility through the event marketing and sponsorship inventory. Please see below a non-exhaustive list of the key items.

- Banners on course
- Start and finish arches on course
- Ramp logo
- Inflatable items along the course
- Backdrops and structures
- Official communication documents (programme, results list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF VISIBILITY

The Organiser is responsible for the implementation of its own and the UCI partners' signage in, on and around the track and venue. The appointed implementation team(s) will be managed by the UCI and Organiser's Marketing representatives.





APPENDIX D : TV PRODUCTION & ELECTRONIC MEDIA RIGHTS

TV PRODUCTION

The Organiser is responsible for ensuring that the event is produced to the highest standards, in line with UCI guidelines and specifications outlined in the UCI Organisation Guide.

Two options are available for the production of the event:

- The Organiser must ensure a live broadcast of the Championships. The production must comply with the UCI's technical requirements and meet the standards set by the UCI Organisation Guide.
- If the Organiser opts for the UCI to manage the TV production, an additional fee (subject to adjustment based on the specific event requirements) will be added to the UCI Fee. In this scenario, the UCI will handle the TV production and retain the national broadcasting rights for the host country. The Organiser is still responsible for ensuring cooperation with the Host Broadcaster, facilitating all necessary access, and providing support for the production.

ELECTRONIC MEDIA RIGHTS

The UCI owns the worldwide Electronic Media Rights related to the World Championships. The Host Country Rights will be granted to the party taking over the live TV production (UCI distribution partner vs Organiser).

MEDIA DISTRIBUTION

The UCI distribution partner will take care of extending the media coverage on a worldwide basis via its international partners.



APPENDIX E : EVENT MERCHANDISING

The event merchandising includes all merchandising products carrying the event logo.

The event merchandising can be a source of revenues for the Organiser but it also generates an important workload and can be a source of financial risks for the Organiser.

To make the Organiser's life easier, the UCI has launched a merchandising programme: an official partner has been appointed by the UCI and it offers a range of products ready to be ordered.

The UCI official partner will have the exclusivity on the production of the merchandising items: all event merchandising orders have to be addressed to the UCI official partner.

The Organiser owns 100% of the distribution of the event merchandising onsite and will retain 100% of the onsite sales revenues (with the exception of the below reserved categories).

The UCI and the Organiser will discuss the possible distribution channels and opportunities.

PRODUCTS EXCLUSIVITY – WATCHES, CYCLING CLOTHES AND SPORTSWEAR

The UCI official partners for the categories "cycling clothes" and, "watches" have been granted the respective exclusivity in relation to the production of watches, cycling clothes and sportswear merchandising.

Consequently, the Organiser is obliged to produce any clothes or watches for its event merchandising via the relevant UCI supplier.

APPENDIX F : COMMUNICATION & PROMOTION

The Organiser will have to ensure the promotion of the event, via a Communication and Promotion plan to be defined in collaboration with the UCI. The UCI will also promote the event on its owned platforms and channel.

Visuals and contents coming from the Organiser for both above / below-the-line communication will be validated by the UCI.





APPENDIX G : VIP HOSPITALITY

The VIP hospitality is a significant opportunity to generate revenues for the Organiser. The UCI family should have access to the highest level of hospitality.

50 hospitality tickets / day shall be delivered to the UCI.

All VIP revenues, UCI hospitality tickets excluded, are for the Organiser.





APPENDIX H : SPORTS REQUIREMENTS

SITUATION

- Preference for outdoor tracks, however indoor tracks can be considered if the criteria below can be respected. In all cases, riding must be possible during wet weather conditions.

SPORTING CRITERIA

- Meet the minimum dimensions specified in the UCI BMX Racing Regulations, but in brief:
 - Minimum 300m to maximum 450m in length
 - No narrower at any point than 6m (between the white boundary lines)
- Include more challenging sections for professional riders, but still be approachable for skilled amateurs
- Include a 8m start hill for Championship Categories
- Include a 5m start hill for Challenge (amateur) Categories and Masters
- Generally follow the requirements outlined in the UCI BMX Racing Track Guide
- All weather surface on starting gates, start hills and track which allows racing to continue in wet conditions with no increase in risk
- Safety zone of at least 2m wide around entire riding surface of the track without obstructions
- Team area of minimum 600 square metres (1000 – 1200 square metres preferred). The staging area will preferably be located close to the start hills.

SPORTING CRITERIA

- Track designs must be submitted to and approved by the UCI before construction begins
- The track builder must be approved by the UCI before construction begins
- Excellent water drainage around the track so that rain water quickly drains away
- The track must hold a UCI BMX Racing Track Certificate. If a UCI Track certificate is not held, the Organiser must apply for UCI BMX Racing Track Certification within the 4 years prior to the the schedule UCI World Championships; any changes recommended during UCI Track Certification process must be made. For temporary tracks (whether indoors or outdoors), construction must begin early enough to incorporate certification process and any changes that are required, before the event
- For permanent tracks, requirement to hold a UCI BMX Racing World Cup (or as a minimum a Class 1 International BMX Racing event) as a test event on the track in the year leading up to the World Championships (recommended to be at least 3 months before the event in case minor changes to the track are needed as a result)

OTHER FACTORS

- Adequate working space within the track infield for press, officials and medics, including level working space at least 1.5m wide between each straight
- Barricade fence installed around infield to restrict spectator access (while respecting the 2m safety zone mentioned above)
- Adequate space within the track for temporary installations such as the finish arch, TV cameras, and timing / TV cables and other equipment
- The information provided here is intended for convenience and may unintentionally diverge from the UCI BMX Racing Track Guide and UCI Regulations; those documents shall take precedence in all cases.
- A flat area around the top edge of each corner berm that is a minimum of 1m wide, from the top of the corner
- Sufficient room within the venue to house offices, for the Timing and Graphics providers x 2, Medical centre, UCI Offices and Commissaire meeting room. This is to include the provision for ambulance parking and accessways
- An area suitable for the TV Compound, to facilitate the International streaming of the Challenge event, while also hosting the TV Broadcast for the Championship event
- An area of sufficient size to facilitate the parking and camping of attendees that are using Campervans, including items such as electrical supply and bathroom facilities. This is best placed next to or very close to the venue, to allow the vehicles to be parked during the event
- Spectator and Team delegation parking within easy access to the venue





APPENDIX I : GOVERNMENT SUPPORT

The staging of the World Championships requires guarantees with regard to its funding as well as logistics, infrastructures and the availability of sporting facilities, safety and security, medical care, etc... The Organiser must secure all necessary aspects for which support from public authorities is necessary. In this sense, the Organiser shall obtain binding decisions from the relevant public authorities which detail all commitments made by them and provide assurance to the Organiser that it shall be able to deliver the Championships to the required standards and on budget.

In terms of funding the public authorities' decision shall list precisely the cash and value-in-kind services which are provided for the Championships and such decisions shall be submitted to the UCI along with the bid.

In addition, and within the context of the support from public authorities, the Organiser shall seek to obtain a commitment from the relevant administration to establish a "visa-free" environment for all UCI and national delegations (cf. list below), regardless of their nationality, race, religion and creed. In case of visas being required for any of the above-mentioned categories, the Organiser shall seek to obtain a commitment from the relevant administration guaranteeing a process for the issuance of visas which is free of charge. If such commitment is not obtained, the Organiser shall bear all costs and expenses associated with the visas procedure for the following stakeholders:

- All UCI BMX Racing Commission members (riders, staff and delegates at UCI official meetings),
- UCI Officials (elected officials, commissaires, etc.)
- UCI staff,
- UCI commercial and broadcast partners.

In terms of the assistance that shall be provided, the Organiser shall ensure that a facilitated and expedited procedure is put in place and shall inform the respective consulates about the delegations and individuals participating in the Championships in order to assist them in obtaining visas".

The Organiser shall warrant that the treatment of visa applications shall respect the principle of non-discrimination enshrined in the Olympic Charter and acknowledges that the award of the Championships may be withdrawn in case of any discriminatory treatment of visa applications.

J APPENDIX J : SECURITY

The Organiser shall provide a security service for the agreed ground space. This service must be in place for 24 hours per day for the period from the first day of installations, during and for one day after the event. As the UCI BMX Racing World Championships are international events and in order to avoid problems due to a lack of communication, the staff controlling the accesses must be able to speak at least English beside their mother language.



APPENDIX K : UCI OFFICIAL HOTEL & MEETINGS

The official hotel for the UCI BMX Racing World Championships provides accommodation for the members of the UCI Management Committee, as well as UCI guests, UCI staff and officials and ITA staff and officials.

The Organiser must ensure the availability, quality of services and prices of the official hotel from the time of compiling the candidature. The UCI is responsible for selecting the hotel upon the proposal of the Organiser.

HOTEL STANDARD

The hotel must be a high-quality tourist hotel (four stars or higher).

The minimum reservation for the UCI is 45 rooms for 300 nights.





APPENDIX L : ANTI-DOPING REQUIREMENTS

The UCI BMX Racing World Championships are subject to doping controls according to the UCI Anti-Doping Rules. The International Testing Agency (ITA), the independent entity in charge of the operational activities of the UCI Anti-Doping programme, will appoint two or more Doping Control Officers (DCOs). Please refer to the ITA's instructions for further details.

ITA will be responsible for the cost of the DCOs daily allowances and travel arrangement to the event. All costs related to accommodation, catering and individual transportation during the event for the DCOs, are borne by the Organiser.

The UCI is responsible for the cost of the sample analyses carried out in an accredited World Anti-Doping Agency (WADA) laboratory. The relevant Laboratory will be confirmed by the ITA in due time. However, the cost of the transport of the samples to the Laboratory is borne by the Organiser. The Organiser shall assist the ITA and the DCOs with the transport of the samples.

SAMPLE COLLECTION PERSONNEL

The Organiser is also responsible for all practical aspects of the controls and shall provide the DCOs with the following:

- Male doctor or male nurse & female doctor or female nurse: assigned solely for the doping controls (please note that it cannot be the race doctor).
- Chaperons: one chaperon per rider to be tested (shall be of the same gender as the rider).
- Assistant: is required to assist the DCOs before and during the event and act as the liaison with the Organiser.

DOPING CONTROL EQUIPMENT

Anti-Doping kits and ITA forms are provided by the ITA.

DOPING CONTROL STATION (DCS)

The DCS shall be equipped in such a way to facilitate the running of the controls, be located in the immediate vicinity of the finish line and shall be clearly signposted from the finish line. Privacy of the riders shall be respected. The Organiser shall designate an official to monitor the entrance to the DCS, and only allow people involved in doping controls to enter. The DCS should be lockable.

The DCS shall be heated or climatized, large enough, solely used for anti-doping purposes and shall include a waiting room, two administration areas including lavatories in each for the passing of the sample.

APPENDIX M : ORGANISER BUDGET

The budget template can be downloaded in Excel table format from [*this link*](#).

The budget template provides an indicative overview of usual revenues and expenses based on past events. If necessary, it can be amended.



APPENDIX N : EVENT LEGACY

DEVELOPING CYCLING IN YOUR CITY

Hosting a UCI event provides the perfect platform for promoting the development of cycling in your city.

- Do you want to promote your region/city as a bike-friendly environment?
- Do you wish to develop tourism in your area and encourage your citizens to use bikes as a means of transport?

Hosting a UCI event will provide a concrete translation of your ideas and plans. The UCI can support you as you build a strategy to develop cycling: we can provide you with ideas and benchmarks from successful initiatives around the world to help you to reach your goals.

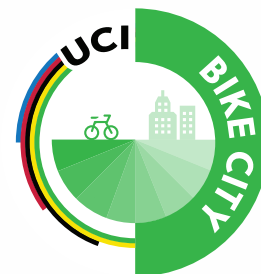
We share the same target: to develop cycling!

Cycling is more than a sport, it is the answer to many concerns of our society: public health, environment, traffic...

UCI BIKE CITY LABEL

In order to promote cities and regions that invest in cycling, the UCI has created a "UCI Bike City Label". This label will distinguish cities active in two areas:

- Hosting a UCI event
- Developing cycling within its population.



Hosting a UCI event will provide a concrete translation of your ideas and plans. The UCI can support you as you build a strategy to develop cycling: we can provide you with ideas and benchmarks from successful initiatives around the world to help you to reach your goals.

The city/region will be entitled to use the label over a five-year period.

The label will be awarded each year during the UCI Road World Championships. A communication plan dedicated to the winners will be established through the UCI's various communication channels.



APPENDIX O : SUSTAINABILITY

The UCI has the vision to make cycling one of the world's most sustainable sports and promote the bicycle as a key transport mode in combating climate change, improving population health and building a more sustainable future for all.

We invite all organisations operating within the sport of cycling to sign the [*UCI Climate Action Charter*](#) and make a public commitment in solidarity with the UCI to reduce the sport's environmental impacts, advance the United Nations Sustainable Development Goals, and advocate for more everyday cycling.

The UCI requests that all UCI World Championships and UCI World Cup event organisers, as a minimum, take the following actions:

- 1. ENGAGE RELEVANT STAKEHOLDERS:** The strategic value of sustainability comes from involving stakeholders in identifying, understanding, and responding to sustainability issues and concerns. It also allows for the pooling of resources (knowledge, people, money, and technology) to solve problems and reach objectives that your organisation cannot achieve on its own.
- 2. MEASURE & REPORT:** Provide a credible account of the event's environmental impacts through collecting Scope 1, 2 and 3 emissions data to produce a carbon footprint, publish results of actions, and share lessons learnt with the UCI, other event organisers and the wider public.
- 3. AVOID & REDUCE EMISSIONS:** Prioritise opportunities to avoid carbon emissions. Introduce hierarchies that prioritise resource efficiency in energy use, waste, transport, materials and working practices to reduce the event's carbon footprint.
- 4. PROMOTE ACTIVE TRAVEL:** Activate all communication channels to engage local communities, spectators, media, and the wider public on the bicycle's important role in climate action and sustainable development. Encourage spectators, event workforce and other stakeholders to travel to the event by bike, active mobility and public transport.
- 5. ALLOCATE APPROPRIATE RESOURCE:** Ensure people have the right knowledge and time to plan for sustainability interventions. Where specific technical skills or responsibility for sustainability is required, ensure this is accounted for in staffing requirements.
- 6. IMPLEMENT A SUSTAINABLE SOURCING CODE:** This should set out the minimum standards expected within your supply chain – for example the types of materials, energy and transport standards you expect. By ensuring climate impact is considered as part of a sourcing code you can embed better standards from the start.
- 7. BIODIVERSITY:** Take action to address the pressures affecting biodiversity, climate change, pollution, waste management, invasive species and the overexploitation of natural resources. Raise awareness about biodiversity, its values to people, links to the sport, and the importance of conservation through communication and the media.

Detailed guidance on developing effective sustainability programmes and best practices for event organisers can be found in the [*UCI Sustainability Guidelines*](#). For further information, guidance and links to online resources to support these actions, please visit the UCI's [*Sustainability Hub*](#) as well as the [*UCI Sustainability Impact Tracker*](#).

ABOUT THE UNION CYCLISTE INTERNATIONALE

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI's mission is to develop and promote cycling - in close collaboration with National Federations - as a competitive sport, as a healthy recreational activity and as a means of transport.

The UCI governs eight disciplines of the sport of cycling: road, track, mountain bike, BMX Racing, BMX Freestyle, cyclo-cross, trials, indoor cycling. Five of them are represented at the Olympic Games (road, track, mountain bike, BMX Racing and BMX Freestyle), two at the Paralympic Games (road and track) and four at the Youth Olympic Games (road, mountain bike, BMX Racing and BMX Freestyle).

Additionally, the UCI promotes a number of its own events, including the UCI Road World Championships, an iconic annual event, and a wide range of other UCI World Championships and World Cups across the various disciplines. The different sizes and scopes of our events ensure that UCI cycling events can be hosted by all cities.

INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

ROAD

UCI Road World Championships
UCI Gran Fondo World Championships
UCI Para-cycling Road World Championships
UCI Para-cycling Road World Cup

MOUNTAIN BIKE

UCI Mountain Bike World Championships
UCI Mountain Bike Marathon World Championships
UCI Mountain Bike Eliminator World Championships
UCI Pump Track World Championships
UCI 4X World Championships
UCI Masters Mountain Bike World Championships
UCI Snow Bike World Championships
UCI Mountain Bike World Cup
UCI Mountain Bike Eliminator World Cup

GRAVEL

UCI Gravel World Championships
UCI Gravel World Series

TRACK

UCI Track World Championships
UCI Junior Track World Championships
UCI Para-cycling Track World Championships
UCI Track Champions League
UCI Track Nations Cup
UCI Masters Track World Championships

CYCLO-CROSS

UCI Cyclo-cross World Championships
UCI Cyclo-cross World Cup
UCI Masters Cyclo-cross World Championships

COMBINED

UCI Cycling World Championships (every pre-Olympic year).

CYCLING ESPORTS

UCI Cycling Esports World Championships

BMX

UCI BMX Racing World Championships
UCI BMX Racing World Cup

BMX FREESTYLE

UCI Urban Cycling World Championships
UCI BMX Freestyle World Cup

TRIALS

UCI Urban Cycling World Championships
UCI Trials World Cup
UCI Trials World Youth Games

INDOOR CYCLING

UCI Indoor Cycling World Championships
UCI Cycle-ball World Cup
UCI Artistic Cycling World Cup

THE UCI HEADQUARTERS ARE LOCATED IN AIGLE, SWITZERLAND, AT THE UCI WORLD CYCLING CENTRE.



The information contained herein represents the current requirements of the UCI and matters concerning the UCI BMX Racing World Championships may evolve and be altered. Substantial amendments and modifications to the UCI's requirements will be reported to the Organiser and shall be reflected through the Organisation Guide that will be provided and/or in the Organisation Agreement that will be signed with the Organiser.

CONTACT:

sportsdepartment@uci.ch