



UCI BIKE CITY PATHWAY

Guide to creating bike-friendly cities
based on the UCI Bike City Label

SEPTEMBER 2024

TABLE OF CONTENTS

FOREWORD FROM THE UCI PRESIDENT

PAGE 3

EXECUTIVE SUMMARY

PAGE 4

INTRODUCTION

PAGE 7

CHAPTER 1 HOSTING CYCLING EVENTS

PAGE 10

CHAPTER 2 A LONG-TERM CYCLING STRATEGY

PAGE 17

CHAPTER 3 DEDICATED FUNDING

PAGE 23

CHAPTER 4 DEDICATED CYCLING INFRASTRUCTURE

PAGE 29

CHAPTER 5 INCREASE IN CYCLING MODAL SHARE

PAGE 36

CHAPTER 6 ROAD SAFETY FOR CYCLISTS

PAGE 42

CHAPTER 7 MASS PARTICIPATION EVENTS

PAGE 47

CHAPTER 8 CHILDREN'S CYCLING EDUCATION

PAGE 52

CHAPTER 9 SUSTAINABILITY

PAGE 55

CHAPTER 10 MEASURING PROGRESS

PAGE 60

THE UCI

PAGE 64

FOREWORD FROM THE UCI PRESIDENT

The mission of the Union Cycliste Internationale (UCI) is to develop cycling at all levels, from elite competitions through to the use of bikes as a leisure activity and means of transport.

When the UCI relaunched the UCI Bike City Label in 2016, its mission was to recognise cities and regions that not only host major UCI cycling events but also demonstrate outstanding commitment to Cycling for All – and this objective still rings true today. I am incredibly proud that since its relaunch, the UCI Bike City and Region network has grown to 28 cities and regions in 15 countries (in 2024). All cities and regions that have earned this label work in partnership with the UCI to ensure that our sport creates safer, healthier and more resilient communities. They are showcased as leading cycling destinations that encourage their citizens and visitors to get on their bikes.

However, not all cities have the same capability to host large scale events or to meet all the necessary criteria in the short term. The UCI would therefore like to ensure they have support to meet their objective of getting more people on bikes. That is why we have created the new UCI Bike City Pathway, a guide which provides any city or region, from any continent, with a blueprint to follow to create bike-friendly strategies and environments. It also contains factual and practical examples and case studies from the current UCI Bike City network to illustrate how they developed their vision and met the criteria established by the UCI.

As part of the UCI's Agenda 2030, the UCI has set clear goals to make cycling the sport of the 21st century and to develop a way of life around the bike. In particular, the UCI has committed to further contributing to the integration of cycling into public policies. This new guide is an invaluable tool to deliver on this objective. We are witnessing a considerable development of cycling throughout the world in view of severe societal challenges. Recognising the multiple benefits of riding bikes – especially when it comes to reducing traffic congestion and pollution, and improving health and well-being - city authorities are implementing major cycling development programmes to encourage bicycle use. The UCI is delighted to support and be involved in these developments, in addition to offering our know-how when it comes to organising events and sporting competitions.

We hope that this guide will support your city's or region's vision to embed cycling as a way of life and that together, we can work towards a common goal: the continued development of cycling at all levels.



EXECUTIVE SUMMARY

CREATING BIKE-FRIENDLY CITIES BASED ON THE UCI BIKE CITY LABEL

Cities around the world are increasingly recognising the importance of sustainable and active mobility, as well as the environmental, social, and economic benefits of promoting the use of the bicycle. The UCI Bike City Label is awarded annually by the Union Cycliste Internationale (UCI) to cities and regions that not only host major UCI cycling events but also demonstrate outstanding commitment to Cycling for All. This guide provides city planners, policymakers, and the wider cycling family with a comprehensive roadmap to fostering a bike-friendly environment, based on the criteria established to achieve the UCI Bike City Label.

KEY OBJECTIVES

The objectives of this guide are the following:

- To create a guidance document for cities and regions looking to obtain the UCI Bike City Label in the future, but which may not immediately meet the event criteria;
- To ensure that any city, on any continent, can benefit from guidance on cycling for all promotion from the UCI, in order to create healthier, safer and more resilient communities;
- To use best practice references and case studies to provide factual and practical information which can be replicated by cities and regions around the world;
- To help change and strengthen the narrative within the sports community regarding the promotion of cycling for all and active mobility.



STRATEGIC FRAMEWORK

The 10 key steps to becoming a cycling friendly city detailed in this guide are:



Ensuring cycling events leave a lasting legacy



Establishing a clear, long-term cycling strategy



Dedicating funding for the promotion of cycling



Creating dedicated and safe cycling infrastructure



Increasing cycling modal share



Promoting road safety



Organising mass participation and closed road events



Providing children's cycling education



Implementing measures to promote sustainability



Measuring and monitoring progress

THE MAIN BENEFITS OF PROMOTING CYCLING

ENVIRONMENT

- ▶ Reduces carbon emissions
- ▶ Reduces air pollution
- ▶ Reduces noise
- ▶ Reduces ecosystems and biodiversity loss
- ▶ Reduces water and soil pollution



HEALTH

- ▶ Better quality of life
- ▶ Healthy body weight and lower risk of diabetes
- ▶ Good for mental health
- ▶ Fitness strength
- ▶ Increased life expectancy
- ▶ Better cardio-vascular health
- ▶ Lower risk of cancer



MOBILITY

- ▶ Low cost for use
- ▶ Space efficiency, congestion relief
- ▶ Fast and convenient for short trips
- ▶ Accessibility and quality of urban life
- ▶ Resilience of transport systems
- ▶ Infrastructure savings



SUCCESS STORIES AND EXPERT RESOURCES

The guide highlights case studies from cities and regions that have successfully obtained the [UCI Bike City or Region Label](#), providing practical insights and examples of effective strategies and initiatives. In addition, a non-exhaustive list of resources developed by cycling, health and transport focused organisations around the world further supports cities with independent and expert guidance, data and tools.

CONCLUSION

This guide equips cities with the necessary tools, case studies and expert resources to transform into thriving bike-friendly communities, fostering a safer, healthier, and sustainable future for all citizens. By following this guide, cities can not only meet the criteria for the UCI Bike City Label but also reap the long-term benefits of making cycling a way of life, for sport, transport and leisure.

INTRODUCTION

UCI AND CYCLING FOR ALL

Promoting and growing everyday cycling is a core pillar of the UCI's strategy. The UCI strives to ensure that elite cycling acts as a catalyst to inspire even greater mass participation and get many more people to use bikes as part of their everyday lives.

As part of its [Cycling for All](#) programme, the UCI delivers on this objective through the four following focus areas:

- **Advocating** through political lobbying and active mobility promotion
- **Inspiring** through impactful campaigns, programmes and events mobilising the cycling family
- **Educating** via practical tools, guidelines, and best practice examples
- **Collaborating** with organisations around the world to strengthen collective impact and reach

Over the past several years, the UCI has stepped up to play an important advocacy role on the global stage by engaging with policymakers to adopt bike friendly policies. The continued growth and evolution of the UCI Bike City and Region network is further evidence of how the UCI is working with cities and regions that invest in cycling for sustainable and inclusive development.

THE UCI BIKE CITY LABEL

The [UCI Bike City label](#) recognises cities and regions that not only host major UCI cycling events but also demonstrate outstanding commitment to Cycling for All. Cities and regions that earn this label work in partnership with the UCI to develop our sport amongst their population and get more people on bikes.

The aim of the UCI Bike City label is threefold:

1. To reward cities and/or regions that invest in cycling in all its forms;
2. To build long-term relationships between the UCI and different cities and/or regions, supporting them in their strategies for cycle use;
3. To inform the wider public about bike-friendly cities and/or regions that are excellent locations for bike tourism.

With the UCI Bike City label, host cities can ensure a clear legacy plan is applied within their hosting strategy for UCI events. Benefits for the city or region include international recognition of both its strategy to increase cycle use, and its attractiveness as a cycle touring destination, in addition to:

- Regular integration in the UCI's digital communications;
- A dedicated UCI Bike City or Region logo to increase visibility of effort to promote cycling;
- A series of dedicated webinars and a yearly in-person meeting to ensure knowledge exchange between UCI Bike Cities & Regions;
- Creating long-term relationships and collaboration for cycling development;
- Becoming a preferred partner for wider cycling research or advocacy projects.

The assessment of each application is based on two key pillars:

1. Hosting UCI events
 - a. To host at least one UCI World Championship, with one other major UCI event (a UCI World Championship or UCI World Cup or UCI Gran Fondo World Series event) or;
 - b. To host the Olympic Games
2. Investing in Cycling for All, based on the following criteria:
 - a. A clear, long-term cycling strategy
 - b. Dedicated funding for the promotion of cycling
 - c. Better infrastructure for bikes
 - d. Increase in cycle usage
 - e. Promotion of road safety
 - f. Organisation of mass participation and closed road events
 - g. Provision of children's cycling education
 - h. Implementation of measures to promote sustainability
 - i. Measurement and monitoring of progress

To best assess each application, each city and region is considered individually in a balanced fashion; considering the present cycling situation, planned objectives, city size, and available resources.

OBJECTIVES OF THIS NEW GUIDE

In order to provide practical and comprehensive guidance to cities, regions and National Federations which seek advice from the UCI on how to create bicycle friendly communities, the UCI has developed the UCI Bike City Pathway.

The objectives of this new guide are the following:

- To create a guidance document for cities and regions looking to obtain the UCI Bike City Label in the future, but which may not immediately meet the event criteria;
- To ensure that any city, on any continent, can benefit from guidance on cycling for all promotion from the UCI, in order to create healthier, safer and more resilient communities;
- To use best practice references and case studies to provide factual and practical information which can be replicated by cities and regions around the world;
- To help change and strengthen the narrative within the sports community regarding the promotion of cycling for all and active mobility.

The chapters of this guide reflect each of the 10 UCI Bike City Label criteria listed above, and address the following themes:

- Background and objectives
- Key benefits and outcomes
- Potential challenges
- Case study examples from current UCI Bike Cities and Regions, including testimonials from city leadership
- Additional resources and links to detailed guidance from cycling, health and transport organisations around the world

As a result, the new UCI Bike City Pathway enables any city or region seeking to develop cycling friendly policies, programmes and infrastructure to be supported with factual guidance, examples and additional expert sources. By following the strategies and best practices detailed in this guide, cities can create environments where cycling thrives, benefiting the entire population. The journey towards becoming a UCI Bike City or Region is an investment in a sustainable, healthy, and resilient future.



CHAPTER 1

HOSTING UCI EVENTS

BACKGROUND AND OBJECTIVES

The Union Cycliste Internationale (UCI) is the world governing body for cycling recognised by the International Olympic Committee (IOC). The UCI governs eleven disciplines of the sport of cycling: road, track, mountain bike, BMX Racing, BMX Freestyle, cyclo-cross, trials, indoor cycling, cycling esports, gravel and snow bike. 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.

Below you will find the complete list of events held annually for all of the UCI's cycling disciplines, spanning all five continents. This variety allows UCI events to reach a wide and diverse audience, with different levels of operational support and investment required to achieve success.

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 RACING

- 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



KEY BENEFITS AND OUTCOMES

Cycling events drive significant economic and social impacts and can be a valuable catalyst for change – as long as legacy is planned from the outset. Every year, the UCI shares tangible results and figures through an economic impact analysis report led by professional services firm EY, which can be consulted on the [UCI website](#). Cycling events offer host cities an opportunity to showcase their region and their world class sports venues, attracting significant numbers of new visitors and often large numbers of professionals and volunteers to deliver the event, thus creating jobs and supporting community development.

Hosting a UCI event represents a valuable opportunity for a city or region to highlight its initiatives to develop cycling as it provides a global platform for communication and promotion. This can include highlighting the quality of life through local measures supporting the growth of active mobility or strengthening bicycle tourism by providing a spotlight on itineraries and destinations worth visiting. Moreover, it can also create local inspiration to motivate a population to cycle for leisure or as a sporting activity, if public engagement and opportunities to promote cycling for all are factored into its delivery.

As a matter of fact, people who have the opportunity to attend and be inspired by an elite cycling event may be more motivated to start cycling themselves. For example, in Wollongong (Australia), 36% of local survey participants stated that they were inspired by the 2022 UCI Road World Championships to become more active, while in Glasgow (Great Britain), 79% of EY survey participants stated that they intended to cycle more after experiencing the 2023 UCI Cycling World Championships.

With the UCI Bike City label, the UCI seeks to encourage this knock-on effect and to ensure that an impactful and tangible legacy is created within the communities where UCI events are hosted.

Finding an event that fits a city or region best requires an analysis of the local cycling ambition. The UCI provides events that come at different costs, time investment and infrastructure needs.



POTENTIAL CHALLENGES

As highlighted by the OECD, global sporting events are complex and costly, and can carry high risks. In order to generate local benefits, events should be designed and executed in ways which fulfil their promises and meet the expectations of citizens. Good governance, policy alignment and rigorous oversight are critical factors to achieving success and impact.

In addition, as public funds are in many cases invested to deliver major cycling events, a particular challenge may be ensuring sufficient communication with the local population, the public authorities and the media to meet event hosting objectives.

Ensuring the local population is duly informed will impact attendance, the general atmosphere as well as on-site financial revenues. Insufficient communication towards local citizens can negatively impact the recruitment of volunteers, which are crucial to successfully deliver an event. As an example, 1,230 volunteers supported the 2022 UCI Road World Championships in Wollongong, Australia, while more than 4,000 volunteers helped make the 2023 UCI Cycling World Championships in Glasgow and across Scotland a success.

Hosting major cycling events requires a constant dialogue with public authorities on municipal, regional and national level. While every cycling discipline has its specificities, all will require the support from public services such as public transport systems, local police, local administration and medical staff. Public space will be used to create fan zones, storage areas for teams and venues to actually host the cycling competitions. Indoor events will usually require the use of high-tech facilities that are managed by the public sector. Outdoor disciplines will require permits for road closures or the use of natural spaces such as national parks or forests. Insufficient exchange of information may delay the delivery of permits and create unnecessary difficulties.

A significant success factor will be the visibility and international exposure the event provides to a city or region. Onboarding local, national and international media therefore requires targeted information delivery. Timely onboarding such as a “100 days to go” announcement, a partnership, ticket sales or route announcement, or showcasing legacy projects with the participation of ambassadors will further support media with stories to tell before competitions begin. Inadequate communication with media may lead to a missed opportunity to highlight the positive effects a major cycling event can bring to its host city and/or region.



GLASGOW, SCOTLAND (GREAT BRITAIN) – THE POWER OF THE BIKE

Case study examples from UCI Bike Cities & Regions

The 2023 UCI Cycling World Championships, the biggest cycling event ever organised, brought together 13 UCI World Championships from different disciplines in Glasgow and across Scotland over 11 days. More than 7,100 athletes from 131 nations took part, hoping to win one or more of the 220 titles of UCI World Champion at stake. This combined event will be held every four years, the year before the Olympic and Paralympic Summer Games.

The 2023 edition was widely watched on television: broadcast on 93 channels in 130 countries, it totalled 14,000 hours of programming, 200 million hours viewed worldwide and attracted more than 80 million viewers in Europe alone. Nearly a million spectators gathered at the different venues to watch the competitions. A third of them came from outside Scotland, including almost 90,000 from outside the United Kingdom.

The 2023 UCI Cycling World Championships brought significant economic benefits, generating over £ 205 million of economic activity for Scotland, with the equivalent of 5,285 jobs created over a year.

The event was also notable for its contributions to a more sustainable society. These included promoting inclusion and accessibility, encouraging active travel, instilling a sense of civic pride among Scottish residents and facilitating sustainable investment in the communities involved. The following figures demonstrate the success of the event in the areas mentioned:

- 97% of visitors rated the UCI World Championships as inclusive;
- 40% of visitors were women;
- 82% of visitors used active modes of transport;
- 79% of Scottish residents said they intended to cycle more;
- 95% of Scottish residents said they were proud to see their region host the event;

- Over £6 million invested to date in all 32 local authorities;
- 93% of stakeholders said they intended to continue the initiatives developed as part of the UCI World Championships.

These figures were revealed in an [EY study](#) on the socio-economic impact of the 2023 UCI Cycling World Championships in Glasgow and across Scotland.

With 13 UCI World Championship events coming together for the very first time in Scotland, there was a significant opportunity to extend stays and spend by highlighting what makes Scotland a world-class cycling destination in the lead up to, during, and after the 2023 UCI Cycling World Championships. Working across partners collaboratively, new content and campaigns were developed to inspire and influence both new and return visits. One example of this content is Your Ultimate Guide to Cycling in Scotland, accessible on [Visit Scotland's website](#).

TESTIMONIAL FROM **PAUL BUSH OBE**, CHAIR OF THE 2023 UCI CYCLING WORLD CHAMPIONSHIPS

“ We set our ambitions high to create something truly spectacular for the athletes, the fans and for the wider community with the first-ever combined UCI Cycling World Championships. Scotland's reputation as the perfect stage for events is recognised nationally and internationally, and its enviable global reputation as a major events powerhouse was further reinforced as a result of the 2023 UCI Cycling World Championships. Events of this scale not only provide the opportunity to create memorable experiences, but they have the power to connect, inspire and transcend boundaries. They also help to showcase destinations on the world stage through amplification across both broadcast and digital channels. ”

FLANDERS (BELGIUM) – A HISTORY OF CYCLING

Case study examples from UCI Bike Cities & Regions

Flanders has a rich cycling history. The region is committed to organising large sports events and encouraging its population to undertake sporting activities. A total of 73 cycling events were organised in Flanders in 2022; 84 were hosted in 2023.

Visit Flanders, a Flemish government agency, is committed to the sustainable development and promotion of Flanders as a top tourist destination. Together with their partners from tourism, sport, culture, and foreign affairs, they work to allow Flanders to flourish as an innovative, high-quality travel destination and to inspire potential visitors to put the region at the top of their bucket lists. Visit Flanders even created a brand dedicated to cyclists who like to suffer on the Flemish bergs and cobbles, named '[Cycling in Flanders](#)'.

According to the [EY report](#), over 1,030,000 unique spectators attended the 2021 UCI Road World Championships in Flanders, contributing €27.4 million to the local economy. Total attendance over the course of the event was estimated to be 1,520,000 with around 1,030,000 unique spectators, 138,000 of whom travelled from outside of Flanders. These visitors, in addition to 501 media staff and 1,400 team members, contributed to significant economic activity within Flanders, creating the equivalent of supporting 565 jobs.

Visitors drove 86% of the economic impact, through spending during their stay in the region. The spend of operational delivery of the event itself underpinned 11% of the impact, whilst media and teams spending drove 3%. Flanders made a positive impression on international visitors, with 89% suggesting that they would be 'likely' or 'very likely' to return for a future holiday and 85% of visitors stated they were likely or very likely to recommend Flanders as a holiday destination.

The event also attracted a particularly large number of international visitors, at 101,000. Spending by international visitors made up the vast majority of visitor expenditure (€32 million of the total of €36 million), driving a substantial share of the economic impact generated, and providing an important economic boost to the region - in particular to the tourism and hospitality sectors.

The organisation of a major international sporting event such as a UCI World Championships also contributes to the promotion of cycling in the broadest sense. At the initiative of Flemish Minister of Mobility and Public Works Lydia Peeters, 'De Grote Versnelling' (The Great Gear) was founded in partnership between the Flemish Government, Flemish Provinces and Association of Cities and Municipalities. Together with a large number of stakeholders from different groups, it encouraged an exchange of knowledge and cooperation in order to launch innovative cycling projects and to promote cycling for all citizens.

Flanders also developed an innovative sustainability approach for the UCI Road World Championships 2021, which will be continued and improved for cycling races and major championships in the region, such as the UEC European Road Championships in September 2024 in the province of Limburg and the UCI Gravel World Championships in October 2024 in the province of Vlaams-Brabant.

TESTIMONIAL FROM **BEN WEYTS**, FLEMISH MINISTER OF SPORTS

“ The 100th anniversary of the UCI Road World Championships was a brilliant promotion for Flanders as an international destination for cyclists, the cradle of cycling. As well as our athletic prowess, we also demonstrated our organisational strength to the world. The acquired knowledge will contribute to the development of future (top) events in Flanders. ”

ABU DHABI (UAE) – AIMING TO BECOME A GLOBAL CYCLING HUB

Case study examples from UCI Bike Cities & Regions

In 2021, the Abu Dhabi Government launched Bike Abu Dhabi, an enabling platform designed to advance the development of Abu Dhabi as a leading global cycling hub, and increase uptake of the sport as a means of mobility, leisure and sport. It was Launched to encourage the public to stay healthy and promote a fun and easy way to keep fit.

As part of this vision, Abu Dhabi also launched an ambitious event hosting strategy. In addition to the 2022 and 2024 UCI Urban Cycling World Championships, the capital of the United Arab Emirates will host the 2024 UCI Cycling Esports World Championships, the 2028 UCI Gran Fondo World Championships, the 2028 UCI Road World Championships and the 2029 UCI Track World Championships.

Abu Dhabi's hosting of these UCI World Championships comes at a time when the capital is witnessing a quantum leap in the field of cycling, both in terms of infrastructure and the number of events hosted, which range from races featuring the best teams and riders in the world through to fun

community events and training sessions for all ages and abilities. Its numerous infrastructure development initiatives include extending the emirate's existing 300 km cycling network to around 1,000 km in the near future. Part of the extension will comprise the Abu Dhabi Loop - a 109 km segregated cycle-way linking key destinations around the city. The development of Hudayriyat as a Centre of Cycling Excellence but fully accessible to the community is a further manifestation of the strategy for developing cycling.

The emirate's well established cycling club ecosystem provides opportunities for cyclists of all levels - from top-level competitions to weekly group rides and casual social rides. The full-time Abu Dhabi Cycling Club operates under the umbrella of Abu Dhabi Sports Council, which is involved in organising and hosting elite-level competitions and community events.

TESTIMONIAL FROM **HIS EXCELLENCY AREF HAMAD AL AWANI,**
SECRETARY GENERAL OF ABU DHABI SPORTS COUNCIL

“ Achieving the UCI Bike City status acknowledges our ongoing efforts to encourage cycling across Abu Dhabi through emirate-wide commitments that expand our network of tracks, groups, events and activities to enable increased cycling adoption for sport, leisure and mobility. ”





ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [UCI Documentation for organisers and cities](#): Guidance from the UCI for event organisers and cities looking to host UCI events.
- Economic Impact Reports of major UCI events:
 - ▶ [Annual review of 2023](#)
 - ▶ [Annual review of 2022](#)
 - ▶ [Annual review of 2021](#)
- [Implementing the OECD Recommendation on Global Events and Local Development Toolkit](#): Guidance from the OECD to maximise the impact of global events for local development for local and national governments, event organisers and hosts.



A LONG-TERM CYCLING STRATEGY

BACKGROUND AND OBJECTIVES

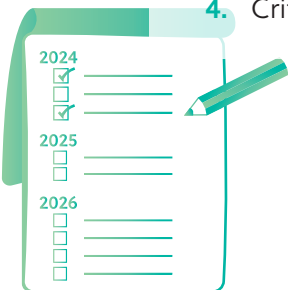
A cycling strategy should reflect a city or region's social, environmental, and economic vision and mission. It can address topics such as mobility, quality of life, climate change, inclusion, leisure, business development, and tourism, among many others. It is an opportunity to focus on the topics that contribute most to a city's identity and uniqueness. While a business-driven city might want to focus on commuting, another region might be more inclined to develop cycle tourism.

To fulfil this criterion to obtain the UCI Bike City Label, the strategic commitment to promote cycling needs to be binding. The competent public authority and stakeholders must have validated the strategy, committed to reach defined objectives and allocated realistic resources.

In the context of cycling and active mobility, we observe strategic plans with time spans of 5 to 15 years. As infrastructure and behavioural change of the public take time to be implemented, the 3-5 year strategic time span is rarely applied.

A strategic plan for cycling promotion should include:

1. A description of a city or a region's current situation
2. A description of the situation a city or region is aiming for (goals, objectives)
3. A list of projects and measures to be implemented along a timeline
4. Criteria and indicators to assess implemented projects and measures



The European Commission for Mobility and Transport identified the following key factors for a cycling strategy to be successful:

- Undertaking appropriate planning;
- Securing political support;
- Engaging with stakeholders and the public;
- Understanding target groups and populations;
- Identifying and securing finance;
- Maintenance and management;
- Effective collection, evaluation, documentation and communication of data;
- Delivering quality cycling infrastructure that is fit for purpose.

The Cycling Embassy of Denmark draws attention to the importance of political leadership to implement strong cycling policies. To achieve political leadership, communications and lobbying important players is crucial. This will ensure cycling friendly policies are passed on different levels – i.e. by municipalities, regionally and nationally.

In their "[Grow Cycling Toolkit](#)", the Institute for Transport & Development Policy (ITDP) outlines 26 specific actions to promote cycling in a city. These actions are categorised into three different areas: (1) infrastructure, (2) policies and (3) education/awareness-building, which are subsequently rated on impact, time and cost. This tool can be highly relevant and helpful for a city as they seek to prioritise cycling promotion actions.

KEY BENEFITS AND OUTCOMES

Given the environmental, health and socio-economic challenges being faced across the world, cycling can play a clear role in ensuring a sustainable future. The World Health Organization, in its publication entitled "[Walking and cycling: latest evidence to support policy-making and practice 2022](#)", maps out the benefits of a walking and cycling promotion strategy, which can be summarised as follows:

ENVIRONMENT

- ▶ Reduces carbon emissions
- ▶ Reduces air pollution
- ▶ Reduces noise
- ▶ Reduces ecosystems and biodiversity loss
- ▶ Reduces water and soil pollution



MOBILITY

- ▶ Low cost for use
- ▶ Space efficiency, congestion relief
- ▶ Fast and convenient for short trips
- ▶ Accessibility and quality of urban life
- ▶ Resilience of transport systems
- ▶ Infrastructure savings



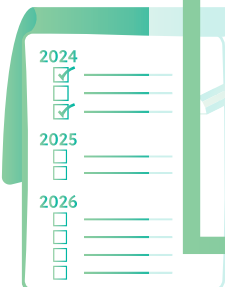
HEALTH

- ▶ Better quality of life
- ▶ Healthy body weight and lower risk of diabetes
- ▶ Good for mental health
- ▶ Fitness strength
- ▶ Increased life expectancy
- ▶ Better cardio-vascular health
- ▶ Lower risk of cancer



An endorsed and published long-term strategy is the key tool to implement a consistent plan for cycling in a city or region, as it will help you involve stakeholders at each relevant stage to reach your objectives, and inform them well in advance of their required involvement and resources.

In addition, a long-term cycling strategy can strengthen a city or a region's reputation and quality of life since cycling has proven to be a valuable tool to make cities and regions more liveable by tackling climate change, air pollution, and urban congestion.



POTENTIAL CHALLENGES

The European Parliament's Committee on Transport and Tourism identified 5 key challenges with regards to cycling promotion in their policy note regarding the [Promotion of Cycling](#): road infrastructure, parking facilities, safety, increasing intermodality and security.

While every city and region must define their specific needs for all categories, the European Parliament highlights the importance of integrating cycling in policy. Cycling promotion should be supported by a global vision for a city or region, keeping in mind accessibility by bike and encouraging changes in resident's behaviour.

The 2023 study "[National Policies for Walking and Cycling in all 197 UNFCCC countries](#)" by the Partnership for Active Travel and Health (PATH) showed that two thirds of UNFCCC countries have some sort of active travel policy in place. PATH states that still much more ambition, action and investment are needed almost everywhere, especially in Nationally Determined Contributions. Yet, these significantly undervalue the potential to enable more people to walk and cycle safely as a key solution to climate, health and equity challenges.



WOLLONGONG (AUSTRALIA) – THE PLACE TO RIDE

Case study examples from UCI Bike Cities & Regions

In 2021, Wollongong launched its [Cycling Strategy 2030](#), a plan to turn Wollongong into a world-leading cycling location, with the vision being “to be the place to ride”, where cycling is a preferred option for transport in the community. The plan was endorsed and adopted by Wollongong City Council and received widespread support from residents and business groups throughout the city.

Five strategic priorities were set to help Wollongong become the place to ride:

1. Safe – invest in safe cycling infrastructure and educate the community on safe sustainable behaviour.
2. Convenient – prioritise infrastructure that supports convenient cycling as a sustainable and well-integrated mode of transport.
3. Planned – plan and implement strategies to improve cycling in the city to facilitate increased participation now and in the future.
4. Business Tourism and Events – promote and support cycling in Wollongong as a fun, attractive and sustainable way of life.
5. Innovation – engage and support in innovative solutions that inform and encourage greater participation in riding.

The Cycling Strategy 2030 spells out a 10-year vision where cycling is a preferred option for transport in Wollongong’s community. By 2030 Wollongong seeks to:

- Provide an additional 50 km of on-road cycling routes and 35 km of off-road cycling routes, expanding the city’s present shared path and cycling network from 130 km to nearly 215 km.
- Work with the NSW Government to fund and deliver education programmes and significant cycleways alongside regional and state roads.

- Connect residential areas to the City Centre and towns and villages, by delivering these missing cycling links.
- Work with partners to develop positive community perceptions of bike riding and enable the development of a local cycling culture that encourages bike riding alongside other forms of sustainable transport.
- Develop shared infrastructure that is inclusive and allows for safe access by those who are unable to cycle.
- Support tourism, business and innovation through planning and support mechanisms to seek opportunities to support and enable cycling events and community engagement in the Local Government Area.

The strategy describes the priority actions needed to fulfil the city’s commitment to encouraging and enabling cycling as a sustainable transport option for short and medium-length trips.

TESTIMONIAL FROM **GREG DOYLE**, WOLLONGONG CITY COUNCIL GENERAL MANAGER

“ Wollongong City Council General Manager Greg Doyle: “Wollongong is proud to have hosted the 2022 UCI Road World Championships. The legacies from this event live on in our community’s enthusiasm to continue to ride bikes, and in Council’s ongoing investment in a range of diverse cycling infrastructure. We’re focused on continuing to facilitate riding opportunities right across Wollongong, and to make moving around by bike more accessible for more people than ever before. ”

FYN (DENMARK) – WELCOME TO BIKE ISLAND FYN

Case study examples from UCI Bike Cities & Regions

In the heart of Denmark lies the island of Fyn – a green and cycle-friendly island that was awarded the UCI Bike Region label in 2017. There are more than 7,000 km of roads on the island, of which more than 1,600 km are signposted cycle roads ideal for a safe cycle ride along winding roads that lead to fruit orchards, local cafés, and castles. Furthermore, there are more than 200 Bike Friends and bike-friendly accommodation that offer cyclists services such as drinking water, toilet facilities or a bike pump.

The region of Fyn has an ambitious cycling tourism strategy and aims to become the most attractive cycling holiday destination in Northern Europe. The strategy includes initiatives focused on increasing the levels of cycling within the region, infrastructure improvements, new tourism partnerships and initiatives, new cycle routes and strategic partnerships, as well as targeted communication and branding. Additionally, the island works to attract international cycling events, including UCI World Championships, that can promote cycle tourism.

The work to strengthen cycling on Fyn and the Islands is carried out, among others, by the 10 municipalities, the Funen Business Region, and the tourism organization Destination Fyn. Collaboration across municipalities is operationally anchored in Cykelforum Fyn, that is tasked with finding solutions and identifying concrete efforts to strengthen cycling infrastructure on Fyn and promote cycling in general. Cykelforum Fyn has representatives from all 10 municipalities as well as the tourism organisation to ensure strong collaboration between everyday cycling, recreational cycling and cycle tourism initiatives.

The cycling strategy is based on Fyn2030, a joint Funen strategy for a sustainable future, which aims to reduce CO2 emissions by 80%, partly by

promoting cycling as a mode of transport. There is a political desire for more green mobility, greater overall coherence in the entire infrastructure, and for cycling. This includes encouraging residents of Fyn and the Islands to increasingly use their bicycles, and getting more people to use bike paths and cycle routes – both as commuters and in their spare time and vacation. The strategy aims to have more children and young people cycling to school and education, and more commuters choosing an electric bike over a second car. In addition, it envisions cycling infrastructure contributing to attracting more green tourists.

The strategy of Cykelforum Fyn is grounded in three strategic tracks: (1) Bicycle promotion through marketing and campaigns; (2) Everyday cycling/commuting, and (3) Recreational cycling.

Within these three tracks, there are several initiatives: the most significant being the establishment of a cycling node system, the development of theme-based cycling routes and giving cyclists priority in traffic.

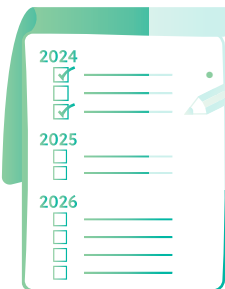
TESTIMONIAL FROM **KENNETH MUHS**, MAYOR OF NYBORG MUNICIPALITY

“ Fyn has become an important centre of cycling – with large scale events like Tour de France and a strong focus on making cycling attractive and accessible for everyone. It gives us the opportunity to merge our tourism ambitions with our focus on sustainable ways of transportation. We are proud of the results so far and will keep striving towards combining big events within cycling with our efforts to make the whole island more cycling friendly and attractive for both tourists and our inhabitants. ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [ITDP Cycling Cities Grow Cycling Toolkit](#): The ITDP's Grow Cycling toolkit helps cities think through barriers that prevent people from cycling and provides a tailored action plan to quickly grow and improve cycling.
- [Walking and cycling – Evidence to support policy-making and practice](#): Publication from the World Health Organization (WHO) Regional Office for Europe which presents a comprehensive case for why and how to promote walking and cycling, based on the latest evidence from scientific research and planning practice.
- [National Policies for Walking and Cycling in all 197 UNFCCC countries](#): Publication from the Partnership for Active Travel and Health (PATH) which analyses NDCs and other national walking and cycling policies and strategies in the 197 UNFCCC countries.
- [Walking and Cycling in Africa – Evidence and Good Practice to Inspire Action](#): Publication from UN-Habitat and UNEP gathering, analysing and presenting data to demonstrate the everyday reality for the one billion people in Africa who walk and cycle every day.
- [Cycling: Danish solutions](#): Online platform from the Cycling Embassy of Denmark, launched with the support of the UCI, which shares best practices and knowledge on cycling from Denmark.
- [Best Practices Dutch Cycling](#): Publication from the Dutch Cycling Embassy containing a selection of some of the finest examples and practices Dutch cycling has to offer.
- [European Declaration on Cycling](#): The European Commission's proposal of a European Declaration on Cycling to the European Parliament and the Council (2023).



A DEDICATED BUDGET FOR CYCLING PROMOTION

BACKGROUND AND OBJECTIVES

A dedicated budget is essential to deliver on objectives with regards to a long-term bicycle strategy. Clear resource allocation to planned measures to increase bicycle use will guarantee their implementation as they become an objective to reach. To reach the criterion to obtain the UCI Bike City Label, the overall budget should be validated by the competent public authority.

A comprehensive budget plan will allow you to maintain consistent investment throughout the cycling strategy's timespan, as long the two timelines are aligned. Clear budget allocation will allow you to spend more time on project work rather than fighting for financing for each step of a strategy. Also, a multi-year budget will allow to prioritise measures if necessary.

According to the Institute for Transportation and Development Policy (ITDP), the number of cities worldwide that are interested in building bike lanes and pedestrian networks that improve access to public transportation and enable low-carbon mobility is on the rise. However, due to chronic under-valuing and under-investment in cycling, few cities outside of Northern Europe have a complete network of protected bicycle lanes or the sustained funding needed to develop and maintain cycle infrastructure at scale.

As a result, ITDP identifies four categories of key financial players for cities that aim to scale up financing:

- Development banks, multilateral and bilateral banks
- City governments
- National governments
- Philanthropy and civil society organisations

To secure project financing, they also identify the following opportunities:

- Development partners should work together and build coalitions that encourage blended financing for active mobility infrastructure projects.
- Consider pooling sources of finance from parties motivated by related interests including public health, climate, and urban development.
- Leverage existing project preparation facilities, or create new ones, to help prepare investment-ready active mobility projects.
- Multiple financing instruments should be considered, including innovative climate financing mechanisms.

Hosting a UCI event is also an opportunity to factor in a dedicated budget and funding for long-term legacy projects, on top of the cost of event hosting. In its [Legacy Strategic Approach](#), the International Olympic Committee (IOC) suggests embedding legacy through the lifecycle of the event.



KEY BENEFITS AND OUTCOMES

According to ITDP, investments in cycling infrastructure contribute to cost savings for individuals and society, and generate local economic development as follows:

- More trips by bicycle benefits individuals, businesses, and cities
- More demand for bicycles spurs jobs and economic opportunities

In addition, US based organisation PeopleForBikes explains that funding bike infrastructure is more than just an investment in cycling – it's an investment in healthier, more sustainable, and equitable communities.

Public health improvements from increased cycling will also have benefits in reduced healthcare costs and increased quality of life. In addition, the World Health Organization's [Health Economic Assessment Tool](#) (HEAT) can be used to predict the economic impacts of increased walking or cycling on reductions in premature mortality.

Hosting a cycling event can also be a great platform to promote cycling within the wider community and help secure additional funds for measures to be implemented as part of a long-term strategy. As an example, hosting the 2022 UCI Road World Championships provided the city of Wollongong (Australia) the impetus, and in some cases, the ability to leverage and attract funding, to progress a number of key initiatives.

Dedicated funding that matches the long-term objectives of a cycling strategy will ensure that all strategy outcomes are promoted and duly controlled. While funds dedicated to cycling infrastructure may seem obvious, funds should also be secured for other themes included within the cycling strategy - such as education and capacity building, awareness raising and campaigns – which can in turn deliver important social and economic benefits.



POTENTIAL CHALLENGES

A potential challenge faced by cities may be high initial costs that are inherent to infrastructure projects. Constructing bike infrastructure, in particular segregated bike lanes, can require significant investment. However, it is to be noted that bicycle infrastructure is far less expensive than infrastructure for motorised vehicles. According to the European Cyclists' Federation (ECF), the costs can vary from under € 50'000 to over € 10'000'000 per kilometre, depending on the additional works included in the project. Costs may include land acquisition, construction materials, signage, bridges, tunnels and ongoing maintenance. Limited budgets and competing priorities within municipal budgets can hinder investment in bicycle infrastructure.

Furthermore, it is crucial to plan funding for maintenance and upkeep to keep cyclist using infrastructure. Like any infrastructure, bicycle facilities require regular maintenance to ensure they remain safe and functional. Neglecting maintenance can lead to deteriorating conditions, reducing the usability and safety of bike infrastructure over time. According to the Dutch Cycling Embassy, cyclists are particularly sensitive to deteriorated surfaces. To prevent a drop in the use of cycling infrastructure as well as safety issues, the Dutch Cycling Embassy advises to integrate costs for maintenance in the initial project costs of building cycling infrastructure.

Legal and regulatory barriers, such as zoning ordinances, building codes, and transportation policies, can impede the implementation of bicycle infrastructure projects. Overcoming regulatory hurdles may involve legislative changes or administrative reforms at the local, regional, or national level. City networks such as POLIS in Europe, or advocacy organisations such as PeopleForBikes in the US, can support cities or local groups to overcome such hurdles and provide guidance in administrative and legal tasks.

TIROL (AUSTRIA) – UNLOCKING FUNDS TO PROMOTE CYCLING

Case study examples from UCI Bike Cities & Regions

Since the “Tiroler Radwegoffensive” (Tirol by bike campaign) was decided in 2015, the municipalities’ and tourism board’s investments in cycling infrastructure have increased steadily, with a total of € 75 million invested in cycling infrastructure (of which € 45 million were funded by the region). In 2019, when Tirol was awarded the UCI Bike City Region label, € 7 million were dedicated to cycling, and in particular infrastructure, training and education. As the local communities and tourism organisations also invested in cycling infrastructure, the yearly overall amount quickly increased to approximately € 12 million in 2019. In 2022, the Tirolean Cycling Strategy, an alliance between the government, the province of Tirol and several of its key departments and groups, tourism, and sports stakeholders as well as the well-established climate protection network, the Climate Alliance Tirol, was created to develop a framework for the promotion of cycling in Tirol until 2030. The purpose of the cycling strategy is to enable long-term and strategic planning for the promotion of cycling and to ensure effective coordination.

The Tirolean Cycling Strategy 2030 defines three major goals:

1. Tirol cycles more;
2. Increase road safety for cyclists;
3. Becoming a leading cycling region in the Alps.

Annual investments of € 12 million are planned until 2030. Grouped into 10 fields of action, numerous measures are defined to achieve these goals. When developing these measures, emphasis was placed on the coordination and linkage with other strategic documents of the province of Tirol. With so many stakeholders involved, having a clear framework ensures that each of the parties know what actions are required at all times. With the help of this strategic framework, the region of Tirol wants to encourage the population to switch to the climate-friendly bicycle or to use it even more intensively in everyday life and for leisure.

TESTIMONIAL FROM **DR. GEORG DORNAUER**, TIROL STATE VICE GOVERNOR

“ *Cycling is healthy, sustainable and environmentally friendly. Our primary goal as the province of Tirol is to further expand the cycling infrastructure in order to offer locals and guests an extensive network of safe and well-developed cycle paths throughout the province. The 2019 UCI Road World Championships were the starting point for a major cycling offensive in Tirol. So far, we have built or renovated 210 km of cycle paths in Tirol. Many other projects already exist. In total, we currently have a network of over 1100 km of cycle paths, 6000 km of mountain bike routes and 300 km of single trails within the region. We are pleased to have received the UCI Bike Region Label. This shows once again that Tirol is a cycling country - in the mountains and in the valleys.* ”

GLASGOW (SCOTLAND, GREAT BRITAIN) – GO CYCLE GLASGOW FUND

Case study examples from UCI Bike Cities & Regions

In 2023, 29 community groups across Glasgow received an impactful kick-start to the new year, with a share of more than £160,000 from the 'Go Cycle Glasgow Fund' towards new and enhanced cycling initiatives, which encourage and promote cycling for recreation, sport and active travel.

The 'Go Cycle Glasgow Fund' is one of several community activations created by Glasgow Life, designed to engage citizens with the 2023 UCI Cycling World Championships which took place in the city and across Scotland in August 2023, and deliver a lasting legacy.

This fund aims to inspire more local people to take up or return to cycling, making it an activity for life, by supporting community groups across Glasgow to create and develop accessible and sustainable cycling projects. Additional funding has also been received through partnerships with Clyde Gateway and Glasgow City Council's Smarter Choices, Smarter Places, to support targeted activity.

Priority is given to groups working with young people, women, people with disabilities, low-income families and ethnic minorities, making it possible for more people, regardless of background or ability, to enjoy the benefits and power of the bike.

A number of new cycling events have been secured by the city as part of the legacy from the UCI Cycling World Championships, including Ford RideGlasgow FreeCycle. This free event took place in Glasgow's city centre on 9 June 2024. The traffic free 5 km route incorporated the iconic George Square and Glasgow Green as festival zones with an estimated 7869 participants on the day.

The festival zones were animated with free cycling activations including demonstrations in George Square from Scotland's cycle stunt team The Clan, a children's bike skills track and pedal powered Scalextric. In Glasgow Green, people tried cycle speedway with the Glasgow Cyclones and cycling on adaptive bikes with local charity Sunny Cycles. More than 100 people participated in the event via organised Led Rides, which saw groups of cyclists travel into the city centre under the guidance of experienced ride leaders and then returned to the four corners of the city at the end of the day. As part of the World Championship's legacy, the event featured the famous Montrose Street as Ford Urban Hill Climb, held in partnership with Scottish Cycling. The 14% gradient challenge had over 100 cyclists attempt the climb from both cycling clubs and families.

An evaluation report was commissioned by Glasgow Life to evaluate the impact of the Go Cycle Fund. This report can be accessed on the [Glasgow Centre for Population Health website](#).

TESTIMONIAL FROM **JULIE PEARSON**, HEAD OF EVENTS FOR GLASGOW LIFE

"The Go Cycle Fund made it possible for more people in Glasgow to enjoy the benefits and power of the bike regardless of background or ability. As well as improving physical fitness and health, the funded projects worked to alleviate particular challenges experienced by different groups or communities. These could include, for example, specific physical challenges, difficulties in developing confidence or self-esteem, or issues related to inclusion or isolation. Funding support was prioritised towards community groups working with young people, women, people with disabilities, low-income families and ethnic minorities. "

INVESTING IN CYCLING – SCALABLE TRANSFORMATIVE INITIATIVES IN ACTIVE MOBILITY

Case study examples from ITDP

In their report “The Path Less Travelled”, ITDP and the World Bank focus on five cities - Tianjin (China), Lima (Peru), Addis Ababa (Ethiopia), Dar es Salaam (Tanzania) and Buenos Aires (Argentina) - that have scaled up active mobility investments.

From 2015 to 2022, **Tianjin (China)** built 126 km of new cycle lanes, improved streetscapes, redeveloped 96 metro stations and one bus terminal, and upgraded new streetlights, traffic signals and drainage systems. The entry point for financing was to maximise the city’s investment in its metro system. Streetscape and public space redevelopment were seen as a means to better connect people to the metro and to increase metro ridership. Thus, redesigns were planned as part of a scaled network across the entire city. In total, Tianjin secured USD 100 million from the World Bank and USD 44.7 million from the Government of China.

Lima (Peru) aims to create 298 km of cycle lanes by 2028. Updating the Bicycle Infrastructure Plan 2020 with a relatively small grant (USD 300’000 from the World Bank) ultimately catalysed co-financing from KfW, as well as the integration of cycling interventions into Lima’s eventual request for support from the World Bank for larger-scale improvements to traffic management and road safety. The city secured a grant of EUR 20 million from German KfW for implementing 98 km of cycle lanes.

Dar es Salaam (Tanzania) built 19.3 km of dedicated cycle lanes and pedestrian enhancements along the first phase of its BRT, with bicycle parking at major terminals. The entry point for development bank-financed cycle infrastructure in Dar es Salaam was the BRT. The inclusion of bicycle infrastructure in Phase 1 (and, potentially, future phases) was seen as an opportunity to support feeder services in bringing potential riders to the main BRT corridors. The city secured SUD 300 million from the World Bank, EUR 5 million from the Nordic Development Fund and USD 25 million from the Tanzanian government for phase 1 of the project. Phase 2 is financed thanks to USD 44.29 million from the Africa Growing Together Fund, and USD 17.6 million from the Tanzanian Government.

Addis Ababa (Ethiopia) developed its Non-Motorised Transport (NMT) Strategy in 2018, which calls for the implementation of 200 km of cycle lanes by 2028, improving pedestrian conditions at the same time. The city-level strategy aligns with Ethiopia’s national NMT Strategy, adopted as a way to institutionalise investment in the transport modes used most by Ethiopians – walking and cycling. Financing for implementing the strategy will likely come from a combination of national government and development bank investment.

To align with sustainable mobility and climate action plans, a network of 308 km of cycling lanes was created in **Buenos Aires (Argentina)**. The infrastructure was built with USD 64 million from city funding and USD 50 million from a World Bank loan. As a result, greenhouse gas emissions were reduced, and bicycle mode share was increased from 0.4% in 2007 to 6% in 2023.



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [Making the Economic Case for Cycling](#): Report from the ITDP which makes the economic case for cycling and demonstrates how investing in cycling as a transport mode saves people and cities money while improving quality-of-life for all.
- [The Path less Travelled – Scaling Up Active Mobility to Capture Economic and Climate Benefits](#): Report from ITDP and the World Bank that calls on urban stakeholders to acknowledge the importance of active mobility infrastructure in shaping a more sustainable future in our cities.
- [PeopleForBikes' Legislative Guide to Infrastructure](#): The purpose of this document is to help policymakers and advocates secure local funding for bike infrastructure, mandate Complete Streets, build bike infrastructure through climate legislation, and create better places to ride.
- [The Great Bike Infrastructure Project - Supplemental Guide to Funding Bike Infrastructure](#) PeopleForBikes' Supplemental Guide for funding bike infrastructure.
- [WHO Health Economic Assessment Tool \(HEAT\) for walking and cycling](#): Online tool designed to facilitate evidence-based decision-making towards the promotion of walking and cycling.



DEDICATED CYCLING INFRASTRUCTURE

BACKGROUND AND OBJECTIVES

According to the Global Designing Cities Initiative (GDCI), cycle facilities are designated spaces within the street that are specifically designed for the movement of cyclists. Providing these facilities is fundamental to accommodating cyclists of all ages, abilities, and confidence levels. Cycle facilities may also be designed to provide comfortable cycle lanes for cargo bikes, cycle rickshaws, and other such variations. A variety of facilities can contribute to the overall network, including cycle lanes, cycle tracks, and cycle streets.

The Dutch CROW Design Manual for Bicycle Traffic considers five basic design principles for network design: cohesion, directness, safety, comfort, and attractiveness. The main advantage of those design principles is their transferability: they can be adapted to virtually any context and region of the world.

To improve cycling infrastructure, a long-term strategy should consider the complete cycling network within a city or region. It is vital to identify and map general traffic flows in a city to identify where existing infrastructure is already in place and where further infrastructure could be built. To be successful, infrastructure should connect places where people want or need to go to. For example, commuting from residential areas to city, business, and recreational centres. To be most effective, it is also important to focus on missing links between existing cycling infrastructure. This might be a link between two bike lanes or issues to connect bike lanes to other means of transport.

When planning and designing bike parking facilities, it is essential to consider safety, accessibility, and proximity to the destination. This may for example include bus and railway stations, as well as city and business centres, among many other destinations.



KEY BENEFITS AND OUTCOMES

Infrastructure for bikes, such as dedicated bike lanes, bike paths, bike parking facilities, and bike-sharing systems, can provide numerous benefits and outcomes including:

- **Safety:** As the International Road Assessment Programme (iRAP) stresses, safe cycling infrastructure is the most crucial issue to cycling promotion. Separated bike lanes and paths help improve safety for cyclists by reducing the risk of accidents with motor vehicles. This encourages more people to bike, including children and less experienced cyclists. CycleRAP, a road assessment tool designed specifically to assess cycling infrastructure, was developed by IRAP to provide a valid tool to support cities to create safer cycling infrastructure.
- **Reduced traffic congestion:** As more people opt for cycling, especially for short trips, there is a corresponding reduction in motor vehicle traffic congestion, leading to smoother traffic flow and shorter commute times for all road users.
- **Freeing up space:** As cycling infrastructure requires a smaller area of land per capita in comparison to motorised traffic, the need of wide roads and large car parks will be reduced. Providing safe cycling infrastructure and secure bike parking facilities to encourage more people to cycle, will free up valuable real estate for other purposes such as liveability programmes like [Oslo's "car-free Liveability Programme"](#).

- **Mode shift:** Investing in bike infrastructure can help shift travel behaviour away from private car use towards more sustainable modes of transportation, contributing to long-term reductions in traffic congestion, air pollution, and greenhouse gas emissions. Many cities have demonstrated this effect, like Seville, Spain, where the number of daily cyclists increases from 6'000 people to 70'000 after the city established an expansive network of protected bike lanes.

According to GDCl, evidence shows that where comprehensive cycle facilities are extensively installed throughout the entire street network, the modal share of cyclists dramatically increases and crashes decrease, making streets safer for all users.

Overall, cycling infrastructure plays a crucial role in creating more sustainable, healthy, and liveable cities while offering a wide range of benefits to individuals, communities, and society overall.



POTENTIAL CHALLENGES

Building bicycle infrastructure can present several challenges, including:

- **Limited space, engineering and design:** Retrofitting existing roads and urban areas to accommodate bicycle infrastructure can be challenging due to limited space. Finding room for bike lanes, paths, and parking facilities may require reallocating space from other road users or competing interests such as parking or pedestrian amenities. As PATH describes, cycling infrastructure is notoriously known to be implemented opportunistically. Having poorly designed cycling infrastructure might face backlash and be perceived as a waste of money. This situation should be avoided by proper integration, engineering and design.
- **Perception of safety:** Concerns about safety can deter people from cycling, particularly on roads shared with motor vehicles. Building infrastructure that effectively separates cyclists from motorised traffic can help address safety concerns and encourage more people to cycle. Furthermore, speed of traffic plays an important role in the perceived safety according to the Dutch Cycling Embassy. Authorised speeds should always be adapted to the main users' roads, i.e., speeds should be reduced.
- **Topography and climate:** Geographic factors such as steep terrain or harsh weather conditions can present challenges for building bicycle infrastructure. Addressing these challenges may require innovative design solutions. Abu Dhabi (UAE) has integrated shade providing trees and nodes to its cycling infrastructure design while cities like Oulu (Finland) use light signals projected on the snow to make sure road signs are still readable during wintertime.

Addressing these challenges requires a holistic approach that involves robust planning, stakeholder engagement, innovative design, and sustained investment in bicycle infrastructure as part of broader efforts to create more sustainable and equitable transportation systems.



DRENTHE (THE NETHERLANDS) – NEW STRUCTURAL APPROACH TO CYCLING INFRASTRUCTURE

Case study examples from UCI Bike Cities & Regions

The province of Drenthe in The Netherlands was one of the first two regions to be awarded the UCI Bike Region label in 2017. Since then, the bicycle has remained the most important pillar of the province's mobility policy. Drenthe's dedicated Bicycle Agenda 2022-2026 focuses on the following principles and goals:

- More people on bicycles: modal cycling share increased by 20% from 2019 to 2030
- An extensive and inclusive bicycle network accessible to all types of users
- Safer cycling: move towards zero traffic fatalities
- Appealing cyclo-tourism offer, to remain cycle province no1: positive feedback from recreational cyclists

After creating a first "Green Corridor" between Assen and Groningen, Drenthe decided to expand its network of cycling highways between the province's major cities with four new routes up to 2027. With the rise of e-bikes and speed-pedececs, distances up to 20 km have become easily reachable. These routes should be comfortable, wide and recognizable. Experience with various express bicycle routes in the Netherlands shows that the number of cyclists increases by an average of 29% as a result of the construction of such a route.

To increase safety for users, Drenthe defined a new structural approach to bicycle infrastructure with the Dutch state and the municipalities. This new approach promotes:

Secured and safer crossings on 50 km, 80 km, and 100 km roads

- Improved marking and lighting
- Creation of height differences between bicycle lane and road
- Wider bicycle lanes designed for all types of users
- Use of asphalt or concrete for surfaces

Even though Drenthe currently has over 2,100 km of bicycle paths, an analysis of gaps within the current bicycle network showed that there were approximately 150 km of missing links. A specific focus will be on missing bike lanes to schools.

Drenthe's bicycle network not only serves for commuting. It also includes a recreational bicycle network throughout the province, its cities, villages and nature. Maintenance of and improvements to this network are implemented with the utmost respect for the natural environment.

TESTIMONIAL FROM **HENK JUMELET**, MEMBER OF DRENTHE PROVINCIAL EXECUTIVE BOARD

"Drenthe was one of the first cycling regions in the world to be awarded the UCI Bike Region label. This label gives recognition to Drenthe as the cycling province where cycling is good for health, the environment and the local economy. We invest heavily in getting people out of their cars and onto their bikes. Bicycles are the healthiest and most sustainable means of transport. Companies promote cycling amongst their employees and children cycle to school every day. One of our main priorities is safe and comfortable cycling infrastructure for commuters and for recreational use. Drenthe is also rated as one of the best provinces for recreational cycling in The Netherlands, a fact we are very proud of."

PARIS (FRANCE) – COVID-19 CRISIS AS A CATALYST FOR CYCLING INFRASTRUCTURE

Case study examples from UCI Bike Cities & Regions

In an effort to reduce motorised traffic and pollution by promoting active mobility, Paris has significantly increased its cycling infrastructures in the past years.

The first cycling promotion plan running from 2015 to 2020 was funded with € 150 million. It allowed to double the length of cycling paths with 1094 km registered in 2021. The bike path network relies on a structural network called REVe and on a secondary cycling network that crosses the Parisian territory. This infrastructure improvement led to an increase in use of 47% between 2019 and 2020 as well as an increase of 22% between 2020 and 2021.

In 2020, when the CoViD-19 crisis hit the city, Paris added 52 km of temporary cycling pathways to respond to the rapid increase in bicycle users. In summer 2020, almost one in two users of the new temporary paths (45%) had only been cycling since the end-of lockdown, i.e. for 3 months. Among these new cyclists were more women, employees and people working in middle occupations, rather than “traditional” cyclists who were used to cycling (more often men, belonging to higher socio-professional categories) (Source: 6t study, 2020).

In addition, almost one in four cyclists using the new Parisian cycle paths lived in the metropolis. The range of journeys usually made by bicycle is also longer: a “typical” journey on the new lanes was to go to or return from work and took an average of 33 minutes (compared with 19 minutes according to the 2010 EGT).

There are now considerably more bicycles than cars in Paris, where they represent 11.2% (compared with 4.3% by car), whereas they accounted for only 3% of journeys in 2010 (Institut Paris Région).

In a report published in April 2020, Ademe developed three prospective scenarios for the development of cycling: in all cases, the modal share by 2030 in Paris significantly increases, with forecasts ranging from 19.6% to 28.5% of users.

In 2021, Mayor Anne Hidalgo and Vice-Mayor David Belliard announced a new cycling plan running from 2021 to 2026 funded by € 250 million to make Paris a 100% cycling city. The city plans to create further 180 km of new segregated two-way cycle lanes, which include 52 km of temporary cycle paths, which would become permanent. However, the 2021-2026 does not only focus on cycling paths but also on other infrastructure parts such as 120'000 new secure bicycle parking spots, among which 40'000 should be located close to railway and bus locations to increase multimodal travel.

TESTIMONIAL FROM **DAVID BELLIARD**, VICE-MAYOR OF PARIS

“ The city of Paris is undergoing a cycling revolution, where cyclists, in the space of a few years, have outnumbered cars in Paris. Beyond the infrastructure and the shops, the bicycle is now a fully-fledged cultural object in the life of Parisians. ”

NOORD-BRABANT (THE NETHERLANDS) – *BETTER INFRASTRUCTURE FOR BIKES*

Case study examples from UCI Bike Cities & Regions

The Noord-Brabant region contains approximately 2.5 million inhabitants of which 1 million people live between 5 and 15 km from work in the main five cities. While inner-city cycling infrastructure is already of high-quality, the current emphasis is mostly on regional level. A world-famous cycling landmark is the Hovenring (split level cycling bridge/roundabout) in Eindhoven. On a regional level, and for many inhabitants the (e-)bicycle is a suitable alternative, but a vast majority is still car-dependent in their daily activity patterns.

To accommodate the regional cycling increase, a large cycle highway programme has been developed over the last few years connecting major living and working areas. This is a collaborative effort between regional and local road authorities where investments are high. The development of high-quality regional cycling infrastructure comes with protected bike lanes, with wide, smooth (mostly red) asphalt, where split level junctions are the starting point or cycling-prioritised traffic lights focusing on safety and comfort for cyclists.

In 2023, 19 cycle highways connected the whole region. Furthermore, the Province of Noord-Brabant took the opportunity to adjust the national cycling signage for cycle highways based on a pilot project (EU project CHIPS) in the whole region, where cyclists have a higher pass and more difficulty reading conventional signage.

Further, to accommodate mountain biking and recreational cycling, more and more guided routes are being developed to facilitate recreational cycling and preserve nature at the same time.

TESTIMONIAL FROM **MICHEL REINDERS**, DIRECTOR OF BRABANTSPOR

“ We believe that the future of mobility is in cycling. And there is so much you can do to stimulate everyone to choose the bike over the car. Infrastructure is a key factor, whether it is infrastructure for commuters, recreation or sports. We use cycling events as a platform for programmes with which consumers and employees are inspired to shift to the (e-)bicycle. ”





ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [Global Street Design Guide](#): Created by the Global Designing Cities Initiative (GDCI) with the input of experts from 72 cities in 42 countries, the Guide offers technical details to inform street design that prioritises pedestrians, cyclists, and transit riders.
- [Safe Bicycle Lane Design Principles: Responding to Cycling Needs in Cities during COVID and Beyond](#): This guide from the World Resources Institute (WRI) aims to assist with the design of high-quality, safe, temporary cycling measures that also create the foundation for systemic and lasting changes that nurture a culture of cycling, facilitate the development of quality cycling networks, and move cities and urban mobility toward a sustainable future.
- [Streets for Walking and Cycling: Designing for safety, accessibility and comfort in African cities](#): Quick reference guide from UN-Habitat and ITDP on the design of street elements that can help create a safe, usable, and accessible environment for pedestrians and cyclists.
- [CycleRAP](#): Easy, affordable and fast method of evaluating road and bicycling infrastructure for safety from the International Road Assessment Programme (iRAP).
- [People for Bikes Bicycle Network Analysis](#): Data analysis software from PeopleForBikes that measures how well the bike network in a given area connects people to the places they want to go.
- [The Atlas of Sustainable Transport](#): ITDP's online data dashboard that displays indicators of sustainable and inclusive urban passenger transport.
- [PeopleForBikes' Great Bike Infrastructure Project](#): PeopleForBikes' priority is the construction of safe, enjoyable, and interconnected biking infrastructure, catering to people of all ages and abilities, in every community across the nation.
- [PeopleForBikes National Bike Project Tracker](#) - A comprehensive database of proposed and planned bike projects across the U.S.
- [Strava Metro](#): Platform for active transportation data based on the Strava dataset.



INCREASE IN CYCLING MODAL SHARE

BACKGROUND AND OBJECTIVES

The level of cycling in a city or region is best measured by the modal share cycling holds within the transport ecosystem. Each city aiming to increase its modal share of cycling is unique; with different starting points, objectives and strategies to reach a – or several - targeted outcome(s).

To increase the levels of cycling within a given community, a cycling promotion strategy should meet the needs of its users. As a result, it is essential to segment the population into relevant and targeted groups, to foster stakeholder engagement and dialogue, identify specific needs and, in particular, current barriers to cycling, and ensure that the strategy promotes accessibility and inclusivity within the population. While meeting the requirements of commuters and recreational cyclists may seem straightforward, particular attention should be paid to the needs of minority groups with lower bike use. Programmes to promote cycling amongst such groups - explicitly addressing people living in lower income areas, ethnic minorities, women, elderly and people with disabilities - can prove very effective.

Tangible measures to increase cycling can differ. When it comes to infrastructure, ensuring easy access and proximity to protected bike paths could contribute to increasing levels of cycling for targeted neighbourhoods. Hosting regular free bike maintenance workshops may lower the financial barrier to cycling. From a social standpoint, regular cycling tours held for specific minority groups can encourage people to ride a bike for the first time and lower entry barriers. In addition, bike sharing systems can be a great asset when it comes to access, especially if positioned in strategic locations which can be easily and quickly reached by foot.

KEY BENEFITS AND OUTCOMES

As specified in Chapter 2, the WHO specifies numerous reasons why walking and cycling should be encouraged, which include optimising urban transport, reducing carbon emissions, physical and mental health benefits, and the liveability and economic vitality of cities and regions.

As the WHO highlights, encouraging cycling as a mode of transportation promotes physical activity, leading to improved cardiovascular health, reduced obesity rates, and better mental well-being. Regular cycling can also decrease stress levels and improve overall quality of life. With HEAT (the Health Economic Assessment Tool), the WHO provides a tool that helps public authorities evaluate health related benefits from increased cycling infrastructure.

Well-developed bike infrastructure attracts tourists and promotes recreational cycling, contributing to local tourism economies and encouraging active lifestyles among residents, as demonstrated by this example from ITDP: *"In the Outer Banks of North Carolina in the US, a coastal area known for its beaches, a onetime investment of \$6.7 million into cycling infrastructure generates roughly \$60 million in economic activity each year through cycle tourism."*

Cycling infrastructure can enhance the liveability of neighbourhoods by creating safer and more pleasant streetscapes, fostering a sense of community, and encouraging social interactions among residents. A [study](#) published in the Journal of Environmental Psychology (2023) found that people that use the bicycle as a mode of transportation have more interest in the common good (political participation, social participation in organizations, neighbourhood solidarity, and neighbourly helpfulness) than motorists.



POTENTIAL CHALLENGES

Some communities might be harder to reach or more reluctant to start cycling for very different reasons, such as safety concerns, lack of accessibility to bike infrastructure, financial entry barriers, cultural norms or time constraints. By focusing on the specific issues encountered by communities, cycle usage might be increased. Furthermore, developing and supporting cycling champions in each community might facilitate access and enable constructive dialogue in the long run.

Some motorists and businesses may oppose reallocating road space or parking spots for bicycle infrastructure, fearing it could reduce access or convenience for drivers and customers. Overcoming resistance and garnering support for bike infrastructure projects may therefore require extensive community engagement and advocacy.

Ensuring equitable access to bicycle infrastructure for all residents, regardless of income, race, or ability, is essential. However, marginalised communities may face barriers to accessing or benefiting from bike infrastructure, such as inadequate funding, lack of representation in the planning processes, or concerns about gentrification and displacement. Sustrans and Arup have created a guide for people working in transport addressing the topic of inclusivity in street design.



FAYETTEVILLE (USA) – INCREASING CYCLING IN FAYETTEVILLE

Case study examples from UCI Bike Cities & Regions

With over 55 miles of paved trails already in place, and one third of residents already riding a bicycle on a regular basis, Fayetteville's Active Transportation Plan endeavours to connect trails to within 0.5 miles (a 10 minute walk or 3 minute ride) of every Fayetteville resident by 2040. On average, 19% of Fayetteville's annual transportation budget has been invested in bicycle projects over the last 5 years. Several road safety and children's cycling initiatives are regularly being delivered, while the city's mobility plan includes extensive community outreach surveys to measure and assess progress. In 2017, 58% of Fayetteville residents lived within 0.5 miles of a shared-use paved trail. In 2022, with the continued expansion of the Fayetteville's trail network, that number had climbed to 68%. By 2040, this number is projected to increase to 97%.

In order to maximise the use of the developing active transportation network, an investment of time and funding in the areas of education and encouragement is necessary. Programmes that teach and encourage people of all ages and from all walks of life in the advantages of an active transportation network are essential to providing a future user base. Children that have been taught bicycle safety and etiquette in school are more likely to grow up using the City's active transportation network. This is why the city of Fayetteville has undertaken a broad range of actions to reach its goals. Examples include hiring a full time Mobility Coordinator; collaborating closely with the University of Arkansas to promote cycling with students, staff and faculty; working with interested groups and the public school to expand education; encouraging local businesses to promote cycling to their employees and customers; trying to involve as many stakeholders as possible.

Building on that, the City of Fayetteville developed a Community Mobility survey in 2022 to help expand and improve mobility options for residents and visitors. The survey is intended to help measure how people get around Fayetteville and where improvements can be made and to establish baseline data for future reporting. Key survey findings include:

- 6.4% of respondents identified non-motorised bicycles as a primary mode of transportation while 9.6% identified e-bikes as a primary mode of transportation (16% of all respondents)
- 44.9% of respondents said they were somewhat satisfied or highly satisfied with the overall experience of their commute.
- In an ideal scenario, 36.6% of respondents identified a bicycle or e-bike as the PREFERRED primary mode of transportation.
- Continuing paved trail construction was the number one identified item respondents recommended prioritizing for city funding.

TESTIMONIAL FROM **MOLLY RAWN**, CEO OF EXPERIENCE FAYETTEVILLE AND MANAGER OF THE UCI BIKE CITY FAYETTEVILLE PROGRAMME

“ We are proud to be the first U.S. city recognised as a Bike City by the UCI. This designation affirms the decades-long collaborative efforts of our city government, tourism entity, race organisers, and community cycling partners. While we are proud of previous achievements, we are eager to keep advancing in the areas of cycling tourism, infrastructure, and accessibility. ”

SOUTH OF SCOTLAND (GREAT BRITAIN) – DRIVING BEHAVIOURAL CHANGE

Case study examples from UCI Bike Cities & Regions

The 2023 UCI Cycling World Championships held in Glasgow and across Scotland last August shone the spotlight on a country that has a great deal to offer in terms of cycling opportunities. During the 11 days of competition that included 13 separate UCI World Championships, the South of Scotland region hosted the mountain bike cross-country events in Glentress as well as the para-cycling in Dumfries and Galloway.

Welcoming these events was part of the South of Scotland Cycling Partnership Strategy which aims to drive behavioural change while contributing to equality, health and the region's net-zero carbon reduction targets. Recognising the bicycle's role in reducing carbon emissions, authorities are working to interweave it into part of people's daily lives.

A Cycle to School campaign over summer encouraged more students and teachers to use the many new cycle paths being built throughout the region to reduce reliance on cars and promote the environmental benefits of cycling.

The Scottish Borders Community Cycling Fund was set up to deliver a lasting legacy from the 2023 UCI Cycling World Championships. Grants of between

£3000 and £15,000 were available to community groups, organisations and event businesses to deliver local community cycling events that encourage and inspire new and existing cyclists, particularly within under-represented groups including children, girls and women.

Secondary School Open Bike Days saw students from all schools in the Scottish Borders have a chance to receive mountain bike coaching on the world class trails in Glentress, venue of the 2023 UCI Cycling World Championships mountain bike cross-country events.

As part of the Dumfries and Galloway Summer of Cycling Festival, grants were awarded to some 10 cycling events organised across different cycling disciplines for children, adults and families of all varying abilities.

TESTIMONIAL FROM **PAULA WARD**, CYCLING STRATEGY DELIVERY MANAGER & ECONOMIC INFRASTRUCTURE SPECIALIST AT SOUTH OF SCOTLAND ENTERPRISE

“ Cycling must be inclusive, and not just a choice for those who can afford it or access it freely. The organisation and funding of cycling activities and events is one of the ways they are working to introduce the bicycle into communities. ”

MONTRÉAL, CANADA – INCREASING WINTER CYCLING PARTICIPATION

Case study examples from UCI Bike Cities & Regions

The city of Montréal pursues a strong cycling promotion strategy, updating its cycling network and ambitions every 5 years. The latest update of the plan targets a modal cycling share of 15%. With currently more than 1'049 km of bike lanes on the island and more than 3'200 km in the greater Montréal area, the REV (Réseau Express Vélo) is the backbone of the city's cycling network.

Currently, 2/3 of its population lives within 300 m of a cycling lane, with half of the population living within 200 m of a cycling lane. To increase the modal share of cycling, the city's current masterplan focuses on promotion active travel, improving infrastructure and strengthening cycling services.

In 2009, the city of Montréal created BIXI, a network of public bike sharing stations. BIXI Montréal currently comprises nearly 934 stations and close to 11'000 bikes, of which over 2'600 are electric. Montréal kept 150 of its 800 public bike sharing stations open during the 2023-2024 winter season to provide a winter cycling service in a reduced area of 100 km². This step was due to an ever-growing demand. In fact, BIXI was more popular than ever in 2023 with over 576,000 users, representing a 31% increase compared to 2022, which was already a record-breaking year with a 55% increase from 2021. 11.7 million trips were taken by users in 2023, with certain days reaching over 70,000 trips a day.

While studded tires and non-slip pedals offer great solutions for bikes to be rideable in winter, numerous cycle-paths are cleared of snow at the same time as the roads in this city renowned for its snowy winters. Between 16 November 2023 and 17 March 2024, 53'000 individuals used the service and an average of 3'727 trips were recorded per day, which exceeded the initial estimates. In March, a survey by BIXI showed a 24% member retention rate for the winter season and 65% of customers confirmed that the pilot project gave them the opportunity to try winter cycling for the first time.

With the success of the pilot project, the service was announced to be continuing year-round in the coming years. Also, the 150 bicycle sharing stations that were made winter-proof for the project allowed an early start for summer season as well, allowing to re-open 60% of the network two weeks earlier than the usual date mid-April.

TESTIMONIAL FROM **VALÉRIE PLANTE**, MAYOR OF MONTRÉAL

“ The city of Montréal has set an ambitious target of increasing utilitarian bike travel to 15%. To achieve this, we are counting on our Réseau express vélo, or REV. This major project ensures the comfort and safety of cyclists with its protected lanes, all year round. Our bike-sharing service, BIXI, also offers an economical, ecological, and convenient way to get around the city. And the practice of winter cycling is booming in our metropolis. Despite our northern climate, cyclists are present 12 months a year. ”





ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [Improving the Quality of Walking and Cycling in Cities – Summary and Conclusions](#): ITF Roundtable Report which formulates targeted advice to national and other policy makers on effectively framing and deploying pro-active mobility measures that contribute to four overarching policy goals: equity, enjoyment, environment, and efficiency.
- [Strengthening the Human Infrastructure of Cycling](#): This white paper from BYCS highlights the benefits of cycling promotion measures and presents key learnings from successful initiatives in order for them to be further considered and prioritised by cities and regions as they implement cycling strategies. It uses the framework of “human infrastructure” to advocate for greater attention to the emotional and social aspects of cycling cultures.
- [Cycling for everyone: A guide for inclusive cycling in cities and towns](#): Guide from Sustrans and ARUP to support people in local government and the transport sector to make cycling a more inclusive activity for everyone.



ROAD SAFETY FOR CYCLISTS

BACKGROUND AND OBJECTIVES

Cycling can reduce noncommunicable diseases including obesity, cardiovascular diseases and diabetes. Yet, according to the WHO, 41,000 cyclists die in road traffic-related incidents worldwide every year. Millions more are injured while cycling, some of whom become permanently disabled.

Efforts to promote an increase in bicycle use – and its many health and environmental benefits – therefore need to include measures to reduce road traffic danger caused by motorised transport. Prioritising cyclists' needs in transport and land-use planning is critical for making the shift from reliance on private cars to increased use of public and active modes of transport (cycling and walking). Both infrastructure and road user behaviour play a major role to increase cyclists' safety.

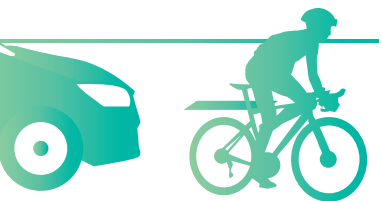
To implement effective measures, cities and regions need to monitor where crashes happen and how often. Collaborating with local authorities (police, mobility planners etc.) might help to map this information. Then, classifying crashes will help implement relevant safety measures. According to iRAP, bicycle crashes can be divided into four types:

1. Conflicts with vehicles
2. Conflicts with pedestrians
3. Conflicts with other bicycles / light vehicles
4. Crashes which do not involve others

As demonstrated in the 2023 CycleRAP pilot (undertaken with five cities in Europe, South America and North America) each city network has its own characteristics that influence the most prominent conflicts. While safety treatment recommendations will change accordingly, many cities around the globe face similar challenges. The [Safer Cycling Around the World](#) report thus identified the following six recommendations for its pilot cities, which can be replicated by others to increase the safety of their networks:

1. Improve delineation
2. Vehicle speed control
3. Widen the facility
4. Install lighting
5. Install traffic calming
6. Review intersection approach

Digitalisation also provides cities and regions with opportunities to develop traffic stress maps. Such programmes allow them to follow traffic levels, highlight alternative routes, assess the efficiency of a cycling network, and much more.



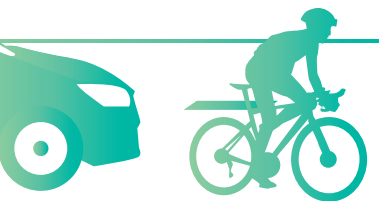
KEY BENEFITS AND OUTCOMES

As safety is widely recognised as the main reason for avoiding using a bike, implementing safety measures will allow to increase the number of cyclists and harvest all benefits that cycling offers.

Saving lives is the main benefit of increased road safety for cyclists. iRAP states that the current 1.35 million deaths and 30-50 million injuries every year come at a cost of more than USD 2.2 trillion, while WHO states that road traffic injuries remain the leading cause of death worldwide for people aged 5 to 29. With the goal to reduce the number of road injuries by 50% until 2030, the United Nations launched a new [United Nations Global Campaign on Road Safety](#) in 2023. This awareness campaign as well as communication actions by other international institutions offer cities and regions the opportunity to join a recognised international awareness campaign instead of creating and funding their own campaigns.

Not only will safe cycling infrastructure help reduce the number of incidents, it will also contribute to improving public health as it allows more people to engage in regular physical activity. While one in four adults does not meet the global recommended levels of physical activity, more than 80% of the world's adolescent population is insufficiently physically active as pointed out by the WHO in 2022. Regular physical activity is associated with reduced risk of heart disease, stroke, obesity, diabetes, breast and colon cancer, and with improved mental health and quality of life.

Cycling being a sustainable mode of transport is also a tool to reduce carbon emissions and linked health costs. As highlighted by the PATH: "Enabling more people to walk and cycle safely is a quick, affordable and reliable way to help reduce transport emissions by as much as 50%." The WHO states that with further reduced noise pollution and congestion, cycling, along with walking, will contribute to creating a liveable environment with clean air and increased accessibility for all road users.

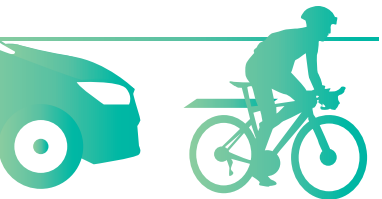


POTENTIAL CHALLENGES

According to the WHO, cyclists are particularly vulnerable in the road environment, partly due to their physical lack of protection, perceptions of drivers about the rights of cyclists, and a lack of infrastructure provision to optimise their safety. Currently, road traffic danger and the fear of injury and death in the road traffic environment deter people from cycling.

In its Global Status Report on Road Safety (2023), the WHO states that overall road traffic deaths have dropped by 5% from 2010 to 2021 even though the global fleet of motorised vehicles has more than doubled. This shows that safety measures work. However, these figures also show that the current pace at implementing measures to reduce cycling deaths falls short of reaching the UN SDG target to halve road deaths by 2030. Even more alarming is the fact that bicycle fatalities have increased by 20% over the same period.

The WHO points at the poor state of regulations as the main challenge to further implement changes to save lives. As a matter of fact, more than 80% of roads globally do not meet minimum safety standards and only 0.2 % of all roads have cycle lanes. However, some of the greatest gains were made where the safe system approach – which puts people and safety at the core of mobility systems – was applied. The European Region, where most countries have legislation and regulations in place, is also the region with the biggest drop in fatalities (36%) from 2010 to 2021. This proves that implementing regulations and standards contribute to increase road safety.



HEUSDEN-ZOLDER (BELGIUM) – DESIGNING SCHOOL ENVIRONMENTS FOR SAFE CYCLING

Heusden-Zolder (Belgium) – Designing school environments for safe cycling

To increase the number of children and parents cycling to school, Heusden-Zolder has been working to design school environments to accommodate kids on bikes and to improve road safety on main routes to schools. In the long run, all schools in the municipality should be safe enough so that parents and children can cycle and walk to school carefree.

In a first step, Heusden-Zolder collaborated with Route2School, a programme that supports municipalities to map and classify routes according to the level of safety they provide to younger cyclists. Once the map was published, parents and interested people could identify the safest cycle route to school for their children.

In a second step, Heusden-Zolder worked with Telraam and Mobiel21 to plan a broad redesign of school environments. Telraam devices provided counters to measure the number of cyclists, pedestrians, cars and heavy vehicles. The population participated to the data collection by making their windows available for devices. In a participatory and educational effort, the collected data was discussed with the school management, teachers, students as well as the municipality, local police and all residents. The same stakeholders were then invited to participate in cycling infrastructure and school environment design workshops. The outcome of the workshops eventually led to temporary setups that were tested for 2 months, where the street leading to the school was closed to traffic for 30 minutes prior and after school.

The implemented measures proved effective in the whole area around the school immediately:

- 13% more cyclists
- 2% more pedestrians
- 11% less cars
- 4% less freight traffic.

In terms of communications, promoting the school street rules and alternatives, and directing motorised vehicles to a car park 400 m away, were crucial. Further communication in collaboration with school management and local police helped foster support for the project, with the constant reminder of the goal to create a safe environment for kids and parents to walk and cycle to school.

After the 2-month test phase, students all rated the “School Street” positively, even asking their parents for permission to walk or cycle to school alone in the future. Furthermore, a final survey showed that 60% of adult respondents agreed that safety had increased in the school premises and 54% rated the school street project to be positive. Further 57% recognised safety benefits for active mobility users while the use of a nearby car park as an alternative drop-off place was rated rather negatively in terms of use (37%, too far away) and safety (42%, safe street crossing lacking between car park and school). Finally, freight traffic dropped on the school street (10%) and the school surroundings (4%). Furthermore, the speed not exceeded by 85% of drivers dropped to 31 km/h.

Moving towards a permanent redesign, the participation of the municipality, the school, the local council, a parent’s council and the local police will be crucial. Also, it was decided to keep the Telraam traffic monitoring in place to have data available for any decision to be made in the future.

TESTIMONIAL FROM **MARIO BORREMAN**, HEUSDEN-ZOLDER MAYOR

“ *Cycling is about sports, competition, and emotions. And Heusden-Zolder’s fantastic facilities have always been a great stage for competitions. But cycling is also about mobility, health, and sustainability. The “School Street” project is an excellent example of the cycling promotion we do as a UCI Bike City. It tackles the most important issue that prevents people from cycling, namely safety, with the goal to create a safe environment for kids and parents to walk and cycle to school.* ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [WHO Global Status Report for Road Safety](#): 2023 report from the WHO which details the scale of global road traffic deaths, and progress in advancing laws, strategies and actions to reduce them around the world.
- [Cyclist Safety – An information resource for decision-makers and practitioners](#): Publication from the WHO which describes the magnitude of cyclist death and injury, the key risk factors, and effective interventions.
- [CycleRAP](#): Easy, affordable and fast method of evaluating road and bicycling infrastructure for safety from the International Road Assessment Programme (iRAP).
- [Safer Cycling Around the World](#): A report on the first major pilot of the CycleRAP model with cities in Europe, South America and North America participating.
- [WHO Health Economic Assessment Tool \(HEAT\) for walking and cycling](#): Online tool designed to facilitate evidence-based decision-making towards the promotion of walking and cycling.
- [Streets for Life](#): United Nations Global Campaign on Road Safety unfolding across 80 countries from 2023 to 2025.
- [The Great Bike Infrastructure Project - Supplemental Guide for Reducing Traffic Speeds](#): PeopleForBikes best talking points and data for lowering speed limits.
- [Improving Road Safety for Urban Children](#): This brief, prepared by the Global Alliance -Cities 4 Children, provides a summary of key evidence on preventing road traffic injuries among children and effective evidence-based interventions.



CHAPTER 7

MASS PARTICIPATION EVENTS

BACKGROUND AND OBJECTIVES

Mass participation events are a great tool to involve the local population in cycling events and to reach out to people who would not normally cycle, which can in turn encourage more people to ride daily. Cycling for all side events for the public can vary in terms of objectives, format, delivery, and target groups. They can include formats such as: a dedicated area to provide a race experience for children, race circuits open to the public, educational workshops, cycling skills training, active mobility promotion, sustainability promotion and environmental campaigns, tourism and regional development campaigns, cycling festivals, multi-sport experience zones, and closed street / car-free days.

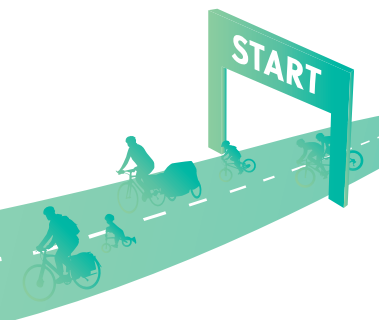
Mass participation events can accompany existing events or be newly created. International UCI events organised by UCI Bike Cities and Regions represent a great opportunity to add mass participation initiatives as side events for the public. Existing local cycling events offer the same opportunity.

KEY BENEFITS AND OUTCOMES

Adding mass participation initiatives to the programme of international and local cycling races allows a city to strengthen its engagement with the community and promote social inclusion through cycling. They also allow event organisers to increase the visibility and awareness of a given cycling race, which can in turn increase its commercial value and benefit event partners and sponsors.

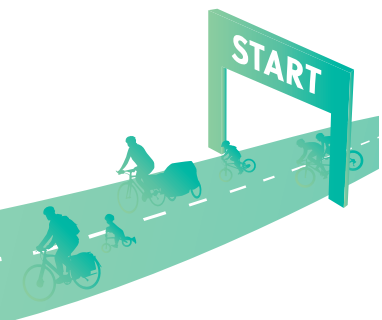
If a city or region seeks to create a new mass participation event, United Nations international days offer a great opportunity to enhance the value and messaging of a given initiative. For instance, World Bicycle Day (3 June), World Environment Day (5 June), the International Day of Sport for Development and Peace (6 April) and World Health Day (7 April) are often used by cycling and transport organisations around the world to promote the benefits of cycling. Existing milestones defined by local institutions can of course also be a good starting point.

Car-free and closed-street days are also an ideal occasion to promote active mobility. As noted by ITDP, such events generate awareness around the benefits of alternatives to motorised transport, including cycling, walking, and public transit, particularly for short trips.



POTENTIAL CHALLENGES

Car-free days and mass participation events might be challenged by local inhabitants who do not have another choice than to use a specific street. Clear communication prior the event will allow people to prepare and use alternative routes open to motorised vehicles. Also, ensuring the presence of event staff to advise motorists on site will also help avoid situations with local inhabitants unaware of the event.



LIMBURG-VALKENBURG (THE NETHERLANDS) – CREATING CYCLING AMBASSADORS

Case study examples from UCI Bike Cities & Regions

Home to major cycling events, including the Amstel Gold Race and Amstel Gold Race Ladies, over 50 cycling competitions take place in the Dutch province of Limburg each year. In 2024, a stage of the Tour de France Femmes avec Zwift will set off from Valkenburg on 14 August. In addition, some 75 mass participation cycling events attract 60,000 participants of all ages annually.

Limburg Cycling, the central organisation for cycling in Limburg, has a strategy to increase the use of (sport)bikes to benefit health and the economy. Through its culture of cycling and policy of inclusion, Limburg-Valkenburg helps promote the bike. Its programmes of competitions, recreational events, talent development, branding and school projects have attracted sponsors, enabling the creation of durable activities and events, with the support of the Province of Limburg and communities such as Valkenburg.

In 2017 the Tom Dumoulin Bike park was opened by the Dutch professional road cyclist himself just after he had won the Giro d'Italia. This bike park with hill gradients up to 20% and a 3.8 km track provides a safe environment for children and adults to ride their bikes and participate in races.

Indeed, Limburg Cycling works with professional UCI teams and their athletes, helping to instil the cycling culture among young and old. Projects have been carried out with teams such as Team DSM-Firmenich-PostNL

(formerly Team Sunweb), Team Visma Lease a Bike (formerly Jumbo-Visma) and the UCI mountain bike team of former mountain bike cross-country UCI World Champion (1995) and Olympic Champion (1996) Bart Brentjens. Together with these teams there have been (and still are) cycling clinics at schools, Ladies Only Clinics, time trial clinics and the Region is being promoted as a cycling region for all cyclists.

Activities are largely aimed at developing citizens' cycling skills and participation in competitions, but they are also rubbing off on the general population. According to Strava Metro - the largest collection of human-powered transport information in the world - bike trips in Limburg increased by more than 60% between 2019 and 2023.

TESTIMONIAL FROM **MILAN VAN WERSCH**, MANAGER AT LIMBURG CYCLING

“ We use the power of professional cycling to grow as a platform, get more participation, better results and to promote cycling in general. Limburg Cycling's ambassadors included former professionals such as Roy Curvers, Marc Lotz, Bram Tankink and former time trial UCI World Champion Tom Dumoulin. Tom Dumoulin's involvement in youth cycling started already when he was on the bike, and since he ended his career, this has only increased. We are blessed to have such a great ambassador for the sport in general and in Limburg in particular. ”

VAUD AND AIGLE (SWITZERLAND) – 2022 - THE YEAR OF THE BICYCLE

Case study examples from UCI Bike Cities & Regions

The Canton of Vaud and the towns of Lausanne and Aigle launched a cycling promotion programme called “2022, Year of the Bicycle” to coincide with the Vaud stages of the Tour de France, the 75th Tour de Romandie and the 1st women’s Tour de Romandie. In addition to the professional races, which were attended by tens of thousands of people, numerous events for the public and special initiatives were hosted throughout the year, including the promotion of the UCI Bike Region Label in 2022.

The programme included stages of the Tour de France and Tour de Romandie for men and women, a pump track tour, forums and meetings, and a “cycling dictation” in which more than 2,000 schoolchildren from the canton took part. With the announcement of a new long-term cycling promotion strategy reaching as far as 2035 for the Canton of Vaud, a legacy of “2022, Year of the Bicycle” would be created.

The Mayor of Aigle, Grégory Devaud, took advantage of this special year to underline the town’s ambition to develop cycling, in particular through its cycling master plan: “The major events we have seen this year have generated emotion and passion, but more than elite sport, the essential thing lies in the possibility of developing a genuine multi-sectoral public policy. And what better way to do that than with cycling and active mobility?”

For her part, Émilie Moeschler, municipal councillor in charge of sport and social cohesion in Lausanne, the capital of the Canton of Vaud, emphasised the extent

to which the arrival of the Tour de France in the Olympic capital provided an opportunity to experience some great sporting and popular moments. On 9 July, more than 100’000 people enjoyed both the spectacle put on by the riders and the entertainment on offer in various parts of the city. Throughout the year, a wide range of initiatives and actions were organised to promote cycling in all its forms, reaching out to and bringing together different audiences, some of whom were not necessarily involved in competitive cycling. These events have served as levers for implementing public policies, whether related to sport, mobility, sustainability or social cohesion. They have created a link between cycling and everyday cycling.

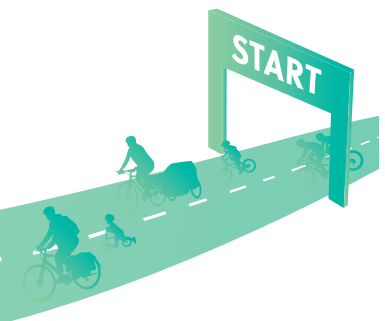
TESTIMONIAL FROM **CHRISTELLE LUISIER BRODARD**, HEAD OF THE DEPARTMENT OF INSTITUTIONS, TERRITORY AND SPORT AT THE CANTON OF VAUD

“ All the efforts made have enabled our canton to obtain the UCI Bike Region label. It also rewards the State Council’s Cycling Strategy 2035, which provides for over 40 million euros of investment to make cycling more accessible and attractive. Our commitments are also popular and sporting. The Pump track tour will continue over the next few years, and some towns, with the support of the Canton, will bid to host various UCI events by 2030, such as the 2029 UCI Gravel World Championships or the 2030 UCI Gran Fondo World Championships in Ollon. We have all the cards in place to position our canton as a welcoming place for all lovers of cycling. ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [UCI Cycling for All Side Events Toolkit](#): This UCI toolkit provides advice and recommendations for event organisers interested in developing side events that encourage more cycling in all forms.
- [British Cycling guidance](#) – Guidance from British Cycling regarding organising a cycling festival or mass participation event.



CHILDREN'S CYCLING EDUCATION

BACKGROUND AND OBJECTIVES

Children are the cyclists of tomorrow and should therefore be given special attention. Cycling from a young age on will increase children's technical abilities on a bike and safety when riding in traffic. Furthermore, children will benefit in terms of mobility, health and leisure activities. It will also boost cycling awareness for all traffic participants (children as future drivers, parents, adults) and increase the overall number of cyclists in the long term.

KEY BENEFITS AND OUTCOMES

Child cycling has the potential to deliver both health and transport outcomes. As stated by BYCS and the Bernard van Leer Foundation, "the WHO estimates that over 80% of adolescents are insufficiently physically active and this lack of physical activity starts at a young age. As a result, the earlier cities address inactivity in children - by prioritising cycling for young children and caregivers - the more likely they are to receive the benefits of a healthy and thriving adult population".

Getting children cycling at a young age is likely to be key to continued cycling throughout childhood and into adulthood. According to Bikeability in the UK, research has shown that cycling to school at age 10 strongly tracks cycling to school at age 16, suggesting that travel habits formed early in a child's school career determine how they travel throughout their time at school. Research among adults also found that adults with a strong cycling habit made less-conscious decisions to cycle for given journeys compared with those who had weaker cycling habits. This suggests the formation of cycling habits at an early age is an important factor in creating regular adult cyclists.



POTENTIAL CHALLENGES

To reach out to children directly, cycling can be promoted through mandatory school programmes as well as free, open to public events. While school programmes might reach a maximum of children, they might also come with a logistical challenge as a big number of bikes is required, having enough space to move all kids on their bikes at one time and providing bikes to all participants – among many others. Open public events come with few logistical challenges. However, they might not have the same reach.

Public authorities, who carry the responsibility for pupils' safety, may also express concerns when it comes to implementing school programmes, which may include:

- Managing big groups on bikes
- Dealing with different levels of cycling among kids from the same age
- Finding bikes for kids who do not own one
- Create an alternative programme for kids who are unable to ride a bike
- Managing parents' concerns

These concerns are legitimate and can be addressed thanks to exchanges with schools and teachers who have already implemented these types of programmes. Also, local bike clubs and police might provide staff, bikes, and expertise on how to plan such a programme. Involving parents might also allow to reassure parents.

GELDERLAND (THE NETHERLANDS) – HIGH FIVE PROGRAMME

Case study examples from UCI Bike Cities & Regions

UCI Bike Region Gelderland implemented a project to motivate 6 to 12-year-old children to walk and cycle to school, as an increasing number of children are being driven to school by their parents in the Netherlands and Belgium. Called the “backseat generation”, these children are characterised by a lack of physical activity, missing bike agility and little traffic insights. This eventually leads to being more at risk for road accidents when participating actively to traffic at a later age when going to high school. When asked why they would drive their kids to school, 25% parents identified cycle infrastructure safety, 13% that easier to drop off kids by car and 62% that it was faster.

Called “High Five”, the programme implemented in the Dutch province of Gelderland focuses on motivating children to walk or cycle to school and actively asking their parents to accompany them, to ultimately turn walking and cycling to school into a habit. With this campaign, the province of Gelderland hopes that children will practice walking and cycling at least once a week in real traffic, with their parents and caregivers. When actively participating in traffic, they exercise more, which provides health benefits and improves their ability to concentrate at school. An additional advantage is, that when children walk or cycle to school more often, the environment around the school becomes quieter and safer.

The programme is based on collecting points and includes physical “High Five” polls, an online platform with a game and web shop to redeem points, and on-site activations with the feel of an online game:

- “High Five” polls are distributed on all main, safe ways to school at 300 m to school, and allow children to collect points by scanning a bracelet attached to their backpack or key chain.

- An online platform allows children to take part in an online game to win more points as they reach new levels. However, playing the online game is only possible if children have checked in physically at a “High Five” poll that day.
- Collected points can be used to receive items or a free entry to local trampoline and amusement parks on a web shop on the online platform.
- Schools can give further incentives for their kids to participate in the project, such as 10 minutes additional playtime during the break, going for a walk during an afternoon or watching a movie in class.
- Special activations such as school visits of the online game superheroes, or weeks with double points, allow the project to be boosted after holidays or at the beginning of winter, when the risk of children dropping out of the programme is the highest.

In Gelderland, 78% of children from participating schools have created an account on the “High Five” platform and more than 110'000 high fives were scored on polls within the 6 first months of the project, corresponding to a distance of 335'973 km covered by walking or cycling and 86 tonnes of saved CO2 emissions. In average, walking and cycling increased by 67% in all participating schools during the project year and decreased to 27% the year after the project when compared to the baseline measurement before the project.

TESTIMONIAL FROM **RENS STEINTJES**, ALDERMAN OF DOETINCHEM

“ It not only solves a traffic issue, but also encourages children to go to school. We are proud of the school, the parents and certainly the children. ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [UCI Children's Cycling Education Toolkit](#): Developed with the Bikeability Trust to support the development of child cycle training programmes, this toolkit from the UCI provides practical recommendations and templates to set up similar initiatives across the globe.
- [Cycling Cities-for Infants, Toddlers and Caregivers](#): Report from BYCS and the Bernard van Leer Foundation which captures the positive connection between cycling and early childhood (0-3 years old) development.
- [Designing Streets for Kids](#): The guide from the Global Designing Cities Initiative includes design recommendations and case studies that highlight streets that are safe, enjoyable, and inspirational for children and caregivers.
- [Ride Nation Australia](#): Ride Nation is a place where the Australian cycling community can come to connect, learn, improve and have fun.
- [Bikeability](#): Bikeability is the UK Department for Transport's flagship national cycle training programme for schoolchildren in England, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today's roads.



CHAPTER 9

SUSTAINABILITY

BACKGROUND AND OBJECTIVES

Cycling represents one of the planet's great hopes to shift society towards lower or zero-carbon methods of transport and address some of the greatest threats to humanity: climate change, air pollution and premature death from inactivity. Meeting climate goals will require transformative changes in the transport sector, with the bicycle a driver for making rapid and deep emissions reductions possible.

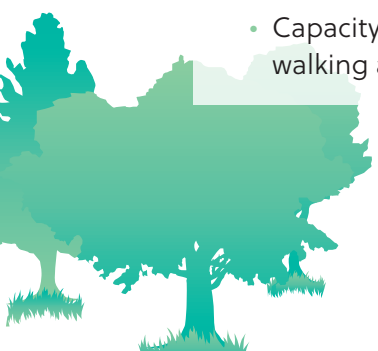
As a member of the Partnership for Active Travel and Health ([PATH](#)), the UCI joins the global community in calling on governments to give more priority and investment in walking and cycling to significantly accelerate progress on climate goals and improve people's lives. Enabling more people to walk and cycle safely is a quick, affordable and reliable way to help reduce transport emissions by as much as 50% when the following key actions are adopted in national policies and anchored in their Nationally Determined Contributions (NDCs):

- Infrastructure – to make walking and cycling safe, accessible and easy to do.
- Campaigns – to support a shift in people's mobility habits.
- Land use planning – to ensure proximity and quality of access to everyday services on foot and by bicycle.
- Integration with public transport – to underpin sustainable mobility for longer trips.
- Capacity building – to enable the successful delivery of effective walking and cycling strategies that have measurable impact.

As a matter of fact, it has been proven that switching from a car to a bicycle saves 150g of CO₂ per kilometre, e-cargo bikes cut carbon emissions by 90% compared with diesel vans and swapping the car in cities for walking and cycling even just one day a week can reduce your carbon footprint by about half a tonne of CO₂ over a year.

The UCI also recognises that our sport is a platform to reach many people worldwide and inspire them to choose more sustainable behaviours. As a signatory to the UN Sports for Climate Action Framework, the UCI is also committed to reducing the impact of its operations on the environment and collaborating with stakeholders to achieve significant changes within the sport. By taking action to embed sustainability into the sport, the cycling family will improve and contribute to the state of public health, the preservation of natural resources, the promotion of social justice, and the wellbeing of society and the economy.

Tools created by the UCI, including the [UCI Sustainability Guidelines](#) and the [UCI Climate Action Charter](#), provide cycling organisers with practical advice and guidance regarding measures to be taken to embed sustainability into event planning and delivery.



KEY BENEFITS AND OUTCOMES

The benefits of implementing sustainability in a serious and meaningful way are considerable. The top reason is simple: it is about doing the right thing and being a responsible player in society. This aligns with sport's core principles and values and is therefore a natural fit. By being proactive in adopting sustainability, the following opportunities and benefits may arise:

- **Cost savings:** Being a more sustainable organisation brings direct savings and efficiencies in resource consumption (energy, fuel, water and consumables), minimising waste and optimising the lifetime value of goods and materials through effective sourcing and re-use strategies.
- **Increased revenue:** Commercial sponsors are attracted to organisations that complement their brand identity. Strong sustainability credentials also translate to lower risk. Sports sponsorship these days is more about partnership and working together based on shared vision and values. It is rarely about unqualified support in return for brand visibility.
- **Reputation/image:** Achieving credible recognition for sustainability is a key part of building a level of acceptance and trust among local communities, public authorities, and other stakeholders. This is often referred to as one's "licence to operate" and is fundamental to the sports sector's long-term well-being.
- **Legal compliance:** Following a sustainability path should put you in a better place to identify, understand, and anticipate regulatory requirements. This is another form of cost-saving – or rather cost avoidance – and supports reputation risk management.
- **Optimising talent:** Sustainable organisations are open, diverse and inclusive. This allows people from different backgrounds, gender, and ability to contribute more effectively and bring new perspectives and ideas, which can generate a sense of engagement, greater motivation, and even pride among your people.

POTENTIAL CHALLENGES

Many organisations hold back from taking action on sustainability because they fear it will cost too much. A good sustainability programme should save you money. Improved efficiency will lower costs. Sustainable organisations can attract additional sponsorship revenue, and there are unseen benefits in reduced risks and more motivated staff.

People can be afraid to apply sustainability because they are not technical experts. However, much of sustainability relates to behaviour and ways of working: understanding process rather than having technical knowledge. Where some technical guidance is needed, don't be afraid to ask for help. The UCI has developed numerous guides and initiatives to support the cycling family with the development of sustainability plans, which are featured at the end of this section.

SAALFELDEN LEOGANG (AUSTRIA) – AT ONE WITH NATURE

Case study examples from UCI Bike Cities & Regions

Host of multiple UCI mountain bike events at its Epic Bikepark Leogang since 2010, the region of Saalfelden Leogang has been booming, but with a particular focus on the wellbeing of this pristine alpine environment. Sustainable practices include waste reduction, wildlife conservation, and initiatives to minimise the ecological impact of tourism.

As the largest bike region in Austria, with more than 90 kilometres of lines and trails across the sprawling mountain bike area of Saalbach Hingerglemm Leogang Fieberbrunn. Careful attention is given to integrate the trail network into nature as harmoniously as possible. The single trails in Saalfelden Leogang are built by hand, avoiding the use of excavators and rollers.

In 2023, Saalfelden Leogang became the third destination in Austria to be awarded the Austrian Eco-label for destinations. This independent seal of quality assesses a wide range of measures in the areas of sustainability, waste management, mobility and resource management. The region's own biomass heating plants, wood chip plants and composting facilities supply energy. Care is also taken to avoid waste. Other concrete examples of the region's sustainability initiatives include:

- Eco-Friendly Accommodation: Different accommodation options in Saalfelden Leogang undertake eco-friendly practices such as energy efficiency, waste reduction, and water conservation.

- Green Mobility: The Saalfelden Leogang Card is included with overnight stays at partner establishments. With three railway stations in Saalfelden Leogang, travelling by train is also a viable and popular option.
- Local and Organic Food: Saalfelden Leogang supports local farmers and businesses, reducing the carbon footprint associated with food production and transportation.
- Sustainable events: Saalfelden Leogang integrates multiple sustainable practices into the organisation of its events, including reusable cup usage, free use of public transport, recycling of branding materials, working with local producers and partners, and separating waste.
- Environmental awareness: the region's "Respect your boundaries" initiative aims to raise awareness of respectful interaction between humans, wildlife and nature.

TESTIMONIAL FROM **MARCO POINTER**, CEO AT SAALFELDEN LEOGANG TOURISTIK GMBH

“ At Saalfelden Leogang, we believe in the transformative power of cycling to promote sustainable tourism and improve community health. Our commitment to developing top-tier cycling infrastructure and events reflects our dedication to making cycling accessible and enjoyable for all. ”

VAL DI SOLE (ITALY) – CARBON-NEUTRAL MOUNTAIN BIKE EVENTS

Case study examples from UCI Bike Cities & Regions

In 2022, the Val di Sole Tourist Board and Grandi Eventi Val di Sole hosted a carbon-neutral event for the first time. In particular, Val di Sole has been collaborating with Climate Partner to quantify the CO2 emissions from the UCI Mountain Bike World Series event, implement a carbon reduction plan, and purchase credits to compensate for the emissions generated by the event.

The projected 272 tons of CO2 emissions from the event were calculated according to the internationally recognised Greenhouse Gas Protocol Standard. It included not only the direct emissions of the event but also those related to the overnight stays of the teams, catering, local transport and, above all, athletes' travel to Val di Sole, which accounted for 94.8% of the total emissions. After calculating the emissions, the organisers implemented the following measures to reduce the event's carbon impacts:

- use of local ingredients for the meals on site
- use of compostable cutlery and tableware
- providing meals as needed to prevent food waste
- sustainable waste management
- accommodation of the staff, athletes, and their teams close to the event venue
- only renewable energy for mains power.

In addition, thanks to the partnership with Climate Partner, the WHOOP UCI Mountain Bike World Series round offsets its carbon footprint. In 2024, Val di Sole is supporting a new project in Brazil, in a forest area located in the Rondonia State. This area acts as a safekeeper of the local biodiversity, also serving as an ecological corridor among several protected areas. The aim is to offer social empowerment by training farmers in sustainable practices and forest management, thus improving their life quality.

Val di Sole's carbon-neutral initiative was the latest in a line of actions to favour the environment over the last years. In 2019, the Pejo3000 ski area in Val di Sole became the first in the world to eliminate plastic products. To avoid waste from single-use plastic bottles, event organisers installed water fountains around the venue and encourage spectators to bring their own drink bottles. The containers remain in position all year round for community use by the MTB park and walkers.

Refillable Uno di Un Milione water bottles are provided to volunteers working at the event. [Uno di Un Milione](#) is an artistic-environmental project created by the OP Collective to protect Val di Sole's water sources. The bottles, also available for purchase by the public, connect to an interactive app providing access to itineraries for guided excursions, a map of Val di Sole's water sources, and a unique music piece inspired by the experiences lived between the sources and the water paths of the valley. Ensuring the hardest-to-reach parts of the venue are plastic-free, volunteers have a camelback to take water to marshals working out on the course. Outside the venue, the organisers have also engaged with local bars to share their commitments to eliminating single-use plastic bottles.

TESTIMONIAL FROM **LUCIANO RIZZI**, PRESIDENT AT VAL DI SOLE TOURISME BOARD AND VAL DIE SOLE GRANDI EVENTI

“ Val di Sole is well-known for its successful sporting events, but these inevitably make an impact on the environment - just think of the journeys the athletes make to get there. Over the years, we have worked hard to find solutions both to reduce this impact and to make it generally more sustainable. The collaboration with Climate Partner made us take another step in this direction, which lead us to achieve Carbon Neutrality. On this occasion, we chose to support a project for the protection of the forest heritage in Brazil, a strongly felt topic for Vermiglio and Alta Val di Sole, as well as a main one of the UN 2030 Agenda. ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [UCI Sustainability Guidelines](#): Guide from the UCI which sets out recommendations for all cycling stakeholders with practical advice and case studies, as well as detailed checklists enabling sporting organisations worldwide to integrate sustainable practices into their daily operations.
- [UCI Climate Action Charter](#): By signing this charter, organisations involved in professional cycling undertake to respect a series of eight principles in order to drastically and rapidly reduce the greenhouse gas emissions produced by our sport.
- [UCI Sustainability Hub](#): Curated list of resources to help cycling organisations of all sizes connect with guidance and information to accelerate their sustainability programmes.
- [IOC Sustainability Essentials](#): Guidelines from the International Olympic Committee (IOC) which provide valuable information in an easy-to-follow manner to help navigate the complexities of this subject and develop effective sustainability programmes.
- [Sports and Urban biodiversity](#): Guide from the International Union for the Conservation of Nature (IUCN) which identifies the opportunities for sports federations and sport venue owners and operators to develop the 7 elements essential for supporting nature in cities.
- [Make Way for Walking and Cycling](#): Report from the Partnership for Active Travel and Health (PATH) which highlights multiple benefits of walking and cycling and enormous further potential for the climate, air quality, health and well-being.
- [Active Travel NDC Template](#): Template developed by PATH to assist all national governments to be more ambitious and impactful for walking and cycling in their Nationally Determined Contributions.
- [Protected Bicycle Lanes Protect the Climate](#) : As part of ITDP's global Cycling Cities campaign and with support from the FIA Foundation, this report finds that networks of protected bicycle lanes in middle-income cities reduce greenhouse gas emissions, lower transport costs, and prevent premature road fatalities in a highly cost-effective way.



CHAPTER 10

MEASURING PROGRESS

BACKGROUND AND OBJECTIVES

Monitoring the outcome of implemented measures is a crucial component to become a UCI Bike City or Region – but also more broadly for any city or region looking to assess the impact of their cycling strategy. Monitoring of progress should include initial measurements and/or indicators as a starting point and a tangible benchmark on which to build one's strategic and targeted objectives. Assessing the progress of each strategic objective with factual data and measurements will then allow each city to monitor the effectiveness of measures and readjust if and where necessary. Furthermore, regular and publicly available progress reports enable cities and regions to illustrate to stakeholders (the local population, government officials, the media, etc.) any achievements reached and thus build public engagement and support.

A collaborative dissertation conducted for the UCI by Anna Sharaeva from Loughborough University in 2022 identifies that most traditionally used methodologies involve nation- and city-wide surveys, manual and automated counts of active travel performed by transport authorities. Popular emerging methods involve using GPS data, numerical and spatial data from mobile applications and bike sharing systems, which offer the potential to shift to creation of big data sets. Sharaeva states that the most comprehensive, close-to-reality number on cycling participation would result from the application of data fusion techniques, i.e. by combining multiple data sources such as crowdsourced app-based data, GPS, survey, roadway, land-use data, etc. By combining and comparing data sources, it is possible to achieve a close estimate of bicycle participation and reduce bias when making sustainable transport decisions. The data fusion approach is already in use by the cities most advanced in cycling data collection.

KEY BENEFITS AND OUTCOMES

While tracking the number of cyclists, use of cycling infrastructure, and the implementation of new cycling infrastructure (among many other measures) obviously helps to assess the effectiveness of projects, public reporting offers communication opportunities with the local population, political leaders and media representatives, thus enhancing the potential and longevity of cycling promotion strategies.

Many cities publish reports on cycling counts on a regular basis (for instance, bi-annually, yearly, quarterly) and benefit from media attention to ensure engagement and dialogue with the public and the media. Cities like Paris have created freely accessible online [dashboards](#) that show the figure of cyclists day-by-day or for set periods of time.

UCI Bike City Wollongong (Australia) launched a [dashboard](#) that includes further criteria which is specific to their cycling promotion strategy, which are Major event attraction, Image & Reputation, Visitation & Spend, Community infrastructure, Business & Investment, Technology & Innovation, Community Behaviour & Attitude. This dashboard allows Wollongong and its community to tailor facts and figures to their specific objectives in terms of cycling promotion.



POTENTIAL CHALLENGES

Sharaeva's dissertation states that very little academic research is done on measuring the number of cyclists; rather, most academic studies in this topic rely on industry research. Measurement of cycling participation lacks consistency (among regions and years) and data, as well as information about the variety of types (groups) of cyclists. For example, the research might not cover those who do not use mobile apps, participate in surveys or use mainly rural areas to cycle, which are not covered by automatic and manual counts.

The extensive research on cycling (mainly population-based surveys) lacks analysis of groups of cyclists, which hinders the ability of planners and authorities to target separate groups of bicycle users effectively in promoting cycling for sport and for sustainable transport. The review also identified that countries and cities differ greatly in terms of the development and promotion of everyday and competitive cycling, resulting in the number of datasets available for research and absence of data collection consistency.



COPENHAGEN (DENMARK) – THE BICYCLE ACCOUNT

Case study examples from UCI Bike Cities & Regions

The [Bicycle Account](#) is a biennial assessment of the City of Copenhagen's efforts to boost cycling, including how Copenhageners experience their city.

The Bicycle Account is addressed to Copenhagen's citizens and seeks to inspire other cities to promote cycling. For Copenhagen, the publication is an invaluable tool for making the city even more bicycle-friendly. The 2022 Bicycle Account was primarily based on 2021 and 2022 data from sources including telephone interviews with approx. 1,000 randomly selected Copenhageners, municipal traffic counts, and DTUs travel survey.

In Copenhagen's bicycle strategy 2011 to 2025 "[Good, Better, Best](#)", the city describes its recipe to become the world's best cycling city, which is based on travel time, sense of security and comfort, lifestyle and image and experiences.

The goals established as part of the 2011-2025 cycling strategy are defined as follows:

		2015	2020	2025
MODAL SPLIT	Share of all trips by bicycle to work and school in Copenhagen (2010: 35%)	50%	50%	50%
	Share of the network that has three lanes (2010: 25%)	40%	60%	80%
QUALITY	Relative to 2010, cyclists' travel time is reduced by	5%	10%	15%
	Percentage of Copenhageners that feel safe cycling in traffic (2010: 67%)	80%	85%	90%
	Relative to 2005, the number of seriously injured cyclists will fall by	50%	60%	70%
	Percentage of Copenhagen cyclists who find the cycle tracks well maintained (2010: 50%)	70%	75%	80%
	Share of Copenhageners who think that bicycle culture positively affects the city's atmosphere (2010: 67%)	70%	75%	80%

These goals are measured consistently over the whole time of the strategy's validity from 2011 to 2025.

Published every second year, the Bicycle Account assesses and guides the city in its cycling promotion mission. Figures on cycling targets, cycling Copenhageners' sense of security and satisfaction, cycling infrastructure and further key figures give insights to Copenhageners and political leaders on the current situation. Comparability over years keep the discussion alive in the public space and offer continuous opportunities for improvement.

TESTIMONIAL FROM **LINE BARFOD**, MAYOR OF TECHNICAL AND ENVIRONMENTAL AFFAIRS, COPENHAGEN

“ The City of Copenhagen is dedicated to using data to revolutionize urban cycling. By harnessing data-driven insights, we can better understand cycling patterns, improve infrastructure, and promote safer, more efficient routes for our citizens. Our commitment is to ensure that Copenhagen remains a global leader in sustainable urban mobility, where data plays a vital role in making cycling the preferred mode of transport for all. ”



ADDITIONAL RESOURCES AND LINKS TO DETAILED GUIDANCE

- [UCI Sustainability Impact Tracker](#): Tool available to help all cycling stakeholders with the measurement of their carbon emissions and SDG (Sustainable Development Goals) commitments.
- OECD Guides on measuring the impact of global events on local development:
 - ▶ [How to measure the impact of culture, sports and business events: A Guide Part I](#)
 - ▶ [Impact indicators for culture, sports and business events: A Guide Part II](#)
- [ASOIF Common Indicators for Measuring the Impact of Events](#): This report is designed to educate event professionals and provide them with a practical tool for gathering relevant data and taking impactful decisions throughout the lifecycle of events.
- [National Policies for Walking and Cycling in all 197 UNFCCC countries](#): Publication from the Partnership for Active Travel and Health (PATH) which analyses NDCs and other national walking and cycling policies and strategies in the 197 UNFCCC countries.
- [The Atlas of Sustainable Transport](#): ITDP's online data dashboard that displays indicators of sustainable and inclusive urban passenger transport.
- [PeopleForBikes City Ratings](#): PeopleForBikes' City Ratings programme scores communities worldwide for the quality of their low-stress bike networks. By comparing the best places for biking, both big and small, local leaders, decision-makers, and advocates can act on key lessons to build more safe, fun, and connected places to ride.



THE UCI

The Union Cycliste Internationale (UCI) is the world governing body of cycling, recognised by the International Olympic Committee (IOC). It was founded on 14 April 1900 in Paris (France). Its headquarters is at the UCI World Cycling Centre (WCC) in Aigle (Switzerland).

The UCI has 203 National Federations spread across five Continental Confederations.

Its primary missions – in collaboration with its members and partners – are as follows:

- to manage and promote cycling as a competitive sport in the eleven disciplines under its aegis;
- to ensure the organisation of the UCI World Championships, UCI World Cups and other UCI series (for example, UCI WorldTour and UCI Women's WorldTour) for all disciplines;
- to offer cyclists from the five continents the possibility to access the highest level thanks to solidarity programmes and an international network of training and education centres;
- to encourage the development of cycling as a healthy leisure activity and a sustainable means of transport;
- to guarantee the integrity of cycling (governance, sport, sustainable development, and equity, including gender equality, an area in which the UCI is a pioneer in the sporting world).



CONTACT

Union Cycliste Internationale (UCI)
Allée Ferdi Kübler 12
1860 Aigle Switzerland

cyclingforall@uci.ch