



UCI MOBILITY & BIKE CITY FORUM 2021

Shaping the Future of Active Mobility

26 & 27 Oct. 2021, Odense





UCI PRESIDENT'S WELCOME

On behalf of the Union Cycliste Internationale (UCI), I am delighted to welcome you to the third edition of the UCI Mobility & Bike City Forum, hosted in Odense (Denmark) in UCI Bike Region Fyn.



We are very excited to gather the cycling family once again in Denmark - one of the world's leading cycling countries - for this year's Forum, which was postponed in 2020 due to the COVID-19 pandemic. Like virtually every other global sport, the UCI's activities - in particular its calendar of competitions - were severely impacted by the pandemic in 2020. At the same time, cycling has been enjoying a worldwide boom at other levels. Large numbers of people have rediscovered the joys of cycling as an accessible recreational pursuit. Bicycle sales have gone through the roof and the industry has never been in better shape, with demand outstripping supply. As a mode of transport, cycling has enjoyed extraordinary growth, supported by public initiatives promoting two-wheeled mobility. Cycling has shown in these difficult times that it can provide solutions to the challenges faced by modern society.

The UCI is committed to playing its part in creating and implementing such solutions, not least with the launch earlier this year of its sustainability strategy, targets and comprehensive guidelines. Our Federation continues to take steps to fulfil its aims of making cycling one of the world's most sustainable sports and promoting the bicycle as a key transport mode to combat climate change, improve health and build a more sustainable future for all.

Our active network of UCI Bike Cities and Regions - which currently includes 18 cities and regions in 11 different countries - demonstrates the wide-ranging positive impact of promoting cycling amongst the population for transport, leisure, health and the environment, alongside staging international UCI events. Awarded the UCI Bike Region Label during the 2017 UCI Road World Championships in Bergen (Norway), the region of Fyn has been implementing an ambitious cycling tourism strategy called Bike Island Fyn, with the goal to become the most attractive cycling holiday destination in northern Europe.

During today's Forum, expert speakers will share valuable insights on themes such as sport tourism and socio-economic impact; infrastructures and urban planning; sustainability and climate change; as well as safe and inclusive cycling promotion.

The organisation of this Forum could not have been possible without the involvement of Destination Fyn, the Danish Board of Business Development and the Danish Cycling Federation, and we thank them all for their support.

I wish all participants an enriching and insightful Forum!

David Lappartient
UCI President

WELCOME FROM DESTINATION FYN

Welcome to the Bike Island!

It is with great pleasure that we welcome the UCI Mobility & Bike City Forum for two days of exchange, networking, and learning.

Since 2017, Fyn has been a UCI Bike Region and both on the island as well as in Odense, we are highly committed to continuously be an attractive location for cyclists, no matter if they are commuters, leisure riders, tourists, or professional racers. It is through a strategic and dedicated effort that Fyn has become known as "the bike island". Bike island Fyn is also a tourism initiative, and our ambition is to become Northern Europe's best cycling holiday destination. With more than 1,200 km of signposted cycle path, mapped routes in every region combined with the unique nature of 1,100 km coastline, nearly 100 islands, 123 mansions and many cozy market towns, Fyn is undoubtedly worthwhile exploring by bike. Accommodation and eateries are never far away and the possibility of renting high-quality bicycles and arranging luggage transport makes it easy to be a cyclist.



The tradition for cycling is strong in Odense, which in 1890 was the first Danish city to establish a cycle path. Today, no city in Denmark has more cycle paths per inhabitant than Odense and, in fact, one out of four trips in the city is undertaken by bike. Many infrastructure projects prioritise cyclists over cars, and more solutions are currently being established, as you will experience first-hand when you visit. Increasing sustainable forms of transport is key to Odense, with a goal of becoming carbon neutral in 2030. The city's mobility and urban development plans give cycling a key role, which can be seen in the many initiatives for school children, safe roads and super bike lanes. Great transport options in Odense are not just a goal in itself – they will also make way for economic growth and improved quality of life for everyone.

We are looking forward to seeing you in Odense!

Laura Raidla

Head of the Tourism Development Department at Destination Fyn

AGENDA

2021 UCI MOBILITY & BIKE CITY FORUM

TUESDAY 26 OCTOBER 2021

- 8.30 – 9.00** **Welcome coffee and participants' sign-in**
- 9.00 – 9.30** **Official welcome**
- David Lappartient - UCI President
 - Peter Rahbæk Juel - Mayor of Odense
 - Henrik Jess Jessen - Danish Cycling Federation President
- 9.30 – 10.00** **UCI Bike City Label awards**
- 10.00 – 10.30** **Opening keynote address**
- Chris Boardman - Transport Commissioner for Greater Manchester & British Cycling Policy Advisor
- 10.30 – 11.30** **Focus on sport, tourism & socio-economic impact**
- Laura Raidla & Jakob Lund Staun - Destination Fyn
 - Billy Garrett - Glasgow Life
 - Stuart Taggart - Wollongong 2022 Ltd & Mark Sleigh - Destination Wollongong
- 11.30 – 11.45** **Coffee and networking break**
- 11.45 – 12.45** **Focus on infrastructure & urban planning**
- Troels Andersen - City of Odense
 - Janene Tuniz - UN-Habitat
 - Lucas Harms - Dutch Cycling Embassy
- 12.45 – 14.00** **Lunch**
- 14.00 – 15.00** **Focus on sustainability & climate change**
- Isabella Burczak - UCI
 - Maja Leye - Flanders 2021 UCI Road World Championships
 - Mark Major - SLOCAT Partnership
- 15.00 – 15.30** **Coffee and networking break**
- 15.30 – 16.30** **Tools for safe and inclusive cycling promotion**
- Matthew Philpott - Healthy Stadia
 - Kelsey Erickson - USA Cycling
 - Lucas Snaije - BYCS

- 16.30 – 17.00 **Closing keynote address**
- Ashleigh Moolman Pasio – Professional cyclist with UCI Women's World Tour Team SD Worx
- 17.00 – 19.00 **Networking cocktail**
- 19.00 – 21.00 **Dinner for UCI Bike Cities & Regions**

WEDNESDAY 27 OCTOBER 2021

- 9.00 – 12.00 **Bike tours of Odense cycling infrastructures and initiatives (3 options)**
1. **Focus on new urban developments:** Cycling from the city centre via the cycle superhighway to Odense Campus, which is the largest city development area in Odense and includes the construction of a new hospital, a new university campus as well as apartments and office spaces.
 2. **Focus on urban transformation:** Cycling from the city centre via the cycle superhighway to Vollsmose, one of Denmark's largest deprived and challenged suburban areas, which will undergo a significant transformation.
 3. **Focus on children's cycling education:** The cycle tour will visit a cycling playground, road safety installations at schools, as well as a school to observe children's cycling programmes.
- 12.00 – 17.00 **UCI Bike City & Region network workshop**
- Networking lunch
 - Presentations by UCI Bike Cities & Regions
 - UCI sustainability workshop

DETAILED PROGRAMME

2021 UCI MOBILITY & BIKE CITY FORUM

OFFICIAL WELCOME

Opening the third edition of the UCI Mobility & Bike City Forum, UCI President **David Lappartient** will share recent measures taken by the UCI to ensure the continuous development of the sport, despite the challenging impacts of the coronavirus pandemic, and highlight progress made by the Federation in the areas of advocacy and sustainability. He will be joined by the mayor of Odense, **Peter Rahbæk Juel**, as well as the President of the Danish Cycling Federation, **Henrik Jess Jessen**.

The UCI President will also present the UCI Bike City label trophies to 2021 recipients.

OPENING KEYNOTE ADDRESS

According to **Chris Boardman**, Transport Commissioner for Greater Manchester and British Cycling's Policy Advisor, the bicycle is one of the most important machines ever invented, offering cheap, clean transport, a means to explore and to stay healthy, and usable by anyone at any age. Chris will explain why not tackling the fundamental barriers to enabling more people to cycle and less people to drive is an existential threat to the sport, particularly in car dependent countries like Britain.

FOCUS ON SPORT, TOURISM AND SOCIO-ECONOMIC IMPACT

Hosting large-scale cycling events can help a city achieve economic, tourism and social objectives, such as boosting its reputation and international media coverage, showcasing initiatives to promote cycling for transport and health, and creating new partnership opportunities with public and private entities. This session will showcase three different cities and regions which have been awarded the UCI Bike City or Region label, and the steps they are taking to create positive impact and legacies whilst hosting international cycling events.

Providing a local perspective behind the success of Bike Island Fyn, **Laura Raidla** and **Jakob Lund Staun**, from Destination Fyn, will share insights into the Danish region's event hosting strategies and wider cycling development plans.

Leading Glasgow's sporting events strategy and relationship with global sports federations, Glasgow Life's **Billy Garrett** will highlight steps being taken by the city of Glasgow to attract major World Championships, and in particular to promote the power of the bike amongst the wider population before and during the 2023 UCI Cycling World Championships taking place in Glasgow and Scotland.

As the first city in the Southern Hemisphere to join the current network of UCI Bike Cities and Regions, Wollongong's **Stuart Taggart** and **Mark Sleigh** will share the ambitious plans being implemented by the Australian city as part of the 2022 UCI Road World Championships and the Wollongong 2030 Cycling Strategy.

FOCUS ON INFRASTRUCTURE & URBAN PLANNING

Build it and they will come; a vast body of evidence - including from tactical urbanism interventions during the COVID-19 pandemic - shows that good quality cycling infrastructure leads to higher rates of cycling. A diverse panel of experts will share examples of successful infrastructure projects, and recommendations for other cities to follow.

To set the context for the bike infrastructure tours on day 2 of the Forum, **Troels Andersen** will outline some of the innovative infrastructure projects led by the city of Odense, since it became the first Danish city to establish a cycle path in 1890.

UN-Habitat's **Janene Tuniz** will present on UN-Habitat's and the UN Environment Programme's joint activities to promote and support walking and cycling initiatives in the global south.

Lucas Harms, Director of the Dutch Cycling Embassy, will get participants to *Think Big, Think Bike!* by presenting current initiatives undertaken in the Netherlands to position cycling as a transformational tool for more happy, healthy and human cities.

FOCUS ON SUSTAINABILITY & CLIMATE CHANGE

Cycling represents one of the planet's great hopes to shift society towards zero-carbon methods of transport and to address some of the greatest threats to humanity: climate change, air pollution and premature death from inactivity. This panel will present different perspectives regarding opportunities for cycling to further contribute to fighting climate change.

As a signatory of the UN Sports for Climate Action Framework, the UCI is committed to reducing the impact of its operations on the environment and collaborating with stakeholders to achieve significant changes within the sport. **Isabella Burczak** will present the UCI's new sustainability strategy and targets set until 2030.

Demonstrating how cycling events can set a blueprint for other sports to follow, **Maja Leye**, from Flanders 2021, will present the comprehensive sustainability strategy developed for the 2021 UCI Road World Championships, comprised of 14 themes and over 60 actions based on the UN Sustainable Development Goals.

With an organisational focus on catalysing new thinking and solutions for the urgent transformation of transport and mobility systems, the SLOCAT Partnership's **Mark Major** will highlight some of the transformational impacts of cycling, as of part of the global low carbon mobility transition.

TOOLS FOR SAFE AND INCLUSIVE CYCLING PROMOTION

How can we ensure that cycling, and the wider active mobility agenda, benefits users of all ages, abilities, gender identities and backgrounds? This session will highlight existing tools and initiatives which seek to strengthen the use of the bicycle across diverse populations and events.

The European Healthy Stadia Network's **Matthew Philpott** will share the key takeaways and recommendations from Healthy Stadia's updated Active Mobility Guidance, a key tool to increase provision for walking and cycling to sport venues amongst spectators and event staff.

Kelsey Erickson will share specific actions undertaken by USA Cycling as part of its commitment to implementing a series of immediate, short-term and long-term initiatives designed to encourage and facilitate an inclusive culture of equity in cycling.

BYCS believes that bicycles transform cities and cities transform the world. **Lucas Snaije** will use the framework of "human infrastructure" to share insights on soft strategies for inclusive cycling uptake, and highlight recommendations from their guide on creating "Cycling Cities for Infants, Toddlers and Caregivers."

CLOSING KEYNOTE ADDRESS

Ashleigh Moolman Pasio, a highly accomplished South African athlete riding for UCI World Tour Team SD Worx, has always had a wider vision of success, above winning on the bike: changing the very fabric of female pro cycling remains a priority which she champions on a global level. As the founder of Rocacorba Cycling, she has also taken a further step towards equality, towards sustainability and an opportunity to shape the future. This final keynote address will illustrate her vision of a sustainable future for cycling.

GUEST SPEAKERS

2021 UCI MOBILITY & BIKE CITY FORUM

TROELS ANDERSEN

HEAD OF ODENSE CYCLING PROGRAMME - CITY OF ODENSE



Troels Andersen is a senior cycling planner and head of the Odense Cycling Programme. Odense is known as one of the best cycling cities in Northern Europe and thanks to 25 years of cycling expertise, Troels has been improving numerous cyclist solutions within and around Odense. An ambitious Super Cycle Network is being developed, with more than 50% of the project already implemented. Troels is a well-known speaker at international conferences and in European cycling projects, and he has been an international cycling expert in many cities around the world.

CHRIS BOARDMAN

TRANSPORT COMMISSIONER FOR GREATER
MANCHESTER & BRITISH CYCLING POLICY ADVISOR

A former professional cyclist, Chris Boardman has been involved in Cycling Advocacy for nearly 20 years, largely through his role as Policy Advisor to British Cycling. This culminated in his agreeing to take up the post of Cycling and Walking Commissioner for Greater Manchester. Chris has recently been handed an expanded role of Transport Commissioner by Greater Manchester mayor, Andy Burnham. Chris is tasked with helping to accelerate the delivery of the Bee Network – a fully integrated transport system. Chris believes that by combining the plan for a world-class active travel network, with trams, buses, trains and taxis, the region can give people everything they need to travel around without needing to drive.



ISABELLA BURCZAK

ADVOCACY & DEVELOPMENT MANAGER - UCI



Isabella is responsible for the UCI's initiatives and partnerships with regard to the promotion of cycling for all, collaborating with cities and regions, national federations, NGOs and cycling advocacy organisations worldwide to promote the growth of cycling as both an accessible form of transport and healthy recreational activity. She also works on developing strategies to ensure elite cycling can drive and inspire wider participation, sustainable development and social impact. Isabella previously worked for the International Olympic Committee (IOC), involved in the delivery of five Olympic Games between 2006 and 2016.

KELSEY ERICKSON

EXECUTIVE DIRECTOR OF ATHLETE HEALTH AND WELLNESS - USA CYCLING



Kelsey Erickson is the Executive Director of Athlete Health and Wellness at USA Cycling since 2019. Prior to her appointment at USA Cycling, Kelsey Erickson spent nearly a decade in international anti-doping. As a student and professional at Leeds Beckett University (UK), Erickson led and supported multiple global anti-doping research projects, receiving funding from such organizations as the World Anti-Doping Agency (WADA), the International Olympic Committee (IOC) and the International Athletics Foundation (IAF). Her research focused primarily on developing evidence-based anti-doping education interventions and whistleblowing policies and procedures. To do so, she was particularly interested in raising the athletes' voice and underlining the complexity of doping and whistleblowing in sport. Kelsey's unique background paved the way for her to assume her role at USA Cycling, where she is focused on developing and implementing programs aimed at providing holistic and long-term support, development and protection to USA Cycling members. Also, fostering a welcoming and inclusive sport of cycling for all. Kelsey's career is motivated by a desire to constantly raise the bar in sporting integrity and athlete welfare practices and procedures on a local, national and international scale. Kelsey completed her BA in Psychology at Biola University (La Mirada, CA) as a scholarship student-athlete (basketball). She then received her MSc and PhD in Sport and Exercise Psychology from Leeds Beckett University (Leeds, UK) where she was a student-athlete in volleyball.

BILLY GARRETT

DIRECTOR: SPORT, EVENTS, LIBRARIES & COMMUNITIES - GLASGOW LIFE



Billy provides leadership and management for Libraries and Community Services which includes engagement and volunteering. Billy leads Glasgow Life's Sport and Major Events portfolio building on Glasgow's position as one of the world's top five sporting cities, Billy is responsible for managing one of the most significant public sport services in the UK. One of his key roles is to direct Glasgow's sporting events strategy, including working with global sports federations to attract major European and World Championships. Billy was the strategic lead for the city's delivery of the inaugural 2018 European Championships; a major multi-sport event in partnership with Berlin which was seen by a global TV audience of 280m. He also led the highly successful European Indoor Athletics Championships in 2019; the LEN European Short Course Swimming Championships in 2019; the UEFA EURO 2020 football tournament which took place in June 2021 (Hampden Park in Glasgow was one of 13 host destinations) and is leading on the first ever combined UCI World Cycling Championships due to take place in Glasgow in 2023. His remit also includes overseeing Glasgow's wider Major Events strategy and the implementation of the city's unrivalled portfolio of annual and one-off cultural events.

LUCAS HARMS

DIRECTOR - DUTCH CYCLING EMBASSY

Lucas is responsible for the strategic development of the public private partnership, as well as the operational and financial activities of the Dutch Cycling Embassy. Under the delegation of the board, he manages the daily office and the team and coordinates, together with the project coordinators, the Embassy's various projects that result from incoming requests from all over the world. Lucas has a background in urban geography and more than 15 years of research in various roles, focusing on urban planning and sustainable urban transportation. Formerly he has been affiliated to the Urban Cycling Institute (UCI) of the University of Amsterdam and has worked at the Netherlands Institute for Transport Policy Analysis and the Netherlands Environmental Assessment Agency. With his experience and extensive network, Lucas and his team supports public and private organisations in creating the best conditions and solutions for cycling to flourish in countries and cities around the world.



MAJA LEYE

SUSTAINABILITY MANAGER - FLANDERS 2021



Maja Leye is the Sustainability Manager at Flanders 2021. She was appointed by the organising committee to develop a sustainability plan for the 100th edition of the UCI Road World Championships, as the region of Flanders set sustainability as one of the core values of this event. For the first time in history, the UCI Road World Championships has an extensive sustainability plan, which includes the measurement of its CO2 impact and the publication of a sustainability report. Maja has been working at Flanders Classics for nearly ten years, in the role of Senior Project Manager, and organises the Flanders Classics road races (o.a. Tour of Flanders). In 2019, she was a member of the local organising committee during the Belgian Road Championships in Gent and in 2021, for the UCI Road World Championships in Flanders. As she is very passionate about women's cycling, she launched in 2020 - along with CEO Tomas Van Den Spiegel - "Closing The Gap", an ambitious plan to raise the Flanders Classics women's races and women's cycling in general to a higher level.

MARK MAJOR

SENIOR ADVISOR - SUSTAINABLE LOW
CARBON TRANSPORT (SLOCAT) PARTNERSHIP



Mark Major provides strategic advice to the SLOCAT Partnership, in particular in relation to their work on climate change and urban mobility. Previously Mark was the Team Leader for Sustainable Urban Mobility for the European Commission based in Brussels and was also a transport negotiator for the EU in the United Nations Framework Convention Climate Change, International Maritime Organisation and UN Commission on Sustainable Development processes. Since 2015 Mark has also been working as an independent expert supporting countries' (e.g. Morocco, Costa Rica, Mexico, Chile) transport decarbonisation strategies. From 2003 – 2014 he was a Visiting Professor at the Chinese Academy of Transport Science (Ministry of Transport) in Beijing. Mark has an MBA in International Management from the American Graduate School of International Management (USA) and a Bachelor's degree (with Honours) in Civil Engineering from Oxford Polytechnic (UK). Mark speaks English, French and Spanish and is based near Girona in the north of Spain. Cycling has been a consistent and joyous part of his daily life since he was six.

ASHLEIGH MOOLMAN-PASIO

PROFESSIONAL CYCLIST – UCI WOMEN'S WORLD TOUR TEAM SD WORX



Ashleigh Moolman is a professional cyclist, Olympian, Commonwealth Games Medallist, podium finisher at the Giro Rosa, La Course, Flèche Wallonne, multiple South African National Champion and one of the most consistent riders in the women's peloton. Ashleigh is the current women's eSports World Champion, and races for the #2 ranked team in the world (SD Worx). Ashleigh has a degree in Chemical Engineering from the University of Stellenbosch and is founder of Rocacorba Cycling, a cycling tourism and hospitality business based in Girona, Spain. Ashleigh is well respected in the cycling industry for her foresight and considered opinions on women's cycling and cycling as a sport/industry in general.

MATTHEW PHILPOTT

EXECUTIVE DIRECTOR - HEALTHY STADIA

Matthew is responsible for Healthy Stadia's strategic direction and partnership development, including the organisation's role as UEFA's Social Responsibility Partner for Health and Wellbeing. Matthew has delivered numerous EU funded health programmes and work packages for Healthy Stadia over the last 10 years, and was responsible for setting up Healthy Stadia as a legal entity. Prior to this, Matthew worked in the private sector in social marketing and communications, including the national 'Healthy Schools' programme for England and Wales. The early part of Matthew's career was as a post-doctoral research at University of Warwick, gaining a PhD in Philosophy and Psychology in 2001.



LAURA RAIDLA

HEAD OF THE TOURISM DEVELOPMENT DEPARTMENT - DESTINATION FYN



Laura is Head of the Tourism Development Department at Destination Fyn, where their main focus is on developing ready to go leisure experiences for Fyn and the islands. Cycling tourism – together with other outdoor tourism – is one of the main focus areas, and the organisation continuously strive to develop new cycling experiences on Fyn and the island through the Bike Island Fyn initiative. Sustainability is another key area where she strives to ensure that all visiting tourists leave Fyn with a positive impression.

MARK SLEIGH

GENERAL MANAGER - DESTINATION WOLLONGONG

Mark is the General Manager of Destination Wollongong, the organisation charged with delivering the UCI Bike City programme on behalf of the city. A passionate Wollongong local, Mark champions the role visitors play in a vibrant and diverse local economy and the importance of collaboration and all parties working together to ensure the long-term success of the region.



LUCAS SNAIJE

RESEARCH & ADVOCACY MANAGER - BYCS



Lucas Snaije manages research and advocacy initiatives and research for BYCS, a global not for profit organisation supporting community-led urban change through cycling. Prior to BYCS, Lucas worked in various capacities for the academic and non-profit sectors in Los Angeles and Montreal, focusing on urban governance and transportation futures. With a background in anthropology and urban geography, he is passionate about engaging diverse stakeholders on transportation cultures, mobility justice, and participatory processes.

JAKUB LUND STAUN

HEAD OF EVENTS - DESTINATION FYN

Jakob has been engaged with the planning, hosting and promotion of international sports events for 10 years. Since 2015, he has been the Head of Events at Destination Fyn, covering 10 Danish municipalities on the island of Fyn. Hosting high profiled sports events on Fyn is a means to branding Fyn and the respective host cities as a vibrant and dynamic destination/city – as well as generating tourism turnover during the event. Furthermore, Destination Fyn – in close cooperation with partners in the Business Region Fyn – aims at maximising local companies' business potential in legacy programmes simultaneously with the respective events.



STUART TAGGART

CEO - WOLLONGONG 2022 LIMITED



Stu Taggart is CEO of Wollongong 2022 Limited, the Local Organising Committee responsible for the delivery of the UCI World Road Championships in Wollongong in September 2022. The UCI Road World Championships are owned and promoted by the world governing body for cycling, the Union Cycliste Internationale (UCI) and is one of the biggest annual sporting events in the world. Stu is a specialist on the future of sports, events, media and entertainment with an extensive domestic and international industry network.

JANENE TUNIZ

ASSOCIATE URBAN MOBILITY OFFICER - UN-HABITAT

Janene Tuniz is an Urban Mobility officer for UN-Habitat in the Global Solutions Division, Urban Basic Services, based in Nairobi, Kenya. Janene recently joined the UN-Habitat team. UN-Habitat offers a comprehensive package of knowledge, advocacy, and technical assistance to support national governments and local authorities in the development and implementation of sustainable urban mobility plans and investment strategies. Previously, Janene worked as a project Manager for the Share the Road Programme at the UN Environment Programme. Her work focused on the environmental, road safety and accessibility benefits of investing in walking and cycling. Janene has managed projects mostly in the Global South centred on the needs of vulnerable groups and their relationship with the implementation of low greenhouse gas and sustainable transport strategies. Janene is an internationally accredited mediator. She holds an LL.M. in Law and Sustainable Development from the University of Milan and a Bachelor of Law from the University of Pretoria.



PRACTICAL INFORMATION

THE CITY OF ODENSE

Odense is situated on the island of Fyn, right in the heart of Denmark, and is the country's third largest city. The city is one of Denmark's oldest, granted town rights in the year 988, and was originally named Odins Vé, as a place of worship for the Nordic god Odin. It was once the site of a Viking ring fortress on the banks of the Odense River. Due to this rich history, it has for centuries been a favorite destination for visitors. Today, it is well known as the hometown of the celebrated author Hans Christian Andersen. A brand-new museum and experience universe to honor him has just opened in the summer of 2021. The city invites guests to wander its cozy cobblestone streets with shops, rows of cafés and parks along the banks of the river. Everything is within comfortable walking and cycling distance, creating an intimate infrastructure and feeling of security.

A leading cyclist city in Denmark, an ambitious urban development plan is currently reshaping Odense's layout, with the installation of an environment-friendly tramway. This will further cement Odense's position as a green city giving priority to pedestrians, cyclists and other green means of transport. As the Danes are in general, the citizens of Odense have a strong interest in cycling as more than a way of transport. Fyen Rundt is the world's third-oldest cycling race, attracting more than 1,500 amateurs and UCI riders each year. The newly refurbished cycling track Thorvald Ellegaard Arena attracts many races as well as spectators, while the forests and dirt tracks around the city are a favourite playground for mountain bikers. And neighbouring town Bogense hosted the 2019 UCI Cyclo-cross World Championships.

Odense is a centre of innovation, knowledge and education, where strong clusters in the fields of robotics, drones, health technology and IT are booming. In Odense there is a unique and very strong collaboration between the city of Odense, the University of Southern Denmark and Odense University Hospital. This collaboration is a main factor behind the city's status as one of the centres of knowledge and education in Denmark. Within the next few years, the strong profile of Odense as a city of education and science will be confirmed and enhanced even further through the establishment of a brand-new university hospital linked to the University of Southern Denmark and a new science park.

Since Fyn is known as Denmark's garden, Odense offers a wide selection of local culinary specialties, not least (a variety of) fresh vegetables, the classic *rygeost* (smoked cheese) and the famous *brunsviger* cake. Many of the city's restaurants reflect this culinary diversity in their wide selection of both local and international cuisine.

Find more information at <https://www.visitodense.com>

CONFERENCE VENUE

The Forum will be held at the **ODEON**, a state-of-the-art culture house and conference centre opened in 2017 in the heart of Odense. The grand hall hosts shows, concerts and plays with space for a crowd of up to 1,750 persons, making it one of Denmark's largest venues.

OFFICIAL ACCOMMODATION

Right next door to the ODEON is the **Comwell H.C. Andersen Hotel**, with 157 newly furnished bedrooms, offering comfortable and central accommodation for the Forum. Comwell offers a special room rate for all Forum participants, by booking via +45 66 14 78 00 or hotel.odense@comwell.com with the booking code 5828016.

In 2019, 2020 and 2021, Comwell was voted the most sustainable hotel chain by Danish consumers, underlining Comwell's sustainability work. The H.C. Andersen Hotel is Green Key certified, has The Organic Cuisine Label and has received the Refood certification for its efforts to minimize food waste.

TRAVEL INFORMATION

Trains from Copenhagen Airport

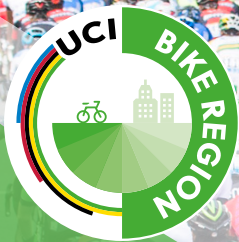
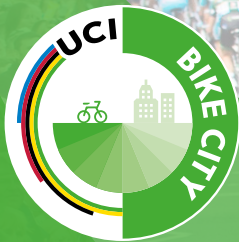
Having exited the baggage claim area, you find yourself in the arrival hall of Copenhagen Airport. Walk straight ahead and you will reach the train tracks. Just before the tracks, there are ticket vending machines and a vending booth. All trains towards Odense depart from platform 2. Take the IC or ICL trains in direction of Aalborg/Aarhus. They all stop in Odense with a travel time between 1.5 and 2 hours.

From train station to ODEON and Comwell H.C. Andersen Hotel

The ODEON and Comwell H.C. Andersen hotel are situated right in the heart of the historic city centre of Odense, just 500m from the train station. Upon exiting the main entrance of the train station, cross the street, turn left and continue for 200m. When you reach the Netto supermarket, turn right and walk along the white building, take a left and you will be at the main entrance of ODEON. The red building on the opposite side of the cobblestone square is Comwell H.C. Andersen Hotel.

HEALTH AND SAFETY PROCEDURES

All information about traveling to and from Denmark and the latest updates on the COVID-19 situation can be found on the Danish authorities' website: <https://en.coronasmitte.dk/>. All relevant details regarding COVID-19 safety measures will be provided to participants in advance of the event.



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.

The long-term aim is to develop a global network of UCI Bike Cities and Regions, creating examples around the world of how cities can maximise the impact of sport to help create better, safer cities for all people on bikes, regardless of their age, level of fitness or cycling activity.



MORE INFORMATION

[UCI Bike City Label](#)

CONTACT

cyclingforall@uci.ch

UNION CYCLISTE INTERNATIONALE

The Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms, for all people as a competitive sport, as a healthy recreational activity, as a means of transport, and also just for fun. It represents, for sporting and public institutions alike, the interests of 197 National Federations, five Continental Confederations, more than 1,500 professional riders, more than a million licensed competitors, several million cycling enthusiasts and two billion bicycle users all over the world.

THE UCI BIKE CITY LABEL NETWORK

The UCI Bike City Label network currently includes of 18 cities and regions which are united by a common commitment to develop and strengthen cycling in all forms – as an elite sport and as an everyday form of transport and leisure.

BERGEN - NORWAY

The Norwegian host town of the 2017 UCI Road World Championships, the coastal city has a focus on cycle infrastructure investment and kids cycling programmes.

COPENHAGEN - DENMARK

Copenhagen received the first UCI Bike City Label in 2008. 49% of trips to work and school are made by bike and the city is using cycling to become climate neutral by 2025. It hosted the 2011 UCI Road World Championships and 2010 UCI Track World Championships, and UCI BMX and Track World Cups.

DRENTHE - THE NETHERLANDS

Drenthe has a target to increase bike use by 20% and become the healthiest province in the country by 2020. Drenthe hosted the 2019 UCI Para-cycling World Championships and the 2018 UCI Para-cycling World Cup.

FAYETTEVILLE – USA

Fayetteville will host the 2022 UCI Cyclo-Cross World Championships and has also been investing heavily in Cyclo-Cross with a series of events that started in 2019 with FayetteCross. Fayetteville's Active Transportation Plan endeavours to connect trails to within a ½ mile of every Fayetteville resident and reach 15% in active transportation mode share.

FLANDERS - BELGIUM

Flanders welcomes the UCI Cyclo-Cross World Championships and UCI Road World Championships in 2021. Its network of cycling highways includes 119 individual routes and a total of 2650 km, with Flanders residents using their bike for 16% of their daily trips.

FYN - DENMARK

Promoting itself as a Bike Island 2020, Fyn aims to become the most attractive cycle holiday destination in northern Europe. Hosting a Telenet Cyclo-Cross World Cup round in 2017, Bogense also welcomed the 2019 UCI Cyclo-cross World Championships.

GELDERLAND - THE NETHERLANDS

Hosting the 2021 UCI BMX World Championships in Papendal, Gelderland also welcomed the 2018 UCI Track Cycling World Championships in the city of Apeldoorn. Home to a tourist cycle network of 6000km, 90% of the region's 1200km roads have segregated cycling infrastructure.

GLASGOW - SCOTLAND

Glasgow and Scotland will host the first ever UCI Cycling World Championships in 2023, with a strong legacy component. Aiming to have 10% of everyday journeys to be made by bike by 2020, 10% of the transport budget is spent on active travel.

HEUSDEN-ZOLDER - BELGIUM

Heusden-Zolder regularly hosts rounds of the Telenet UCI Cyclo-cross World Cup and UCI BMX World Cup. In 2019, it hosted the UCI BMX World Championships. Cycling initiatives focus on inclusive cycling, new bicycle routes, and events hosted on the Circuit Zolder race track.

LIMBURG-VALKENBURG - THE NETHERLANDS

Five UCI Road World Championships and the 2018 UCI Cyclo-cross World Championships have been organised in the city of Valkenburg. The region is home to the Tom Dumoulin Bike Park and has a bike share target of 27% by 2022.

PARIS - FRANCE

Planning to use the hosting of the Olympic Games in 2024 to inspire more cycling, the French capital is working to reach a modal share for cycling of 15% by 2020. Supported by €150m, the city is creating a system of 1400km of cycleways and organises numerous car-free events.

SAINT-QUENTIN-EN-YVELINES - FRANCE

The city organised the 2015 UCI Track World Championships and several UCI BMX Supercross and Track World Cups. Over 400km of bike lanes are found in St-Quentin, which will host several disciplines and Cycling for All initiatives during the Paris 2024 Olympic Games.

SAKARYA - TURKEY

Sakarya hosted the 2020 UCI Mountain Bike Marathon World Championships, 2021 UCI Mountain Bike Marathon Series and a UCI BMX World Cup. It has a 10-year action plan to become a city that ensures bikes are used more actively in transportation, encourages people to lead healthier lives, and promotes a cycling culture.

TIROL - AUSTRIA

Host of the 2018 UCI Road World Championships, 800km of cycling routes can be found across this region. Cycling holds an 11% modal share, and €60 million is spent on cycling projects, including the promotion of cycling tourism.

VAL DI SOLE - ITALY

With a strong focus on off-road events, Val Di Sole has hosted several UCI World Championships and UCI World Cups in Mountain Bike, Trials and 4X, and will host the 2021 UCI Mountain Bike and Trials World Championships. Its multi-year strategy for cycling aims to increase bike usage by 15 to 20%.

VANCOUVER - CANADA

A city where cycling is the fastest growing mode of transport, Vancouver aims for 2/3 of all trips to be made by cycling, walking and transit. 45% of the transport budget is spent on active travel, and the city had planned to host the 2020 UCI Gran Fondo World Championships.

WOENS DreCHT - THE NETHERLANDS

Hoogerheide has a long history as part of the UCI Cyclo-cross World Cup and will host of the 2023 Cyclo-cross World Championships. The community of Woensdrecht developed its 2016-2020 cycling plan to strengthen cycling opportunities amongst all residents and visitors.

WOLLONGONG - AUSTRALIA

Wollongong will host the 2022 UCI Road World Championships. Wollongong's Cycling Strategy 2030 sets out a 10-year vision where cycling is a preferred transport option. In partnership with AusCycling's Ride Nation programme, Wollongong has developed a broad-based cycling skills and education programme, which will see over 10,000 and instructors students trained.

YORKSHIRE - GREAT BRITAIN

Yorkshire welcomed the 2019 UCI Road World Championships. Hosting the 2014 Tour de France Grand Départ inspired this region to deliver a wide range of cycling legacy projects, with a clear vision to make "more people cycle more often" across the 22 Local Authorities.