



BID GUIDE
**2031 UCI CYCLO-CROSS
WORLD CHAMPIONSHIPS**

1 FOREWORD FROM UCI PRESIDENT DAVID LAPPARTIENT

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

Each year, cyclo-cross specialists have just one chance to win that precious jersey: at the UCI Cyclo-cross World Championships.


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

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

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

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

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



David Lappartient
UCI President



2 A BIT OF HISTORY

The origin of cyclo-cross is uncertain. Some say that in order to travel from "A" to "B" as quickly as possible, bike-riding soldiers cut across fields, carrying their bikes to clear fences and streams. Others believe it stemmed from a group of hardcore cyclists keen to introduce a fun alternative to road cycling.

For years, cyclo-cross was an important part of preparation for some of the greatest road cyclists. The first World Championships, held in 1950, were won by Jean Robic, who also triumphed in the Tour de France.

Initially popular mainly in France, Belgium and the Netherlands, cyclo-cross has now become more widespread: in recent years the discipline has taken a strong hold in many countries including Great Britain, Italy, Japan, the Czech Republic, Germany, Switzerland, the USA, Canada and Australia.

Each year, cyclo-cross fever starts building at the end of summer, and gains momentum through the autumn and winter seasons.

The difficult weather conditions, the intensity of the races, the pain that can be read on the riders' faces have contributed to the legend of this discipline.



1920s
FIRST
INTERNATIONAL
RACES



1950
INAUGURAL
WORLD
CHAMPIONSHIPS



JANUARY
HIGHLIGHT
OF THE
SEASON



**DIFFICULT
WEATHER
CONDITIONS**

ORGANISERS OF THE UCI CYCLO-CROSS WORLD CHAMPIONSHIPS:

2025 : Liévin (FRA)

2026 : Hulst (NED)

2027 : Ostende (BEL)

2028 : Hoogerheide (NED)

2029 : Treviso (ITA)

2030 : Namur (BEL)

THE ADVANTAGES OF HOSTING A UCI EVENT

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

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



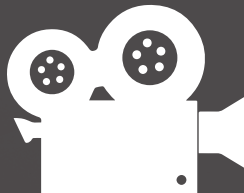
**BOOST
THE REPUTATION
OF YOUR REGION**



**SHOWCASE
YOUR INITIATIVES
FOR DEVELOPING
THE BICYCLE**



**INCREASE
LOCAL ECONOMY
ACTIVITIES**



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



**PROMOTIONAL PLATFORM
FOR YOUR CITY/REGION**



4 SPORT & COMPETITIONS IN NUMBERS



3 DAYS
OF COMPETITION
(ON A WEEKEND)



300 ATHLETES
INCLUDING 25 TO 30
NATIONS



~ 1 800
ACCREDITATIONS



PROGRAMME

- DAY 1:** TEAM RELAY
- DAY 2:** WOMEN JUNIOR, MEN UNDER 23 AND WOMEN ELITE RACES
- DAY 3:** MEN JUNIOR, WOMEN UNDER 23 AND MEN ELITE RACES



MEDIA IN NUMBERS



**~200 MEDIA
ACCREDITATIONS**



**50 M VIEWERS
THROUGH 20 BROADCASTERS**



**80 COUNTRIES
COVERED**

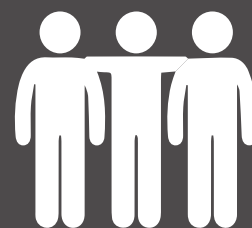


KEY FACTS & ECONOMIC IMPACT

(BASED ON BOGENSE 2019)



3.6 M
GROSS VALUE ADDED
IN THE REGION



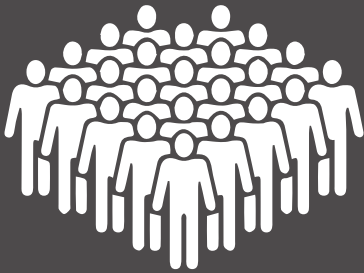
84 FULL TIME
JOB GENERATED
(~1 YEAR)



VISITORS
SPENT 2.7 M €
IN THE REGION
INCLUDING 1.2 M €
ON ACCOMMODATION

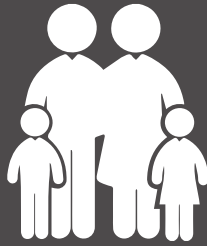
ATTRACTIVITY FOR FANS & TOURISM

(BASED ON BOGENSE 2019)



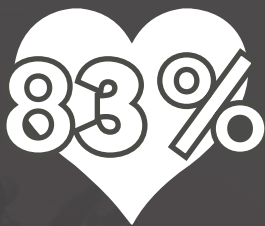
15,000 SPECTATORS

ATTENDED THE EVENT
INCLUDING 10,100 UNIQUE
SPECTATORS



3 DAYS

AVERAGE STAY FOR
INTERNATIONAL VISITORS



83% NON-LOCALS

VISITORS SAID THEY WILL COME
BACK TO THE REGION



1.8 M IMPRESSIONS

EXCHANGED ON X
THROUGH 12,000 TWEETS

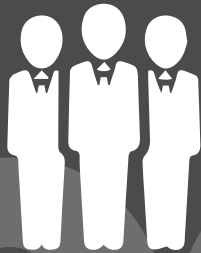




RESPONSIBILITIES

SERVICE PROVISION	ORGANISER	UCI
Organisation of the UCI Cyclo-cross World Championships	✓	
Coordination of UCI Cyclo-cross World Championships		✓
Organisation Guide		✓
Staff before, during and post event	✓	✓
UCI Technical Delegate		✓
International Commissaires panel		✓
UCI Cyclo-cross World Championships label & guidelines		✓
Press service and worldwide promotion of the event	✓	✓
Start and Finish structures		✓
Event backdrops	✓	✓
'One-year to go' presentation at the preceding World Championships	✓	
Implementation of UCI partners		✓
Implementation of OC partners	✓	
Accreditation system and delivery		✓
Live TV Production	Cf. appendix D	
Timekeeping and TV Graphics		✓
Organisation of anti-doping controls and its related costs	✓	✓
Post-event reports and TV analysis		✓
UCI World champion jerseys & medals		✓
Prize money to riders		✓
Local promotion	✓	
TV distribution		✓
Visa for all stakeholders of the event	✓	

ORGANISER REVENUES



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



100% TICKETS
SALES OF THE EVENT



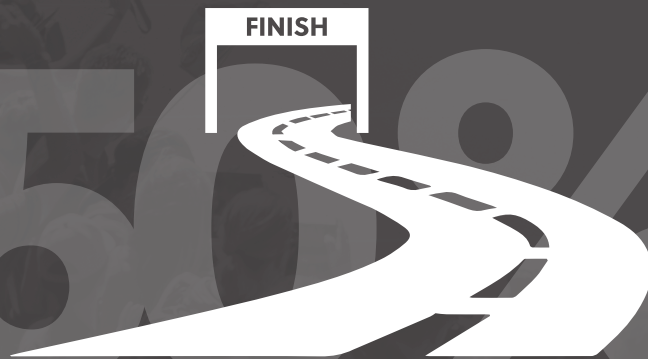
100% FOOD & BEVERAGE
ON SITE



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



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



50% OF OVERALL
MARKETING RIGHTS

10 BIDDING PROCESS CHRONOLOGY : A ONE-YEAR CYCLE



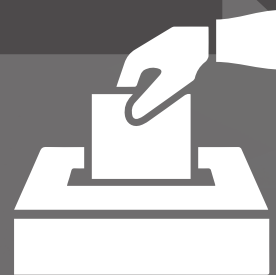
DECEMBER
LETTER OF INTENT



JANUARY
BID FEE &
BID DOCUMENT



JUNE
CONTRACT
SIGNATURE



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

BIDDING DOCUMENTS : CONTENTS & REQUIREMENTS

1. SITE

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

2. COURSE MAP / ROAD BOOK

3. COURSE DETAILS

- Type of race
- Safety plan
- Mechanical assistance

4. SCHEDULE

5. OFFICIAL HOTEL

6. SAFETY

- Map showing the central medical post, medical posts along the course, ambulance access, hospitals etc.

7. DETAILED BUDGET

(use the UCI template in Appendix J)

8. SUPPORT & APPROVALS

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

1 UCI MANAGEMENT COMMITTEE DECISION : CRITERIA

EVENT DELIVERY

- Logistics: accessibility of the area
- Legacy / cycling development plans
- Overall event sites
- Circuit features: attractive images - technical

SPORT ATTRACTIVENESS

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

FINANCE

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

RESOURCES

- Political risk: stability - elections
- Relations with UCI: multi-year events plan
- Organiser experience
- Stakeholders' commitment
- Sustainability strategy



13 APPENDICES

A.	BUSINESS MODEL	15
B.	EXPENSES COVERED BY THE UCI	16
C.	MARKETING AND SPONSORSHIP RIGHTS	17
D.	TV PRODUCTION AND ELECTRONIC MEDIA RIGHTS	20
E.	EVENT MERCHANDISING	21
F.	COMMUNICATION & PROMOTION	22
G.	VIP HOSPITALITY	23
H.	SPORTS REQUIREMENTS	24
I.	GOVERNMENT SUPPORT	25
J.	SECURITY	26
K.	UCI OFFICIAL HOTEL AND MEETINGS	27
L.	ANTI-DOPING REQUIREMENTS	28
M.	ORGANISER BUDGET	29
N.	EVENT LEGACY	30
O.	SUSTAINABILITY	31



APPENDIX A : **BUSINESS MODEL**

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

UCI FEE PER EDITION: CHF 500,000.-*

*amount without TV production

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

BANK GUARANTEE

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

CONTRACT SIGNATURE

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

APPENDIX B : EXPENSES COVERED BY THE UCI

THE UCI COVERS THE FOLLOWING EXPENSES

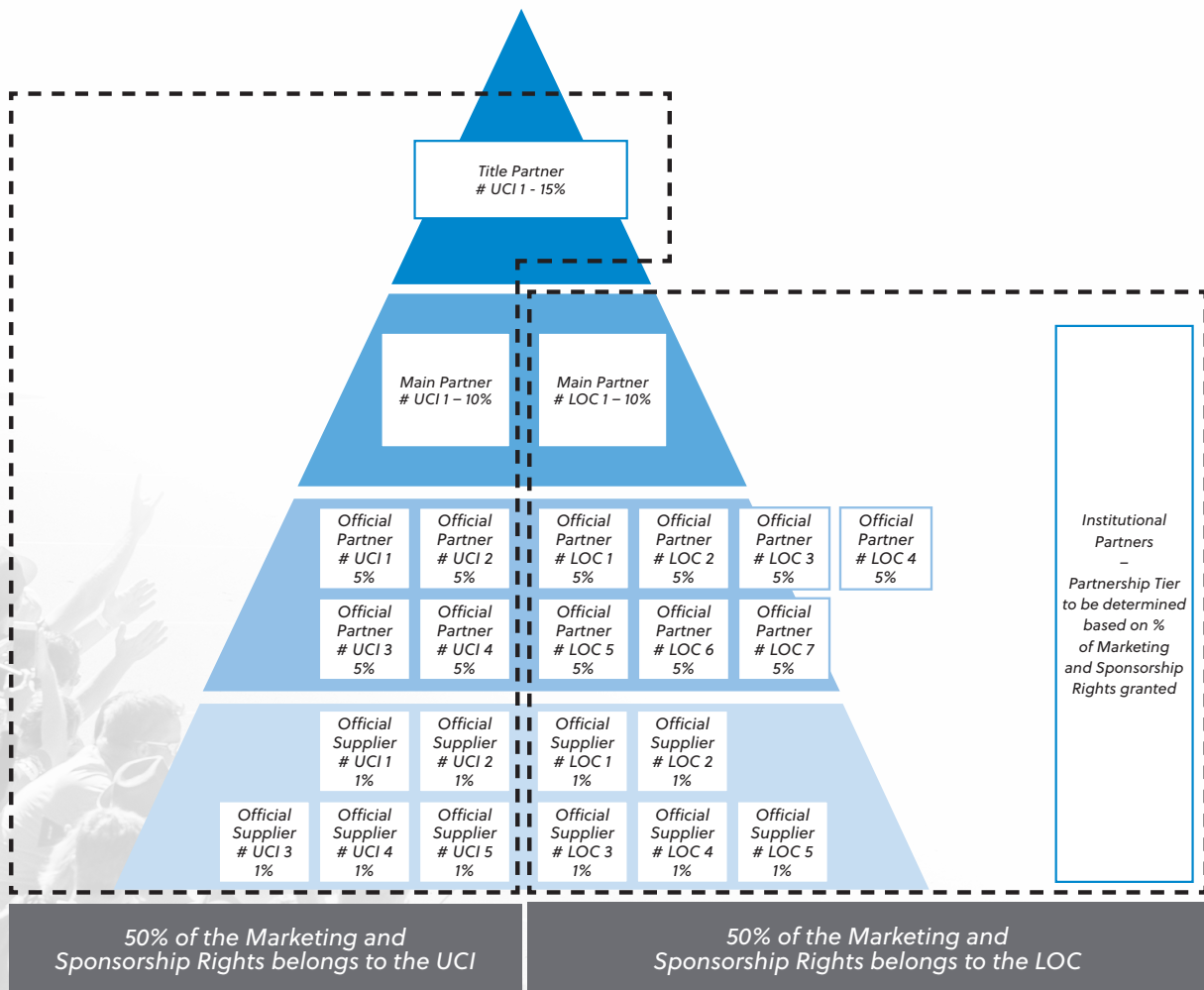
- Presence and travel of the UCI, ITA staff and Officials: Doping Control Officers, International Commissaires, Technical delegate, Implementation staff, Timing staff, UCI Doctor and UCI staff*
- Site visits
- Accreditations
- Medals and UCI World Champion jerseys
- Prize money
- Blood tests and anti-doping analyses performed by an accredited World Anti-Doping Agency (WADA) laboratory
- Timing service and TV graphics service
- UCI partners' dedicated branding
- Photographers & TV broadcasters' bibs
- One international announcer
- UCI flags and UCI banners
- Finish and commentator truck
- Start poles (the stickers for the branding of these structures have to be provided by the Organiser, in accordance with the UCI Visual Guidelines.)
- Structure for the following backdrops: podium, press conference, flash interview (the stickers for the branding of these structures have to be provided by the Organiser, in accordance with the UCI Visual Guidelines.)

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

APPENDIX C : MARKETING AND SPONSORSHIP RIGHTS

PERCENTAGE OF VISIBILITY AND MARKETING STRUCTURE

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



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

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

RESERVED PRODUCTS/SERVICES CATEGORIES

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

- Timepieces and all kind of watches (digital and analogue), as well as all wrist worn devices which incorporate timing as a function of the device such as smartwatches or activity trackers, clocks, countdown clocks, jewellery pieces with a time piece included as well as any other equipment where timing is a function of the device, timing, timing system, scoring and scoreboard equipment;
- Bicycle-shoes, bicycle components, pedals, rims, wheels, handlebars and stems (except forks, saddles, feeding bottles and tyres), connected cycling components (solely limited to the list of products herein and power meters); e-components (motor, drivetrain, switch unit, computer display and battery);
- All kind of specific / technical cycling clothes, namely cycling jerseys, bib shorts, gloves, socks, caps, skinsuits, thermo vests and raincoats;
- Telecommunications (mobile and fixed telephony, VoIP, Internet Provider, Internet Webhosting, telecom equipment, television, IPTV, OTT content provider, direct or online Telecom points of sales, email providers, instant messaging, video conferencing);
- IT (anything related to data processing including computing technologies, hardware, software, network providers, etc.);
- Beer;
- Drones;
- Truck, Car, Motorbike (50m3 and more), Electric Motorbike and all motorized transportation means by road;
- Bobble hats, beanies, bucket hats, woolly gloves, scarves, socks to the exclusion of any other product. For the sake of clarity, Products refers to non-technical clothing only.

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

ORGANISER'S PARTNERS

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

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

MARKETING AND SPONSORSHIP INVENTORY

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

- Boards and banners on course
- Start and finish arches on course
- Inflatable items along the course
- Steps and obstacles on course
- Backdrops and structures
- Official communications (program, result list, etc.)
- Public announcements by speaker
- 30-second clip played on giant screen
- Digital visibility
- Expo area
- Event tickets
- VIP hospitality

IMPLEMENTATION OF VISIBILITY

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





APPENDIX D : TV PRODUCTION & ELECTRONIC MEDIA RIGHTS

TELEVISION PRODUCTION

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

Two options are available for the production of the event:

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

ELECTRONIC MEDIA RIGHTS

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

MEDIA DISTRIBUTION

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



APPENDIX E : EVENT MERCHANDISING

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

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

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

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

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

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

PRODUCTS EXCLUSIVITY – CYCLING CLOTHES, WATCHES, BOBBLE HATS AND WOOLLIES

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

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

APPENDIX F : **COMMUNICATION & PROMOTION**

The Organiser will have to ensure the promotion of the event, via a Communication and Promotion plan to be defined in collaboration with the UCI. The UCI will also promote the event on its owned platforms and channel. Visuals and contents coming from the Organiser for both above / below-the-line communication will be validated by the UCI.





APPENDIX G : VIP HOSPITALITY

The VIP hospitality is a significant opportunity to generate revenues for the Organiser. The UCI family should have access to the highest level of hospitality. The VIP area cannot be divided into several parts, it must be only one area. The VIP area should be located near the finish line in close proximity to the event venue/race action. As a VIP guest, it is important that the experience in that space be premium.

150 tickets must be delivered to the UCI per day

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





APPENDIX H : SPORTS REQUIREMENTS

A CLOSED CIRCUIT

- 2.5km to 3.5km in length
- Double pit area
- Start area: at least 6m wide to accommodate 8 lanes of 75cm each.
- Finish area: at least 6m wide
- Rest of the course: minimum 3m wide

The course of a Cyclo-cross event must include roads, country and forest tracks and meadowland, alternating in such a way as to ensure changes in the pace of the race and allowing riders to recuperate after difficult sections.

The course must be practicable in all circumstances, whatever the meteorological conditions. To envisage a parallel course near the easily flooded zones. Clay soils, areas prone to flooding and fields should be avoided.

The course must be at least 3m wide along its entire length. However, the width will increase in the following areas:

- Start and finish areas: at least 6m wide;
- Pit area: race lane at least 3m wide, pit lane also at least 3m wide (see pit area diagram for further details).

The course must be at least 2.5 kilometres long but must not exceed 3.5km, with a minimum of 90% of it which will be rideable.

A course map must be submitted to the UCI Cyclo-cross Coordinator 3 months before the event (start and finish area, double pit area, spectators' crossings, obstacles, etc.)



APPENDIX I : GOVERNMENT SUPPORT

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

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

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

- All national delegations (riders, staff and delegates at UCI official meetings),
- UCI Officials (elected officials, commissaires, etc.)
- UCI staff,
- UCI commercial and broadcast partners.

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

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



APPENDIX J : SECURITY

Security is an important factor in terms of the image of the World Championships and of the host town/region.

The Organising Committee must include a staff member to take care of this aspect.

Security at World Championships has to be ensured and planned in co-operation with the national, regional and local Authorities.

Security concerns both persons (riders and their attendants, spectators, officials and guests) and property (hotels, competition site, equipment, telecommunications, broadcasting and press installations). Security has to be guaranteed from the time the persons and equipment arrive in the organising country and at the competition venues until the time they leave the organising country and competition venues.

That includes the personal protection of all riders, officials, media representatives and spectators, before, during and after the competitions and a guarantee of their safety as they travel about the country.

SECURITY PLAN

The Organiser must submit the following to the UCI seven months in advance :

- The security plan (firemen, ambulances, police) for the riders, the public, and the officials ;
- The plan for traffic and parking control (including: spectator parking (where, how many), traffic detours during the competition) ;
- A hard copy of the security plan for before and after the Finish (who is entitled to go where and when, particularly press).

APPENDIX K : UCI OFFICIAL HOTEL AND MEETINGS

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

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

HOTEL STANDARD

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

The minimum reservation for the UCI is 120 rooms for 380 nights, including two suites and three junior suites. It should have sufficient and adequate meeting room space and facilities for the UCI official meetings. Costs for accommodation are covered by the Organiser.

Parking for UCI officials and guests is provided free of charge.

UCI OFFICE AND MEETINGS

The Organiser provides the following meeting rooms including lunch & coffee break, at the official hotel, at its own cost:

- Welcome facilities
- UCI Office
- UCI President's office
- UCI Management Committee meeting room

The Organiser will cover the costs of technical equipment, whose service provider will be selected by the UCI.

GALA DINNER

The Organiser must arrange one official dinner. The date of this dinner and list of guests are established in close collaboration with the UCI. The Friday or Saturday evening of the Championships would seem to be the most auspicious date for the dinner.

APPENDIX L : ANTI-DOPING REQUIREMENTS

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

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

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

SAMPLE COLLECTION PERSONNEL

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

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

DOPING CONTROL EQUIPMENT

Doping kits and ITA forms are provided by the ITA.

DOPING CONTROL STATION (DCS)

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

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

APPENDIX M : **ORGANISER BUDGET**

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

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



APPENDIX N : EVENT LEGACY

DEVELOPING CYCLING IN YOUR CITY

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

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

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

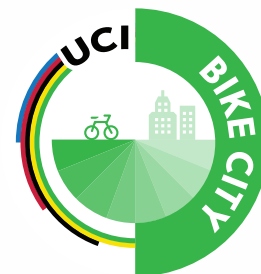
We share the same target: to develop cycling!

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

UCI BIKE CITY LABEL

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

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



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

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

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



APPENDIX O : SUSTAINABILITY

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

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

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

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

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

ABOUT THE UNION CYCLISTE INTERNATIONALE

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

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

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

INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

ROAD

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

MOUNTAIN BIKE

UCI Mountain Bike World Championships
UCI Mountain Bike Marathon World Championships
UCI Mountain Bike Enduro World Championships
UCI Mountain Bike Eliminator World Championships
UCI Pump Track World Championships
UCI Masters Mountain Bike World Championships
UCI Snow Bike World Championships
UCI Mountain Bike World Cup
UCI Mountain Bike Eliminator World Cup
UCI E-Mountain Bike Cross-country World Cup

GRAVEL

UCI Gravel World Championships
UCI Gravel World Series

TRACK

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

CYCLO-CROSS

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

COMBINED

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

CYCLING ESPORTS

UCI Cycling Esports World Championships

BMX

UCI BMX Racing World Championships
UCI BMX Racing World Cup

BMX FREESTYLE

UCI Urban Cycling World Championships
UCI BMX Freestyle World Cup

TRIALS

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

INDOOR CYCLING

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

The UCI headquarters are located in Aigle, Switzerland, at the UCI World Cycling Centre.



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

CONTACT:

sportsdepartment@uci.ch