



# UCI BIKE CITY LABEL

CYCLING AT THE HEART OF YOUR CITY





## 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.



Experience has shown that these different levels of our sport are, in fact, closely linked: people who have the opportunity to witness an elite cycling event are more likely to be motivated to start cycling themselves.

With the UCI Bike City label, the UCI seeks to encourage this knock-on effect.

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 among their population and get more people on bikes.

This brochure outlines the concept of the UCI Bike City label, how it works and the benefits and opportunities it can create for your city or region. Since the awarding of the first labels in 2016, our Bike City and Region network has grown to become a beacon of excellence, showcasing some of the leading places around the world that are committed to promoting cycling in all forms.

Together we will work towards a common goal: the continued development of cycling at all levels.

**David Lappartient**  
*UCI President*

# UCI BIKE CITY LABEL

## GUIDE

### 1. DEVELOPING CYCLING IN YOUR CITY

More and more governments and local authorities across the globe have understood the huge public health benefits to be gained by integrating cycling into their transport plans and encouraging the use of bikes among the population.

Part of our mission with the UCI Bike City label is to provide motivation and strategic guidance as cities work to create a bike-friendly environment for its citizens and visitors.

Do you want to establish the reputation of a bike-friendly city, to promote tourism and increase the use of bikes as a means of transport?

The UCI will provide support as you develop a strategy to increase the use of bikes in your city and/or region. We can provide you with ideas and benchmarks from successful initiatives around the world to help you reach your goals. The UCI Bike City label highlights cities and/or regions that, by hosting major UCI events, create opportunities and advantages for cyclists at all levels. Hosting a UCI event provides the perfect platform for promoting cycling, and we work with our host partners to ensure that, together, we create a long term legacy of improved community cycling opportunities and infrastructure.



## 2. MORE THAN A SPORTING COMPETITION

With UCI World Championships and UCI World Cups across nine different disciplines, the UCI organises more than 50 cycling events worldwide every year. This means that the UCI is in close contact with cities and/or regions of different sizes, with different budgets and harbouring different cultures.

However, the UCI is fully aware that cycling is more than just a competitive sport: it is also a popular and healthy leisure activity and a sustainable and efficient means of transport. In these roles, the bike can help public authorities face environmental and health challenges by limiting noise, reducing traffic congestion and improving public health.

Beyond the excitement and emotions that go hand in hand with hosting a high-level cycling competition, the UCI can help host cities and/or regions establish a true legacy from the event. This is achieved largely through the development of Cycling for All.

The UCI's dedicated team will help event hosts develop and benchmark their plans to grow cycling at all levels.

Three key areas of focus within the UCI Cycling for All programme are as follows:

### Children and cycling

- To ensure that every child has the opportunity to ride a bike.

### Cycling infrastructure

- To provide access to cycling infrastructure for sporting, recreational and transport purposes via safe and connected routes.

### Road safety

- To promote measures that will improve road safety for people on bikes.

UCI experts are available, free of charge, to work with cities and share best practices from all over the world.

**Experience shows that organising a UCI event is an ideal springboard for developing cycling among your population.**



### 3. UCI BIKE CITY LABEL: THE CONCEPT

Relaunched in 2015, the UCI Bike City label supports and rewards cities and regions which not only host major UCI cycling events but also invest in developing community cycling and related infrastructures.

The end result is an event hosting strategy which is fully aligned with a city or region's long-term objective to leave a positive and long-lasting environmental, social, and economic legacy for the population. It also allows event hosts to tackle climate change with strategies linked to active mobility and the increased use of bicycles as a sustainable transport mode.

**The aim of the UCI Bike City Label is three-fold:**

- To reward and promote cities and/or regions that invest in cycling;
- To build long term relationships between the UCI and different cities and/or regions;
- To inform the wider public about bike friendly cities and/or regions that are suitable for bike tourism.

**The criteria for the UCI Bike City label are based on 2 key pillars:**

- Hosting major UCI cycling events;
- Investing in Cycling for All.

In order to receive the label, cities and/or regions must meet the criteria of both these pillars.



## 4. AWARD PROCESS

The UCI Bike City label is awarded once a year, during the UCI Road World Championships, to cities and/or regions that have demonstrated their investment in and commitment to cycling.

Interested cities and regions are requested to fill out the UCI Bike City Label candidature questionnaire, providing details regarding strategies and action plans linked to each of the label criteria.

Regular reporting and communication on the various targets and plans is undertaken between each city/region, after the label is awarded.

The UCI Bike City label is however not just a certification or recognition programme: one of the main aims of the network is to help promote knowledge sharing, information exchange, and peer-to-peer learning via communications, events and partnerships created by the UCI. Workshops led by the UCI for UCI Bike Cities and Regions enable them to understand projects managed by network members, challenges faced and key deliverables sought, which can help support their own objectives and plans.



## 5. CRITERIA

### HOSTING UCI CYCLING EVENTS

Hosting a UCI event is the best way to highlight a city's initiatives to develop cycling. Moreover, it is also a key element in motivating a population to cycle for leisure or as a sporting activity.

**The criteria to become eligible for the UCI Bike City Label are the following:**

- To host at least one UCI World Championship in +/- 4 years, with at least one other major UCI event (a UCI World Championship or UCI World Cup or UCI Gran Fondo World Series event)

*For example*

*A city organising the UCI Para-cycling Road World Championships and a round of the UCI Cyclo-Cross World Cup will be eligible for the UCI Bike City label.*

### INVESTING IN CYCLING FOR ALL

This pillar assesses the effort of a city and/or region to develop cycling for its citizens.

**This assessment will be carried out according to nine themes:**

- Long-term strategy
- Dedicated funding
- Infrastructures for bikes
- Increase in cycle usage
- Safety for cyclists
- Mass participation
- Child cycle training
- Sustainability
- Measuring progress

For each of these elements, specific questions have been designed and included in a template questionnaire which is provided to all candidates, to ensure that a standard and consistent assessment is carried out regarding all requests.

Cities and regions which are interested in applying for the label are requested to send a letter of interest to [cyclingforall@uci.ch](mailto:cyclingforall@uci.ch). The dedicated UCI team will then assist you in completing the UCI Bike City/Region application for the label.



## 6. CRITERIA: ANALYTICAL GRID

CRITERIA	REQUIREMENTS
<b>Hosting UCI events</b>	Min of 1 UCI World Championship in +/- 4 years, with at least 1 other major UCI event (UCI World Championship or UCI World Cup or UCI Gran Fondo World Series event)
<b>Clear long-term strategy</b>	Multi-year strategy for cycle use, endorsed by senior political leadership
<b>Dedicated funding</b>	% of city's transport budget dedicated to cycling (including event, infrastructure, training and enforcement)
<b>Infrastructures for bikes</b>	A list of improvements to bike infrastructure and how cycling will be better supported in city planning throughout the multi-year strategy
<b>Increase in cycle usage</b>	% increase in cycle usage planned throughout the multi-year strategy
<b>Safety for cyclists</b>	Clear plans and commitments to increase road safety for cyclists through the implementation of strategies targeting road safety education, enforcement and user behavior
<b>Mass participation and closed road events</b>	Hold events on closed roads for amateur racing and/or family cycling events to give everyone the opportunity to cycle in a safe environment
<b>Child cycle training</b>	Make cycle training available to schools and organisations, equipping children with the skills to ride confidently and safely
<b>Sustainability</b>	Integrate sustainability measures in the delivery of cycling events and embed sustainability in the city's or region's long-term vision.
<b>Measuring progress</b>	Ensure annual reports can be provided regarding the measurement of cycling infrastructures, modal shares, safety and satisfaction

This grid has been designed not only as an appraisal tool but also as a guideline for building a robust cycling development plan.

It should be used as a reference when assessing the scope of your plan.



## 7. BENEFITS OF THE UCI BIKE CITY LABEL

UCI Bike Cities and Regions will:

- Benefit from exposure on the UCI website via a dedicated UCI Bike City page and news stories about specific events and initiatives within the city and/or region;
- Benefit from promotion on the UCI's social media channels\*;
- Be able to use the personalised label on all official documents;
- Increase international exposure of your city/region's bike friendliness and enhance tourism;
- Benefit from expert knowledge from other UCI Bike Cities and Regions that are part of the network;
- Build long term relationships and collaboration for cycling development;
- Promote the work that your city or region is undertaking to improve conditions for cycling;
- Add the legacy dimension to your hosting strategy for UCI events;
- Become a preferred partner for wider cycling research or advocacy projects;
- Have access to free advice on advocacy topics;
- Receive VIP access to certain UCI events.

*\*4 million fans follow UCI's social media channels*



**1,600,000**  
followers



**539,200**  
followers



**1,400,000**  
followers



**484,000**  
subscribers



## 8. THE CURRENT UCI BIKE CITY NETWORK

The current network of UCI Bike Cities and Regions brings together diverse places that 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.

### 2016: BERGEN - NORWAY

Host of the 2017 UCI Road World Championships, the coastal city of Bergen is known as the gateway to the fjords and city of seven mountains. Aiming for 10% of all trips to be made by bike, the city is investing to significantly increase bike infrastructures (including a new cycling bridge and bike routes) and focusing on programmes to enable children to cycle.

### 2016: DRENTHE - THE NETHERLANDS

A province in the north of the Netherlands, Drenthe aims to increase bike use by 20% and become the healthiest province in the country. The region has hosted a 2018 UCI Para-cycling World Cup, the 2019 UCI Para-cycling World Championships and also hosts the Ronde Van Drenthe each year. 'Op fietse' ('go by bike'), a specific marketing identity for Drenthe's cycling activities, and Drentse Fiets4Daagse, a 4-day festival for thousands of recreational riders, are examples of the region's commitment to promoting cycling among all citizens and tourists.

### 2016: LIMBURG-VALKENBURG - THE NETHERLANDS

A hilly province in the Netherlands, bordering Belgium and Germany, Limburg-Valkenburg sees many elite races hosted locally. Five UCI Road World Championships have been hosted in Valkenburg, as well as the 2018 Cyclo-cross World Championships. The region is working to reach the Dutch national average for trips by bike - reaching 27% by 2022. Over 100 cycling competitions take place in the region each year. The Tom Dumoulin Bike park opened in 2017 in the town of Sittard - enhancing local opportunities for cycle training and elite races.

### 2017: FYN - DENMARK

An island region in Denmark, Fyn is promoting cycling under the Bike Island strategy, with the aim of becoming the most attractive cycle holiday destination in northern Europe. After a round of the 2017-2018 Telenet UCI Cyclo-cross World Cup, the 2019 UCI Cyclo-cross World Championships were held in the town of Bogense. The region also hosts numerous elite and recreational cycling events every year, which include the Fyen Rundt, the Bissen mountain bike race, track cycling events and stages of the Tour of Denmark. The 900km long N8 Baltic Sea Route opened in 2018 in the region.

### 2017: GELDERLAND - THE NETHERLANDS

Each year, the province of Gelderland, located in the central eastern part of the Netherlands, welcomes a round of the UCI BMX Supercross World Cup at Papendal. In 2018, the UCI Track Cycling World Championships were hosted in the region at the velodrome in Apeldoorn. The regional tourist bike network is 6,000km in length, and 90% of the region's 1,200km of provincial roads have a segregated cycling path. With 31% of all trips being made by bike in Gelderland, the province is working towards meeting a target of 34% of all trips.

### 2017: HEUSDEN-ZOLDER - BELGIUM

The municipality of Heusden-Zolder is located in the Belgian province of Limburg. Every year, it hosts rounds of the Telenet UCI Cyclo-cross World Cup and of the UCI BMX World Cup. In 2019, Heusden-Zolder hosted the UCI BMX World Championships. Many mass participation events are hosted at the Circuit Zolder - a race track in the municipality, including the annual '24 Hours of Cycling' event, and 'Avondfietsen', during which the Circuit is open to the public.

### **2017: WOENS DreCHT - THE NETHERLANDS**

Situated in the south of the Netherlands, the community of Woensdrecht has a long history of hosting an annual UCI Cyclo-cross World Cup in Hoogerheide. At the heart of the 2016-2020 cycling plan was the aim to strengthen and expand cycling opportunities for residents and visitors alike. It features the only cycling college in the Netherlands, where students combine their academic education with structured cycle training. While road safety and child cycle training is a priority, specific programmes promote physical activity amongst the elderly, the disabled and low-income groups.

### **2017: YORKSHIRE - GREAT BRITAIN**

In 2019, the Northern England region of Yorkshire hosted the UCI Road World Championships. Many of the projects in the region are a direct legacy of the 2014 Tour de France Grand Départ; with a clear vision to make "more people cycle more often" across the 22 Local Authorities of Yorkshire, the Cycle Yorkshire initiative was launched. More mass participation and closed road cycling events are held in Yorkshire than in any other region of the UK. In 2018, the 50th Yorkshire Bank Bike Library was opened; from these libraries, children and families are able to rent bikes free of charge.

### **2018: SAINT-QUENTIN-EN-YVELINES - FRANCE**

St-Quentin-en-Yvelines is the home city of the Fédération Française de Cyclisme (FFC) and France's National Velodrome. The city has hosted the 2015 UCI Track World Championships, a 2018 BMX Supercross World Cup and a 2018 Track World Cup, and a 2019 BMX Supercross World Cup. The city will also welcome the BMX, track and mountain bike events during the Paris 2024 Olympic Games, while also developing cycling for all actions linked to the Games. It features over 400km of bike lanes, with €2m having been invested in the network over the past three years.

### **2018: VANCOUVER - CANADA**

In the Canadian city of Vancouver, cycling is the fastest growing mode of transport - rising from 4% in 2013 to 7% in 2016. The city had planned to host the 2020 UCI Gran Fondo World Championships, and hosted a UCI Gran Fondo World Series qualifier in 2019. The city has made a commitment to ensuring that 2/3 of all trips are made by walking, cycling and transit, a strategy built around the creation of an All Ages and Abilities (AAA) network that is accessible for all. Today, approximately 45% of the transport budget is spent on active transportation.

### **2019: COPENHAGEN - DENMARK**

First awarded the UCI Bike City Label in 2008, Copenhagen's Bicycle Strategy 2011-2025 has numerous ambitious goals to keep growing bicycle use. The city is working towards being climate neutral by 2025. The Cycle Track Priority Plan 2017-2025 calls for establishing 40-50km of new tracks, 30-40km of green cycle routes, and 62km of cycle superhighways. Up to 55,000 new bicycle parking spaces are planned by 2025. Cycle usage for trips to education and work represented 49% in 2018, whilst the same year Copenhageners owned 672,000 bicycles - five times the number of cars in the city. It will host the 2025 UCI BMX World Championships.

### **2019: GLASGOW – SCOTLAND – GREAT BRITAIN**

Glasgow will host, alongside several cities in Scotland, the first ever UCI Cycling World Championships in 2023. Its high-level target is to achieve a 10% modal share for cycling, based on the vision: to create a vibrant Cycling City where cycling is accessible, safe and attractive to all. The current Strategic Plan for Cycling 2016-2025 commits to build a network of protected, segregated cycling routes leading into the city centre. Glasgow organises multiple mass participation events and grassroots cycle races, whilst several children's cycling education programmes are delivered in schools and across the city.

### **2019: PARIS – FRANCE**

Paris will host the 2024 Olympic Games, which include 5 cycling disciplines: road, track, mountain bike, BMX racing and BMX freestyle. Political leadership in City Hall has strong ambitions to make Paris a 100% cycling city by 2026. The city aims to create 180 km of new permanent segregated bike lanes and 120,000 new secure bicycle parking spots by 2026. The new Plan Velo 2021-2026, which boasts a budget of €250 million, is set to capitalise on the COVID-19 pandemic cycling boom, to make Paris a city where everyone, including children, will be able to cycle safely during their daily commute.

### **2019: TIROL – AUSTRIA**

Innsbruck-Tirol hosted the 2018 UCI Road World Championships. Tirol's multi-year strategy to promote cycling for tourism focuses on four main objectives: improving cycling infrastructure, enforcing training and education, developing safety campaigns and organising events. There are over 130 km of cycling paths in Innsbruck, and over 800 km across the region, whilst continuous investment in mountain bike trails is made across Tirol. Numerous mass participation events and child cycle training programmes are run within the region.

### **2021: FLANDERS – BELGIUM**

Flanders hosted the UCI Cyclo-Cross World Championships and UCI Road World Championships in 2021. The Flemish cycling policy plan was adopted in 2016, with the priorities focused on enhancing bicycle use (commuting and school traffic) and increasing road safety for cyclists. Investments in cycling infrastructure should increase to 300 million euro a year by 2024, with more than 150 million euro invested in 2019. The network of cycling highways in Flanders includes 119 individual routes, for a total of 2.650 km, while Flanders citizens use their bike for 16% of their daily trips.

### **2021: FAYETTEVILLE – USA**

Fayetteville hosted the 2022 UCI Cyclo-Cross World Championships and has a comprehensive bicycle master plan that most recently updated in 2020 with a goal to build an "all ages and abilities" network of bicycle infrastructure – primarily focused on building out the 100-mile paved trail network and adding on-street connections to points of interest and residential areas over the next decade. Its Active Transportation Plan outlines goals for connecting trails to within a ½ mile of every Fayetteville resident and reaching 15% in active transportation mode share.

### **2021: VAL DI SOLE – ITALY**

Val di Sole has consistently been hosting UCI Mountain Bike and Trials World Championships and/or World Cups since 2016. A multi-year strategy for cycling – aimed to increase bike usage by 15 to 20% - is endorsed by political leadership and includes numerous initiatives, including cycle path extensions, financing local bike associations, incentives for cycling to work, introductory cycling activities, and volunteer opportunities at UCI events. Existing infrastructures include 35km of bike paths, the Val Di Sole Bike Park, several bike parks and pump tracks for kids, and 300km of mountain bike trails.

### **2021: SAKARYA – TURKEY**

The Sakarya Metropolitan Municipality has developed a 10-year action plan and is investing heavily to become a city that not only hosts championships – including the 2020 UCI Mountain Bike World Championships and a BMX World Cup - but also ensures bikes are used more actively in transportation, encourages people to lead healthier lives, and promotes a cycling culture. Dedicating approximately 15% of the total annual budget to cycling, it has developed multiple cycling infrastructures and programmes, including the multi-disciplinary Cycling Valley and public events.

### **2021: WOLLONGONG – AUSTRALIA**

Wollongong's Cycling Strategy 2030 sets out a 10-year vision where cycling is a preferred transport option. Since 2013, Wollongong has built, renewed and upgraded 27km of cycling routes; by 2030 it seeks to provide an additional 85km. It recently opened the city's first Mountain Bike Park at Cringila Hills. In partnership with AusCycling's Ride Nation programme, Wollongong's cycling skills and education programme will see over 10,000 students trained in riding and 1,000 teachers undertaking bike instructor training. The Australian city hosted the 2022 UCI Road World Championships.

### **2021: ABU DHABI – UAE**

Abu Dhabi is the first city in the Middle East and Asia to receive the UCI Bike City label. The city will host the 2022 and 2024 UCI Urban Cycling World Championships and 2028 UCI Gran Fondo World Championships. 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. Its initiatives include extending the emirate's existing 300 km cycling network to around 1,000 km in the near future.

### **2022: NORTH BRABANT - THE NETHERLANDS**

While cycling runs through their veins, the Dutch province of North Brabant has identified opportunities to grow cycling even further. Thanks to a collaboration with Breda University as well as with the province's main cities of Eindhoven, Tilburg, Breda, 'S-Hertogenbosch and Helmond, the Province of North Brabant has implemented a cycling plan connecting all cities to their 5 to 15 km surroundings. A cycle highway plan aims to connect all larger cities between them. Connecting public transport and active travel by bike is facilitated by increased bike parking facilities at bus and train stations whilst the regional cycling network offers a comprehensive transport alternative to car use.

### **2022: VAUD - SWITZERLAND**

Home to the UCI World Cycling Centre – located in Aigle – the Canton of Vaud (Switzerland) has both a strong political will and vision for tourism to support and develop cycling as part of the local heritage. After integrating cycling in cantonal transport policies, Vaud has approved its new long-term cycling strategy called "Horizon 2035". This strategy aims to increase the modal share of cycling to 10% by 2035. It will also strengthen cycling's role as a mode of transport and leisure activity and create synergies with other modes of transport.



## 9. THE UCI

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

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

### INTERNATIONAL UCI EVENTS ARE HELD ANNUALLY FOR ALL OUR DISCIPLINES

#### ROAD

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

#### MOUNTAIN BIKE

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

#### 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.



## CONTACT

UCI CYCLING FOR ALL  
[cyclingforall@uci.ch](mailto:cyclingforall@uci.ch)