IF Sustainability Project

UCI BIKE

CITY LABEL
The world faces important challenges across a wide spectrum of economic, social and environmental issues, and the sport community is not immune from their impacts. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federation (IF) Sustainability Project throughout 2016. The IOC carried out the project with three objectives: obtaining an overview of IFs’ sustainability initiatives; identifying common topics, good practices and shared challenges; and sharing information among the IFs. As part of this project, the IOC collaborated with the IFs to compile a series of case studies reflecting how IFs are contributing towards a more sustainable world.

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. These focus areas were selected through an extensive stakeholder engagement process, taking into consideration today’s key sustainability challenges and the manner in which the IOC believes the Olympic Movement can most significantly contribute to addressing them.

The case studies are also aligned with the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs). This framework is pivotal for the Olympic Movement: in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.” Paragraph 37, UN 2030 Agenda for Sustainable Development
THE UCI HAS RELAUNCHED ITS BIKE CITY LABEL, WHICH REWARDS CITIES AND REGIONS THAT INVEST IN CYCLING.

In 2015, the UCI decided to relaunch the UCI Bike City label, which had been designed to reward bike-friendly cities. The programme, which started ten years ago, was revamped with new criteria to appeal to a wider number of cities. The first new UCI Bike City labels were awarded in October 2016 to Bergen (Norway), Drenthe (the Netherlands) and Limburg-Valkenburg (the Netherlands), and will be valid for four years.

The criteria for the UCI Bike City label are based on two key pillars:
1. Hosting UCI cycling events. Cities are assessed on the basis of the UCI events they host. The third (top) degree is awarded to cities that host at least one UCI World Cup and one UCI World Championships over a four-year period, plus the UCI Road World Championships within 10 years of these events.
2. Investing in “Cycling for All” projects. Cities are assessed on their efforts to develop cycling for their citizens in accordance with nine weighted focus areas: strategy, ambition, funding, protected bike lanes, safety for cyclists, participation, cycle training, measuring progress and sustainability.

A dedicated UCI team supports cities as they develop their plans and share best practices. The cities are also invited to attend the UCI’s biannual seminars on topics such as the bidding process, cycling’s potential health benefits and cycle tourism. The UCI Bike City label allows a city to:
- use the label on official documents;
- add another dimension to their sport event hosting strategy;
- build internal communication between sport event organisers and city departments;
- promote agreed cycling initiatives as legacy projects;
- benefit from promotion on the UCI’s social media channels and website;
- receive UCI support in securing athletes as ambassadors of their cycling programmes;
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OBJECTIVES

Cycling is one of the few disciplines that is also a means of transportation. The Union Cycliste Internationale (UCI) believes this provides an opportunity to work alongside local authorities to integrate and promote cycling in their regions. The UCI Bike City label is awarded to cities and regions that invest in cycling, build long-term relationships with the UCI and inform the wider public about destinations that are suitable for bike tourism. The programme showcases the sustainability and legacy benefits that cities and regions can derive from hosting cycling events, and how cycling can improve the lives of their citizens.
• gain access to free advice on cycling advocacy topics; and
• receive VIP tickets for UCI events.

The UCI hopes to build a community of Biking Cities that can interact and learn from each other, setting examples for others to follow.

TIME & PERSONNEL
Four staff members spend 25% of their time on the project.

COMMUNICATION
The UCI’s communication strategy includes:
• the development of seminars in cities that express an interest in the programme;
• partnerships with agencies to help promote the programme;
• promotion through the UCI’s own database and marketing channels;
• attending the Smart Cities & Sport Summit to interact with potential cities; and
• issuing press releases.

EVALUATION
The UCI acknowledges that it needs to involve cities that are interested in the programme but do not have the financial ability to achieve all the required criteria, and is considering how to address this without weakening the programme.

A possible change of government during the period of the agreement is another potential challenge – new governments could choose to redirect funds that had been committed in agreement with the UCI. To address this, the UCI’s contracts ensure that aspects of the agreement are legally binding, and that the UCI is able to remove the Bike City label if there is a breach of contract.