Exploring synergies

The Union Cycliste Internationale &
The EuroVelo Network
The Union Cycliste Internationale
- Based in Aigle, Switzerland
- World Governing body for sports cycling
- Commitment to promote everyday, non competitive cycling
- Activities pursued under the Cycling for All programme
Cycling for All – the UCI’s advocacy programme

– Our ambition to support the growth of cycling in all forms
– Connecting the sport with everyday cycling
– Ambitions and activities outlined in *Cycling for All Manifesto*
– Development of our programmes
– Supporting partners such as the ECF and People for Bikes
– Working to engage with policy making across all levels of governance
UCI Bike City Label

– UCI’s mission is to **develop cycling at all levels**, from elite competitions through to the use of bikes as a leisure activity and means of transport

– These different levels of our sport are closely linked: people who have the opportunity to witness an elite cycling event are more likely to be motivated to increase their own use of bikes

– Relaunched in 2015, the UCI Bike City label supports and reward cities and regions who **not only host major UCI cycling events but also invest in developing community cycling and related infrastructure**
Current UCI Bike Cities / Regions

3 cities/regions were awarded the UCI Bike City status in 2016:
Becoming a UCI Bike City or Region

Fulfill these criteria over a 4 year period

- Hold rights to UCI events
- World Championships
- World Cup
- Velothon Majors / UWCT
- Political will
- Dedicated funding
- Bike facilities
- Safety
- Promotion
- Report on progress
- Infrastructure changes
- Cycle usage
- Safety

20 June, 2017
Potential Collaboration

Various potential avenues to explore
Creative ideas welcome
Ideas to explore

– EuroVelo already passes through iconic cycling locations
– EV17 pass by the UCI HQ, the World Cycling Centre
– Potential to market the existing EuroVelo network to sports cyclists
– EuroVelo is designed with accessibility and ease of access. Potential to develop more challenging routes/loops off the existing network
– Consider the potential of developing a labelling or branding initiative
– We can look to develop the use of the network amongst sports cyclists – where appropriate
– Co-operation could open up more sports focused or challenging routes to a wider audience who are already using the network
Example - EV5 and the Flemish Ardennes

– Passes through the Flemish Ardennes
– A centre of Belgian road racing – iconic races held here during the spring classics
– Rising cyclotourism destination, with the popular Ronde van Vlaanderen cyclosportive
– Network of signed sport routes already exists in the region
Example – EV17 and alpine cycling

– Public association between alpine scenery and pro cycling (consider Le Tour de France, Giro d’Italia, Vuelta a España)
– Alpine regions are popular holiday destinations for both road and mountain bikers
– Many seek to replicate and ride climbs that appear in professional races
– Routes linked to the existing network could enable easy access for users to such climbs
UCI support for EuroVelo

Promotion of EuroVelo via our channels

Social Media Engagement – a reach of two million

Distinct and passionate audience
Thank you – please share your thoughts and ideas!

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