

The background of the slide is a grayscale photograph of a group of cyclists in a race. They are wearing helmets, sunglasses, and cycling jerseys. Some jerseys have 'ERGO' and 'VAUDE' logos. The cyclists are in various positions, some leaning forward, others more upright. The image is semi-transparent, allowing the text to be overlaid clearly.

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
- Relunched 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**

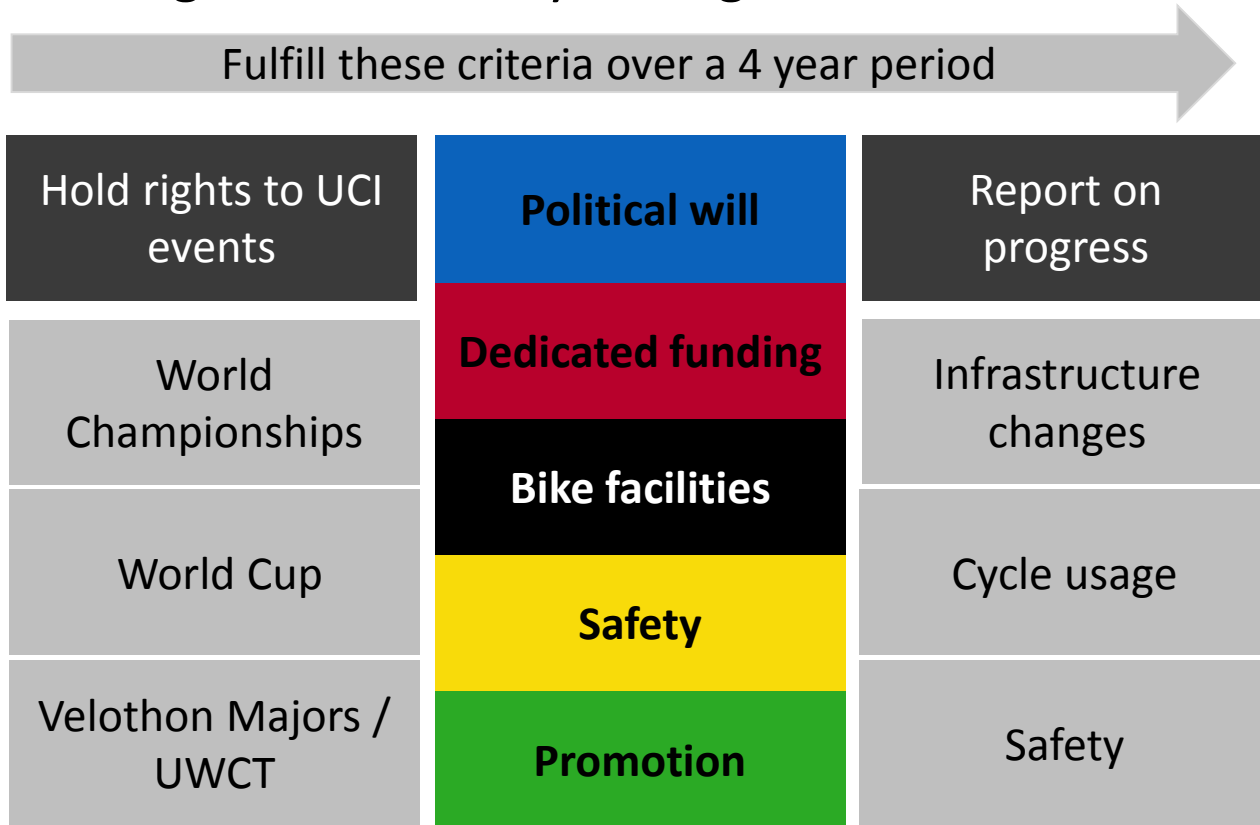


Current UCI Bike Cities / Regions

3 cities/regions were awarded the UCI Bike City status in 2016:



Becoming a UCI Bike City or Region



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 cycloportive
- 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!

Contacts:

Isabella Burczak - Isabella.Burczak@uci.ch

Michael Brennan – Michael.Brennan@uci.ch