



UCI MOBILITY & BIKE CITY FORUM BID GUIDE

BE PART OF THE FUTURE OF ACTIVE MOBILITY



TABLE OF CONTENTS

UCI MOBILITY & BIKE CITY FORUM - BID GUIDE

FOREWORD FROM THE UCI PRESIDENT	3
1. BACKGROUND	4
2. EVENT FORMAT	5
3. BENEFITS FOR THE HOST CITY	6
4. SPLIT OF COSTS	7
5. ACCOMMODATION FOR PARTICIPANTS	8
6. REGISTRATION.....	8
7. MARKETING RIGHTS	8
8. SCHEDULE	8
9. MISCELLANEOUS.....	8
10. BIDDING PROCESS	9
15. APPLICATION FORM	10



FOREWORD FROM THE UCI PRESIDENT

Cycling is enjoying a worldwide boom at all levels, with large numbers of people rediscovering the joys of cycling as an accessible recreational pursuit. As a mode of transport, cycling has also witnessed extraordinary growth, supported by public initiatives promoting two-wheeled mobility. Cycling has shown that it can provide solutions to the challenges faced by modern society, and the UCI has a responsibility to ensure that this growth is promoted and strengthened as widely as possible.



The UCI Mobility & Bike City Forum is the UCI's annual conference dedicated to the promotion of sustainable and active mobility, and the power of the sport to be a catalyst for wider societal transformation. This event brings together the transportation and cycling communities, alongside representatives from the UCI Bike City and Region network, National Federations, Continental Confederations, UCI advocacy and marketing partners and industry experts.

The UCI is dedicated to fulfilling its vision of making cycling one of the world's most sustainable sports and promoting the bicycle as a key transport mode to combat climate change, improve health and build a more sustainable future for all. The Forum provides the UCI and its partners with an opportunity to showcase best practices and innovative pathways to help us reach this objective.

The UCI greatly appreciates the interest and commitment shown by potential organisers. In bidding to host the UCI Mobility & Bike City Forum, you have already demonstrated your wish to invest in the future of cycling and I thank you sincerely for that. To help simplify the bidding process, we have prepared this concise, practical guide which ensures that all requirements and deliverables are clearly identified and shared with interested candidates.

This bidding guide also answers frequently asked questions such as: What commitments do candidate organisers make? What services does the UCI offer? How is the event structured? How can the event help strengthen the UCI Bike City and Region network?

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 upcoming edition of the UCI Mobility & Bike City Forum.



David Lappartient
UCI President

DETAILED PROCESS

UCI MOBILITY & BIKE CITY FORUM - BID GUIDE

1. BACKGROUND

The Union Cycliste Internationale (UCI) is the worldwide governing body for cycling. It develops and oversees cycling in all its forms, for all people as a competitive sport, as a healthy recreational activity, as a means of transport, and also just for fun.

Cycling is also more than just a sport – the use of the bicycle fulfils many functions outside the sporting sphere as a means of transport and leisure. This is why the UCI is committed to promoting, strengthening and expanding its Cycling for All programme, which is designed to improve conditions and accessibility for those practising cycling.

The UCI Mobility & Bike City Forum is the UCI's annual Cycling for All and Sustainability conference which brings together cycling leaders, event organisers, mobility experts, National Federations, Continental Confederations, industry representatives and policy makers to exchange on the future of active mobility.

Six editions have been organised since 2018:

- 2018: Milan, Italy
- 2019: Paris, France
- 2021: Odense, Denmark
- 2022: Glasgow, United Kingdom
- 2023: Bruges, Belgium
- 2024: Abu Dhabi, UAE (to be held in December 2024)

The UCI Mobility & Bike City Forum provides an opportunity for cities and regions to showcase their achievements with regard to cycling and wider active mobility strategies to a large audience of mobility experts, sport representatives, city leaders and decision makers, and be featured on UCI promotional platforms and materials.



2. EVENT FORMAT

The UCI Mobility & Bike City Forum is a two day event, which aims to share and highlight best practices, enable networking and collaboration, and inspire delegates through practical learning opportunities.

It takes place outside of the main competition calendar; in principle, during the window of October-November. The final dates are to be decided between the UCI and Host.

The standard format for the two days is the following:

Day 1: Full-day conference for min. 200 people including:

- Official welcome speeches from the UCI President, National Federation President and host city representative.
- UCI Bike City Label awards ceremony
- Inspirational keynote speeches
- Several expert panel discussions
- Official dinner which includes the UCI Cycling for All & Sustainability Awards ceremony

Day 2: Practical learning day, including:

- Local cycling infrastructure visits by bike
- Interactive workshops open to all participants
- Interactive workshop dedicated to UCI Bike Cities & Regions (attending both live and virtually)

Previous Forum editions have addressed themes such as:

- Sport, tourism and socio-economic development
- Infrastructures and urban planning
- Sustainability & climate change
- Promoting public health and physical activity through cycling
- Tools to promote active, safe and sustainable cities
- The mobility mix of the future
- Innovation in public policy – A new European Cycling Strategy
- Innovation in road safety
- Exporting cycling expertise - perspectives from Denmark and the Netherlands
- Cycling as a catalyst for social inclusion
- Cycling strategies in Paris and in France
- The cycling industry and socio-economic development

The host may recommend speakers and topics to be addressed during the Forum, in order to help highlight key local projects, achievements and expertise. It may also propose additional side events which may increase practical knowledge sharing and networking opportunities.

The UCI shall be responsible for establishing and finalising the programme of the Forum, following a period of consultation with the Host.

All video footage and detailed programmes from previous Forum editions can be accessed on the [UCI website](#).

3. BENEFITS FOR THE HOST CITY

The key benefits of hosting the UCI Mobility & Bike City Forum are:

- Promoting the Host City (or wider region) as a bike-friendly destination amongst a diverse range of participants, representing cycling leaders, event organisers, mobility experts, National Federations, Continental Confederations, industry representatives and policy makers.
- Highlighting the Host City's plans and projects to promote cycling in all forms amongst the population, as well as actions taken in the area of sustainable urban development.
- Creating an international platform to share success stories and/or announcements regarding cycling for all and sustainability initiatives and partnerships.
- Providing privileged access to the digital UCI ecosystem on social network dedicated platforms and UCI website.
- Creating networking opportunities with a diverse range of participants and experts, and facilitating potential future collaborations.
- Bringing together a wide range of local stakeholders to jointly deliver the Forum, enhancing future local collaboration opportunities.
- Strengthening relationships with the UCI, its National Federations, event organisers and other cycling stakeholders.
- Proposing actions to strengthen relationship building and knowledge sharing between the members of the UCI Bike City and Region network, positioning the Host as an enabler of capacity building in cycling promotion.
- Identifying local sponsor support for the organising committee.



4. SPLIT OF COSTS

The costs of planning and delivering the Event are split between the UCI and the Host.

The host of the UCI Mobility & Bike City Forum shall cover the costs of:

- UCI Fee per edition: CHF 50'000.
- A project manager coordinating during all the preparation of the Event and on site in order to liaise with the UCI team.
- A conference auditorium for Day 1 of the Event for minimum 200 people (to be validated by the UCI).
- Meeting room on Day 2 of the Event for the UCI Bike City network workshop (for a minimum of 50 people), which includes videoconference facilities.
- Workshop rooms on Day 2 of the Event to host interactive workshops open to all participants.
- The organisation of site visits to local cycling infrastructures and related projects, as well as bicycles for all participants, on Day 2 of the Event.
- Catering costs on Day 1 and Day 2 of the Event.
- Official dinner on Day 1 of the Event.
- Coffee breaks between the sessions and available to all participants, with sufficient lunch and snack options during the Event.
- The equipment and production system of the Event, facilities, necessary manpower and technical support in the Event auditorium such as, but not limited to, providing a stage, stage furniture, lighting, big screen, sound system, microphones, Wi-Fi, sufficient cabling and electrical sockets, technician laptops.
- The necessary equipment and support to ensure the filming and live streaming of the Event.
- Set up of a rehearsal the day preceding the conference to check all technical elements, videos, microphones, etc.
- Event photographer, final approval by UCI.
- Post-production movie, final approval by UCI.
- Production of all video footage before and after the Event, final approval by UCI.
- On-site production of all branding assets.
- Travel and accommodation of 3 UCI staff members for a 2-day on site visit, prior to the Event.
- Travel, accommodation, and speaker fees for all invited expert speakers.
- Travel and accommodation for a Master of Ceremony.
- Travel and accommodation of all UCI staff supporting the delivery of the Event.
- Travel and accommodation for the Event photographer.
- In-venue space for official Partners' activations.

The UCI shall cover the costs of:

- The development of branding and promotional materials for the Event, including the final programme, social media assets and related content.
- Speaker fee for Master of Ceremony.

5. ACCOMMODATION FOR PARTICIPANTS

The host shall provide the UCI with a rate card of hotels located close to the Forum venue and available on the dates of the event. Participants will be responsible for covering the costs of their accommodation (except for speakers and UCI staff, which will be paid for by the Host).

6. REGISTRATION

The UCI shall manage the registration of all participants and shall provide all planning numbers to the Host.

7. MARKETING RIGHTS

The UCI is the sole and exclusive owner of all sponsorship and marketing rights for the event.

The UCI shall grant the Host an association right with the logo of the Forum as shown below:



The Host shall not be entitled to use other UCI marks (brands, trademarks - including the iconic rainbow stripes -, logos, service marks, trade names, designs and domain names property of the UCI).

The Host shall be entitled to designate itself as the host of the Event using, when applicable, the following denomination: "UCI Mobility & Bike City Forum".

A partnership concept for the Event., including different partnership packages, as well as the precise revenue split, shall be agreed by the UCI and the Host after the contract is signed. All partnership contracts will be subject to the UCI's prior validation.

8. SCHEDULE

A month-by-month timeline for the organisation of the Forum will be provided by the UCI as soon as an agreement on Forum dates is reached.

9. MISCELLANEOUS

Any aspect not provided for in the present bid guide shall be discussed between the parties and, if necessary, included in a written agreement.

10. BIDDING PROCESS

The bidder is invited to carefully read the needs and requirements listed in this Bid Guide and submit a cover letter and bid application (using the application form below) by email. A unique bidding fee of CHF 2'000 applies. If the bid is accepted, the bidding fee of CHF 2'000 is deductible from the UCI fee of CHF 50'000.

All applications to host the UCI Mobility and Bike City Forum should be sent to the UCI Cycling for All & Sustainability Manager – Isabella Burczak – at Isabella.burczak@uci.ch.

All bids will be assessed on the basis of the following factors:

- Overall quality of the application
- Clarity of objectives in hosting the Forum
- Proposed venue, themes, speakers and site visits
- Local expertise and experience in promoting active mobility and everyday cycling, which can be shared with the global audience
- Technical capacity to deliver a live and virtual event
- Potential to attract a diverse representation of cycling and mobility representatives

The shortlisted candidate host cities will then be submitted for approval to the UCI Management Committee. A contract defining the roles of UCI and of the local Organising Committee of the UCI Mobility & Bike City Forum will be signed by the two parties immediately following this approval.



11. APPLICATION FORM (PAGE 1)

Please fill out this form and send it back by email at Isabella.burczak@uci.ch.

1. PROPOSED HOST CITY

2. NAME AND ROLE OF THE PRIMARY CONTACT PERSON

3. PROPOSED DATES FOR THE FORUM

4. PROPOSED VENUE(S) FOR THE FORUM (PLEASE SPECIFY THE EXACT ADDRESS)

5. PROPOSED HOTEL(S) FOR THE FORUM (PLEASE SPECIFY THE EXACT ADDRESS)

6. WHAT ARE THE MAIN OBJECTIVES AND REASONS FOR HOSTING THE UCI MOBILITY & BIKE CITY FORUM?

11. APPLICATION FORM (PAGE 2)

7. WHAT ARE THE SPECIFIC THEMES PROPOSED FOR THE UCI MOBILITY & BIKE CITY FORUM, AND POTENTIAL ORGANISATIONS/INDIVIDUALS WHO COULD PARTICIPATE AS SPEAKERS TO HIGHLIGHT LOCAL ACHIEVEMENTS AND LEARNINGS?

8. WHAT ARE THE LOCAL STRATEGIES, PROJECTS AND INFRASTRUCTURES WHICH COULD BE HIGHLIGHTED DURING THE BIKE TOUR?

9. WHICH PARTNER ORGANISATIONS WILL SUPPORT THE PLANNING AND/OR DELIVERY OF THE EVENT?



CONTACT

UCI CYCLING FOR ALL
cyclingforall@uci.ch