



February 2018

**Bicycle Mayors  
can transform  
cities, and cities  
can transform the  
world.**

# Code of Conduct Bicycle Mayor and Leaders Program

## 1. Term & Input

The term for a Bicycle Mayor is typically two years, but they can get re-elected or re-appointed after this term.

In general the role of a Bicycle Mayor is voluntary, but it also shouldn't cost you any money. If a local fund, organisation or institution want to set up a program which is covering costs, that is allowed. You just need to demonstrate your independence.

The time required to fulfill the role of a Bicycle Mayor is hard to measure in hours and is depending on the time and energy that is available or needed. But the rough guideline is to spend 4-8 hours a week for Bicycle Mayor activities. There are also constructions possible where the Bicycle Mayor is a paid role, if local independent funding is secured to support their work.

## 2. Vision & Role

All Bicycle Mayors support the Vision and Philosophy [insert link] of the Bicycle Mayors and Leaders Network. Local goals and visions have to be determined by each Bicycle Mayor to contribute to the global vision.

## 3. Focus points, reporting and impact

A Bicycle Mayor determines ideally three focus points when they start their two year term - this is documented in a work plan, which will guide you to reach your goals. In this plan, for which a template is provided by BYCS, the following points are documented:

- **Focus points**
- **Plans & activities**
- **Potential partners**
- **Funding (if necessary)**
- **Communications**
- **Impact measurement (how are you contributing to 50by30?)**

Twice a year the Bicycle Mayor will report back to BYCS via an online feedback form, followed by a Skype call. The progress on the work plan, potential blockers and required changes in the strategy can be discussed.

BYCS will help to make the local impact visible by developing an impact model. Bicycle Mayors will be provided tools to measure impact on the local scale. BYCS is bundling all these results in a yearly social report on the Bicycle Mayors and Leaders Network.

## 4. Guidance & Neutrality

Bicycle Mayors can get guidance from a local organisation or institution in

performing their role. If there is no partner organisation and a Bicycle Mayor is working individually, they can get guidance from BYCS if needed.

If a Bicycle Mayor is guided by a local organisation, results and communications have to be shared with the Bicycle Mayors and Leaders Network to strengthen the global program.

A Bicycle Mayor will never be solely representing a local organisation, government body or brand, but will act independently. Bicycle Mayors benefit personally and professionally from the association with the program.

A Bicycle Mayor must not have any direct commercial or political interest from their role as a Bicycle Mayor. Therefore a Bicycle Mayor which is part of another (cycling) organisation or company has to be very transparent about these roles and functions, including when communicating on social media. They can't use their role as a Bicycle Mayor to directly benefit their businesses.

## **5. Co-Creating the Network**

The work and vision of the network are crafted by BYCS in co-creation with the Bicycle Mayors. Events such as the annual Bicycle Mayor Summit are key for this co-creating process.

## **6. Role of BYCS**

BYCS is the global initiator and coordinator of the Bicycle Mayors and Leaders Network. They are coordinating and hosting the online website and community and guiding individual Bicycle Mayors and interested institutions in crafting their plans.

### **BYCS is:**

- **Searching and screening new Bicycle Mayors and partner organisations.**
- **Providing toolkits and templates to lighten the work of Bicycle Mayors.**
- **Guiding local institutions and organisations in setting up a local Bicycle Mayor Program.**
- **Branding the global network.**
- **Hosting the online communication of the network.**
- **Bringing Bicycle Mayors in contact with local or global institutions for local partnerships and funding.**
- **Organising global online and offline events to encourage the exchange of knowledge within the network.**
- **Evaluating impacts and advising on strategic actions to support Bicycle Mayors and partner organisations.**
- **Encouraging innovation within the network, so we can go collectively as far as the bicycle can take us!**

### **BYCS is not:**

- **Providing funding for local Bicycle Mayors.**
- **Guiding Bicycle Mayors in private projects other than for their role as a Bicycle Mayor.**
- **Telling Bicycle Mayors what actions to take. It is only advising where support is required.**

## **7. Financial**

Bicycle Mayors and local partner organisations have to seek local funding for their local projects and products. BYCS will provide advice or toolkits in finding these partnerships or on how to set up crowdfunding campaigns.

A Bicycle Mayor is asked to collect their own funding to participate in the Bicycle Mayors and Leaders Summit. If a Bicycle Mayor is not able to do this, BYCS may help financing in individual cases.

## **8. Communications/Branding**

Bicycle Mayors are expected to regularly share their experiences and stories with the public and with the Bicycle Mayors and Leaders Network.

A profile for each Bicycle Mayor on the BYCS.org website has to be created and updated regularly with their activities and progress.

**Each Bicycle Mayor has to follow the media guidelines of the network:**

- **Create a profile on the BYCS website and post updates regularly.**
- **Use the Bicycle Mayor logo on your website or profiles (not necessarily as your profile picture).**
- **A separate website is allowed and encouraged if helpful for the local context. Links towards the BYCS.org website are required.**
- **Be positive in your media appearances and talk positively with all the stakeholders. Share realistic news, encourage others to join you and always share your positive vision alongside the challenges you have identified - i.e. don't be too activist that can alienate some supporters.**
- **Always consider how you are representing the global network and the 50by30 vision when you are writing articles or giving interviews.**

This is a living document. We will bring it to every Bicycle Mayor Summit to adjust it together.

**Want a Bicycle  
Mayor for your city?  
Contact  
[connect@bycs.org](mailto:connect@bycs.org)**