



Impact snapshot 2018

50 BY 30

Bicycles transform cities, cities transform the world. To this end, we have the bold mission of 50by30: half of all trips by bicycle by 2030. Find out how we are working towards this and join us as we journey into 2019, and beyond...

BYCS Impact Objectives: What increased cycling brings to people and places



Mobility

Affordable, accessible and clean transport solutions across the city.



Health

Active citizens with improved health and wellbeing, with cleaner air to breathe.



Climate

Reducing city's carbon footprint and inspiring more responsible lifestyles.



Community

Inclusive and safe places with more engaged citizens at their heart.



Economy

Stimulating new forms of sustainable economic development and opportunity.



In this way we contribute to SDGs 3: Good health and wellbeing, 11: Sustainable cities and communities, and 13: Climate action, as well as several others.

BYCS 2018 Collective impact

Innovation

We ran **4 long-term CycleLabs** - including for Amsterdam, the city of bikes - plus 3 pop-up labs to co-create new solutions and stimulate widespread city transformations. CycleLabs are now available to any city, anywhere.

Inspiration

10 international delegations visited our Amsterdam HQ to learn best practice and get inspired. Our Bicycle Architecture Biennale was held three times, showing a positive future vision to thousands of visitors. Our story was told in media, from The Guardian to Forbes.

Leadership

We pushed the agenda on climate and health at major UN and WHO conferences. And we brought our philosophy to events as far as India, Brazil and Mexico. Our **Bicycle Mayor program** is now **active on every continent, and represents 53 million citizens**. And we installed the world's first Junior Bicycle Mayor.

Activation

Through Wave, we created a scalable model to stimulate cycling with young people. And our adaptable Go Cycling campaign moved commuters onto the bike for mental health. We took our collaborations forward, to our **27th government and 104th professional partnership**.

2019 Looking ahead

In the next year, we will be scaling our work and introducing new, innovative solutions. And we will be making all our established programs and campaigns available for adoption by any city or organization. As we progress towards 50by30, we'd like you to join us in our mission. Let's work together to transform our cities and create the positive future we all want.

BYCS is an Amsterdam based social enterprise that works internationally with businesses, governments and non-profits to initiate and scale breakthrough ideas around cycling. We invest our own profits into growing the ideas, like our Bicycle Mayor program, that have the chance to positively impact the lives of billions.

Get involved: BYCS.org