We believe that a 200 year-old invention is a fundamental enabler of human progress and planetary regeneration.

It is one of the simplest solutions to some of the world’s most complex urban challenges.
We believe that a 200 year-old invention is a fundamental enabler of human progress and planetary regeneration. From our beginnings four years ago, we have operated in a framework of urgency, and this arduous year has only strengthened our belief that a radical change in the way we move through our cities is essential to make them fit for the future. More than ever, we believe that the bicycle is one of the simplest solutions to some of our most complex urban challenges, and a starting point to heal our planet, increase the resilience of our communities, and strengthen the health of our societies.

2020 will be remembered as a year of cycling. Cities around the world have promoted pro-cycling policies to accompany its sharp, spontaneous uptake by urban dwellers to get around safely and comfortably during the pandemic. In Europe alone, more than 1 billion euros have been invested in cycling infrastructure. The cycling boom has given us a glimpse of the urban future we have been working towards, and has further authenticated our mission and ardour for creating a global impact.

We are proud that even in the very difficult context we all are facing, we achieved some of our organisation’s most significant milestones to date. Whether it is in the establishment of a regional hub in India, the growth of our youth programs in the Netherlands, the development of pioneering research, or the continuous expansion of the Bicycle Mayor Network to over 34 countries, this year has ultimately been our most dynamic and rewarding yet.

By establishing our first Foundation in India, we have taken a leap in cementing a core principle of our organisation, decentralisation, in order to prioritise local leadership and experience above all else. We look forward to this first regional hub enabling diversity of people and perspective to continue being a main driver of our work, and helping us move past eurocentric thinking by having knowledge and best practices flow in a myriad of directions, not just from our Dutch office.

As we cycle into 2021, we are excited to continue towards our ambitious goal of 50% of all city trips by bicycle by 2030. To achieve it, we will continue developing a robust ecosystem of leaders spanning the globe. We hope you enjoy our social impact report, and join our movement to make our cities healthier places to live.

Maud De Vries, Founding Partner & CEO
Mission

We are an Amsterdam-based social enterprise driven by the belief that bicycles transform cities and cities transform the world.

We dream of an urban future in which half of city trips are by bicycle by the end of the decade. To help achieve this, we facilitate the development of a bicycle culture in cities across the world, guided by this bold mission that we call 50X30.

Our work is rooted in the belief that bicycles offer more than efficient and sustainable transportation. Whether it is to attain gender-fair cities, decrease urban inequality, improve community health, foster neighbourhood economies or ensure urban resilience, the bicycle is a powerful tool for societal transformation.

Values

Our values inform how we work as a team on a daily basis and guide our mission as a social enterprise, driven by impact.

Boldness

We take a radical stance on the needed changes to our mobility patterns, in order to make our cities healthy places to live. We think that the greatest goals require the boldest actions and apply innovative, creative thinking to all our initiatives.

Collaboration

We scale our impact by creating powerful partnerships and connecting to a range of global movements on diverse urban issues. We strive to break silos between stakeholder groups and industries in order to shape together a more human-centric urban agenda.

Local Leadership

We believe that knowledge is situated. We value the experience and expertise of local communities and leaders above all, and work to co-develop tools and solutions that are tailored to context.

Global Perspectives

We take a wide approach to cycling “best practices”, recognising that what works in the Netherlands might not work elsewhere. We focus on the process rather than the product, and continuously gather and share learnings from different regions that might inform others in a polycentric manner.

Inclusivity

We recognize that cycling advocacy and transportation more generally are inherently tied to questions of social justice. We strive towards rigorous engagement and participatory processes, supporting the needs of vulnerable communities and underrepresented groups, in order to make cycling in cities accessible to all.
Approach

The contemporary paradigm of cycling cities revolves around the logic of “build it and they will come”. Comprehensive, protected physical infrastructure is of course essential to create great cycling cities, yet we believe that by actively developing a culture of the bicycle in society and inspiring new people to adopt it for daily trips, the value of infrastructure can be multiplied. We define this work as the strengthening of the “human infrastructure” of cycling, and we see better planning and cultural development mutually reinforcing each other to maximize impact.

We achieve this strengthening of human infrastructure through inspirational urban activations, stimulation programs, strategic communications, research and network building. Working internationally with businesses, governments, nonprofits and civil society, we initiate and scale breakthrough ideas around cycling.

Impact Objectives

Our Impact Objectives focus on 5 urban dimensions that can improve the quality of life for people around the world.

- Mobility: Affordable, accessible and clean transport solutions across the city.
- Health: Active citizens with improved health and wellbeing, with clean air to breathe.
- Environment: Reducing cities’ carbon footprint and inspiring responsible lifestyles.
- Community: Inclusive and safe places with engaged citizens at their heart.
- Economy: Stimulating new forms of sustainable economic development and opportunity.

2020 in Numbers

- 1500+ school children reached through our youth programs
- 104 cities in 34 countries in our Bicycle Mayor Network, from 11 thousand to 22 million inhabitants
- 8 partnerships with municipal governments in the Netherlands & India
- 18k+ social media following
- 2 new offices in Bengaluru & Amsterdam West
- 23 webinars organised with governments, civil society, and the private sector
Bicycles transform cities

Amsterdam, The Netherlands (image: BYCS)

Cities transform the world
Inspiration is a tenet of our theory of change. Our mission of 50x30 itself is a call to action to inspire people to embrace the bicycle for daily trips and recognize its numerous personal and societal benefits. Creating programs that inspire can instigate necessary conversations and engagement, especially with those that might not be exposed to the transformational potential of cycling. It enables us to collectively reimagine how we live in our cities.

Bicycle Architecture Biennale

Curated by the international firm NEXT Architects, our second Bicycle Architecture Biennale continued to build on its successes and was showcased in front of the Amsterdam City Hall and at the Britta and Ulrich Findeisen Foundation for Art and Building Culture in Köln, where close to 4000 people attended the hybrid exhibition.

The BAB helps people imagine real and desirable possibilities for modern and innovative future cities that place people first, by celebrating cutting-edge and high-profile building designs that facilitate bicycle travel, storage and safety around the world. It emphasizes the need for radical physical infrastructure solutions, accompanied by a cultural shift, to achieve a holistic transformation from car-oriented cities to bicycle-oriented cities. Powerful visuals of leading architectural practices in bicycle-oriented development enabled thousands of city residents to develop an emotional connection with selected built environments and internalize the need for action.

Already featured in prominent media outlets such as The Guardian, Forbes, DesignBoom and the World Economic Forum, our two local exhibitions were covered by respected regional papers such as Het Parool and Kölnische Rundschau. In Köln, the BAB was also the starting point in engaging the city and civil society on global cycling advocacy, and led to the appointment of a Bicycle Mayor for the city.
Bicycle Mayor Challenge

Cycling ridership among teenagers in the Netherlands is declining, amidst a downward trend of exercising more generally. This could lead to a dramatic fall of future cyclists in the Netherlands, potentially reversing the decades long efforts to get to the current state of being a worldwide leader in cycling. For this culture of cycling to persist, it is important to inspire teenagers to think about the bicycle as more than transportation or recreation, by speaking the language of their generation and connecting it to social and environmental issues. We set out to find teenagers that could voice their concerns to both their peers and government stakeholders as a strategy to continue to involve and amplify the voice of urbanites of all ages in planning processes.

To engage with this age group creatively, we partnered with the Amsterdam Transport Authority to deliver the Bicycle Mayor Challenge. We chose to leverage social media platforms such as Instagram or TikTok as a response to COVID-19 measures, recognising the role of social media in bringing young people into the democratic fold. From there, we built an ideation and design competition around how cycling could help solve challenges presented by the coronavirus, loneliness, health, democracy, and mobility. As a result, Lucas Boer was chosen as the new Junior Bicycle Mayor for the Amsterdam region. The Bicycle Mayor Challenge was our first project with this particular age group and will continue in 2021 by appointing more Junior Bicycle Mayors and deciding on projects that will be carried out throughout the Amsterdam Metropolitan Region.

Bicycle Heroes

Ensuring future generations develop a culture of sustainable mobility starts by engaging with children, giving them a platform, and connecting the bicycle to issues in their surrounding community and neighborhood. Recognizing youth as leaders and important role models for the broader community, as well as elevating their voices as important, powerful stakeholders in the city can help governments address the mobility needs of all vulnerable populations in a more inclusive manner. Children are intuitive urban planners that understand how cities could be safer and happier places to live in.

Our Bicycle Heroes campaign was held in 3 major urban centres in the Netherlands this year: Amsterdam, the Hague and the Gelderland Province. In partnership with municipal governments and local schools, we engaged more than 600 children between the ages of 9-12 to think about creative ways to make cycling around their schools and neighbourhoods safer, more comfortable and more fun. The best ideas were then developed during co-creation workshops and presented to city officials for consideration and potential implementation. Involving children in urban design in such a way enables us to grasp what adults often overlook, and makes the city more inclusive for all.
This design integrates a bicycle and pedestrian bridge with a school and a park into one cohesive whole. The bridge, which crosses the Amsterdam-Rhine Canal in Utrecht, is the main link in the express cycling route that connects the historical city centre with the new neighbourhood of Leidsche Rijn. By integrating functions and making the bridge an integral part of the public space in the neighbourhood, it is an important meeting point for local residents and schoolchildren.
Through incentives and gamification, we can influence a shift from the mere awareness of what is good for an individual, society and the planet, to embodiment and action. Stemming from rigorous behavioural change research, our programs seek to engage with both the rational and the emotional side of decision-making. By first understanding our target audience in terms of how they respond to certain stimuli, we can provide applicable programs, policies, and incentives to change.

In 2020, our programs focused on workplaces and schools: high-frequency destinations with large target audiences where influence can be strongly exerted. More localised urban lifestyles that have emerged as a result of the COVID-19 pandemic, such as the 15-minute city principle and the rethinking of work commutes, will only reinforce the opportunities for stimulating cycling for daily, shorter trips.
FietsLab Nieuw West

In collaboration with Pakhuis de Zwijger’s New Metropolis branch in the Nieuw-West neighborhood of Amsterdam, an urban development, art and culture citizen lab, we engaged with groups that cycle at lower rates such as children and mothers from migrant backgrounds.

In order to increase knowledge of traffic safety, traffic behaviour, as well as to associate cycling with fun, we worked with 117 schoolchildren from the ages of 9-12. Younger children engaged in a series of playful skits demonstrating proper rules and behavior in traffic, followed by a series of learning games. Older children that were transitioning to the bicycle for their trips to school went on a guided ride to their new high school accompanied by fun games. Following this program, 79% of participants said they will most likely start cycling to school, proof that scaling this program could strongly influence the mobility choices for school commutes and increase the use of infrastructure.

A second dimension to this program involved cycling lessons for migrant women and guided tours to key local amenities in their neighborhood. These demonstrated how the bicycle can facilitate access to parks, schools and shops for example. Due to COVID-19 restrictions, this second segment of our program will take place in 2021.

“We engage in dialogue with residents on location, asking “How can the bicycle ensure more liveable neighbourhoods and a connected city?”
Welcoming BYCS India Foundation

BYCS India Foundation is a nonpartisan organisation that aims to improve the quality of life for all Indian citizens. The Foundation coordinates the Bicycle Mayor network at the national level and has already begun supporting cities across India to advance a cycling friendly future through planning, research, education and advocacy.

“It can be very difficult to navigate our urban context and culture, and we can do this with our local knowledge, bringing in lessons from BYCS to Indian cities with our own Indian flavour”

Dr. Bhairavi Joshi, CEO
**Strategy**

In order to develop programs and methodologies that have long term success across different geographies and target groups, as well as to contribute to knowledge production around creating a paradigm shift in mobility habits toward cycling, we have engaged in various strategic research initiatives. Our findings and analysis form the backbone of our multi-year strategy, ensuring it is supported by applied research, connected to our mission and scalable to achieve maximum impact.

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**Cycling Cities for Infants, Toddlers & Caregivers**

We partnered with the Bernard van Leer Foundation to research the positive connection between cycling and early childhood (0-3 years old) development. To date, there has been limited research conducted in this area and cities are struggling to accommodate young children and families. The longer-term goals are to inspire policy and planning changes, as well as further academic research that are advantageous to children ages 0-3, caregivers, families, cyclists, and city residents in general.

We surveyed existing research and conducted 25 expert interviews to produce a report that put forward 37 small, medium and large scale interventions and policy recommendations to make cycling safe, easy, comfortable and fun for young children and their caregivers. Our findings were presented at the Cycling Research Board Annual Meeting 2020, and will continue to be promoted in the coming year in conferences and webinars.

We are further developing this work by creating toolkits, working with municipal governments and advocacy groups to continue elevating the need to focus on infants, toddlers, and caregivers as key stakeholders in the cities.

“Societies that promote active mobility from the very beginning can strongly influence social behaviours and it is being increasingly proven that children that grow up riding their bikes to their schools feel more comfortable going forward. It becomes their way to get around the city, they go further, and learn to discover and explore their city.”

Cecilia Vaca Jones, Executive Director, Bernard Van Leer Foundation, in BYCS Perspectives
In order to reduce the risks for children on public transit during the pandemic, and to stimulate their shift towards bicycles in their commutes to school, the city of Amsterdam decided to pilot a free subscription model. In partnership with bicycle rental company Swapfiets, we monitored and evaluated the impact of the project by conducting surveys and in-depth interviews with participants.

Participants enjoyed cycling to school and plan to continue. Of the 81 participants, 66% plan to cycle every day and another 29% at least once a week.

This program strengthens the argument that the universal right to access a bicycle, Universal Basic Bike, increases well-being, empowerment, and access to opportunities for all people. We hope it can open up new discussions around access and scale to new cities around the world.

To further strengthen the impact of the Bicycle Mayor Network in India, as well as to contribute to the development of research and best practices for the Indian urban context, we set out in late 2019 to establish our first decentralisation initiative. After a year of hard work, we are delighted BYCS India Foundation will be incorporated at the beginning of 2021.

This first Foundation will serve as a pilot to further decentralise our network and organisation across the world in the near future through a web of regional, interconnected hubs. Decentralisation is key to our global strategy, in order to prioritise local leadership, experience and local context. Regional hubs are better able to adapt BYCS programs and processes in a place-based manner, and can market and distribute them more adequately, emphasising local expertise, representation, and legitimacy.

In 2020, we selected a board of directors with defined roles and responsibilities, developed goals, strategies, priorities, and identified potential funders and partners from both the public, private and non-profit sectors. The Foundation’s role is to act as a bridge between civil society and government stakeholders to give a more central place for grassroots advocacy and inclusivity in planning and policy. BYCS India Foundation is also developing tools and programs to support governments more directly in their broader cycling strategy, and is in the process of signing agreements with several Indian municipalities.

Decentralised Foundations

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“After this project I am going to get my own bike repaired” - Abdessalam, 15 years old

“I can now do everything myself without help from my parents” - Marouan, 13 years old
Companies, knowledge institutions and governments in the Amsterdam area have formed coalitions to work on sustainable recovery from the crisis we are facing. We have been coordinating the regional bicycle strategy development alongside the Metropolitan Region of Amsterdam, the Amsterdam Transport Authority and the Amsterdam Economic Board. This approach encompasses a full journey, from collaborative and inclusive strategic visioning to rapid temporary activation and then permanent transformation, with close attention to building in cultural narrative and measurable data throughout. COVID-19 can be used as an accelerator for every city, regardless of its cycling maturity, that has the ambition to transform itself sustainably through bicycle stimulation.

We have worked towards an investment agenda and gathered the commitment of 52 organisations ranging from companies such as the NS, Schiphol, RAI, and ABN AMRO, academic partners such as the University of Amsterdam and the Amsterdam Institute of Advanced Metropolitan Solutions, to government partners such as the City of Amsterdam.

Our aim is to cement the urban area as a leading innovative and international cycling metropolis. Through the facilitation of multi-stakeholder collaboration, we want to further develop our local reputation in the field of cycling by offering integrated services at the neighborhood, city and regional level, which will lead to growth of the economy, a thriving population and a sustainable recovery from COVID-19.
Networks

Our global networks are where the work within Inspiration, Stimulation, and Strategy come together. Through our Bicycle Mayor Network, regional hubs and ecosystems of like-minded organisations, we can share and acquire knowledge, adapt processes to local contexts as well as amplify ideas and best practices to accelerate cycling globally. Global networks enable us to engage and collaborate with different sectors of society to make our cities more human-centric, regardless of their scale or geographic location.

The Bicycle Mayor Network

The Bicycle Mayor Network is a global initiative which highlights and supports the role of civil society in enacting lasting, community-driven change. Bicycle Mayors are the human face and voice of cycling advocacy in a city. We connect these change-makers across a global network to create greater visibility and facilitate the sharing of knowledge, ideas, challenges, and solutions as well as a common vision of the future of mobility. From a single Bicycle Mayor in Amsterdam in 2016, the network is now composed of over 100 civil society leaders, representing 103 cities in 34 countries, with 28 new Bicycle Mayors joining the network in 2020.

Bicycle Mayors have had a busy year, leveraging the bicycle in their respective communities as a tool to mitigate the dangers of public transportation, providing relief to those most in need during lockdowns, using it for economic reactivation, as well as needed recreation and mental health. On World Bicycle Day, 70 members from 31 countries issued a joint call to action to champion active mobility post-COVID-19. Throughout the year more members collaborated in joint calls to action at the regional level in the Americas and India.

Within the network, we conducted regular resource sharing initiatives through remote workshop series, regional and expert led webinars, as well as thematically focused collaborations through monthly network-wide calls. Through surveying and interviews, we will be focusing our efforts on increasing collaboration opportunities, as well as share and co-develop resources for the network to take action.
Areli Carreón, Bicycle Mayor of Mexico City, created a campaign to donate bicycles to health workers and was instrumental in the passing of a landmark amendment to Mexico’s constitution guaranteeing the right to mobility under conditions of safety, accessibility, efficiency, sustainability, quality, inclusion and equality.

Marcel Kleizen, Bicycle Mayor of the Hague, has been running an educational and co-creative campaign in low-income schools to help children design safe and fun cycling-oriented solutions to make cycling safer and more fun in their neighbourhood, as well as leasing free bicycles to those in need.

Firoza Suresh, Bicycle Mayor of Mumbai, appointed Bicycle Councillors in the 24 civic wards of Mumbai to address the city’s cycling needs at the hyper-local level. Each Councillor will liaise with ward-level officers and citizens to increase ridership.

Cristian Sáenz De Viteri, Bicycle Mayor of Guayaquil, has been conducting road education training and donating cargo bicycles for women entrepreneurs, as part of his campaign to revive the local economy through cycling during COVID.

Courtney Williams, People’s Bicycle Mayor of New York City, organised Brooklyn’s Big Fix Day, an event that brought out bike mechanics to the area of the city most in need, to sponsor free bicycle fixing for over 100 community members.

Donna Cooney, Bicycle Mayor of Dublin, coordinated The Cycle Bus Initiative in Dublin, which encouraged over 200 primary school children to cycle to school by establishing a safe route that imitated a bus route.

Sathya Sankaran, Bicycle Mayor of Bengaluru, created Relief Riders — a team of volunteers delivering essential goods by bike to those in need — and was at the source of the #ResetWithCycling Campaign, lobbying government, working with companies and civil society to facilitate a recovery plan through cycling.

Amanda Ngabirano, Bicycle Mayor of Kampala, is a key voice in Uganda’s cycling policy and planning strategies, leveraging active mobility as a tool for a sustainable restart from the pandemic.
In its infancy, the team has already achieved much. We are already working with the city of Surat in the state of Gujarat to deliver a campaign, MakeWay30Day, to reinforce built intervention pilots with nudge tactics and community events. This will allow citizens to get a glimpse of what a cycling city can offer, making way for higher cycling adoption, and building a stronger case for future investments.

The signing ceremony of the Memorandum of Understanding took place virtually on National Pollution Day, and featured the Dutch Ambassador to India, the Municipal Commissioner of Surat, as well as high-level representatives of BYCS India Foundation and Clean Air Asia. This marks a first step of working with governments and community members simultaneously, emphasising community engagement and participation at the earliest stages of the planning process.

The Foundation also coordinated a call to action signed by all national Bicycle Mayors, #ResetIndiaWithCycling, that was sent to the Indian government in May and lobbied for policies that prioritise and promote cycling. Lastly, the Foundation is working on BYCS to School, putting cycling curriculums in schools and adapting infrastructure around them in the cities of Surat, Silvassa and Baroda. An idea born from our Bicycle Heroes program, the Foundation has adapted and tailored it to be a culturally relevant solution in order to positively influence the mobility choices and habits of future generations in India.

In 2021, the Foundation will continue to work with established players such as the World Resources Institute or the Institute for Transportation and Development Policy, and forge strategic partnerships to generate and scale functional, creative solutions that embrace the realities of the Indian urban context. Working closely with municipal governments to strengthen their cycling strategies, developing pivotal research, as well as supporting and amplifying the efforts of civil society in activating millions of people to get on the bicycle for everyday life are all on the horizon.

### European Bicycle Mayor Summit

On February 6-8, 2020, European Bicycle Mayors gathered in Amsterdam to solidify collaboration, learn about our programs and services, and facilitate capacity-building within the network.

75% of the regional network members were able to gather in Amsterdam and engage with knowledge partners such as the Urban Cycling Institute, the Province of Gelderland, the City of Amsterdam, STIPO, and NEXT architects, during 4 days of workshops, presentations, guided bike tours, and networking events.

From this event, the frequency of collaboration between Dutch Bicycle Mayors has increased, a Bicycle Heroes campaign was launched in the Hague and a working group related to active transportation and placemaking has been established. We look forward to establishing more virtual, regional summits in 2021, that are action-oriented and can continue to provide resources and knowledge sharing opportunities for members of the global network.

### BYCS India Foundation

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Knowledge Exchange

In order to engage with a wider audience, and amplify the ideas of experts from around the world, we increased our involvement in knowledge networks and developed a new editorial venture to increase the understanding of the many benefits that cycling can confer. We organised 23 webinars for various partners and members of the Bicycle Mayor Network. We also shared our expertise during (virtual) conferences based in the Netherlands, India, Argentina, Peru, USA and France on topics such as child-friendly cities, cycling & climate policy, inclusivity in cycling strategies, and how to maintain the cycling momentum after COVID-19. This enabled us to share our viewpoint while engaging with knowledge and best practices from around the world that can subsequently feed our own learnings and processes.

BYCS Perspectives was launched in October 2020, bringing forward each month in-depth explorations on urban issues intersecting with the bicycle. We chose to connect cycling to broader social topics that are not discussed enough in cycling circles such as gender, care, street space, sound, local economy or resilience, in order to demonstrate how the bicycle has truly transformational potential for society. In just 4 editions, we spoke with government experts from Copenhagen, Tirana and Oakland, engaged with urbanists from organisations such as Mobycon, Open Streets Cape Town or 880 Cities, as well as advocates and academics from over 10 countries.

In 2021, we will grow our editorial output, present new research in conferences and continue to frequently convene our network members virtually. We aim to position our organisation as an agile, radical player that acts as a bridge between community driven leadership and governments, international organisations and the private sector.

“I see the bicycle as a disruptive element that focuses the discussion around mobility as essential for a functioning city. Currently, our transportation paradigm is polluting, non-inclusive, unhealthy. The bicycle is a tool that generates new possible paradigm shifts. You put more bikes in a place and then other things come out: fairness of space, safety, better health and environmental quality.”

Mariana Salvador, Bicycle Mayor of Santa Fe, Argentina in BYCS Perspectives
Looking Ahead to 2021

2020 has shown us that our bold vision for 2030 is not only achievable, but needed, in order to create better, more resilient cities for all and a healthier planet. We are more committed than ever to scale our impact and build on the momentum of cycling that the world witnessed in this past year. As a mission-driven organisation, we continue to be powered by our 10 year horizon as we set into motion our plans for 2021.

Decentralised BYCS Foundations

We will continue to decentralise our organisation’s global programs through the incorporation of BYCS Global Foundation and the establishment of regional hubs for Latin America and EMEA. BYCS India Foundation will act as our pilot as it works to consolidate its base by developing programs, new partnerships, data gathering and analysis. The learnings from this process will guide our efforts in new regions, while continuing to ensure local context comes as a first consideration in our process.

Developing Global Networks

Our aim is to keep growing our inspiring network of Bicycle Mayors, while increasing ownership and identity within the role in their communities, as well as the connection they feel to their fellow advocates across the network. We also plan to broaden and embrace the possibilities for different levels of involvement in our mission, and look forward to announcing our supporters and professionals networks that will flourish alongside our Bicycle Mayors over the coming years.

Scaling our Programs & Services

We are energised to scale our efforts in the Netherlands and our neighbouring countries to reach more businesses, governments, schools and citizens. By focusing on youth and commuters, we can accelerate a radical shift towards active mobility and contribute to building a healthier, safer, more equitable and environmentally friendly society. This year will also see the development of our third Bicycle Architecture Biennale (2021-2022), which offers us a vision of what a cycling urban future could look like and mean for society.

Power of People x Data

We are on course to cement a diverse ecosystem of individuals and organisations that can collectively re-imagine and re-shape our cities. This human infrastructure will continue to be strengthened through active networks, community-led initiatives, and qualitative research. To augment this people-driven pillar, we will also implement in 2021 more rigorous data gathering and analysis throughout all our work. By establishing measurable frameworks for best practices, we can create the most efficient and impactful places-based programs and initiatives.
Who We Are

We are a team of bicycle futurists, human geographers, urban planners, communicators, and campaign creators who use bicycles in our everyday lives.

Leadership
Maud de Vries, Co-Founder & CEO
Maarten Woltthus, Co-Founder & CFO
Lee Feldman, Co-Founder & CSO

BYCS Team
Daniel Eppstein, Director of Operations
Norbert Mol, Business Development Manager
Lucas Snaie, Content & Communications Manager
Alex Baum, Global Networks Manager
Maryam Omar, Regional Hub Manager
Poly Bhatt, Bicycle Mayor Network Coordinator
Charlie Burnside, Project Coordinator
James Crossley, Creative Strategist

BYCS India Foundation Team
Bhairavi Naik Joshi, CEO
Manju George, Director - Bicycle Mayor Network

Advisory Board
Max Schreuder
Carolina van Iperen
André Kruger

Thank you to Amit Pothina, Anneli Xie, Marta Nosowicz, Mika Bekkers, Maikel van der Berg, Levi van der Bij, Nicolaas Wellens, Nikolay Petrov, Giulia de Morais Salles, & Felipe Otero, our fantastic interns throughout 2020.

Our Partners in 2020

Thank you to all the organisations that made our work possible this year.

Strategic Partners

Knowledge Partners

Clients

Network Partners

Impact Partners

Green Business Club Zuidas
Hello Zuidas
Dutch Cycling Embassy
MKB Amsterdam
Social Enterprise NL
Amsterdam Donut Coalition
Amsterdam Smart City
Amsterdam Economic Board

Designathon Works, ROV Zuid Holland, ABC Verkeersplein, All India Cycle Manufacturers’ Association, Social Finance NL, STIPO, Swapfiets, Gemeente Apeldoorn, Gelderse Sportfederatie, SOAB, Bemoovd, Sportbedrijf Arnhem, Gemeente Rheden, and Gemeente Arnhem.
How you can support us

Adopt a program
A number of our programs and campaigns can be adapted and adopted by any city or organization, anywhere. From BYCS Labs to Bicycle Heroes, find out which one is right for you.

Support BYCS India Foundation
Our first regional hub is in need of support and partners from government, the private sector, international organisations and academia. Reach out to the team in Bangalore to hear more.

Subscribe to our newsletter
Stay up to date through our monthly email, sharing our latest editorial, updates and curated reading on active transportation and human-centric cities.

Partner with us
We are always seeking to partner with like-minded organisations, whether it is to co-develop programs, initiatives or new research. If you are interested in our mission, reach out to us!

Help us find a Bicycle Mayor in your city
We are always searching for the perfect advocates to join our network of changemakers. If you know someone who might be a great Bicycle Mayor, let us know!

Follow and share our story
@BYCS_org to join us on Twitter, Facebook, Instagram or LinkedIn.

Find out more at www.bycs.org
Where can the bicycle take us?

www.bycs.org