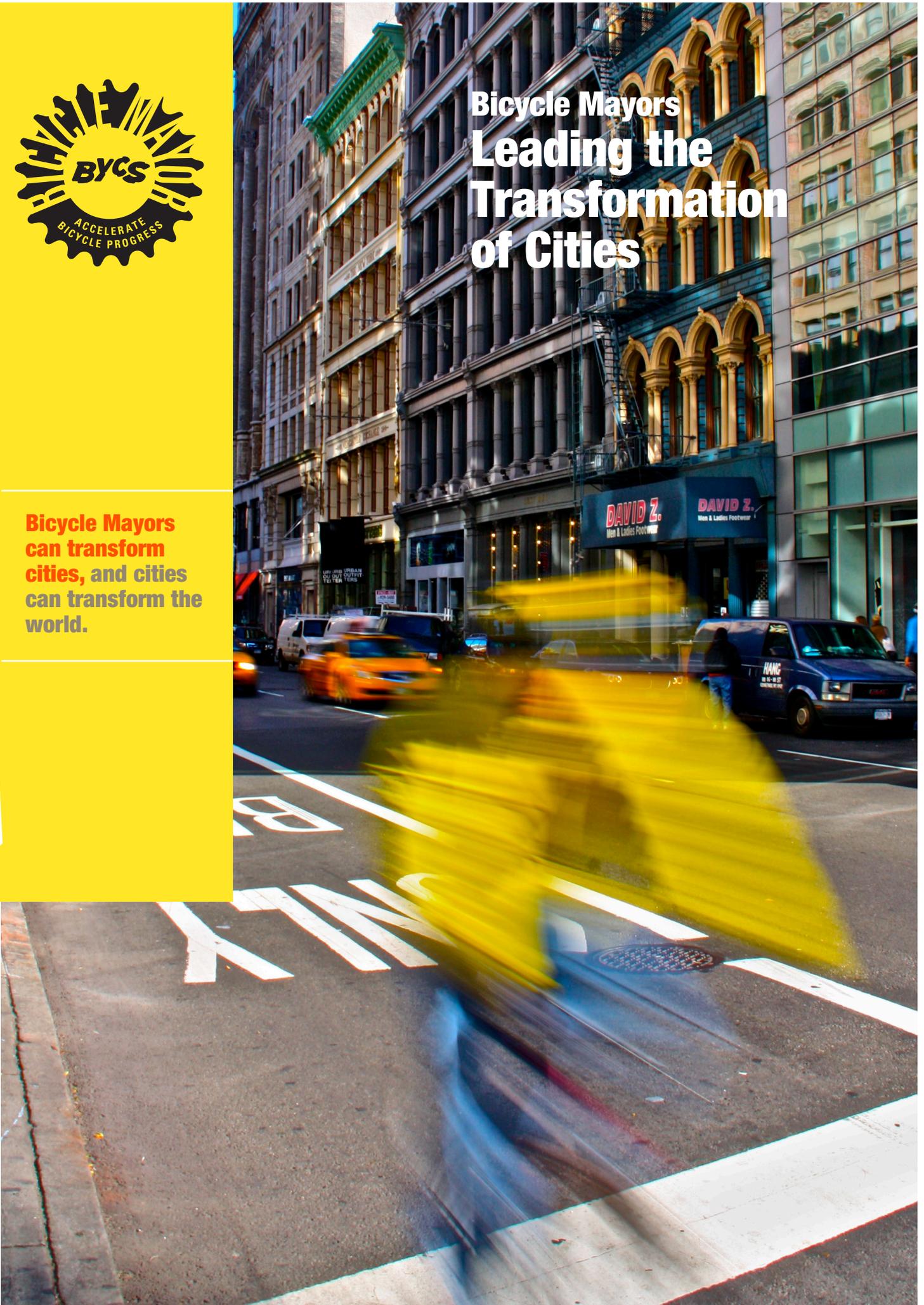




Bicycle Mayors Leading the Transformation of Cities

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



Our Vision

A shared mission drives the **global network of Bicycle Mayors**

We need to ensure our cities are more liveable and ready for the challenges of the future. But the changes required are simply not happening fast enough. We believe that the bicycle is key to transforming this. We believe every city can benefit from having a catalyst representing cycling progress to unlock this potential. We call these Bicycle Mayors.

Bicycle Mayors can accelerate the changes we need to see by uniting all citizens to take action. They bring creative diversity with new insights and approaches, from both inside and beyond the world of bicycle planning professionals or the political establishment. They are the human face and voice of cycling in a city. And by connecting these changemakers across a global network - creating greater visibility, rapidly sharing ideas, challenges and solutions, - we can create a truly radical shift.

Bicycle Mayors can help us meet ambitious targets for 50% of all city trips to be by bicycle by 2030 (we call it 50x30). In this way, we can unlock far-reaching economic, health, and environmental benefits for every person on the planet. This is the change we need.

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

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BY
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Our Philosophy

These core principles define and guide the work of every Bicycle Mayor

Powered by the people - they are independent catalysts; they listen to the needs of all city stakeholders, and provide a vision with actionable solutions. They are open about their progress, accountable for their impact and driven in making it a success. And in the face of rapidly accelerated technological change they believe in human centric possibilities.

Unstoppable belief - they see cycling as more than transportation but as transformation. They believe that increased cycling improves public health, reduces environmental impacts, creates social inclusion, sparks ideas and frees up space for the community. They know the status quo can always be improved and that they can always do something about it.

Creative leadership - they role model best practice, confidently communicate, act on their ideas and empower people to act for themselves. They paint a picture of their city that is massively transformed by the bicycle and lead others in making it happen.

Innovation mindset - they are constantly seeking ways that things can be improved. By being curious about new solutions and possibilities, they are able to create ideas based on a positive vision of the future.

Strengthened by diversity - they don't have to come from the cycling industry, or have a planning background. They need not be an activist, or bicycle nut. But they could be all of these things. The diversity of bicycle changemakers across the global network can expand its creativity, approach and impact.

Acting local, thinking global - they act in the interests of all local stakeholders, whilst also playing an active role in the global Bicycle Mayor network, sharing challenges and expertise to increase their impact and the network's.

Seeking radical shifts - they share a goal of having 50% of all city trips by bicycle by 2030. They believe that the greatest goals require the boldest ideas, and they never wait for permission to change the world.

“They role model good behaviour, identify solutions to local needs and bring together cycling organisations, residents, businesses and governments to make change happen.”

http://www.huffingtonpost.co.uk/adam-stones/bicycle-mayor_b_18519260.html

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Our Vision

A shared mission drives
the global network of
Bicycle Mayors

Bicycle Mayor Summit 2017,
Amsterdam. In the picture left to
right: Anna Luten (Amsterdam), Areli
Carreón (Mexico-City), JP Amaral
(Sao Paulo), Nikita Lalwani (Baroda),
Sarah Imm (Sydney).

x Gemeente
x Amsterdam

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BXY
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The
Mayor Network
Is Growing! Get a
Bicycle Mayor For
Your City.



Our impact

Our Bicycle Mayors are already making profound changes around the world.

In **Mexico City, Mexico**, Areli Carreon is taking action against social and political challenges through the leadership of cycling activists. Big visionary and festive events are showing the wide-ranging benefits of cycling for a car-centric city.

In **São Paulo, Brazil**, JP Amaral is organising workshops with local policy makers to help implement global cycling knowledge into the mega-city context. On the same time he is working with businesses to implement a Bike to Work campaign.

In **Baroda, India**, Nikita Lalwani is breaking the commuter caste system and motorized-traffic domination; role modelling equality and everyday cycling for everyone.

In **Keene, USA**, Tiffany Mannion is creating awareness around safety and cycling in a community-based region whilst also working with influential policy makers across the country.

In **Sydney, Australia**, Sarah Imm is changing attitudes in one of the most hostile cities for bicycling. Partnering with the state police, the state and local government, she is establishing the state's first Bike Bus Program for her children's school.

All Bicycle Mayors are elected or appointed fairly and guided by a shared code of conduct, co-created by the Bicycle Mayors and BYCS, the international convening organization behind the network.

Want to know more? Read our Bicycle Mayor FAQ

<https://bycs.org/p/faq>

Want a Bicycle Mayor for your city?
Contact connect@bycs.org



And soon to be:
Philippe Dagher
 Beirut, Lebanon



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Tiffany Mannion¹
 Keene, USA

Katelijne Boerma²
 Bicycle Mayor, Amsterdam

Sarah Imm³
 Bicycle Mayor, Sydney

Areli Carreón⁴
 Bicycle Mayor, Mexico City

Zé Lobo⁵
 Bicycle Mayor,
 Rio de Janeiro

Nikita Lalwani⁶
 Bicycle Mayor,
 Baroda, India

JP Amaral⁷
 Bicycle Mayor,
 Sao Paolo



“Cycling has the power to transform. I dream and hope that in 20 or 50 years from now there could be more cities like Amsterdam, where cycling is so normal and accepted that we’re not really aware of it.”

Anna Luten, First Bicycle Mayor of Amsterdam

<https://www.theguardian.com/cities/2016/aug/11/cycling-amsterdam-bike-jams-bicycle-mayor-anna-luten>

The Guardian



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Contact
connect@bycs.org

Cover photo: Marjolein van der Klaauw,
www.mklaauw.com
Back cover photo: Tharun Vadaru
Design: FEENEY

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Where can
the bicycle
take us?

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