

# Bicycle Mayors

## Leading the transformation of cities

Bicycle Mayors are accelerating cycling progress in cities around the world in powerful ways. Here you will find out how they work and how you can get involved.



## About

Bicycle Mayors are the human face and voice of cycling progress. They are helping cities to uncover massive economic, health, and environmental benefits by rapidly increasing the adoption of cycling. They unite all citizens and organizations to uncover new ideas, take action and promote innovations that support better cycling for all. And by connecting these changemakers across a global network – creating greater visibility, rapidly sharing ideas, challenges and solutions – we are creating a truly radical shift.

## Why Your City Needs a Bicycle Mayor

Bicycle Mayors are local heroes who help accelerate the shift to happier, healthier, and more sustainable cities. They are either elected by their community or appointed with local endorsement and work to unlock the massive potential of the bicycle in cities worldwide. They are everyday people; dentists, librarians, teachers, and CEOs, who act as social bridges, uniting citizens, city officials and diverse groups to reach common goals. For cities, Bicycle Mayors are role models who educate communities, initiate new projects, build partnerships, consult with local and national authorities, lobby for new laws and infrastructure, and so much more. Their message is strengthened and amplified from their participation in a global network which is active on every continent.



## Bicycle Mayor Impact

In places like Cape Town, Lebogang Mokwena helps young women learn to cycle, allowing some to access education and employment for the first time. In Panama City, Juventino Quiroz helps companies encourage their employees to cycle to the office and works with the U.S Embassy to reduce car use in the congested city. Meanwhile, India's Bicycle Mayors tackle congestion and the air pollution crisis through their work in schools and offices throughout the country. And in places like Mexico City and Beirut, Bicycle Mayors use their role to meet with government officials to help bring cycling into national environmental and traffic plans. While working to address diverse local challenges, Bicycle Mayors also collaborate across the world, such as on the Cities Fit For Children campaign, which is working to make cycling safe and accessible for all ages.



**“They identify solutions to local needs and bring together cycling organizations, residents, businesses and governments to make change happen.”**

— Huffington Post

## Power the Progress: Become a Partner

The network is powered by financial and organizational support from BYCS, as well as additional grants and donations. This ensures we can coordinate the network, develop new tools to support the Bicycle Mayors and run global awareness campaigns. Making a financial or in-kind contribution connects you to a powerful, influential network leading profound changes around the world. We offer Local and Global partnerships, to allow organizations to support their own Bicycle Mayor or the whole network.

Official partners gain unique marketing opportunities through the widespread international media attention of the network and through BYCS' communications. Partners can also receive branded packages to support their own marketing or employee engagement. Crucially, partnership allows organizations to demonstrate their status as being committed to making cities healthier, happier and more sustainable.

**More info: [bycs.org/supporter-opportunities](https://bycs.org/supporter-opportunities)**



## Get Involved

**Anyone** can be part of the Bicycle Mayor network and help lead a radical transformation of our cities. **Choose one or more of these options:**

### 1. Become a Bicycle Mayor

Do you have an unstoppable belief in the power of cycling to transform cities? Think you can lead the change in your city with creativity, collaboration and determination? We want to hear from you.

### 2. Help find a Bicycle Mayor in your city

We work with local partners to help us find Bicycle Mayor candidates, to support their election and to publicize the program. If you want a Bicycle Mayor in your city and are well-connected get in touch.

### 3. Support the movement

With more funding partners we can ensure the network's rapid growth is sustained and that every Bicycle Mayor can be supported to drive profound impacts. Support with a donation or become an official partner.

**Bicycle Mayors transform cities. Cities transform the world.**

## About BYCS

BYCS established and coordinates the Bicycle Mayor network. BYCS is an Amsterdam-based social enterprise working internationally with businesses, governments, and non-profits to initiate and scale breakthrough ideas around cycling. We have a bold mission, called 50by30: 50% of all city trips by bike by 2030. Other programs we run include BYCS-labs, a network of collaborative spaces to innovate, test and scale cycling innovations in different environments; and BYCS-to-work, an approach to shifting widescale, international cycling adoption by commuters. We also offer bespoke solutions to cities and organizations looking to accelerate cycling progress. More info: [bycs.org](https://bycs.org)

## Get in touch:

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Read all about the program and apply online at:

**[bicyclemayor.org](https://bicyclemayor.org)**



**BYCS**