

BYCS



Annual
Report
2021

BYCS 2021 at a glance



26 New Bicycle Mayors
130 cities in 34 countries

475 Bicycle Citizens

14 Active Programmes & Initiatives

15 Conference Presentations



45 Published Articles

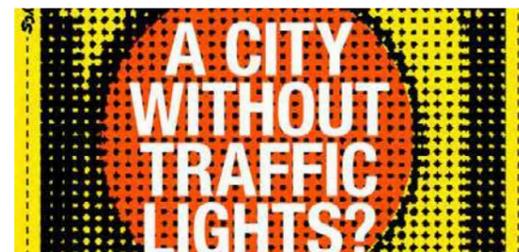
10 Events Hosted



22 New Partnerships

-  Offices
-  Bicycle Mayor
-  Bicycle Citizen

990k Reached on Social Media



21k+ Social Media Following



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Image: Amsterdam Economic Board

Letter from our CEO

A core tenet of our organisation has always been to position the bicycle as the real zero-emissions vehicle that the world needs in the effort to **curb climate change, improve societal health, and support more inclusive communities**. Taking the 9 hour Climate Train from Amsterdam to Glasgow for COP26 was undoubtedly a highlight of 2021 that only reinforced this belief. Witnessing the global discussion around transport decarbonisation predominantly focusing on electric vehicles was at times frustrating, but overall energising, motivating us to continue to uphold cycling as an important solution in both policy and planning toolkits.

This year has been a year of growth and learning for BYCS in many ways. We remained busy while navigating the second year of the COVID-19 pandemic, growing our presence in India and Latin America, publishing new research, increasing our editorial output, launching a new advocacy campaign, as well as developing our initiatives and partner networks around the world.

A landmark moment of 2021 was the establishment of our ANBI approved foundation, BYCS Global Foundation. This decision grounds our work and long term strategy in international social impact, which has always been our beacon, and aligns our ethos with our operational structure. To accompany this change, we engaged in new conversations with a wide array of stakeholders, from philanthropies, government bodies, municipalities, international NGOs, and of course, civil society stakeholders.

These discussions and new partnerships are already blooming, and **we are delighted to embark on multiple, new international projects in 2022**. Whether it is facilitating a new community of practice around inclusive cycling in Latin America, expanding our Bicycle Heroes youth programme in 3 European cities, launching multi-city pilot programmes for caregivers, deepening our programmes in India, or continuing our strategic consulting for the Amsterdam Metropolitan Region, it's going to be our busiest, most exciting, and impactful year yet.

As we look with optimism towards the many initiatives cities have continued to undertake to promote active transportation this year, as well as the inspiring work of many organisations around the world, we are keenly aware that the forms of moving that enable all people and our planet to thrive are still far from being prioritised around the world. Our current urban mobility paradigm still revolves around private automobility. Car-centric cities cater to the few, and contribute significantly to many of our greatest local and global challenges. This year, we are determined to continue **engaging with urban stakeholders at multiple levels, initiating, supporting and strengthening efforts to position cycling as a means to achieve liveable, sustainable, resilient, and equitable cities. The evidence is finally emerging that an increased investment in cycling uptake behaviour change, will yield a much higher and more diverse ridership**. This has always been our belief and we are excited to keep upholding inclusive cycling cultures.

Thank you for taking the time to read through our 2021 year report. We are proud of the work we've achieved, and the organisations we have worked with. **Forming coalitions of partners guided by a common urban vision is essential to the success of our mission**, and we are excited to continue building our ecosystem in 2022.



Maud De Vries, Co-Founder & CEO

Our Vision & Mission

We are an Amsterdam-based global NGO guided by the belief that bicycles transform cities and cities transform the world. We envision an urban future in which half of city trips are by bicycle by the end of the decade. Our mission is to nurture, strengthen, and scale community-led cycling initiatives globally, through a focus on what we call “the human infrastructure of cycling”, as we strive towards this bold vision that we call 50x30.

We believe that one of the best ways to combat many urban challenges is through an exponential increase in active mobility. To achieve this we need to develop and support cycling cultures, in order to increase the demand for and the diversity of cycling. Higher levels of cycling lead to more human-centric cities, and a higher quality of life for all.

Our Values

Our values inform how we work as a team on a daily basis and guide our mission as a not-for-profit organisation.

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 “good practises”, 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 recognise 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.

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.



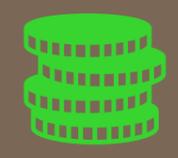
Health
Active residents with improved health and wellbeing, with clean air to breathe.



Environment
Reducing cities' carbon footprint and inspiring responsible lifestyles.



Community
Inclusive and safe places with engaged residents at their heart.



Economy
Stimulating new forms of sustainable economic development and opportunity.

Theory of Change

To reach our mission and vision, and realise the **transformational effects on health, environment, the economy, the community, and mobility of large-scale cycling adoption**, we currently implement programmes and advise on policies that aim to complement built infrastructure solutions with a human infrastructure layer. This ensures lasting and equitable adoption of cycling and the strengthening of local cycling cultures. These efforts reach a global scale through our **growing network of partner organisations and networks**.

Human infrastructure examines the role of culture and social networks in how we relate to our environments. Strengthening the human infrastructure of cycling means developing initiatives that **reinforce cycling cultures** and the ability for all individuals to access and perceive cycling as a viable, safe, empowering and joyful mode of transportation. Stronger cycling cultures stem in part from a **higher demand for cycling investment** and therefore higher ridership levels. This can significantly amplify the effectiveness of a cycling strategy leading to higher returns on investment and bigger impact. Additionally, an **increased diversity of demand and ridership**, through targeted engagement programmes focusing on communities that have higher social, economic and cultural barriers to cycling, also contributes to increased cycling cultures. Both of these results, higher demand for investment and a greater diversity of ridership, derive from an **increase in the public's cycling awareness, knowledge, attitudes, and skills**.

In order to achieve greater public cycling awareness, knowledge, skills, and attitudes, our work focuses on four types of **activities**:

Research

Research activities focus on advancing the knowledge and strengthening the evidence base around our theory of change, our definition of impact, and the intended impacts of our interventions. Our research responds to the needs that we identify through our work and through the coordination of our networks, and will usually include a large focus on human infrastructure. Research helps us refine our impact activities and establish our organisation as a thought leader.

Network Coordination

Network Coordination includes the management and coordination of the Bicycle Mayor Network, our flagship global community of advocates and activists working to push forward the cycling agenda locally, and the Bicycle Citizens Network, launched in 2021 to create an amplification chamber around the work of the Bicycle Mayors and shape the narrative around cycling.

Engagement Programmes

Engagement Programmes include targeting specific issues and communities with the aim to support equitable cycling adoption. These include our Bicycle Heroes Programme engaging children, Junior Bicycle Mayor Programme engaging teenagers, and our programmes supporting cycling to work or cycling within migrant communities. We design, pilot and implement these programmes with government or business partners and alongside local community leaders and groups.

Strategic Consulting

Strategic Consulting for cities, in which our experience, insights, and programmes are tailored to the specific needs of a given city.

Research

Our research initiatives enable us to advance new knowledge on inclusive and holistic approaches to cycling promotion, communicate the many benefits of cycling to our global audience, as well as articulate our theory of change and refine our impact activities. We strive to move beyond the current cycling paradigm of “build it and they will come”, and convey research in a straightforward manner, showcasing

successes and learnings from diverse geographies.



Image left: Transport for Greater Manchester

Strengthening the Human Infrastructure of Cycling

In order to highlight the benefits of cycling promotion measures beyond infrastructure development and present key learnings from successful initiatives, we published the white paper “Strengthening the Human Infrastructure of Cycling: Soft Strategies for Inclusive Uptake”. Supported by the Gelderland Province, the publication of this report reveals the value of “soft” or “behaviour change” measures so they can be further considered and prioritised by cities and regions as they implement cycling strategies. It uses the framework of “human infrastructure” to advocate for greater attention to the socio-cultural dimension of cycling promotion.

This research project reflects the core backing of the organisation’s mission and belief system. It serves both to articulate through evidence-based research our organisational approach, as well as the need to develop social research, and behaviour change programmes in order to allow people of all backgrounds to identify with and access cycling.

The report’s findings were the result of semi structured interviews with over **20 experts from the fields of planning, academia, policy and advocacy in 9 countries**, as well as an overview of existing academic literature and research. It highlighted **4 city and regional case studies**; Oakland, Greater Manchester, Munich, and Arnhem-Nijmegen, as well as learnings from dozens of illustrative “soft measure” interventions around the world.

The report put forward **6 recommendations for policy, including 35 detailed actions points**. Upon publication, the report garnered attention from key global organisations such as the C40 knowledge hub, the Dutch Cycling Embassy, the Institute for Transportation & Development Policy, and the Union Cycliste Internationale. This research piece will continue to be presented in both live and digital conferences around the world in 2022, in conjunction with technical assistance to various governments and organisations, such as the UN Environment Programme, around integrating a human infrastructure dimension to cycling policies.



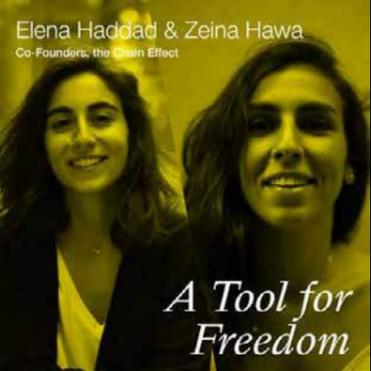
Image right: BYCS



Cycling Mobilities of Care

We began working, in partnership with the Bernard van Leer Foundation, towards narrowing the knowledge gap surrounding cycling mobilities of care and establishing strategies and good practises for grassroots programmes, as well as urban planning and policies, to further support the active mobility needs of caregivers and young children. The first milestone of this effort was the publication of the report “Cycling Cities for Infants, Toddlers and Caregivers”, in November 2020. In 2021, we embarked on a project to assess the viability of **transforming the ideas developed in our initial research into concrete initiatives, and new, actionable knowledge for urban leaders.**

In order to determine which cities could benefit from programmes to support the uptake of cycling for women caregivers, our team conducted **over 30 semi-structured interviews with city representatives, urban planners, community leaders, and academics in 12 cities.** The cities of Istanbul, Buenos Aires, Mexico City, Cuenca, Addis Ababa, and Bengaluru were then selected, and went through a secondary phase of research, stakeholder mapping, and further interviews. This scoping study will inform the larger international initiative, set to take place over the course of 2022 and 2023.



A Tool for Freedom

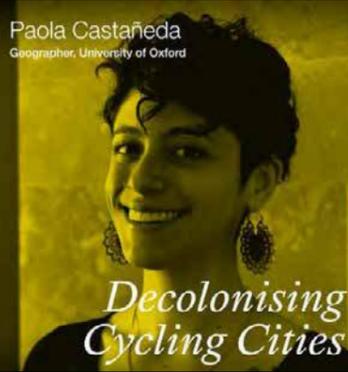
“ These vast *benefits of cycling are heightened* in a context like Lebanon, where people face so many *societal, economic and environmental pressures.* ”



Shaping Feminist Cycling Cultures

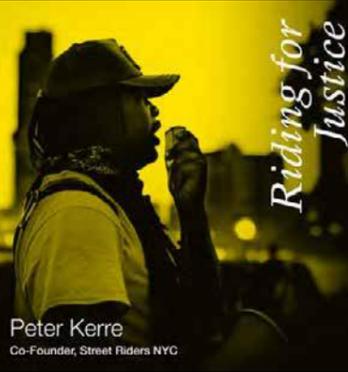
“ Within the feminist agenda, I believe we need to push even further the question of *women’s ability to enjoy public space and identify with cycling cultures.* ”

“ A lot of the *richness of the cycling histories, traditions, cultures* and uses of cycling in Latin America have been buried under *a set of standards from abroad* of what cycling cities look like. ”



Decolonising Cycling Cities

“ Because we were riding, *we could also access areas of the city where people had never seen protests before,* and that was so powerful. ”



Riding for Justice



Planning for All Needs

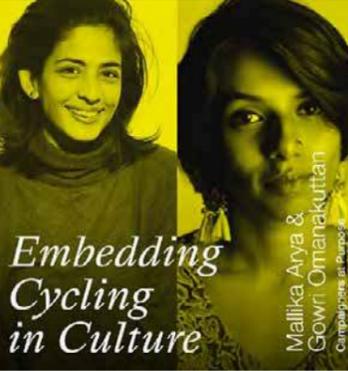
“ Realising that *I didn’t see disability representation in cycling* I felt it was important to talk about myself, and as I did other people started telling their stories too ”



Thrive Zones

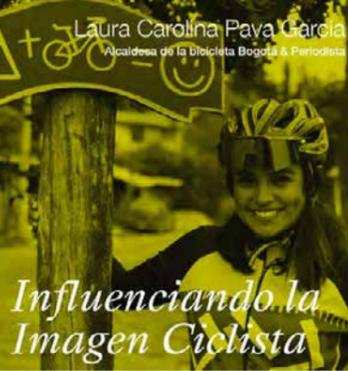
“ People don’t necessarily have the *vocabulary to identify what needs to change,* but have the perfect vocabulary to tell you what their everyday experience is. Layering these first-hand accounts together with air quality data gives *a complete picture of inequities and vulnerabilities,* and where specific opportunities for improvement are. ”

“ Through campaigning we’ve seen that *you can’t create demand from nothing.* It has to be harnessed from a place that already exists. ”



Embedding Cycling in Culture

“ Pienso que la bicicleta es un medio que le sirve muchísimo al periodista para observar. A mí me decían en la universidad que los periodistas debíamos tener los zapatos gastados y yo les decía *“yo tengo las llantas gastadas”* ”



Influenciando la Imagen Ciclista

BYCS Perspectives

Our editorial series BYCS Perspectives showcases global cycling efforts, and articulates, through research and storytelling, how cycling supports individual, societal, and environmental well being. BYCS Perspectives diversifies the global cycling conversation, creating a platform for ideas, experiences, and knowledge. **Across 7 editions of Perspectives in 2021, we interviewed 27 experts from 13 countries on cycling’s role in supporting more inclusive and sustainable cities.** Our editions focused on the topics of resilience, feminist cities, sound, physical and mental health, clean air, social justice, and accessibility.

By highlighting the voices of academics, planners, activists, and city leaders, we were able to feature the work of organisations such as Gehl Architects, the University of Oxford Transport Unit, CicLAvia, the City of Oakland, Metropolitan Transportation Authority (MTA) of New York State, Mujeres Bici-bles, Wheels for Wellbeing, the Chain Effect, Bicitckas as well as the voices of several Bicycle Mayors from around the world. This creates a multi-stakeholder dialogue and allows us to forge new links with individuals and organisations.

Images left: BYCS
Image right: Bicitckas

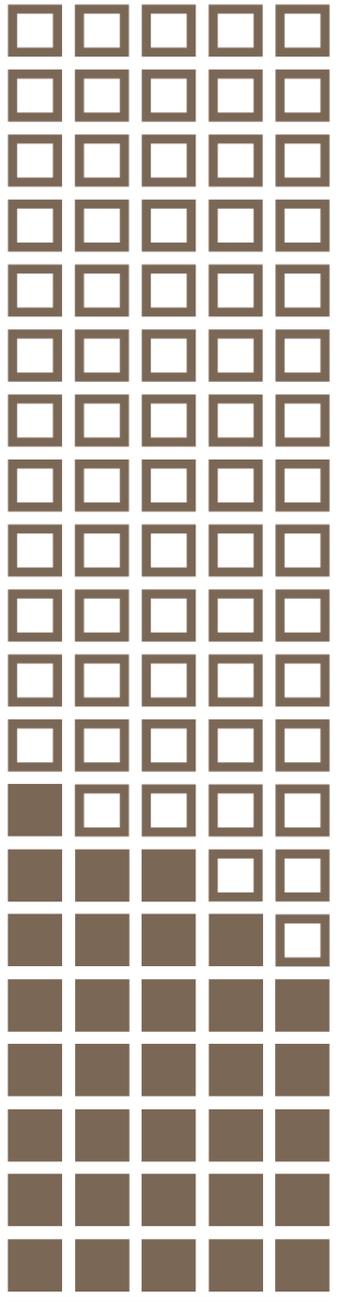


Knowledge Sharing

Conferences are an important place to promote our research, and lead to increased knowledge, awareness, and attention to inclusive cycling topics. They also can bring together a number of Bicycle Mayors as part of our network coordination, serve to help us promote our engagement programmes and are key sites to develop our partner network.

In 2021, **BYCS staff spoke in 15 events**, both digital and live, such as Velo-City in Portugal, the UCI Bike City Forum in Denmark, AUTONOMY digital in Paris, and Walk Bike Places in the USA.

Our main goal was to increase awareness of the importance of cycling cities for infants, toddlers and caregivers, as well as the role of human infrastructure in promoting inclusive cycling cities, continuing to position our organisation as a thought leader in the urban cycling world. We also were asked to weigh in on topics such as: promoting cycling for youth, cycling's role in combating climate change, and the connection between cycling and mobility justice. We look forward to bringing our research to new conferences in the coming year.



1/3
of the 4 billion people living in cities are children



Images left: BYCS
Images right (clockwise from top left): Transport for Greater Manchester, City of Oakland, BYCS, Jonas Neifzger



Network Coordination

Through our Bicycle Mayor Network, regional hubs and ecosystems of like-minded organisations, we share and acquire knowledge, adapt processes to local contexts as well as amplify ideas and good practises to accelerate cycling uptake globally. Global networks enable us to engage, learn from, and collaborate with different sectors of society to make our cities more human-centric, regardless of their scale or geographic location.



Bicycle Mayor Network

Bicycle Mayors are the human face and voice of cycling advocacy in a city. We identify, recognise, and amplify the work of these change makers, as well connect them 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 civil society leaders **representing 130 cities in 34 countries**, with **26 new Mayors joining the network in 2021**.

Within the network in 2021, we facilitated regular **networking opportunities**, including **10 regional calls, quarterly network-wide calls attended by over 115 Bicycle Mayors, 16 tandem talks** (one-on-one Bicycle Mayor networking), and theme-specific working groups, such as the Gender and Cycling group, which includes 29 Bicycle Mayors.

We also facilitated Bicycle Mayor **communication**, including information sharing and requests through the facilitation of 5 Whatsapp groups and a Slack workspace. In just the second half of 2021, **1124 photos and 93 videos were shared** within the India regional whatsapp group. In the regional Latin American group, 450 photos and videos, and 350 links to resources or documents were shared.



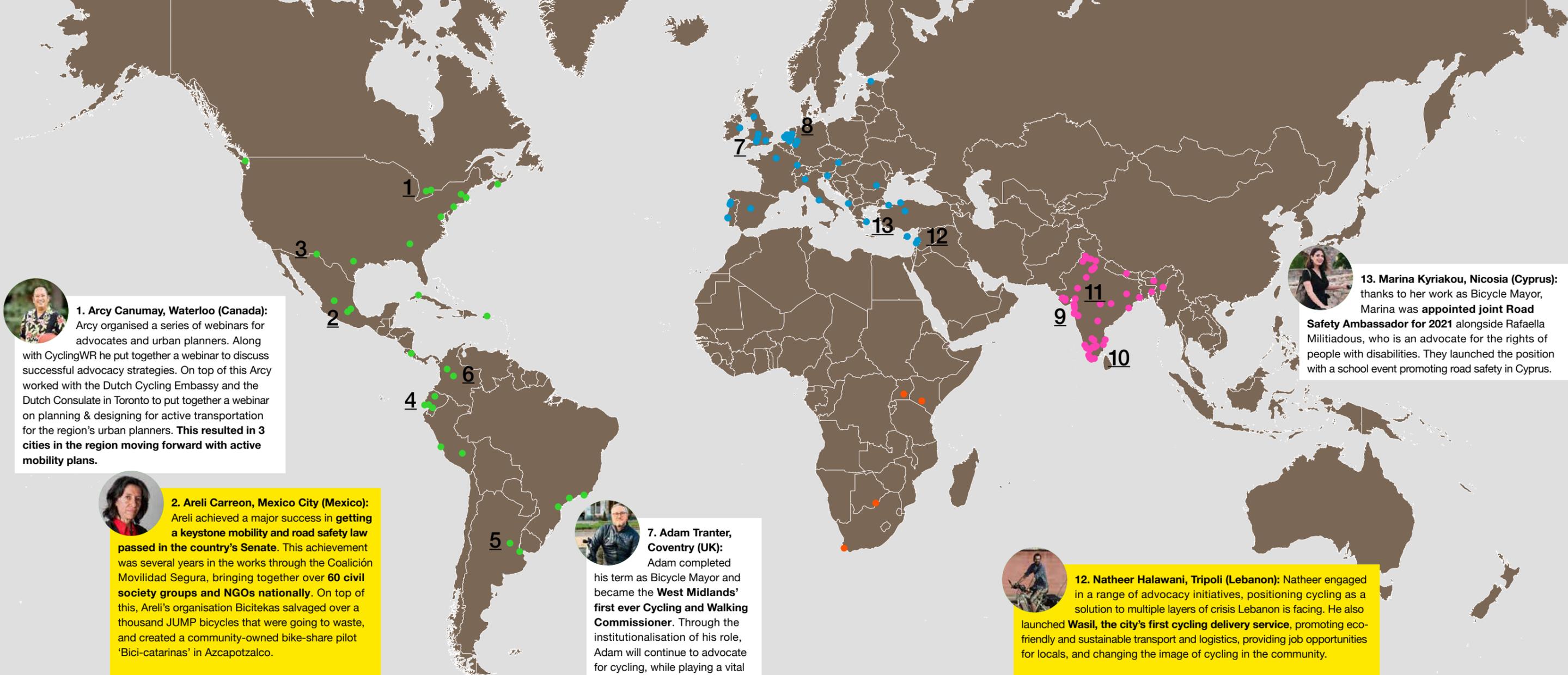
This year, **knowledge sharing** was an important focus through the launch of a collaborative resource hub that features nearly **150 policy guides, toolkits, and papers**. BYCS also organised a training course for Bicycle Mayors - "Unravelling the Cycling City" - that was hosted by the University of Amsterdam and the Urban Cycling Institute. **Over 20 Bicycle Mayors took part in the course and associated discussions**.

Facilitating **collaboration** was another important emphasis this year as Bicycle Mayors from Latin America collaborated on an Earth Day campaign to raise awareness of the importance of cycling for the environment. In June, Bicycle Mayors in North America organised a "rolling wave" of support to promote bike month. Finally, Bicycle Mayors in India came together to **expand the Relief Riders programme across 12 cities** after a successful initiation by the Bicycle Mayor

of Bengaluru. The programme was scaled with support from BYCS by Bicycle Mayors Felix John of Chennai, Pooja Vijay of Jaipur, and Arshel Akhter of Guwahati and has **served over 2000 families**.

Images left (clockwise from top left): Cynthia Lopez de la Fuente, Arshel Akhter, Ricardo Camacho
Image right: Marina Kyriakou

130 cities **in** **34** countries



1. Arcy Canumay, Waterloo (Canada): Arcy organised a series of webinars for advocates and urban planners. Along with CyclingWR he put together a webinar to discuss successful advocacy strategies. On top of this Arcy worked with the Dutch Cycling Embassy and the Dutch Consulate in Toronto to put together a webinar on planning & designing for active transportation for the region's urban planners. **This resulted in 3 cities in the region moving forward with active mobility plans.**



2. Areli Carreon, Mexico City (Mexico): Areli achieved a major success in **getting a keystone mobility and road safety law passed in the country's Senate.** This achievement was several years in the works through the Coalición Movilidad Segura, bringing together over **60 civil society groups and NGOs nationally.** On top of this, Areli's organisation Bicitekas salvaged over a thousand JUMP bicycles that were going to waste, and created a community-owned bike-share pilot 'Bici-catarinas' in Azcapotzalco.



3. Cynthia Lopez de la Fuente, Ciudad Juárez (Mexico): alongside a group from the Peatones Heroico Collective, have been **lobbying their local government to raise awareness for accessible and safe mobility.** Their campaign was presented to Regidora Tania Maldonado, Coordinator of the Urban Development and Commission, and Claudia Morales, General Director of Urban Development, to discuss proposals of addressing these issues.



4. Cristian Sáenz De Viteri, Guayaquil, (Ecuador): Cristian dedicated his efforts towards improving the cycling conditions for livelihood cyclists and street vendors. In 2021 he organised online capacity building workshops (during over 40 hours) empowering street vendors to use tricycles in their ventures. On top of this he **delivered 10 cargo-bikes to local entrepreneurs, and 5 more are currently being prepared for delivery.**



5. Mariana Salvador, Santa Fe (Argentina): Mariana wrote 'The Magnificent Story of the Cycleplanet', an illustrated children's book that seeks to normalise cycling as transportation for young children. It touches upon several key themes that are related to active mobility and its role in creating more human-centric cities. She also led the Bicycle Mayor Earth Day social media campaign #choosethebike.



7. Adam Tranter, Coventry (UK): Adam completed his term as Bicycle Mayor and became the **West Midlands' first ever Cycling and Walking Commissioner.** Through the institutionalisation of his role, Adam will continue to advocate for cycling, while playing a vital role in developing the region's cycling and walking policies and plans.



6. Laura García, Bogotá (Colombia): By using current social media trends, Laura Carolina has been showing to her audience the struggles that cyclists face on the streets everyday. But her work does not stop on digital platforms. She is working on co-developing a programme with the National Service of Learning (SENA), to **train low-income women in Bogotá, on basic bicycle mechanics as a means to empower them.**



8. Jelle Bakker, Utrecht (Netherlands): Jelle has worked actively within a coalition formed by Fietsersbond, Sport Utrecht, BikeFlip, Project O, and the city of Utrecht to celebrate the 900th anniversary of the city by organising **900 bicycles for low income residents.** They have already received 200 and are raising awareness of the benefits of cycling throughout the duration of the campaign.



9. Firoza Suresh, Mumbai (India): Firoza, helped low-income women to shorten their commute to work and gain independence and empowerment through cycling. With the help of local partners and crowdfunding, **50 lightweight bicycles were distributed to women,** and one-week training courses were provided for those who did not know how to ride confidently, especially during high traffic hours and on busy roads.



12. Natheer Halawani, Tripoli (Lebanon): Natheer engaged in a range of advocacy initiatives, positioning cycling as a solution to multiple layers of crisis Lebanon is facing. He also launched **Wasil, the city's first cycling delivery service,** promoting eco-friendly and sustainable transport and logistics, providing job opportunities for locals, and changing the image of cycling in the community.



11. Pooja Vijay, Jaipur (India): Pooja has ushered a cycling revolution in Jaipur, through her bike rental enterprise Pink Pedals. Her and her team curated **a fleet of over 300 bicycles,** and partake in cultural activities, such as the "Women's cycling community" to encourage each other to cycle and **change perceptions of gender cycling norms.** Pooja also helped Sathya Sankaran, Bicycle Mayor of Bengaluru, scale his Relief Riders project to Jaipur and other cities in India.



10. Sathya Sankaran, Bengaluru (India): Sathya relaunched and scaled the acclaimed **Relief Riders programme across 12 cities** after a successful initiation in the first wave of the COVID-19 pandemic. This programme is the culmination of **the efforts of over 725 individuals** and provides necessary food and medicine by bicycle to those who cannot move about during the COVID-19 pandemic. The programme was duplicated by Felix John of Chennai, Pooja Vijay of Jaipur, and Arshel Akhter of Guwahati and has **served over 2000 families.**



13. Marina Kyriakou, Nicosia (Cyprus): thanks to her work as Bicycle Mayor, Marina was **appointed joint Road Safety Ambassador for 2021** alongside Rafaella Miliadiadou, who is an advocate for the rights of people with disabilities. They launched the position with a school event promoting road safety in Cyprus.

India Bicycle Mayor Summit

Following up on the success of the India Summit in 2019, BYCS , along with a key group of Bicycle Mayors, organised the 2nd India Bicycle Mayor Summit in November 2021. The summit focused on creating a national coalition, made up of Bicycle Mayors, NGOs, governments, and industry, with the purpose of strengthening cycling cultures in India. A main theme of the summit was engaging, educating, and raising stakeholder awareness on the importance of the ability for families (children and caregivers) to move around the city freely and actively. Finally, the summit aimed to create and gain commitment for an ambitious 2022 network agenda.

Over the course of a weekend, 10 workshops, presentations, and round tables were held. **Bicycle Mayors representing 18 cities were present and over 50 people attended the public roundtable** featuring presentations from ICLEI, Purpose, WRI, and ITDP. Topics covered during the summit included: becoming a cycling city for infants, toddlers, and caregivers; strengthening human infrastructure, logic model-based project development, and coalition building. The summit strengthened the Bicycle Mayor Network within India and helped solidify partnerships with key stakeholders.

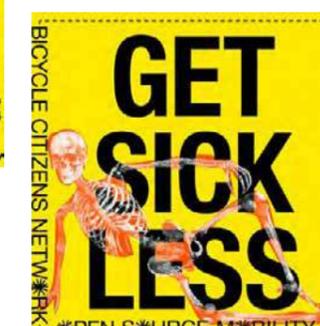
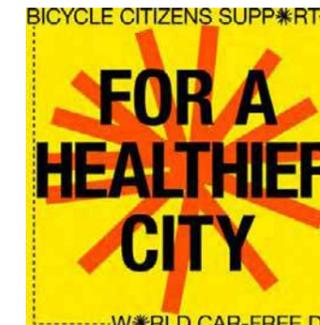
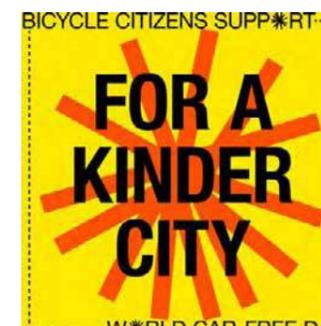
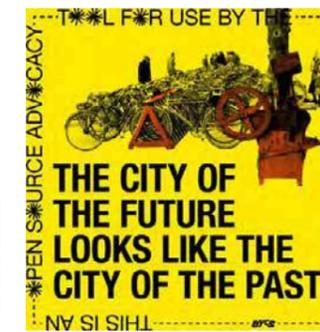
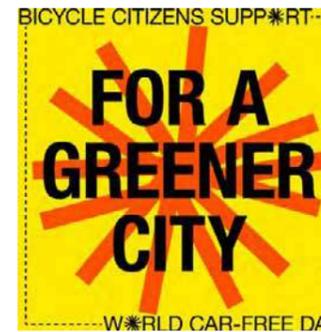
Bicycle Mayors representing

18

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Bicycle Citizens Network Launch

In 2021, BYCS launched the Bicycle Citizens Network as a response to the demand around the already established Bicycle Mayor Network. This more accessible platform allows global citizens to get involved in international advocacy for better cities through cycling. In its first 6 months, the network has grown to nearly **500 members representing 60 countries on 6 continents.**

The Bicycle Citizens Network unites cycling advocates and mobilises the enthusiasm surrounding the Bicycle Mayor Network. Bicycle Citizens provide strength in numbers to spread BYCS' message of cycling-centric cities beyond the demographics that BYCS could reach alone. BYCS provides Bicycle Citizens with a platform to engage and a number of simple, yet thought-provoking communication tools that promote the benefits of active mobility, cycling cultures, and inspire new city dwellers to embrace cycling for daily trips. Bicycle Citizens are actively engaged - **on average 60% of the network members engage with newsletters and shared resources.**

In the next 3 years, the network aims to grow its membership numbers and reach, conduct a number of network-led, co-defined activities, and firmly establish its name in the cycling and mobility world.

Image left: Ana Dujmovic via Unsplash
Images right: BYCS

“ We’re delighted about the opportunities the Bicycle Citizens Network brings to the table. The Bicycle Citizens Network will allow people from all walks of life to come together and get the support they need to promote cycling in their communities – to create more liveable and inclusive cities. ”

Shreya Gadepalli
South Asia Programme Lead, ITDP

Engagement Programmes

Through our engagement initiatives, we target specific issues and communities with the aim of supporting equitable cycling adoption and strengthening the human infrastructure of cycling in a variety of urban areas. We design, pilot and implement these programmes with government or business partners and alongside local community leaders and groups. From these programmes, we gain learning for our research and technical assistance assignments.



“ It is very good to involve children in thinking about road safety in this way: they come up with very creative and important ideas that adults often overlook. We are happy to take the plans and especially the reasons they have for working on these solutions to the town hall, so that we can get started. ” Alderman Robert van Asten
Traffic & Transport, The Hague

Bicycle Heroes

Bicycle Heroes engages children in solving urban mobility challenges related to cycling as a way of addressing their needs and raising their awareness about the need for, and benefits of, cycling.

This year, Bicycle Heroes campaigns were conducted in Amsterdam and the Hague. In partnership with municipal governments and local schools, we engaged with **over 800 children ages 9-12**, with a particular focus in the Hague on neighbourhoods with a low rate of cycling.

As part of the programme in the Hague, led by the Bicycle Mayor Marcel Kleizen and in partnership with the city of the Hague, the province of South Holland, and



the metropolitan region of Rotterdam, children thought about creative ways to make cycling around their schools and neighbourhoods safer, more comfortable and more fun. The best ideas were then developed during a day of co-creation workshops at the Science Museum in the Hague, and presented to city officials to be considered and implemented. Maëlle Jammet (age 11) was selected as Bicycle Hero of the Hague based on **her idea for an anti-stress light**. “When I began to cycle, I was very stressed by the cars that would drive so close next to me. Therefore I came up with a light for your handlebars that you can turn on when you don’t feel safe. Drivers know then that they should give you more space.” A Bicycle Heroes Squad was then formed through which **30 interested and engaged students** continue working with the government to implement the idea as well as promote cycling to their peers.

In Amsterdam, the **experiences of children, especially in regards to perceived safety in traffic, were presented to the alderman, and integrated in the city’s traffic safety report**, which will inform policy and planning in the coming years.

Junior Bicycle Mayor

The Junior Bicycle Mayor Programme **encourages teenagers to step up into leadership roles around cycling specifically**. Junior Bicycle Mayors engage with their peers around the role of cycling in creating more sustainable communities and the need for changes in travel behaviour.

This year, Lucas Boer was chosen as Junior Bicycle Mayor of Amsterdam. To be considered by the selection jury, students submitted ideas for how to stimulate or improve cycling in their neighbourhood. As Junior Bicycle Mayor, Lucas promotes cycling to his peers in Amsterdam and globally via social media. **A video made by Lucas was featured at the COP26 Conference in November by the Global Alliance - Cities 4 Children**. He also represents teenager perspectives as part of the youth-focused group within the GreenDealFiets coalition (see page 27). As part of this work, he helped develop an **intervention timeline which identifies key points in a child's life when children start and stop cycling and as a result a number of targeted pilot programmes have been planned**. Lucas is also encouraging his peers in nearby regions to apply to become Junior Bicycle Mayors and form a regional council with the Vervoerregio Amsterdam.



Image left: BYCS

Illustration right: Juan de Rossi

Image right: Mariana Salvador



The Magnificent Story of the Cycleplanet

Building on the research and recommendations from BYCS' 2020 Cycling Cities for Infants, Toddlers, and Caregivers report, BYCS worked with Mariana Salvador, Bicycle Mayor of Santa Fe, Argentina, to produce a **children's book that engages youth with the topics of active mobility, sustainability, and human-centric cities**. Mariana saw how her son had developed a fondness for cars and trucks because that is what he was exposed to in popular media and she decided to take it upon herself to change that.

The Magnificent Story of the Cycleplanet seeks to normalise cycling as transportation for young children. It touches upon several key themes that are related to active mobility and its role in creating cities that are safer, more playful, have cleaner air, stronger communities, as well as more accessible public spaces and green spaces. The book includes a postface section that contextualises the link between cycling, childhood and mobilities of care with research produced by BYCS.

The book was **launched at the 10th edition of the World Bike Forum (Foro Mundial de la Bici)** in Rosario, Argentina, and printed and distributed by the Taller Mil-Trazos Ediciones in Buenos Aires. A digital, open-access version lives on the BYCS website in English and Spanish, with additional interest for other languages in the future.



100 on-location participants

19 thousand online impressions

COP26 Cycling Forum

BYCS' COP26 Cycling Forum was held at the Gartnavel General Hospital in Glasgow during the first week of the summit. Organised in partnership with organisations such as **Climate Acceptance Studios, Cycling UK, Bikes for Refugees Scotland, Ride for their Lives and the Adventure Syndicate**, the forum accompanied the Pollution Drift Experience by artist Michael Pinski. This was a series of geodesic domes whose air quality, smell and temperature accurately recreate the pollution of five different locations on three continents: London, Beijing, São Paulo, New Delhi and Tautra, a remote peninsula in Norway. It was also the finish the line for the 'Ride for their Lives' action of doctors cycling from London to Glasgow to deliver a health warning to governments, signed by medical professionals the world over.

The event involved **participant speeches, and panel discussions**; all focusing on celebrating the efforts of those who cycled to COP26 and those advocating for the potential of cycling in the fight against the impacts of the climate crisis. Speakers included 16 year old climate activist Jessie Stevens speaking about her ride up the UK to reach Glasgow, Bicycle Mayors Chris Coyle and Richard Ingham sharing expertise in running community projects, and Cycling UK's Head of Campaigns Duncan Dollimore who broke down the barriers and opportunities for cycling nationwide. The event helped position BYCS in the cycling conversation at COP26, while maintaining our grassroots ethos.



Images: BYCS

Strategic Consulting

Our research, networks, and programmes enable us to gain learnings for governments and organisations around the world that are seeking to promote cycling in their local urban environments. We apply this knowledge through coordination or participation in a variety of international consortiums to advise on behaviour change, strategic communications, or community engagement.



56

government, business & knowledge partners creating

100

thousand

potential new cyclists in the region

Green Deal Fiets

Metropolitan Region of Amsterdam

The Green Deal Fiets is a coalition formed by a select group of participants from the business community, the government and knowledge institutions, that **work together on how to the bicycle at the centre of a sustainable recovery in the Amsterdam Metropolitan Region**. Building on last year's initiation, we continued to develop the Green Deal Fiets, in partnership with the Amsterdam Economic Board, The Metropolitan Region of Amsterdam, and the Amsterdam Region Transport Authority, fulfilling the role of convenor, accelerator, creative strategist and impact manager.

This initiative is one of the first attempts to test and refine MAKE WAY, an in-house methodology where we convene an ecosystem and collaborate with other organisations (governments, knowledge institutions and companies) to jointly stimulate bicycle uptake and innovation. The goals are to grow the number of cyclists with innovative strategies, strengthen buy-in and ownership from key stakeholders, breaking silos of hardware, software and orgware and bridging the gap between public and private stakeholders. A strong focus on Human Infrastructure of cycling and diversifying cycling cultures, with pilots supporting the uptake of cycling for a variety of target groups is at the core of this programme.

14 government entities, 25 companies, and 17 Knowledge Institutions came together over the course of 5 events, leading to the signature of a joint covenant that will include the development of 5 pilot programmes. The covenant goals have the potential to affect 100 000 new cyclists in the region, and 4-10 kiloton of CO2-reduction. These initiated programmes and commitments will continue in 2022.

Images: Amsterdam Economic Board

Latin America Cycles

Latino America Padalea

Latin America Cycles LAP is a **new community of practice that supports the use of cycling in an inclusive, multicultural, universal and integrated manner**, through the distribution and exchange of knowledge and experiences among Latin American cities. Upon successfully receiving a grant from South-South Facility, a programme that enables the sharing of development experiences and knowledge among World Bank Group client countries by funding knowledge exchange activities, BYCS was brought in to develop a communications and advocacy strategy for the initiative. The formulation of a partnership with the World Bank anchors our organisation in Latin America, which has always been an important region for us.

This programme entails sharing knowledge around good practices to create inclusive cycling infrastructure, policies and cultures, as well as convey the benefits of cycling in a regional context of Latin America. **It leverages multi-sector collaboration, with input from cities, advocates, NGOs, the private sector, and media to shape new insights and activities that promote cycling.** BYCS, through its network across Latin America, is engaging individuals in the initiative, and producing advocacy materials that synthesise research about the benefits of cycling to a wide audience.



Images left: PLAMOBI

Image right: CfAM

1.5 thousand
pledge signatories in
the first six months of
the campaign

Sustainable Mobility Network

Bengaluru

The Sustainable Mobility Network is a collective supported by the Urban Movement Innovation Fund that works towards adopting the triple zero approach and pushes towards **'Zero Emissions, Zero Exclusion, and Zero Road Deaths'** by (initially) focusing on five states and their main cities (Delhi, Karnataka- Bengaluru, Maharashtra- Mumbai, Tamil Nadu- Chennai and West Bengal- Kolkata). BYCS is a member of the Sustainable Mobility Network in Bengaluru, coordinating the work around the Council For Active Mobility, an initiative of Sathya Sankaran, the Bicycle Mayor of Bengaluru, and engaging with network member organisations on a monthly basis, such as Purpose, Jhatkaa, ITDP India, and YLAC.

Via a network of volunteers carrying out community engagement events throughout the city, behavioural shifts towards walking and cycling for short trips are encouraged, and awareness about the benefits of active transportation are promoted. This is mainly done through the "My 15 Min City" Campaign, which gathered **more than 1500+ Pledge signatures in the first 6 months of the campaign.** Additionally, 12 in-person events, from cycle rides to community engagement events were held with an attendance of over 700 people, leading to **22 media articles highlighting the Council for Active Mobility.**

Work within the framework of the Bengaluru Sustainable Mobility Network will continue in 2022, with the implementation of new tactics to reinforce active mobility, and promote cycling among a diverse population in particular.



Looking Ahead to 2022

A snapshot of the exciting initiatives we have in store. We look forward to adding to this throughout the course the year.



Image left: BYCS
Image right: Mariana Salvador

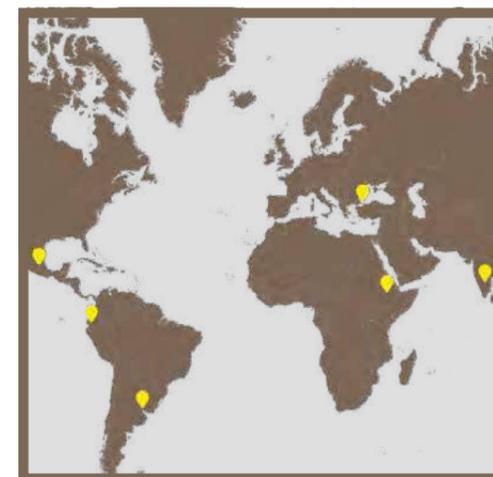
Bicycle Heroes: Youth Voices for Active Mobility



After successfully implementing the Bicycle Heroes programme in the Dutch cities of Amsterdam, the Hague, and Arnhem-Nijmegen for 4 consecutive years, BYCS is excited to expand the programme throughout Europe in 2022. Under the EIT Urban Mobility framework, BYCS will pilot the European expansion in Dublin, Lisbon, and Rome. BYCS will partner with Bicycle Mayors, local governments, and key institutions like Trinity College Dublin and the Association for the Promotion of Child Safety to ensure success and impact. In implementing the programme simultaneously across multiple cultures and cycling maturities, BYCS, the participating cities, and the partner organisations will benefit from shared knowledge, data, and programme promotion which will further support the goals of the programme.



Cycling Mobilities of Care in a Cross-Cultural Context



Informed by the Scoping Study carried out in 2021, we are hoping to finalise the implementation plan for a pioneering, multi-city project around cycling mobilities of care in 2022. Co-developed education and awareness programmes for women caregivers, such as focus groups, cycling lessons, and group rides will be carried out with the dual intention of direct impact locally, as well as the development of new insights that will be consolidated into an external-facing policy brief and toolkit on grassroots efforts in the uptake of cycling for families, as well as deeper insights on barriers and opportunities for caregivers, to cycle.



Supporting Cycling Cultures in Latin America

During the first half of 2022, The Latinoamérica Pedalea (LAP) project, launched in partnership with the World Bank, will reinforce multi-stakeholder collaboration through a new community of practice around sustainable, healthy, and active transport by involving and connecting 6 cities in Mexico, Colombia, Peru, and Bolivia. Government stakeholders, media, businesses, activists, and urban planners will come together to share knowledge and experiences around promoting inclusive cycling infrastructure, while also celebrating a diversity of existing, and emerging cycling cultures in the region. The first stage will be a 2 week digital summit, followed by site visits to the cities of Bogota and Mexico City. Alongside Latinoamérica Pedalea, the Bicycle Architecture Biennale will be hosted in Lima in conjunction with an exhibition showcasing cycling progress in the Peruvian capital.



Sub-regional Road Maps for Walking & Cycling in Africa

Building on the publication of the research “Strengthening the Human Infrastructure of Cycling” in 2021, we are looking forward to providing technical assistance around cycling cultures during the development of Sub regional road maps for Walking & Cycling in the African region, in a project initiated by the UN Environment Programme. We are excited to join a group of NGOs and academics that will collaborate on this policy initiative over the course of the year.

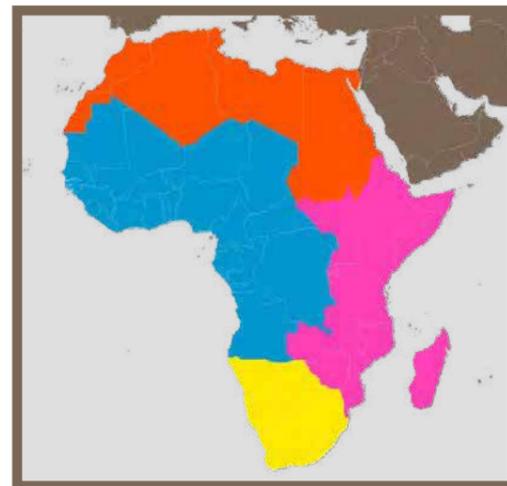


Image left: Areli Carreón
Image right: Marina Kyriakou

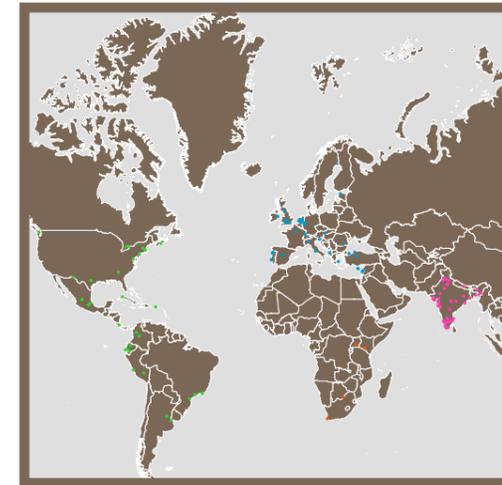
Sustainable Mobility Network

Bengaluru



Following the successes of the first year of collaboration within the Bengaluru Sustainable Mobility Network, we are excited to embark on the second year of this project. With exciting cycling advancements such as the Draft Active Mobility Bill, the first of its kind in India, our work with the Council for Active Mobility is gaining new meaning, for which new community engagement tactics will be developed and implemented at the street level.

Bicycle Mayor Network



In 2022, the Bicycle Mayor Network looks to expand into key cities and areas while continuing to anchor strong regions of the network such as Latin America and India. The importance and effect of the Network and the work of individual Bicycle Mayors will also be better articulated and amplified through impact storytelling. Additionally, we will be offering more opportunities for Bicycle Mayors to partner directly with BYCS around the implementation of targeted projects in their cities and in coordination with other cities in the network. Finally, we look to better connect the work happening across our global networks (Bicycle Mayors, Bicycle Citizens, and our partners) in order to open new opportunities to increase cycling in cities.



Who We Are

We are a small, passionate team of urbanists, human geographers, communicators, and campaign creators. We are people who use bicycles in our everyday lives, to get to where we need to be.

Team

- Maud de Vries** - Co-founder, CEO
- Maarten Woolthuis** - Co-Founder, CFO
- Daniel Eppstein** - Director of Operations & Development
- Julien Vincelot** - Partnerships & Learnings Manager
- Lucas Snaije** - Research & Advocacy Manager
- Alex Baum** - Programmes & Systems Manager
- James Crossley** - Creative & Communications Manager
- Maryam Omar** - Regional Hub Manager
- Poly Bhatt** - Bicycle Mayor Network Coordinator
- Simon Alvarez Belon** - Bicycle Mayor Network Intern
- Isabella Duncanson** - Communications Intern
- Vera Catalano** - Global Networks Intern



Advisory Board

- Max Schreuder**
- Carolina van Iperen**
- André Kruger**

Board of Directors

- Sarah Roberts**
- Lee Feldman**
- Oona Eager**

BYCS India, Board of Directors

- Dr. Bhairavi Naik Joshi**
- Sonal Kulkarni**
- Manjula George**

Our Partners in 2021

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



How You Can Support Us

Partner with Us

We are always seeking to partner with like-minded organisations, whether it is to co-develop new programmes, advocacy initiatives, or research.

If you are interested in our mission, reach out to us.

Donate to Support Our Mission

With your help, we can unlock the transformative potential of the bicycle.

Donate at:

bycs.org/donate



Become a Bicycle Citizen

Help us spread the message of cycle-centric cities through custom advocacy tools and by connecting with other advocates in more than 50 countries. bicyclecitizens.org

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! bycs.org/find

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Find out more on www.bycs.org

Cover image: Cynthia Lopez de la Fuente
Image right: Heet Tui via Unsplash



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.

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www.bycs.org