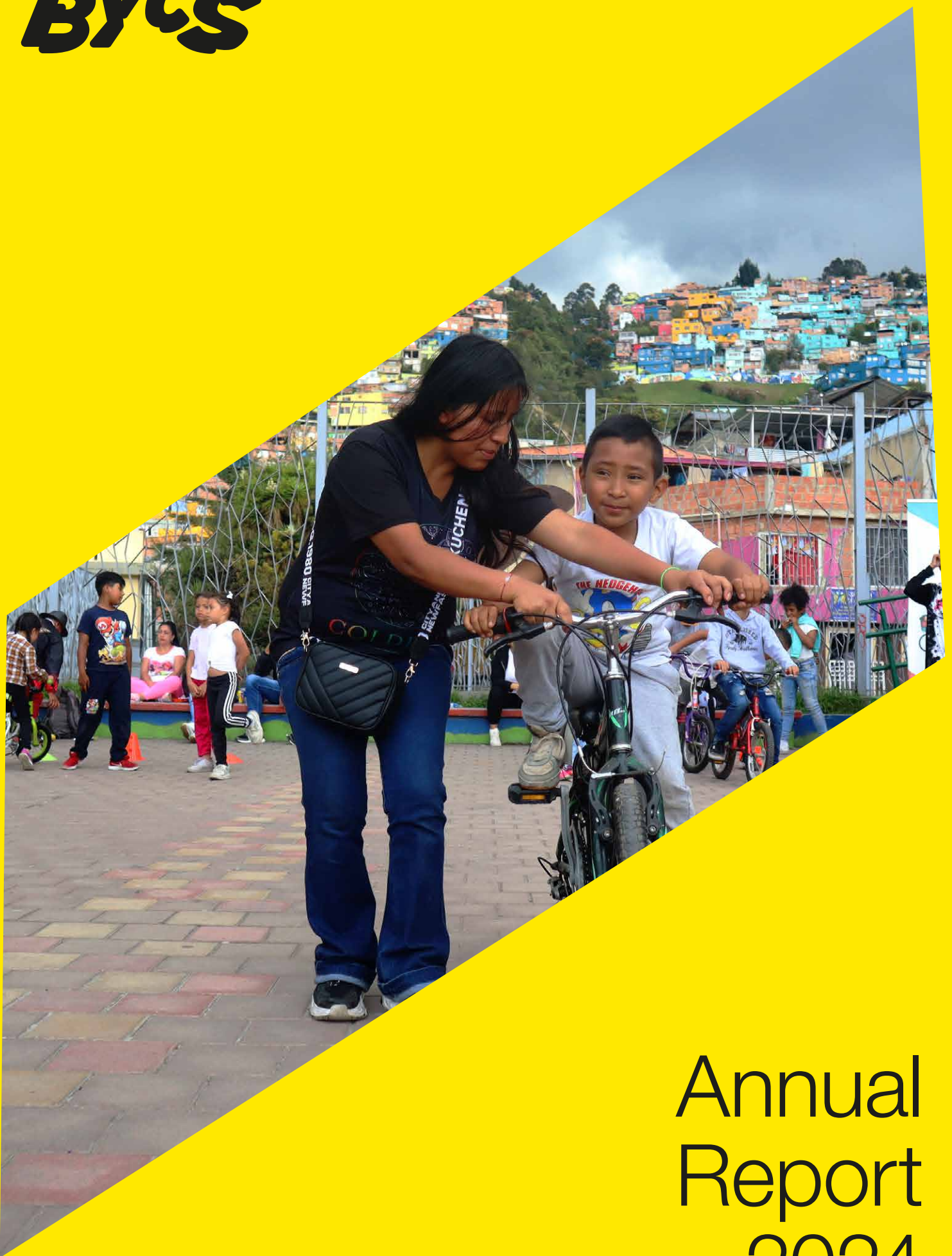


BYCS



Annual Report 2024

BYCS is a small, passionate team of urbanists, human geographers, communicators, and campaigners. We, and the wide network of people who support our work and vision, use bicycles in our everyday lives, to get where we need to go.



Staff

- Maud de Vries** - Co-Founder, CEO
- Maarten Woolthuis** - Co-Founder, CFO
- Matrushri P. Shetty** - Director of Operations & Development (BYCS India Foundation)
- Alex Baum** - Programmes & Systems Manager
- Daniela Abril Gutierrez** - Research & Development Manager
- Simon Alvarez Belon** - Bicycle Mayor Network Manager
- Mona Khatib** - Marketing & Communications Manager
- Nienke Sluimer** - Project Manager (NL)
- Romée Nicolai** - Project Coordinator (NL)
- James Crossley** - Creative & Communications Consultant
- Francesco Zamiri** - Bicycle Mayor Network Intern
- Santhana Selvan** - Communications Coordinator (BYCS India Foundation)

Board of Directors

- Sarah Roberts**
- Lee Feldman**
- Tamara Veldboer**

BYCS India, Board of Directors

- Dr Bhairavi Naik Joshi**
- Sonal Kulkarni**
- Maarten Woolthuis**
- Manju George**

Global Advisory Board

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Image front cover: Fundación Mamacitas en Bici
Image right: Fundación Mamacitas en Bici



Dear children, parents, partners, supporters, advocates, cities, and communities,

As we look back on 2024, I am filled with pride for the progress we have made together in creating healthier, more equitable cities. This year, BYCS continued to help build cycling cultures around the globe, starting with the youngest among us—children and their caregivers. Our work has always been rooted in the belief every child has the right to be in the streets safely, and we are seeing that vision come to life through the International Children’s Manifesto. I hope you will help us share that far and wide.

This year, we embarked on a couple of new adventures, for example a collaboration with Novo Nordisk through our project, Cycling for Better Health. Another wonderful highlight is our collaboration with LifeGoals in another project, Start Cycling Together. Do take the time to read about it in this report. In 2024, a lot of what we always wanted to do has come to life, and we have built a brand new strategy on top of that.

Together with the incredible partners in our ecosystem, the more than 150 Bicycle Mayors and organisations, Bicycle Heroes from around the world, our partners, and Bicycle Citizens, we have made significant progress in promoting cycling as a tool for health, mobility, and equity. Working together is the key to unlocking potential and our involvement in global alliances such as the 5 year old Cities 4 Children Alliance and participation in events like the World Urban Forum in Cairo has strengthened our impact massively.

Looking ahead to 2025, we know the need for safe, healthy and accessible streets for every child is more urgent than ever. To accelerate change, we need more partnerships, more voices, more action and more (vehicles to) funding. As we continue to build on the momentum we’ve gained, we invite you to work with us as one team.

Thank you for your unwavering support.

Maud De Vries
CEO, BYCS
maud@bycs.org



Our Vision for Equitable Mobility

We envision a world where cycling is a healthy, accessible, and empowering choice for every family, creating healthy, inclusive, and thriving communities.

Defining Moments in our Approach

BYCS was founded by recognising, supporting and connecting to **grassroots efforts** and have continued to embrace this through our network of partners and individuals, and bottom-up change, ever since.

In 2020, we published "Cycling Cities for Infants, Toddlers and Caregivers", which underscores **the importance of cycling for caregivers and children**, and the importance of these groups for cities.

In 2018, BYCS held the first Bicycle Heroes programme, which helps **make streets safer for children** to cycle by giving them a voice, and which was the beginning of our work focusing on children as a key focus group.



In 2023, we published 'Increasing Access to Cycling Mobilities of Care', a guide to increasing the uptake of cycling for women, with a **focus on gender equity**, care, and empowerment.

In 2021, BYCS published the report 'Strengthening The Human Infrastructure Of Cycling', which **defines the concept of cycling human infrastructure** and its value for increasing the uptake of cycling, and highlights some key examples.

In 2024, we published 'Cycle for Better Health', which positioned **the value of cycling for health** and physical activity, especially for children, and provided a guide for implementing this programme.



Our Mission to Get There

Our mission is to nurture, strengthen and exponentially increase cycling uptake among families globally through a human infrastructure focus.

Theory of Change

Provide
Approach
Create
Impact

Initiatives that build the human infrastructure of cycling to reinforce cycling cultures and perception of cycling in cities

INPUTS
Communications
Courses
Bike Schemes
Events

OUTPUTS
Awareness
Skills
Access
Stimulation

OUTCOMES
Safe
Empowering
Viable
Joyful

Focus on populations with additional barriers, often underrepresented in urban transportation policies

Women

Children

Grassroots groups

Scaling impact by working through our global network of partners with

Programmes

Research

Campaigns

Exponential and lasting local-to-global increases in ridership and demand

Higher return on built infrastructure investment

More equitable adoption of infrastructure

Lasting cultural perceptions of cycling

Further demand for cycling policy

Resulting in transformational social benefits, with our targeted impact areas leading to rippling global change

Health

Gender Equity

Community Empowerment

Economy

Climate

Mobility

Images : Fundación Marmacitas en Bici

Human-Centred Approach

To reach our mission and vision, and realise the cross-cutting transformational benefits of large-scale cycling adoption, we currently implement programmes as well as advocate for policies that 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 partners.

Target Groups

The interconnected challenges of climate change, gender equity, poverty, and health have exacerbated inequalities in cities, disproportionately affecting vulnerable populations in urban areas.

Disadvantaged groups stand to gain significantly from low-carbon and low-cost transportation modes like cycling.



Children constitute half of the global population but their needs often go unattended in urban spaces. We work to create safe and accessible cycling opportunities for children, recognising the profound impact active mobility has on their physical and mental well-being.



Women remain the main providers of care in modern societies, and continue to be disproportionately affected by diverse multi-layered urban challenges, including lack of reliable, affordable, and efficient mobility options. We empower women caregivers by addressing barriers to cycling, enabling greater mobility, independence, and equitable access to urban spaces.



Facing current global issues requires bold and transformative solutions. **Communities** are at the forefront of the fight for sustainable cities. We support grassroots movements and initiatives that champion bottom-up change, amplifying voices within communities to foster social justice and inclusive urban environments.

Impact Areas

The broad uptake and use of cycling for transportation can have a number of environmental, economic, social, health, and mobility benefits for individuals, communities, and the planet.

Our work focuses on a sub-set of these benefits or impact areas that we believe are the most important, are the most needed, and are the most likely to have add-on benefits for other benefits. These include **health**, **gender equity**, and **community empowerment**. These impact areas and the related projects are described in further detail on the following pages.



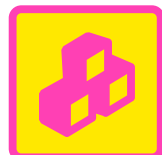
Health

Globally, 4 in 5 children do not engage in sufficient physical activity, which is leading to increased rates of related diseases such as obesity and diabetes. Mental health issues are also increasing, partially resulting from increased exposure to trauma in many parts of the world that are experiencing conflict, natural disasters, and instability contributes to this growing challenge. Establishing healthy physical activity habits like cycling during childhood can have immediate and long-term benefits on children's physical and mental wellbeing.

Cycle for Better Health

Cycle for Better Health focuses on increasing the use of cycling amongst children (6-12) in vulnerable communities, initially in three different pilot cities (Bogotá, Colombia; Bratislava, Slovakia; Bari, Italy). Together with local, on-the-ground partners, such as Mamacitas en Bici, Cyklokoalícia, and Terreno, a range of initiatives aimed at introducing and establishing cycling as a regular activity amongst children in vulnerable communities are being developed and implemented.

This project is supported by Cities for Better Health.



**cities
for better
health**



750 children
participating

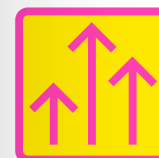
600 minutes of
engagement per child

90%
of participants
improved their skill
& confidence level

Start Cycling Together

Start Cycling Together focuses on helping young people affected by humanitarian crises who have recently arrived in the Netherlands integrate in their new communities, begin to address their trauma, and improve their mental and physical health. Participants take part in weekly cycling lessons and community rides and receive support on life skills, social-emotional development, and well-being from experienced coaches.

The project is co-funded by the European Union.



Co-funded by the
European Union



300 participating
children

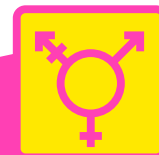
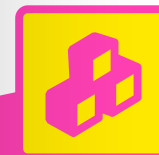
12 week
programme

50%
increase in level of
physical activity

START

START seeks to increase the use of cycling amongst families with young children (2-6 years old), especially those in vulnerable communities, in order to ensure that children's development - both physically and mentally - is healthy. Participating children and parents take part in cycling lessons, gain access to a bicycle, take part in group rides, and are encouraged to cycle on certain days as part of Walking Wednesdays, Cycling Fridays. Over one thousand children and families in more than 10 cities in the Netherlands have taken part in START.

These projects were supported by the cities of Almere and Haarlem.



150 children
active for

180 minutes per
week over a

6 month
programme

62% are now able
to ride a
bicycle

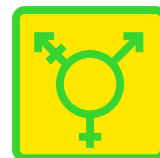
38% improved
their skills
on a balance bike



TandEm Women in Cycling

TandEM, which stands for "Training and Empowerment", seeks to increase the uptake of cycling amongst women by expanding the availability and quality of women's cycling programmes. The programme focuses on leadership, building confidence, learning transferable career skills, creating an international network and building a movement that empowers more women to cycle. Through online and in-person training, and developing and running cycling courses in their own community, new women trainers gain the tools, knowledge, and support they need to guide other women on the road - safely and confidently.

This project is supported by EIT Urban Mobility.



60 participating women

40 hours of training

70%
are now using
a bicycle for
transportation



Gender Empowerment

In many contexts, women face significant barriers to mobility, limiting their access to work, education, healthcare, and other essential services. Additionally, the demands of their care and household tasks in such a mobility-restricted environment further hinders their ability to participate fully in public life. These challenges deepen existing gender inequalities and limit women's independence. By prioritising gender equality in urban mobility and expanding access to cycling, we strive to create inclusive cities where everyone can move freely, safely, and equitably.

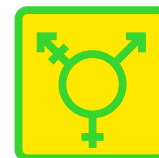
Totes en Bici

Totes en Bici ('Everyone Cycles') focuses on enabling women, especially mothers, to lead healthier lives and have greater access to economic opportunities through the uptake of cycling. As part of the project, we are testing the effectiveness of a range of human infrastructure initiatives, such as cycle skills and maintenance lessons, in the metro region of Barcelona.

The project began in 2024 with a train-the-trainer course, during which 5 women, over the course of 150 hours, learned how to teach cycle skills and bike maintenance. These women will lead the local initiatives in 2025, which include family bike rides, cycle lessons, maintenance lessons, and workshops on how to integrate cycling and public transport.

We are partnering with local grassroots organisations like Biciplot and La CIBA; the local government of the municipality of Santa Coloma de Gramenet and the regional government of the Metropolitan Area of Barcelona; as well as Nudgd, a behaviour change start-up.

This project is supported by Climate-KIC.



150
woman caregivers

18 hours of training

80%
of participants
increased their
cycling awareness
and skills

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. The programme first launched in Amsterdam in 2018 and has since been implemented in countries across Europe.

In 2024, with the support of the Urban Movement Innovation Fund, we expanded the programme for the first time outside of Europe - to Addis Ababa, Ethiopia; Bengaluru, India; Istanbul, Turkey; and Quito, Ecuador, testing the programme in a greater range of contexts.

This project was supported by the Urban Movement Innovation Fund.



Urban
Movement
Innovation
Fund



Key groups, such as children and grassroots organisations, continue to be effectively excluded from participating in society due to not having a voice. This results in the needs of these groups not being taken into account in key decisions and these groups feeling disconnected from the betterment of their community. Children, for example, have a unique, fresh perspective, and often come up with solutions overlooked by adults. When given a voice and ownership, people often feel more invested in their community.

Impact Area Citizen Engagement

Image left: Egge Meriged
Image right top: Dalip Sabharwal
Image right mid: Donna Cooney - Patrickweb
Image right bottom: Josefa Martinez de Luna

600 children participating
16 hours of ideation, design, exhibition, and implementation
20% increase in students cycling to school



Bicycle Mayor Network

By actively connecting and working with hyperlocal cycling groups and engaged members of civil society in over 40 countries, we are able to gain valuable insights into challenges and opportunities for the promotion of active travel around the world, as well as secure a rapid foothold across a range of geographies to implement programmes in an agile and contextual manner. Through our international programmes, we also redistribute resources to local groups and connect them to global initiatives, further elevating their situated knowledge and expertise and contributing to their long term stability and growth.

Bicycle Mayors are the face and voice of cycling in a city. They bring creative diversity with new insights and approaches, from both inside and beyond the world of bicycle planning professionals or the political establishment, and can accelerate the necessary changes by uniting all citizens to take action. We connect these changemakers across a global network – creating greater visibility, and facilitating the sharing of ideas, challenges and solutions.

From a single Bicycle Mayor in Amsterdam in 2016, the network is now composed of civil society leaders representing 155 cities in 42 countries, with 29 new Mayors joining the network in 2024. Women-identifying Bicycle Mayors make up 40% of the network and Bicycle Mayors representing cities in low- and middle-income countries make up 70% of the network. Key regions of the network are Europe, India, and Latin America.

This project was supported by Tern Cycles.

155 members from
42 countries
29 new members in 2024
70% represent cities in low and middle income countries



tern



BYCS India Foundation

Dear children, parents, partners, supporters, advocates, cities, and communities,

As CEO of BYCS India Foundation, I am honoured to reflect on the incredible progress we've made in 2024. This past year, we've seen communities embrace cycling not only for mobility but for dignity, safety, and belonging. From empowering women and schoolgirls in peri-urban districts to supporting frontline health workers during the summer heatwaves, our work remains rooted in the belief that every person—regardless of gender, background, or age—should have access to safe and sustainable mobility.

We've also built deeper collaborations with government bodies, community organisations, and citizen leaders, helping amplify the call for active mobility across India. Our focus is clear: working together to shape healthier, more equitable cities through the power of cycling.

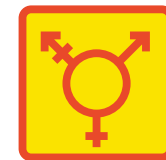
Warm regards,

Dr. Bhairavi Joshi
CEO, BYCS India Foundation
bhairavi@bycs.org



Bicycle Mayors Workshop – Pimpri Chinchwad

In January 2024, BYCS India Foundation, in collaboration with the Pimpri Chinchwad Municipal Corporation (PCMC), BYCS Mayor Ar. Ashik Jain, organised the BYCS Bicycle Mayors Workshop. The event brought together Bicycle Mayors from across India to share experiences, discuss local cycling challenges, and explore strategies to accelerate promoting active mobility.



SheCycling

In July 2024, BYCS India Foundation launched the SheCycling Bicycle Literacy Camp in Leh, Ladakh, as part of its ongoing effort to empower women through cycling. The three-day programme camp was organised at the Disko Valley Bike Park with the support and coordination of Prakash P. Gopinath (BYCS India Mayor-Thiruvananthapuram) and Zeenath M A. The initiative focused on promoting freedom of movement, health, and sustainability for women in high-altitude regions. The local women were trained in basic cycling skills, safety awareness, and bike maintenance, enabling them to use bicycles confidently for daily mobility.



Wheels of Change

Supported by BYCS India Foundation, the Cycle2School Project, a pilot initiative of the Ministry of Housing and Urban Affairs (MoHUA), Government of India, was launched in Surat on 7 January 2024 under the Smart City Mission. Under the leadership of Dr. Bhairavi Joshi, BYCS India Foundation curated, designed, and coordinated over 200 students to participate in a cycle donation drive and neighbourhood ride, complemented by road safety awareness sessions, yoga, street plays, and community engagement activities, inspiring citizens to adopt cycling as part of daily life.

Join Us

BYCS India Foundation believes that the path to healthier cities is built one pedal stroke at a time—but we can only do that collectively with you.





india@bycs.org
bycs.org/india

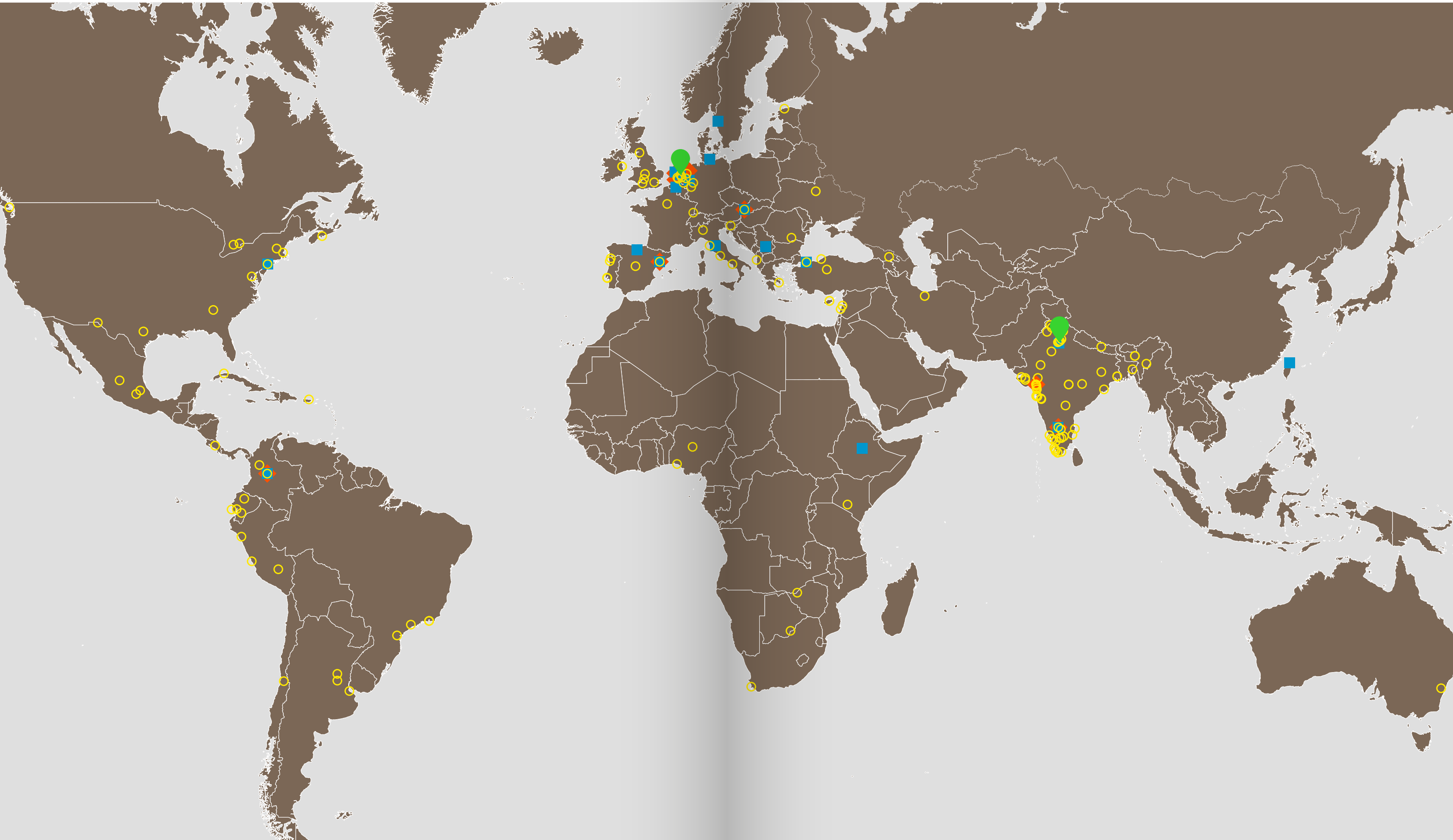


Together, let's build cities that move better—for everyone.

Strategic Geographies & Global Network

BYCS targets focus areas in the world with impact scaled through a global network of cycling advocacy, including funding, project implementation, and coalition partners.

-  BYCS Office
-  Partner
-  Project
-  Bicycle Mayor



Looking Ahead

2025 marks the beginning of a **bold chapter for BYCS**. With a sharpened strategic focus, we are deepening our commitment to supporting vulnerable communities through cycling. By strengthening key partnerships and launching impactful projects, we aim to create more inclusive, resilient, and healthy communities.

2025 key projects

In the coming year, we will launch **Cycle for Better Health in Bratislava and Bari**, providing around 500 children in vulnerable conditions with opportunities to improve their **physical well-being** through the joy of cycling.

Start Cycling Together will launch its cycling and life skills training programme, our **first dedicated initiative for children and youth with refugee backgrounds**. Co-funded by the European Union, the programme will be implemented in four locations across the Netherlands and will run through early 2026, equipping participants with the confidence and skills to navigate their new communities by bike.

Meanwhile, **TandEm** returns for its fourth edition, **continuing to empower women** across Europe to become cycling leaders in their own communities.



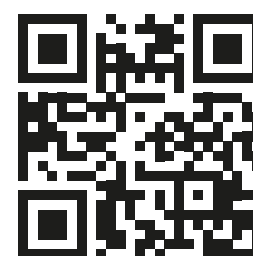
Image right & back cover: Fundación Mamacitas en Bici
Imageleft : BYCS



Support BYCS

As we embark on this exciting next phase, **we invite partners, supporters, and changemakers to join us**. Whether through funding, collaboration, or advocacy, your involvement can help bring our vision to life. Together, we can ensure that cycling remains a force for good—one that builds healthier, more connected, and more equitable communities worldwide.

Donate to support
BYCS work



bycs.org/donate

Sign up to our
monthly newsletter



bycs.org/newsletter

Speak to us about
partnerships




connect@bycs.org



Stichting BYCS Global Foundation is an ANBI registered, Public Benefit Organisation
Foundation – 17 May 2021
RSIN – 862625178
Barentszplein 3-H, 1013NJ Amsterdam

For more information about funding please contact:
foundation@bycs.org



Funding bicycle programmes is equally as important as funding bicycle infrastructure to create a safe biking environment, to support and expand cultures of biking at the neighbourhood level and allow more people to participate.¹

Low-income residents often live on or near noisy, polluted, and dangerous streets and are forced to travel along or cross them without safe infrastructure. As a result, they **suffer the most from not prioritising cycling and have the most to gain.**²

In the Netherlands, **children's use of electric bikes** has increased by over **20%** in the last 10 years.³

It is estimated that globally, over **70% of caregiving work is performed by women or girls.**⁴

Estimates from both high-income, as well as low- and middle-income countries (LMICs) indicate that between **1–3% of national health care expenditures are attributable to physical inactivity.**⁵

7 BYCS programmes implemented in 2024

1800+ children given access to cycling for better health across the world

60 women trainers across Europe to promote gender equitable mobility in cities

28 Strategic & Project Partners working to implement human-centric programmes in 2024

155 Bicycle Mayors connected around the world, strengthening community-led cycling initiatives

1. City of Oakland Department of Transportation (2019) "Let's Oakland"

2. Patrick Morency et al. (2012) "Neighborhood social inequalities in road traffic injuries: the influence of traffic volume and road design."

3. Boonstra, H. J., & Van den Brakel, J. (2023) "Modelling mobility trends"

4. UN Women (2015) "Substantive Equality for Women"

5. Bull F, Goenka S, Lambert V, Pratt M (2017) "Physical activity for the prevention of cardiometabolic disease"