

GROW CYCLING



CHANGE EVERYTHING

BYCS

Impact Report 2025

Lessons for Accelerating Cycling in 2026

BYCS exists to radically increase cycling amongst families in cities worldwide - transforming communities to become healthier, fairer and more prosperous.

We envision a world where cycling is an accessible and empowering choice for everyone, creating healthy, equal and prosperous communities. We invest in what actually gets people to ride - the access, the skills, the community support.

This Impact Report doesn't just document what we did. It shows that, when working together, we can radically increase cycling amongst families in cities worldwide.

We divide our work across three core impact areas:



Equity & Caregivers

Everybody deserves the choice to move around freely. Particularly, women, mothers and those in caregiving roles, who are central to how families and communities move. Caregivers often make multi-stop trips, travel with children, and carry groceries, yet most cycling systems are designed for more direct and individual commutes, rarely reflecting these everyday mobility patterns and needs.

BYCS focuses on unlocking cycling in low-income and less privileged communities by addressing barriers related to safety, access, and social norms. When women cycle, entire families benefit, creating ripple effects across health, economic opportunity, and community life.

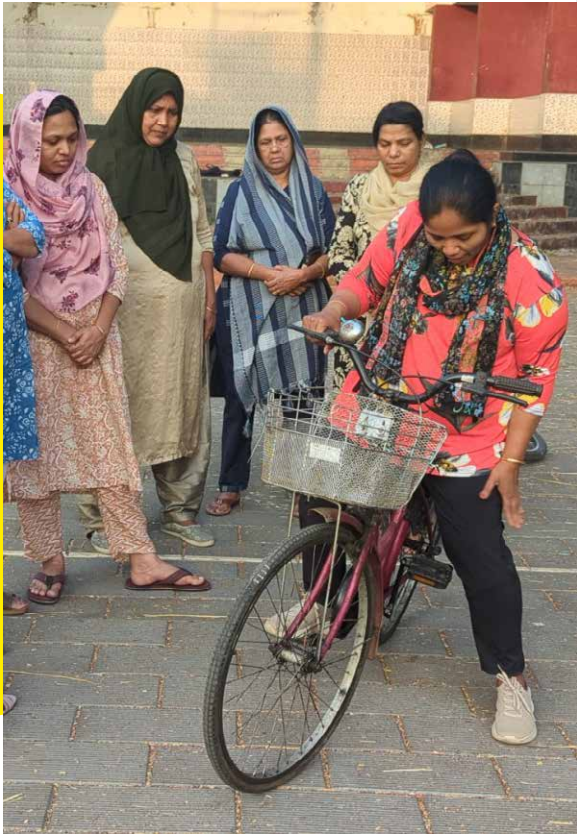
Advancing equity in cycling is not only about inclusion. It is one of the most effective ways to scale impact.



Health & Children

Early childhood is a critical window for shaping lifelong health, behaviour, and movement patterns. Yet many children in low-income and disadvantaged communities lack access to safe opportunities for physical activity. As a result, families are facing growing health challenges, from physical inactivity and rising rates of obesity and type 2 diabetes to declining mental wellbeing. But one of the most effective solutions is already there: Cycling.

BYCS positions cycling as a practical, preventative ill health solution. By focusing on children aged 2-16, and their parents, we support the development of healthy habits at a stage where they are most likely to succeed, improving physical health, strengthening social-emotional wellbeing, and increasing independence. Investing in cycling at this stage is an investment in long-term healthy generations.



Community Engagement & Grassroots Organisations

Lasting change starts with people. Grassroots organisations and local leaders are the ones who truly understand their communities. They build trust, navigate local realities, and keep momentum going long after projects end. And yet, they're often the least supported.

BYCS works to strengthen grassroots capacity and connect local leaders to a global network. We aim to empower communities to advocate, organise, and lead. By supporting those closest to the challenge, we enable more sustainable and scalable change.

Our Approach

The Human Infrastructure of Cycling

A community that cycles together doesn't start with roads. It starts with understanding people's needs, realities, and the barriers they face. Hard infrastructure gives people a cycling lane. Human infrastructure gives people a reason and opportunity to use it. It's what makes cycling stick. One creates a path, the other builds a movement.

Across continents, BYCS applies a **Human Infrastructure approach**, combining our programmes, networks, and research to shift who cycling is for, and what it delivers.

Human Infrastructure refers to the often-overlooked elements that enable people to cycle safely and confidently. It is built through four key components: awareness, access, skills, and motivation.

Those creating the future where every family in every city can cycle

Our continued success helping communities reshape their cities through cycling is deeply rooted in our people. Thank you to all BYCS colleagues, global Bicycle Mayors and programme volunteers for your passion and commitment to proving that cycling is not just transportation, it is transformation.

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Learn more about
our approach and
team at:
bycs.org/about



Partnerships Accelerating Cycling

Together with our funding partners, implementation partners, donors and alliances, we're proving the bicycle works best for those who have had it the least. BYCS Co-founder & Managing Director Maud de Vries expresses huge gratitude to every single collaborator that enables us to scale our reach.



"BYCS is uniquely placed in the cycling ecosystem. Working on a high level with key stakeholders, while also having their boots on the ground in cities around the globe. This, in combination with an enthusiastic, hands-on mentality, and professional team, makes me want to work together with them, I can absolutely recommend you doing the same."

Ties van Dijk - Shimano Europe



"Our partnership with BYCS has been at the intersection of mobility, health and behaviour change. This is not a trivial task. We uniquely positioned our partnership through on-the-ground implementation addressing health inequities in disadvantaged communities in Bari, Bogotá and Bratislava, helping children learn to cycle safely as part of everyday physical activity. This proven intervention is now ready to scale globally through a playbook, reflecting BYCS's consistent commitment to the partnership and delivering real change."

Mads Rosenkilde Larsen - Novo Nordisk

Partnership & Funding Opportunities

Governments and cities are investing in hard infrastructure, but without awareness, access and community support that normalises cycling, the number of new people who cycle will be limited.

Through ten years of programmes, collaboration with more than 120 partners, and governments across over 160 cities worldwide, we know what cycling change actually requires, how to make it happen, and are ready to scale our reach with your support.

BYCS is always looking for long term partners to co-create future cycling programmes. With your investment, BYCS will scale cycling awareness, skills, access and community confidence, accelerating the number of people who cycle.



The opportunity to invest is now. Connect with us to support BYCS' work:

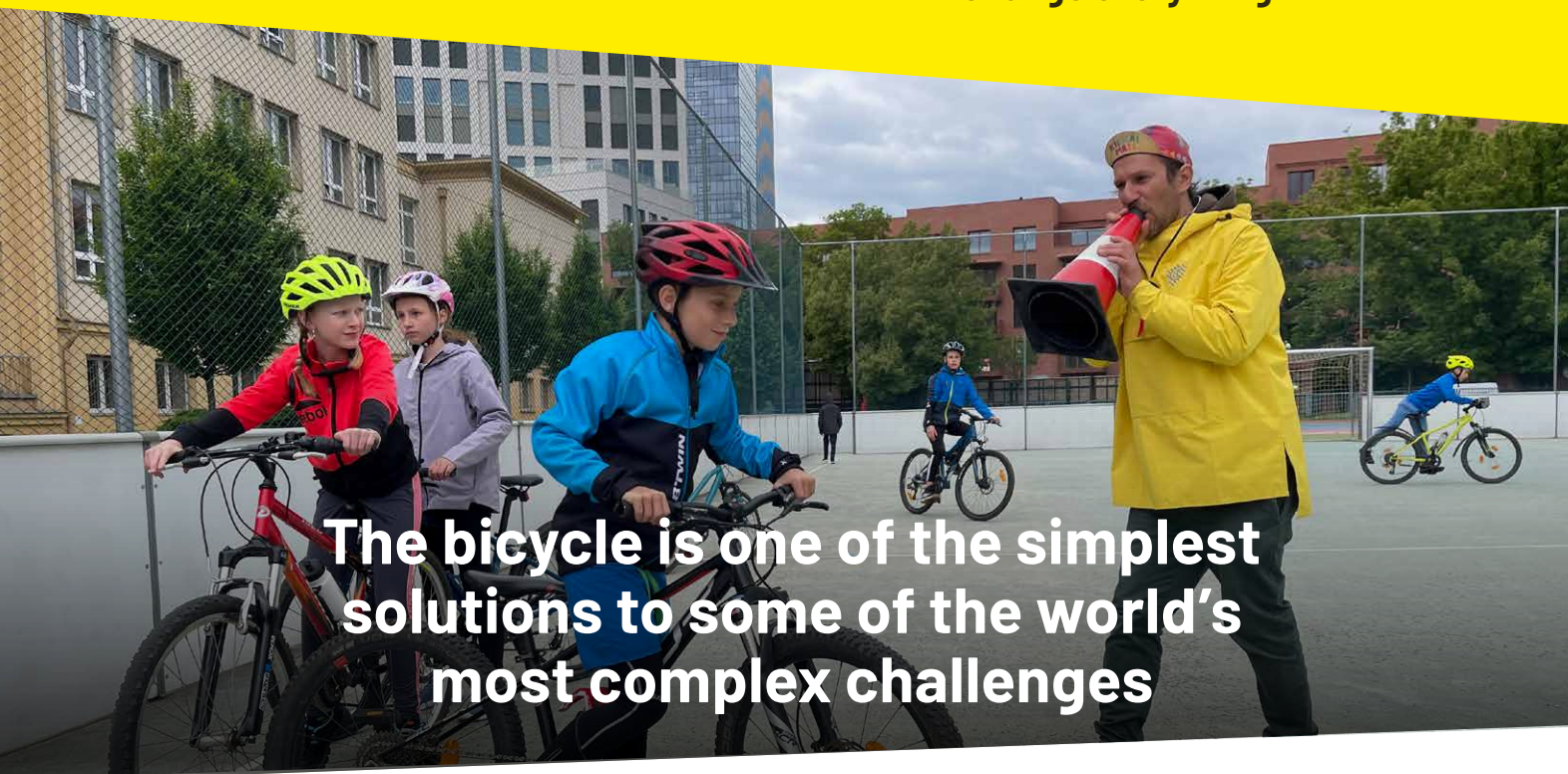
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Grow cycling.
Change everything.



The bicycle is one of the simplest solutions to some of the world's most complex challenges

80% of adolescents globally do not meet daily physical activity guidelines (WHO)

Women face greater barriers to accessing bicycles, skills and safe cycling environments in most cities.

Urban congestion is increasing across major cities

Cycling modal share remains low or stagnant in many urban areas

Infrastructure is expanding. Ridership is not scaling equally.
Behaviour change is the missing link.

WHO CYCLING WORKS FOR DETERMINES WHAT IT CAN CHANGE.

BYCS Impact Report 2025

Why Cycling Works
Lessons for Accelerating
Cycling in 2026

Impact Area 1:
Equity x Women & Caregivers

The Global Problem

Everyone deserves to move around their neighbourhoods confidently and safely. However, many people are currently excluded from cycling, despite the benefits it can provide. For women, children, and communities facing limited access to safe and affordable mobility, this can mean reduced access to education, employment, healthcare, and social opportunities. Care-giving trips also make up a significant share of daily travel, with women, particularly from lower-income households, carrying out far more of this travel than men. Globally, **over 70% of caregiving work is performed by women and girls.**

Limited access to bicycles, fewer opportunities to learn, and lack of community support continue to make cycling feel out of reach for many women. Yet when women feel safe and empowered to cycle, entire cycling ecosystems become stronger. Cities with higher rates of women cycling also tend to have safer streets and more inclusive public spaces. Achieving equitable cities means ensuring that women are not only included, but actively shaping their surroundings.

What BYCS Does

Women are already driving important change in their communities by organising, advocating, and helping shape cycling environments that reflect real needs. BYCS supports women changemakers by amplifying their work and helping their ideas reach further. By increasing women's participation and representation, cycling becomes more accessible to more people, and cities work better for everyone. Our work focuses on:

- Delivering grassroots initiatives that enable more women to cycle
- Embedding gender equity into cycling programmes and research
- Elevating women caregivers as visible leaders in cycling advocacy
- Building global networks for women leading change in their communities

The Missing Piece



Hard infrastructure gives people a lane. Human infrastructure gives people a reason and opportunity to use it. When we target investment in access, skills, awareness and motivation; cycling becomes possible, and appealing, for more people.



Impact in Action

Across cities in Europe, Latin America, Africa, and South Asia, we saw a clear pattern: When women caregivers, and their families get an equal opportunity to cycle, cities become healthier, fairer, and more resilient.



In 2025, BYCS actively brought equity and the lived experiences of women caregivers into **global cycling and mobility policy discussions**. At platforms such as Velo-city 2025 and the UCI Mobility Forum, we worked to ensure that women's voices were not only represented but actively shaping the agenda. Through advocacy and direct engagement with policymakers, we highlighted how cycling systems must be designed around care, safety, and access in order to be truly inclusive. These moments helped bridge grassroots experience with global decision-making, reinforcing that equity is central to building effective, resilient cycling cities.



The **Totes en Bici** programme, which is Catalan for 'everyone on bikes', took place over 6 months in Santa Coloma, a city within the metropolitan region of Barcelona. It brought over **185 women and children** together through activities such as basic cycling training, a programme empowering women in their leadership skills, family bike rides, and more. Participants described a big shift in their confidence and sense of safety, with cycling becoming a tool for independence and empowerment. The programme showed that while physical infrastructure matters, human infrastructure is equally important in enabling people to cycle. The programme was supported through Climate KIC, EIT Urban Mobility and the Àrea Metropolitana de Barcelona.

Ready to Scale: With a strong foundation of learnings, we now see a real opportunity and demand to bring future Totes en Bici programmes to new locations and grow opportunities for women to step into trainer and leadership roles themselves.



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"I have no words to describe how important my bicycle was for my health and well-being throughout my pregnancy."
- Anna Pereira, Bicycle Mayor of Lisbon, taken from the BYCS CareGiving Month Campaign



TandEm, which stands for "Training and Empowerment", aims to expand the availability and quality of **women-led, women-focused** cycling programmes. In 2025, we started the fourth iteration of TandEm, engaging 15 women from 12 countries in online and in-person training focused on building **skills, confidence, and sharing experiences** on how to break barriers while cycling in their own communities. The group later supported **more than 75 women** to learn to cycle in their home cities. The programme came together in Brussels for a weekend of in-person training and exchange in collaboration with Pro Velo. Since launching, **TandEm has trained 45 women from 44 cities across 27 countries**, with support from EIT Urban Mobility.

Ready to Scale: In 2026 we are ready to support women to train other women to scale the change.



In 2025, together with our partner **Pact** and the aim of helping children have a better quality of life in 20 years time than their parents have now, we developed and implemented a **neighbourhood-focused approach to cycling, in Zaandam, The Netherlands**. Our work targets women caregivers that never learned the skills, nor had equal opportunities and resources to start cycling. This gap was addressed by training women from the neighbourhood to become official cycling instructors for other local women. These familiar faces, often close neighbours, motivate other women by building cycling skills and confidence in their own local environment.

Ready to Scale: In 2026 the aim for the instructors is to reach more local women while expanding their coaching to promote broader active lifestyles. Meanwhile, BYCS is embedding the training into long term programme structures to ensure continuation of cycle training for more women caregivers in the future.



Key Learning from 2025:

Cycling levels increase when programmes are designed specifically to target those who need it the most. We do this by changing existing cycling norms, to make cycling accessible for everyone.

Actionable Insights for 2026

► Awareness matters

Visible women leaders and role models help shift perceptions around who cycling is for. When women see themselves represented in cycling and advocacy, participation grows.

► Access must be intentional

Women often face additional barriers to men in accessing bicycles. Programs that intentionally create welcoming and inclusive entry points help close this gap.

► Community support is essential

Social networks and peer support are just as important as physical infrastructure in supporting women to start cycling. Social encouragement helps turn cycling from an individual activity into a shared one.

► Skills unlock confidence

In many communities, women have fewer opportunities to learn how to cycle or develop confidence riding in public space. Skills training and supportive environments can quickly enable participation.

Partnership & Funding Opportunities

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MOVEMENT IS MEDICINE, WHEN CITIES MAKE IT POSSIBLE.

BYCS Impact Report
2025

Why Cycling Works:
Lessons for Accelerating
Cycling in 2026

Impact Area 2:
Health x Children

The Global Problem

Globally, **81% of children aged 11-17 are not active enough** according to WHO guidelines, with girls even less likely than boys to meet recommended levels. Meanwhile, mental health challenges are rising, with **1 in 7 adolescents globally experiencing a mental health condition**. Low levels of physical activity also contribute to growing rates of childhood overweight and obesity, increasing the risk of type 2 diabetes and other chronic diseases later in life. Supporting children to be active from a young age helps build habits that carry into adulthood, reducing the risk of poor physical and mental health later in life.

While healthcare systems face increasing pressure, everyday interventions can still make a difference. Cycling is one of them. When children have the opportunity to cycle, they build confidence, independence, social connection, and moments of normalcy and joy - supporting both physical and mental wellbeing when cycling is part of daily life.

What BYCS Does

BYCS positions cycling as a powerful, practical tool for improving children's physical and mental wellbeing, while activating the social support systems needed to make cycling part of everyday life. We work at the intersection of mobility and health to:

- Help children build healthy habits from an early age through cycling
- Create safe and accessible entry points for children and parents to learn and enjoy cycling
- Support children in building confidence and independence through cycling
- Design campaigns and programmes that encourage long-term behaviour change

The Missing Piece



Hard infrastructure gives people a lane. Human infrastructure gives people a reason and opportunity to use it. When we target investment in access, skills, awareness and motivation; cycling becomes possible, and appealing, for more people.



Impact in Action

In 2025, BYCS connected cycling to physical health, mental health and the public health of the wider community.



Cycle for Better Health is a global programme delivered by BYCS and our partner Novo Nordisk, helping children aged 6–12 in vulnerable communities become more active and **healthier** through cycling. By addressing barriers to cycling, the programme equips children with the **skills, confidence, and motivation** to ride safely in their local environments. Piloted in Bari, Bogotá, and Bratislava, the programme has already reached over **750 children** through partnerships with local organisations including Mamacitas en Bici, Cyklokoalícia, and Terreno.

In 2025, we launched the Cycle for Better Health Programme Guide & Toolkit, featuring policy recommendations and practical tools for cities and NGOs to implement the programme themselves. In 2026, we aim to deepen and expand the programme across both pilot and new cities.

Ready to Scale: in 2026, we aim to deepen and expand the programme across both pilot and new cities.



In Zaandam, The Netherlands, our programme **‘Fietsplan Zaandam-Oost’** uses cycling as a response to local socio-economic challenges, with a focus on youth and women caregivers. By working closely with local partners, schools, and trained women cycling coaches from the neighbourhood, together with our partner Pact we **support entire families** in building **cycling habits** and **confidence together**.

Ready to Scale: in 2026, the programme will scale further within the neighbourhood, including the opening of the ‘SPAAK’ cycling hub together with our partner Pact. This community space will combine cycling education, workshops, and repair training under one roof, while contributing to broader mobility and social challenges in the area. At the same time, the approach developed in Zaandam is being shaped into a repeatable model that can be adapted in neighbourhoods globally.



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“Sometimes children don’t dare to cycle to school, which increases the risk of falling behind academically. That’s what we want to prevent.” – Jelle Zuijdam, Coordinator of the Start Cycling Together Programme



The **Walking Wednesdays, Cycling Fridays** intervention engages **young children** (between 2 and 6 years old) and their **caregivers**. By combining routine and play, this campaign reframes cycling and walking as an accessible, social and fun part of daily life. In 2025, the campaign engaged **over 2600 children and families across 45 daycares, primary schools and secondary schools** in the Netherlands. Developed in collaboration with Beweegalliantie, Haagse Hogeschool, Mulier Instituut, Brancheorganisatie Kinderopvang and the Van Leer Foundation, the initiative was implemented together with local partner Pact and the municipality of Zaanstad.

Ready to Scale: for 2026, BYCS will expand the campaign by integrating physical interventions such as the **STARTbox**. This first BYCS product is an interactive educational toolbox for children and their caregivers, designed to create early, positive cycling experiences. The STARTbox enables schools and daycares to lay the foundation for active habits at a young age.



Across five Dutch cities, youth aged 8 – 16 with a refugee background joined **Start Cycling Together**, a 12-week programme combining cycling lessons with social-emotional coaching to support wellbeing and community belonging. In collaboration with Life Goals, the initiative reached **224 participants** through **174 sessions** and engaged over **300 local stakeholders**. A majority of participants reported **improved physical health** and physical activity, while over two-thirds reported **greater self-confidence**. All participants reported a **better understanding of their local environment**, increasing their **sense of belonging** and **access** to educational, social, and recreational opportunities.

Ready to Scale: in 2026, BYCS aims to continue working with existing partners while scaling the programme into a ready-to-deploy intervention that can reach new communities.



Key Learning from 2025:

Long term health improves when cycling becomes a habit from an early age. This doesn't happen on its own. It requires the right conditions for children and families to feel able, supported, and motivated to ride.

Actionable Insights for 2026

► Awareness shapes behaviour

Children and families are more likely to cycle when they understand how it supports their health and wellbeing.

► Access starts early

For many children, access to a bicycle is not guaranteed. Providing bikes and safe entry points at a young age helps make cycling a normal part of growing up.

► Skills build lifelong habits

Learning to cycle is a foundational skill. When children build confidence early, they are more likely to continue cycling as they grow, supporting long-term physical and mental health.

► Routine makes it stick

Cycling becomes part of everyday life when it is integrated into daily routines, such as going to school or spending time with family. Regular, social moments of participation help turn cycling into a lasting habit.

Partnership & Funding Opportunities

Governments and cities are investing in hard infrastructure, but without awareness, access and community support that normalises cycling, the number of new people who cycle will be limited.

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THERE'S NO MOVEMENT

BYCS Impact Report
2025

Why Cycling Works
Lessons for Accelerating
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Impact Area 3:
Community Empowerment

WITHOUT A MOVEMENT.

Why This Matters

Lasting cycling change starts at street level. The people closest to the challenges are often already creating solutions: organising rides, teaching others to cycle, and advocating for safer streets. People are more likely to cycle when they see others like them doing the same, feel supported by their community, and know they are not creating change alone. This is why community engagement matters.

Today, **56% of the global population lives in urban areas**, a number expected to rise to nearly **70% by 2050**, making local leadership essential in shaping cities that serve everyone. Grassroots organisations create the social support systems that help cycling grow and stick, turning individual action into collective movement. At the same time, local organisations and leaders are too often underfunded, unheard, and excluded from decision-making. Connecting communities across cities and countries helps ideas travel further and gives local leaders a stronger collective voice.

What BYCS Does

BYCS exists to get more people cycling - particularly the people who need it the most and face the biggest barriers. We do this because cycling improves health, builds equality and creates fairer communities. Through our research, programmes with local partners and a global network of city leaders, we create the conditions that allow cycling to thrive. We do this by working across multiple levels:

- Empowering local leadership: Through the Bicycle Mayor Network, BYCS supports local advocates to act as the face and voice of cycling in their cities, connecting communities, influencing decision-making, and driving change from the ground up.
- Acting as a bridge between citizens and government officials.

The Missing Piece



Hard infrastructure gives people a lane. Human infrastructure gives people a reason and opportunity to use it. When we target investment in access, skills, awareness and motivation; cycling becomes possible, and appealing, for more people.



"My goal is to inspire a new generation of cyclists, build public confidence in non-motorised transport, and position Kampala as a model city for clean, safe and inclusive mobility in Africa"

- Hakim, Bicycle Mayor of Kampala, Uganda.



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Read more about the Bicycle Mayor Network
bicyclemayor.org

Impact in Action

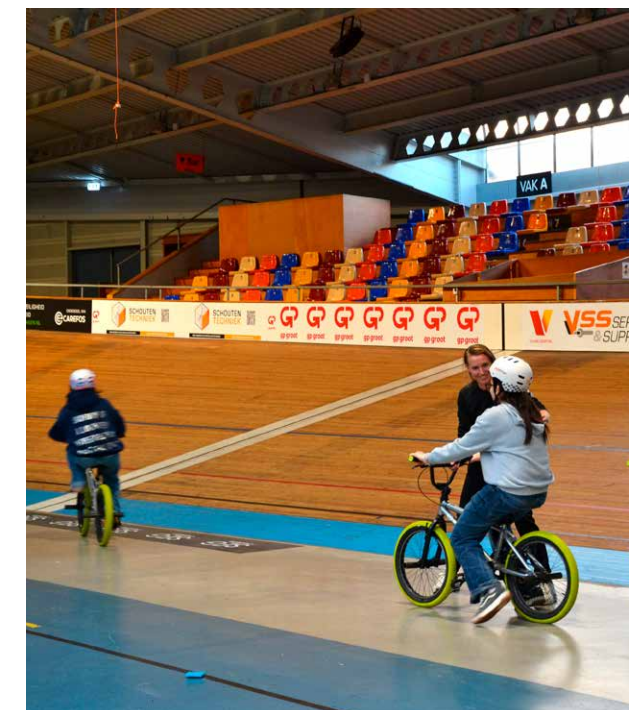


Zaandam-Oost putting the community first

In Zaandam-Oost, The Netherlands, we are building a community where locals lead the way. Cycling-related activities are developed in close collaboration with local partners such as Pact, ensuring they reflect the needs and realities of the community. This community-focussed approach is designed to shift ownership towards the people themselves, building their independence and creating more opportunities to participate in everyday life. The lessons learned in 2025 are used to shape a repeatable approach, enabling similar community-led models to be applied in other neighbourhoods in 2026 and beyond.

Start Cycling Together

Start Cycling Together is a programme by BYCS and Life Goals built on the idea that learning to cycle together can be a gateway to many aspects of wellbeing. Developed as an emergency sport action for youth affected by humanitarian crisis, the programme combines cycling training with social-emotional coaching for children and youth aged 8 to 16 with a refugee background. The programme includes weekly cycling lessons and community rides through a 12-week coaching programme. Aside from improved physical activity and supporting social-emotional wellbeing, its goals are also to promote community connection and access to wider opportunities.



Bicycle Mayor Network

The Bicycle Mayor Network is the most concrete expression of what BYCS understands: lasting change happens at street level, led by people who know their community. Our Bicycle Mayors are local voluntary leaders doing the daily work of changing how cities move. In 2025, the Bicycle Mayor Network welcomed 15 new Bicycle Mayors of which the majority are women. Some of these new cities include Ngong (Kenya), Mannheim (Germany), Bojnord (Iran).

Key Learning from 2025:

Change is only effective and lasting if it is designed together with the local community.



Actionable Insights for 2026

Local leadership drives change

Change is most effective when it is rooted in local context and led by those who understand it.

Grassroots movements create momentum

Community-led initiatives build visibility, shift perceptions, and generate demand for cycling.

Connection strengthens impact

Linking local advocates to a global network accelerates learning and increases influence.

Support enables sustainability

Grassroots leaders need resources, visibility, and institutional support to sustain their work over time.

As cities continue to invest in cycling, the need for strong, connected grassroots movements will only grow.

BYCS is ready to scale and strengthen the Bicycle Mayor Network by:

- Expanding the network into new and under-represented regions, including cities such as Nairobi, Bogotá and Bangalore.
- Growing the network with at least 12 new Bicycle Mayors under the age of 30, supporting a more diverse generation of local leaders and encouraging stronger cross-generational collaboration within the network.
- Deepening support for existing Bicycle Mayors by introducing a new digital platform that enables more consistent and measurable impact reporting.
- Strengthening connections between Bicycle Mayors and local decision-makers by creating more opportunities for collaboration, exchange and shared action.

Partnership & Funding Opportunities

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India Foundation

THE MOVEMENT IN MOTION.

India's cities are growing rapidly, placing enormous pressure on urban mobility systems and public space. With **3 cities home to more than 10 million people and 46 cities with populations exceeding 1 million**, the way people move through many Indian cities has major consequences for health, equity, climate and quality of life.

Air pollution has become one of the country's most urgent public health challenges, contributing to an estimated 2.1 million premature deaths annually across the country. Despite this, private car ownership is positioned as an aspirational

model of mobility, though it serves only a minority of people while creating disproportionate negative impacts on everyone, especially women, children and low-income communities

Cycling offers a powerful alternative: **affordable, accessible and capable of transforming cities into healthier, more connected and more equitable places.** Cycling can be a real everyday option, if communities are supported with visibility and local leadership driving change from the ground up.

The Missing Piece

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What BYCS Does

BYCS India Foundation facilitates the growing momentum of cycling in India. We support community initiatives, promoting a culture of active mobility and inspiring new citizens to take up the bicycle for daily trips.

We achieve this through:

Inspirational urban activations

Stimulation programmes

Network building

Strategic communications

Research



Impact in Action

Examples from activities

Across Indian cities, community-led movements are increasing the visibility of cycling, strengthening local leadership and creating opportunities for people often overlooked by top-down policy and built infrastructure.

In 2025 BYCS India Foundation strengthened cycling equity by:



Pedaluru, led by Bengaluru Bicycle Mayor, Sathya, and supported by Fit India Cycling Sundays, brought people together to reclaim public space and position cycling as a healthy, sustainable everyday choice. This momentum continued through the Clean Mobility Collective convening, the Indian Bicycle Mayor Summit and two days of capacity building with GIZ.

SheCycling continued to demonstrate the potential of cycling as a tool for social transformation. The programme supports women across age groups to build skills, confidence and independence, while strengthening community-led cycling ecosystems.



At **Urban Adda 2025**, we spoke to policymakers and planners about cycling, mobility and health, culminating in a public cyclothon. We also hosted the first Cycling Dinner Table at the residence of the Ambassador of the Netherlands, Mr. Ewout de Wit, bringing together partners such as the World Bank, Van Leer Foundation, WRI, Save the Children, UMIF, ITDP and Fit India to explore investment in both physical and human cycling infrastructure.

The BYCS India Foundation supports and connects more than 50 **Bicycle Mayors**, enabling cross-city learning and collective action. In Delhi, Bicycle Mayors joined the Minister of Youth Affairs and Sports, Dr. Mansukh Mandaviya, in signing the International Children's Manifesto, a shared commitment to creating safer, more inclusive streets for and with children. Our collaboration with the Fit India Movement helped bring this message to a wider national audience.



Entering the fifth year of our work with the Sustainable Mobility Network, we partnered with Urban Morph and the Indian Institute of Science to expand Bicycle Heroes and build support for a National Cycling Bill. Bicycle Heroes enables children to help shape safer, more inclusive streets, while the Bill aims to establish long-term policy support for cycling across India.



Key Learning from 2025:

2025 has demonstrated that cycling in India is no longer a niche movement, it is a systemic shift in how cities think, move, and live.



Actionable Insights for 2026

▶ **Citizens are driving mobility transformation with community led change.**

▶ **The more that India is connected with global best practices the better.**

▶ **More women, youth, and new riders are making cycling a personal habit.**

▶ **Cycling is moving from “alternative” to “essential”, in measurable behaviour, in perception, and media portrayal.**

Partnership & Funding Opportunities

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**Get in touch. Join the conversation.
Support the change.**



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