

IF Sustainability Case Study  
**DRENTHE UCI  
BIKE REGION**



## IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC

conducted the International Federations (IF) Sustainability Project in 2016. This allowed the IOC to obtain an overview of IFs’ sustainability initiatives; identify

common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes was a series of case studies, illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting, it was agreed that the identification and

sharing of IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. The studies are also aligned with one or more of the United Nations’

(UN) framework of 17 Sustainable Development Goals (SDGs).

This framework is pivotal for the Olympic Movement since in September 2015, the UN General Assembly confirmed the important role that

sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

The UN’s 17 SDGs provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges. The IF case studies attest to the fact that the Olympic Movement contributes to the achievement of many of these.



*“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”*

*Paragraph 37, UN 2030 Agenda for Sustainable Development*

Each IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

### IOC FOCUS AREAS



### UN SDGs



## THE UCI IS PROMOTING CYCLING FOR ALL THROUGH ITS “UCI BIKE CITY/REGION” LABEL

In 2016, Drenthe in the Netherlands became one of the three first cities and regions to be awarded the [“Union Cycliste Internationale \(UCI\) Bike City/Region” label](#). Awarded for a four-year period, the label recognises cities and/or regions that both host UCI cycling events and demonstrate an outstanding commitment to cycling for all. Covering 2,500km<sup>2</sup> and with a population of around 500,000, Drenthe promotes cycling as a way for its residents to achieve better health and well-being. Currently, 29 per cent of all trips are made by bicycle, though the region hopes to raise bike use by a further 20 per cent by 2020.

To support the requirements of the “UCI Bike City/Region” label, the region has allocated EUR 10 million to cycling initiatives each year from 2016 until 2020. Authorities, foundations and event organisers have been working with the UCI on a number of projects, such as:

- **Cycling for all**  
To ensure that bicycles are available and accessible to all residents, local authorities have invested in electric and/or adapted bicycles for people with physical restrictions; developed a bicycle leasing scheme for people with lower economic means; and

**“WITH THE ‘UCI BIKE CITY/REGION’ LABEL, WE ARE ABLE TO PROMOTE THE VITAL CONTRIBUTION THAT CITIES AND REGIONS MAKE TO PROMOTE CYCLING IN ALL ITS FORMS, WHILE STRENGTHENING THE LINK BETWEEN ELITE CYCLING EVENTS AND THE WIDER DEVELOPMENT OF BIKE-FRIENDLY ENVIRONMENTS AND STRATEGIES FOR THE POPULATION.”**

DAVID LAPPARTIENT, UCI PRESIDENT



### OBJECTIVES

- Through its “UCI Bike City/Region” label, the UCI has been working with the Dutch region of Drenthe to:
- Create better and safer cycling conditions for all.
  - Showcase the benefits of cycling.
  - Help the region to host cycling events and improve cycling infrastructure.
  - Encourage other cities and regions to seek the label in order to develop a network of UCI bike cities and regions with which to collaborate and share knowledge.



INTERNATIONAL  
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COMMITTEE

established an annual award for schools with the highest number of children commuting by bicycle.

#### • Cycling safety

The region's Strategic Plan for Road Safety (2011-2020) contains initiatives to increase bicycle safety in such areas as signage and cycle-path lighting, along with a programme of educational workshops for both children and new cyclists.

#### • Research and innovation

Drenthe's Cycling Lab encourages knowledge sharing between the research and education sectors, manufacturers, shops and cyclists on bike-related innovations. Projects have included an ecological bicycle path made of bio-composites; a 25-kilometre "cycling highway" linking the nearby cities of Assen and Groningen; and a new mountain bike park on a former landfill site.

#### EVALUATION

Investment in, encouragement for and support of cycling in Drenthe through the "UCI Bike City/Region" label has led to more cycling, less pollution and a more active and healthier population. The label has also been used to promote local tourism, leading to a boost in the economic and social development of the region. The UCI has promoted Drenthe and the other UCI bike cities and regions in communications with its National Federations, which in turn has led to an additional five cities and regions receiving the label in September 2017.



#### LESSONS LEARNED

- Consider using experts linked with your sport to provide guidelines, targets and ongoing support.
- Hosting workshops and establishing benchmarks are two ways to encourage cities and regions to share knowledge.
- Consider incorporating new initiatives, projects and technologies into your project, perhaps using the cities and regions as pilots for testing and feedback.
- Using joint communications may further raise awareness and inspire other cities or regions.