

International Cycling Union and Host Cities : Partners for Success

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Union Cycliste Internationale



Presentation outline

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The International Cycling Union and cycling



The UCI's missions

The International Cycling Union is the association of National Cycling Federations.

Its missions consists of:

- Developing and promoting **all facets of cycling**,
- Without discrimination, in close collaboration with the **National Federations** and its **principal partners**.

By « all facets of cycling » we mean:

- **The sport** (competition, effort, well-being and fair-play),
- **Relaxation activity** (leisure, tourism),
- An economic and ecological **means of transport**.



The UCI's missions

The UCI represents the interests of:

- 175 National Federations
- 5 Continental Confederations
- 1200 professional riders
- 600,000 licensed riders
- Several million sporting cyclists
- More than a billion users



The 8 cycling disciplines: Road cycling

- Cycling's flagship discipline
- Olympic sport since the 1896 Athens Games





The 8 cycling disciplines: Track cycling

- Numerous speed and endurance specialities
- Olympic sport since the 1896 Athens Games





The 8 cycling disciplines: Mountain bike

- “Back to nature” discipline par excellence
- Cross-country, marathon, downhill and 4-cross
- Olympic sport since the 1996 Atlanta Games





The 8 cycling disciplines: BMX

- Young and fun discipline par excellence
- Olympic sport since the 2008 Beijing Games





The 8 cycling disciplines: Para-cycling

- Numerous road and track events
- Paralympic sport, integrated into the UCI





The 8 cycling disciplines: Cyclo-cross

- Particularly technical discipline
- Traditionally autumn/winter season





The 8 cycling disciplines: Trials

- Very spectacular
- Extremely technical discipline: clearing obstacles without touching the ground with feet





The 8 cycling disciplines: Indoor cycling

Two specialities: cycle-ball and artistic cycling





UCI events: World Championships

12 UCI Championships: Road, Track, Mountain Bike and Trials, Mountain Bike Marathon, BMX, Cyclo-cross, Indoor Cycling, Para-cycling, Juniors Road and Track, Masters (Road, Track, Mountain Bike).





UCI events: World Cups and Nations Cups

- UCI World Cups: 7 series with 53 events (2009)
- UCI Nations Cups: 2 series with 14 events (2009)





UCI events: a few figures

- **2009 Road CM:**
 - 399 hours broadcast
 - cumulated audience of 300 million
- **2009 Track Cycling CM:**
 - 331 hours broadcast
 - cumulated audience of 65,5 million
- **2009 Track CDM (Copenhagen):**
104 hours broadcast
- **Cyclo-cross CDM (Belgium):**
 - up to 65% of audience!
- **Mass Events:**
 - Cape Argus (RSA) : 40,000 participants
 - Tour of Flanders (BEL) : 20,000 participants



Other UCI events

- **UCI ProTour (integrated in the UCI World Calendar)**
- **5 UCI Continental Circuits:** a total of 450 events
- UCI Golden Bike (cycling for all)
- **More than 1600** races registered on the UCI International Calendar.



Partnership between the UCI and host cities of UCI events









Candidatures : before

- A very (too?) open process
- A wide mix of candidates
- Candidates sometimes unsatisfactory:
 - city too big
 - city too small
 - poor involvement from authorities
 - little interest from the public
- What do we want?



Optimal candidatures

- Cities not too big and not too small
 - Involvement of authorities
 - Public interest (cycling culture)
 - Partnership going further than the event
- birth of « UCI Bike City »





The « UCI Bike City » concept: principal elements

- Several events awarded to the same city
- Over several years (about 3-4 years)
- Progression: events becoming more and more important
- Obligation to organise a mass event
- Host official manifestations





Example of Copenhagen: an optimal profile

- Copenhagen: first « UCI Bike City »
- Ideal size: big city but not a megalopolis
- Prestigious city
- Existence of cycling culture (transport, leisure)
- Strong involvement of public authorities





Example of Copenhagen: events awarded

- 2008 UCI Management Committee
- Round of 2009 UCI BMX Supercross
- Round of 2008-2009 UCI Track Cycling World Cup
- 2010 UCI Track Cycling World Championships
- 2011 UCI Para-cycling World Championships
- 2011 UCI BMX World Championships
- 2011 UCI Road Cycling World Championships





Copenhagen Bike Tour

In addition, on Thursday 1 October, Copenhagen organised the Copenhagen Bike Tour:

- Part of Copenhagen Olympic Festival
- United the four candidate cities for 2016 Olympic Games: Madrid, Rio de Janeiro, Chicago and Tokyo
- Participation of 20 Olympians with 59 Olympic medals between them



Advantages for the International Federation

- Logistical advantages
(exploitation of synergies)
- Reliable partners for numerous events
(competence increases along the way)
- Efficient promotion of cycling in a region
(in the long term, events integrated into a political project)



Advantages for the host city

- Positioning as an international city
- Positioning as a sporting city
- Tourist promotion
- Setting up of a long term culture:
(sport, mobility/transport, public health): « heritage »
- Building up of experience and expertise
- Repeated media exposure over several years
- Financial advantages:
 - obtaining events (terms of payment negotiable)
 - economies possible due to size and exploitation of synergies



UCI Bike City as seen by Copenhagen



- Development of cycling in Denmark
- Olympic sport: media attention
- Marketing platform
- Facilitated Government funding
- Sponsors and other partners more inclined to invest



- **UCI Bike City : 2 winning partners**
- From 2012 : new partner city soon to be named



UCI BIKE CITY