



Vélo Mondial

ISINNOVA  
research innovation sustainability

## Elevating Urban Sustainability: A Plea for Financial Backing of the International Cycling Community of Practice (ICCoP)

Dear Esteemed Stakeholder,

As the climate crisis looms, the urgent call for sustainable urban development reverberates across the globe. Central to this monumental task is the profound re-imagining of urban mobility, with cycling emerging as a promising, eco-friendly alternative. To catalyze this transformation, we present to you the International Cycling Community of Practice (ICCoP), a robust platform fostering global collaborations among cities. Now, we humbly seek your financial support to propel this initiative towards monumental success.

### **Unveiling the ICCoP:**

- *Global Collaboration Hub:* ICCoP serves as a digital nexus facilitating dialogue and cooperative solution-building among cities. This initiative nurtures capacity, ignites innovation, and provides a supportive network of cycling enthusiasts and professionals.
- *Tackling Urbanization and Climate Change:* Through its endeavors, ICCoP aims to mitigate climate change, address urbanization issues, and enhance citizens' quality of life by promoting cycling as a primary mode of urban transportation.

### **Intrinsic Value of Cycling:**

- *Environmental Stewardship:* Cycling is an embodiment of sustainable mobility, aiding cities in aligning with the climate objectives of international accords like the Paris Agreement.
- *Urban Livability:* By reducing car-centric urban designs, cycling cultivates serene, safe, and socially engaging urban landscapes.

### **Leveraging Past Successes:**

- *HANDSHAKE Legacy:* ICCoP is built upon the insights from HANDSHAKE, a European Commission-funded project that empowered 13 European cities to advance cycling policies. This heritage provides ICCoP with a rich repository of knowledge and proven strategies.

### **ICCoP Online Platform:**

- *Resource-rich Digital Platform:* ICCoP's digital platform is a treasure trove of up-to-date cycling information, city-specific insights, assessment tools, networking opportunities, and a stage for collaborative learning and sharing.

### **Market Engagement and Expansion:**

- *Global Network:* Through partnerships with city organizations, international bodies, and private entities, ICCoP is geared towards creating a global cycling community. Future expansions to other continents are envisaged, broadening our market reach and impact.

### **Self-Assessment Mechanism:**

- *Evaluating Cycling Policies:* A unique self-assessment survey embedded within ICCoP empowers cities to scrutinize and enhance their cycling policies, fostering a perpetual cycle of learning and amelioration.
- The ICCoP fosters productive dialogue, igniting peer-to-peer cooperation, nurturing capacity-building efforts, and propelling collaborative innovation.
- It grants cities access to a robust network comprising researchers, consultants, associations, and industries keen on contributing actionable knowledge, services, and products, aligning with cities' aspirations.

### **Investment Appeal:**

- *Financial Catalyst:* Your financial backing is the catalyst that will accelerate ICCoP's global outreach, aiding cities in transitioning towards sustainable, cycling-centric urban landscapes.

- *Transparent Accountability:* A structured financial oversight mechanism will ensure prudent utilization of funds, maximizing the return on your benevolent investment.

ICCoP’s mission resonates with the global urgency to embrace sustainable urban mobility. Your financial support will not only fuel this initiative but will be a testament to your esteemed organization’s commitment to fostering sustainable urban futures.

The future of urban living is not just in smart cities, but in sustainable mobility too. Together, let’s pedal towards that sustainable future.

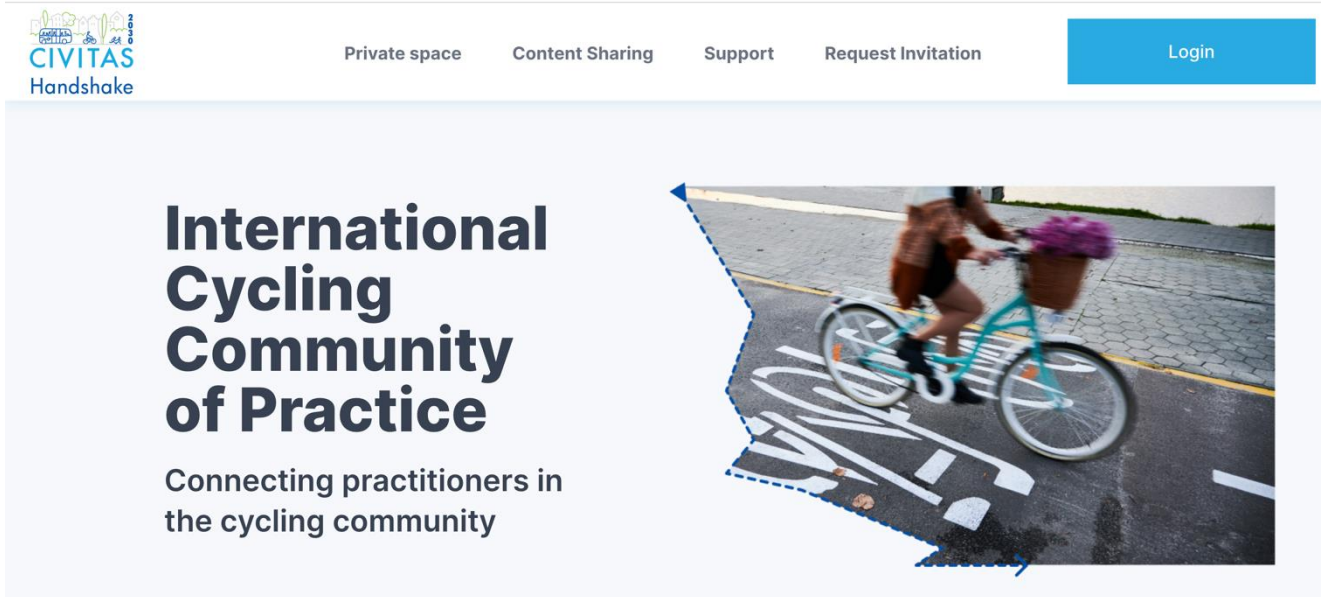
Thank you for considering our plea. We are open for further discussions to delve into how your support can morph urban landscapes through the ICCoP initiative.

Warm regards,

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**Attachment:**



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# International Cycling Community of Practice (ICCoP)

By Pascal van den Noort<sup>1</sup> and Mario Gualdi<sup>2</sup>

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**ABSTRACT:** The International Cycling Community of Practice (ICCoP) serves as a comprehensive digital platform, facilitating global collaboration among cities to address the complex challenges posed by climate change, urbanization, and car-centric development.

Anchored in a series of research and innovation projects, this platform offers cities a meticulously designed, guided, and adaptable space for two pivotal purposes:

- Cultivating Dialogue and Cooperative Solutions: ICCoP acts as a catalyst for dialogue, fostering peer-to-peer collaboration at city level, nurturing capacity building, and igniting joint innovation.
- Access to a Supportive Network of cycling civil servants: It provides cities with access to an engaged network comprising researchers, consultants, associations, and industries deeply invested in contributing actionable knowledge, services, and products to help cities realize their ambitious goals.

Through its initiatives, ICCoP aspires to enhance the quality of life for citizens while simultaneously tackling the urgent issue of climate change.

**KEYWORDS:** international, cycling, community of practice, climate change, mentor, mentee, platform, quality of life, urbanization, peer-to-peer cooperation, building capacity, institutional memory on cycling planning, supportive network.

## The ICCoP

### 1. The path to urban sustainability and climate neutrality is not easily traversed without robust cycling planning in cities

Cycling stands out as a sustainable, efficient, and comparatively cost-effective mobility solution, aiding cities in achieving the ambitious climate objectives set forth by the Paris Agreement, the UN Framework Convention on Climate Change, and the Climate Neutral and Smart Cities Mission of the European Commission.

Beyond its environmental and health-preserving attributes, cycling enhances urban living. It elevates the quality of life in cities by providing more room for social engagements and fostering an environment conducive to business expansion.

Therefore, cycling is an indisputable component within the arsenal of strategies available to cities seeking to transition towards climate neutrality, sustainability, and intelligence. Furthermore, unlike alternative climate-focused measures, cycling brings an extra advantage: the creation of human-centred ecosystems. These spaces are characterized by serenity, safety, verdant landscapes, and appealing surroundings, cultivating havens where people of all ages can live, work, play, and relish life.

### 2. How can cities be assisted in establishing an institutional memory for cycling initiatives?

#### 2.1. Embrace the possibility of change!

Cities can reap the benefits cycling can bring when open to embracing change, bringing communities together to expedite progress, and sharing actionable knowledge present across various regions globally. The International Cycling Community of

Practice (ICCoP) precisely facilitates this process by enabling an organized collective to collaborate within our intricate, interconnected world. This collaborative effort addresses dynamic challenges with a shared wealth of knowledge, shunning isolation. Policymakers, practitioners, researchers, industries, consultants, businesses, NGOs, and civil society converge, pooling their efforts to aid city governments in swiftly and efficiently crafting and fulfilling their cycling plans. These are the unequivocal aspirations of ICCoP.

#### 2.2. Established on expertise and experience

The foundation of ICCoP is rooted in the insights gained from a preceding initiative known as [HANDSHAKE](#), a European Commission-funded project. HANDSHAKE furnished tools and services to propel the progress, expedite the momentum, and disseminate knowledge pertaining to cycling policy across 13 European cities, including 2 cycling world leaders like Amsterdam and Copenhagen, in their

quest to advance, accelerate and spread knowledge on cycling policy.

Upon HANDSHAKE's culmination in August 2022, the participating cities expressed the imperative to ensure the enduring viability of the project's numerous tools and services. This intention was to not only perpetuate their own advancements but also to provide global cities an avenue for knowledge exchange, ultimately enhancing the well-being of their residents. This aspiration led to the conceptualization and development of ICCoP.

### 3. The ICCoP in a nutshell

The ICCoP functions as a sophisticated, comprehensive digital platform, enabling cities worldwide to collaborate and devise solutions for the intricate challenges posed by climate change, urbanization, and car-oriented development.

Leveraging a series of research and innovation (R&I) projects, this platform equips cities with a meticulously organized, guided, and adaptable framework, serving two primary purposes:

- **Cultivating Dialogue and Peer Collaboration:** The ICCoP fosters productive dialogue, igniting peer-to-peer cooperation, nurturing capacity-building efforts, and propelling collaborative innovation.
- **Access to a Supportive Network:** It grants cities access to a robust network comprising researchers, consultants, associations, and industries keen on contributing actionable knowledge, services, and products, aligning with cities' aspirations.

In essence, the ICCoP is committed to enhancing the overall quality of life for citizens while concurrently addressing the pressing concerns of climate change mitigation.

### 4. Online and onsite facility providing inspiration

ICCoP serves as an innovative online resource, designed to inspire cities, and offer them opportunities for mutual connection. This platform enables cities to both promote and participate in various activities, including meetings, webinars, and blogs. It also enables them to take part in inspirational and operational onsite events, like immersive study tours and symposia. ICCoP empowers them to grow through participative learning, initiating ideas, seeking support, or co-creating with other cities, all underpinned by the key principle of collaboration. By fostering collective efforts, like-minded individuals can pool their objectives, address challenges, and generate ideas, thus harnessing diverse perspectives and solutions, leading to tailor-made resolutions for local contexts.

The experience gained from HANDSHAKE underscores the transformative impact of engaging within a transnational collective. Crossing conventional organizational and cultural boundaries significantly enhances one's competency and confidence.

In a world demanding a renewed focus on climate urgency, ICCoP provides cities with a secure platform, offering a wealth of assets:

- **Up-to-Date Cycling Information:** Access to current and vital cycling resources, including comprehensive reference materials, specialized cycling components, and best/worst practices essential for informed policy decisions and investments.
- **City-Specific Cycling Insights:** Dive into the practical experiences of various cities, tapping into the knowledge amassed by the 13 HANDSHAKE cities and other networks such as the Dutch Cycling Embassy and the European Cycling Federation.
- **Innovative Cycling Assessment Tool:** A unique tool for cities to assess their cycling capabilities, identify gaps, and enhance their efforts.
- **Networking Opportunities:** Facilitating interaction between cities on both inter- and intra-city scales, breaking down isolation barriers and promoting borderless communities of practice.
- **Interactive Platform for Learning and Sharing:** A dynamic stage for members to exchange ideas, inspire, motivate, and empower each other through participatory learning. It encompasses private and public communication platforms, training sessions, webinars, blogs, and other user-agreed channels.
- **Expert Support:** Access to expertise for seeking policy direction, academic research, technical aid, solutions, infrastructure development, technological insights, and services.

#### 4.1 Market size

ICCoP works with and through several city organisations that the founders are associated with. Below a few examples.

- POLIS fosters cooperation and partnerships across Europe with the aim of making research and innovation in transport accessible to cities and regions and strives to provide decision makers in their 125 city and regional members with the necessary information and tools for making sustainable mobility a reality. Political representatives from POLIS members convene regularly within the POLIS Political Group and engage in a dialogue with the European institutions.
- ICLEI is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and

drive local action for low emission, nature-based, equitable, resilient and circular development. Our members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

- EUROCITIES is the network of more than 200 cities in 38 countries, representing 130 million people, working together to ensure a good quality of life for all. Local governments work on the ground with citizens and residents and are essential partners for turning EU policies and ambitions into reality.
- NACTO is an association of 95 major North American cities and transit agencies formed to exchange transportation ideas, insights, and practices and cooperatively approach national transportation issues. NACTO member cities include major metropolitan areas like New York City, Los Angeles, Chicago, San Francisco, Washington, D.C., and many others. The organization is continuously growing as more cities join its network.

The ICCoP collaborates with international entities such as the European Commission and the World Bank, along with private organizations like the European Cyclists Federation (ECF) and other member organizations focused on sustainability.

In subsequent phases, ICCoP is set to expand its presence in North and South America, Africa, and Asia. While the core approach and principles will remain consistent, the execution will naturally be tailored to suit local needs and preferences. This expansion is poised to significantly widen the potential market reach, with the ultimate boundaries primarily hinging on funding availability and operational format.

### 5. Self-assessment

The self-assessment allows cities to reflect on evaluate their cycling conditions. It is undertaken by an authorized representative, reflecting the city's agreed perspective. Therefore, respondents might consider gathering collective input regarding cycling prior to initiation. The purpose is to provide the ICCoP with adequate knowledge of the local circumstances as well as insights on available room for growth. The

PART 1: Level of Performance	Hardware	Characteristics of the <b>infrastructure and facilities</b> in your cycling network
	Software	<b>Feeling that cycling brings with it</b> locally and supporting communicational elements
	Orgware	<b>Preparedness</b> of your organisation to deliver your ambitions
PART 2: Data collection	City context (optional)	General <b>city's data</b> such as demographic data, car ownership, modal split, data about the bicycle infrastructure, and well as city's reports and visual content
	Submission	About you, your organisation, your position and personal details

next diagram illustrates the survey's organizational structure.

Cycling policy has been summarised in 20 chapters and for every chapter 5 levels can be reached. The chapters are:

1. Linking the different parts of the cycling network together to work as a whole.
2. Offering direct routes, the bicycle network links main destination points.
3. Separation level and safety perception between cyclists and other street users.
4. Integrating cycling infrastructure into its surroundings.
5. Elements for pleasant and easy are journeys for cyclists.
6. Citizens' and society's attitudes towards cycling.
7. Activities in communication and marketing for cycling.
8. Encouraging cycling proficiency across the general population, and to specific groups (children, elderly, etc.).
9. Engaging the cycling community in impactful advocacy.
10. Discussing and considering cycling in the political agenda.
11. Embedding cycling into long term and strategic documentation for planning and delivery.
12. Collaborative policy-making and planning for developing cycling policy and solutions.
13. Integrated cycling in the design approach?
14. Allocating staffing responsibility for expertise in cycling policy and solutions allocated.
15. Level of local cycling investment.
16. Collecting data and knowledge to understand and monitor cycling conditions.
17. Legal and regulatory measures to prioritise cycling.
18. Strategy regarding Low-Emission Zones (LEZ) or Zero-Emission Zones (ZEM) in the city.
19. Solutions in place to slow down, reduce the amount of, or improve the safety of remaining vehicle traffic.
20. Restrictions on car parking.



In the initial phase, the performance level of each city will execute a self-evaluation across three fundamental domains into which we have



categorized the 20 chapters: hardware, software, and orgware. City representatives will be presented with straightforward multiple-choice questions. Each answer provided will collectively contribute to the comprehensive assessment, resulting in the assignment of one of the five Levels of Performance: Brass, Bronze, Silver, Gold, or Platinum.

## 6. Conclusions

A wealth of practical knowledge is available, with numerous cities having dedicated decades to urban cycling and a willingness to share their experiences with others. Among sources of inspiration, comfort, and guidance, the most impactful often comes directly from peers. City-to-city collaboration becomes vital for effective climate and quality of life achievements.

However, many cities lack the means to tap into this knowledge. Where is this wealth of information located? Whom should they engage with and how can they connect with the right individuals? How can fruitful relationships be established? What tools should be employed? How can this process be sustained over time?

Indeed, ICCoP is positioned to expand its scope to encompass a broader range of emerging personal mobility solutions, including electric scooters, compact cars, and cargo transporters. This expansion will also incorporate walking, Low Emission Zones (LEZ) and Zero Emission Mobility (ZEM) zones, as well as public and shared mobility, the integration of 30 km/hour zones within our framework.

ICCoP stands as the culmination of a lengthy experimental journey initiated over two decades ago by a consortium of experts in urban cycling and sustainable urban development. Emerging from the realms of research, innovation, and consulting, backed by funding from leading international institutions, these experts have meticulously crafted, tested, refined, and demonstrated a diverse array of methodologies and tools to achieve their core mission: promoting, orchestrating, and facilitating city-to-city cooperation to transform global concepts into localized action.

## 7. Support

### 7.1 Support from the cycle industry

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

Driven by a dedicated collective of seasoned professionals from diverse fields, ICCoP harnesses their expertise to expedite and amplify city governments' strides towards sustainable mobility. This collaboration ensures a swifter, more impactful realization of their ambitions.

The International Cycling Community of Practice unites civil servants to collaboratively strategize cycling infrastructure and advocate sustainable transportation. Sponsoring this community yields substantial advantages for your organization, encompassing.

There are several compelling arguments for the cycle industry to sponsor the 'International Cycling Community of Practice':

- **Industry Growth and Exposure:** Sponsoring the ICCoP offers the cycle industry a prime platform to showcase its products, technologies, and services to a targeted and engaged audience of policymakers, practitioners, and enthusiasts. This exposure can lead to increased brand visibility and potential growth in market share.
- **Thought Leadership:** By supporting the ICCoP, the cycle industry can position itself as a thought leader and advocate for sustainable urban mobility. This can enhance the industry's reputation and credibility as a proactive player in promoting cycling solutions.
- **Collaborative Innovation:** Sponsoring ICCoP facilitates direct collaboration with city governments, policymakers, and experts, fostering opportunities for co-creating innovative solutions. Such collaborations can lead to the development of tailored products and services that meet specific city needs.
- **Networking and Partnerships:** Sponsorship provides access to a network of stakeholders, including government representatives, researchers, and NGOs, fostering valuable partnerships and business connections that can lead to new opportunities and ventures.
- **Corporate Social Responsibility:** Aligning with an initiative that promotes sustainable urban mobility aligns with corporate social responsibility goals of the cycle industry. Sponsoring ICCoP demonstrates commitment to addressing urban challenges and contributing to a healthier environment.
- **Knowledge Exchange:** The ICCoP offers a platform for industry experts to share insights, research, and best practices, elevating the overall discourse on cycling policies and solutions. This contributes to knowledge exchange and benefits industry advancement.
- **Positive Public Relations:** Sponsoring an initiative focused on sustainable urban mobility can enhance the cycle industry's public image by showcasing its dedication to meaningful causes beyond just business profits.

- **Demonstration of Impact:** Sponsorship enables the cycle industry to directly contribute to the success of cycling initiatives in cities around the world. This tangible impact can be highlighted to stakeholders and customers.
- **Market Expansion:** Supporting ICCoP provides access to global markets and potential customers, contributing to potential expansion of the industry's reach and customer base.
- **Long-Term Benefits:** The initiatives and projects facilitated by ICCoP can lead to the creation of cycling-friendly infrastructure and policies, fostering a sustainable market for cycling-related products and services in the long term.

Overall, sponsoring the 'International Cycling Community of Practice' offers the cycle industry an opportunity to align its business interests with the promotion of sustainable urban mobility, while also benefiting from exposure, innovation, and strategic collaborations.

## 7.2 Support from the car industry

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

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There are several compelling arguments for the car industry to sponsor the 'International Cycling Community of Practice':

- **Corporate Social Responsibility:** Supporting the community can align with the corporate social responsibility goals of the car industry, by promoting sustainable transportation and reducing carbon emissions. This can demonstrate a commitment to sustainability and contribute to a positive brand image.
- **Business Opportunities:** Sponsoring the community can lead to potential business opportunities for the car industry, by connecting them with civil servants who are responsible for cycling planning and infrastructure. This can lead to collaborations and partnerships in developing sustainable transportation solutions, such as

electric cars, car-sharing programs, and other initiatives.

- **Reputation Management:** The car industry has been criticized for contributing to environmental degradation and promoting car-centric transportation systems. By sponsoring the 'International Cycling Community of Practice', the car industry can demonstrate a commitment to promoting sustainable transportation options and addressing these criticisms.
- **Market Insights:** Sponsoring the community can provide valuable market insights to the car industry, by connecting them with civil servants who are responsible for cycling planning and infrastructure. This can help the car industry better understand the needs and preferences of cyclists and develop products and services that meet those needs.
- **Advocacy:** Supporting the community can contribute to advocacy efforts for cycling infrastructure and policies that benefit cyclists. This can help create a more supportive environment for cycling, which can lead to reduced congestion and improved air quality in cities, benefiting both cyclists and drivers.

Overall, sponsoring the 'International Cycling Community of Practice' can provide significant benefits for the car industry.

## 7.3 Support from the cycling consultancy industry

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

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The International Cycling Community of Practice unites civil servants to collaboratively strategize cycling infrastructure and advocate sustainable transportation. Sponsoring this community yields substantial advantages for your organization.

There are several compelling arguments for cycle consultancies to sponsor the 'International Cycling Community of Practice':

- **Expert Positioning:** Sponsoring the ICCoP allows cycle consultancies to position themselves as leading experts and thought leaders in the field of cycling infrastructure and policies. This can enhance their credibility and attract more clients seeking specialized knowledge.

- **Networking and Partnerships:** Sponsorship provides direct access to a network of city governments, policymakers, researchers, and industry professionals involved in sustainable urban mobility. This networking can lead to valuable partnerships and collaborative projects.
- **Showcasing Success Stories:** Sponsoring ICCoP offers an opportunity for cycle consultancies to showcase their successful projects, case studies, and best practices to a global audience, thereby demonstrating their expertise and capabilities.
- **Business Development:** By engaging with the ICCoP community, cycle consultancies can identify new business opportunities, connect with potential clients, and develop tailor-made solutions to address specific urban mobility challenges.
- **Thought Leadership:** Sponsoring the initiative demonstrates a commitment to advancing cycling policies and solutions, positioning cycle consultancies as active contributors to the development of sustainable urban environments.
- **Knowledge Sharing:** The ICCoP platform enables cycle consultancies to share their insights, research findings, and methodologies with a diverse audience, contributing to the overall knowledge exchange and growth of the industry.
- **Global Reach:** Sponsoring ICCoP provides exposure to a global audience of city officials and decision-makers, expanding the consultancy's reach beyond its current client base.
- **Collaborative Projects:** Collaborating with ICCoP enables cycle consultancies to participate in joint research projects, pilot initiatives, and innovative programs that can drive meaningful change and generate valuable insights.
- **CSR and Sustainability:** Supporting initiatives that promote sustainable urban mobility aligns with corporate social responsibility goals, showcasing the consultancy's commitment to positive environmental and social impact.
- **Long-Term Impact:** Contributions made through sponsorship can lead to the development of cycling-friendly infrastructure and policies in cities around the world, creating a lasting legacy and ongoing business opportunities for cycle consultancies.

In summary, sponsoring the 'International Cycling Community of Practice' offers cycle consultancies a chance to strengthen their industry presence, forge strategic partnerships, showcase their expertise, and contribute to the advancement of sustainable urban mobility solutions.

#### 7.4 Support from universities

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

Driven by a dedicated collective of seasoned professionals from diverse fields, ICCoP harnesses their expertise to expedite and amplify city governments' strides towards sustainable mobility. This collaboration ensures a swifter, more impactful realization of their ambitions.

The International Cycling Community of Practice unites civil servants to collaboratively strategize cycling infrastructure and advocate sustainable transportation. Sponsoring this community yields substantial advantages for your organization.

There are several compelling arguments for universities to sponsor the 'International Cycling Community of Practice':

- **Research Opportunities:** Sponsoring the ICCoP provides universities with access to real-world data, challenges, and opportunities in the field of urban cycling. This can lead to research collaborations, case studies, and academic publications.
- **Knowledge Exchange:** Universities can contribute to the ICCoP's knowledge-sharing platform by providing research findings, best practices, and academic insights, enhancing the overall quality of information available to the community.
- **Student Engagement:** Sponsoring ICCoP offers universities the chance to involve students in practical projects related to cycling policies and infrastructure, giving them hands-on experience and fostering a culture of active learning.
- **Thought Leadership:** Supporting the ICCoP showcases universities as thought leaders in sustainable urban mobility and cycling research, enhancing their reputation and attracting students and researchers interested in this field.
- **Networking:** Sponsorship allows universities to connect with city officials, policymakers, practitioners, and industry professionals involved in sustainable urban mobility, creating opportunities for partnerships, internships, and collaborative projects.
- **Global Impact:** By contributing to the ICCoP's initiatives, universities can have a direct impact on the development of cycling-friendly policies and infrastructure in cities around the world, aligning with their mission of social responsibility and positive change.
- **Innovation Hub:** Universities can leverage their expertise to help develop innovative solutions for cycling challenges, positioning themselves as hubs for creative problem-solving and technology-driven advancements.
- **Student Recruitment:** Sponsoring ICCoP can attract students who are passionate about



sustainable transportation and urban planning, fostering enrolment in relevant academic programs.

- **Public Engagement:** Universities can demonstrate their commitment to community engagement by supporting initiatives that promote sustainable urban mobility and improved quality of life in cities.
- **Collaborative Learning:** ICCoP's platform allows universities to engage in collaborative learning experiences, sharing curriculum, teaching methodologies, and academic resources related to cycling policies and urban planning.

In essence, sponsoring the 'International Cycling Community of Practice' provides universities with a unique platform to bridge academic research with practical implementation, fostering student engagement, research collaborations, and the development of innovative solutions for sustainable urban mobility.

#### 7.4 Support from national and local governments

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

Driven by a dedicated collective of seasoned professionals from diverse fields, ICCoP harnesses their expertise to expedite and amplify city governments' strides towards sustainable mobility. This collaboration ensures a swifter, more impactful realization of their ambitions.

The International Cycling Community of Practice unites civil servants to collaboratively strategize cycling infrastructure and advocate sustainable transportation. Sponsoring this community yields substantial advantages for your organization.

There are several compelling arguments for national and local governments to sponsor the 'International Cycling Community of Practice':

- **Policy Advancement:** Sponsoring the ICCoP aligns with national and local governments' goals of promoting sustainable transportation and urban mobility policies. It provides a platform to showcase their commitment to creating cycling-friendly cities.
- **Knowledge Sharing:** ICCoP offers governments access to a global network of expertise, best practices, and successful case studies in cycling policies and infrastructure. This can aid in informed decision-making and policy implementation.

- **Peer Learning:** Sponsoring ICCoP facilitates peer-to-peer learning, allowing governments to learn from the experiences and successes of other cities and regions, leading to more effective and evidence-based policies.
- **Innovation:** Governments can leverage the ICCoP platform to explore innovative solutions and strategies for sustainable transportation, contributing to the development of cutting-edge cycling infrastructure and policies.
- **Networking:** Sponsoring ICCoP connects governments with a diverse community of stakeholders, including city officials, researchers, industry experts, and advocacy groups, fostering valuable collaborations and partnerships.
- **Positive Image:** Supporting initiatives like ICCoP showcases governments' commitment to improving urban mobility, enhancing their reputation and credibility both nationally and internationally.
- **Data Collection:** ICCoP's data-sharing capabilities can assist governments in collecting valuable information on cycling trends, usage patterns, and challenges, which can inform evidence-based decision-making.
- **Capacity Building:** By sponsoring ICCoP, governments contribute to capacity building within their own jurisdictions. The knowledge gained can be disseminated to local authorities, urban planners, and policymakers.
- **Public Engagement:** Supporting cycling initiatives through ICCoP demonstrates governments' responsiveness to citizen demands for sustainable and eco-friendly transportation options, fostering positive public sentiment.
- **Long-Term Benefits:** Contributions to ICCoP can lead to the development of cycling-friendly infrastructure, improved air quality, reduced traffic congestion, and enhanced quality of life for citizens, aligning with governments' long-term urban development goals.
- **Cross-Border Collaboration:** ICCoP encourages cross-border collaboration, enabling governments to exchange ideas, experiences, and strategies for sustainable urban mobility across different regions and countries.

In conclusion, sponsoring the 'International Cycling Community of Practice' offers national and local governments an avenue to enhance their cycling policies, exchange knowledge, and collaborate with a global network of stakeholders, ultimately leading to more sustainable, livable, and resilient cities.

#### 7.5 Support from international bodies

ICCoP emphasizes the advantages of cycling as a sustainable, effective mode of transportation, aligning with urban goals for climate and quality of

life enhancements. It asserts that cycling not only supports environmental preservation and public well-being, but also elevates city life by fostering space for social engagement and economic expansion.

Driven by a dedicated collective of seasoned professionals from diverse fields, ICCoP harnesses their expertise to expedite and amplify city governments' strides towards sustainable mobility. This collaboration ensures a swifter, more impactful realization of their ambitions.

The International Cycling Community of Practice unites civil servants to collaboratively strategize cycling infrastructure and advocate sustainable transportation. Sponsoring this community yields substantial advantages for your organization.

There are several compelling arguments for International Bodies to sponsor the 'International Cycling Community of Practice':

- **Global Impact:** Sponsoring the ICCoP allows international bodies to contribute to the advancement of sustainable urban mobility on a global scale, aligning with their missions to address climate change and promote environmentally friendly transportation solutions.
- **Knowledge Exchange:** ICCoP provides a platform for international bodies to share their research, expertise, and best practices in sustainable urban development, contributing to the collective knowledge and capacity-building of cities around the world.
- **Networking:** Sponsoring ICCoP facilitates connections with city officials, policymakers, researchers, and industry leaders from various regions, fostering international partnerships and collaborations.
- **Capacity Building:** ICCoP's initiatives can enhance the capacity of cities, especially in developing countries, to implement effective cycling policies and infrastructure, thereby promoting inclusive and sustainable urban development.
- **Technical Assistance:** International bodies can offer technical assistance, guidance, and resources to cities through ICCoP, helping them navigate challenges and adopt proven strategies for cycling-friendly urban planning.
- **Data Collection:** ICCoP's data-sharing capabilities can assist international bodies in collecting valuable data on global cycling trends, challenges, and success stories, supporting evidence-based decision-making and policy formulation.
- **Advocacy Support:** Sponsoring ICCoP enables international bodies to advocate for cycling-friendly policies, encouraging cities to prioritize sustainable transportation options and contribute to reducing carbon emissions.
- **Promotion of Sustainable Development Goals:** Supporting ICCoP directly contributes to achieving Sustainable Development Goal 11 (Sustainable Cities and Communities) and Goal 13 (Climate Action), showcasing the commitment of international bodies to these global objectives.
- **Public Image:** By promoting initiatives that promote sustainable urban mobility, international bodies can enhance their public image and demonstrate their dedication to environmental and social impact.
- **Positive Externalities:** Supporting ICCoP can lead to positive externalities such as improved air quality, reduced traffic congestion, enhanced public health, and increased quality of life in cities around the world.
- **Innovation Hub:** International bodies can help drive innovation by sharing cutting-edge technologies, policies, and research through ICCoP, inspiring cities to adopt forward-thinking solutions.

In summary, sponsoring the 'International Cycling Community of Practice' offers international bodies the opportunity to lead by example, foster global collaboration, and contribute to the development of sustainable urban mobility solutions that align with their overarching goals and mandates.

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