

Academic Bicycle Challenge

2018

The Academic Bicycle Challenge (ABC) is the first global cycling contest for universities and colleges, an awareness campaign that connects sustainable mobility with enthusiasm. By joining the ABC your institution of higher education actively promotes healthy exercise and climate protection. Because of its worldwide orientation the ABC will take place during two periods. You have the choice: experience the ABC jointly with your staff and students in June or September 2018!

How the ABC Works

Students and staff easily record their trips with a free app. The app automatically verifies cycled trips and generates intriguing real-time rankings. All achievements of your university within the ABC, both individually and collectively, are shown in intriguing rankings displayed in the app and on the ABC website. They also allow for a global comparison of cycling activity among universities, academic disciplines, teams and individuals. Who will perform best? Do for example biologists, lawyers or linguists cycle the most? Are your lecturers, students or administrative employees including caretakers and librarians most active? Fun, exercise and team culture are ABC's key matters.. Sporting achievements are allowed within the challenge but they are no requirement for participation.

Benefits for Your University or College

Health: It's evident that daily cycling is healthy. It keeps people's mind and body fit and significantly reduces medical leave.

Visibility: The ABC makes participating universities and colleges internationally visible and provides them with an even better image.

Environment: The more people cycle the less unhealthy emissions arise. This is perceptible instantaneously and on the spot.

Climate: The ABC generates motivation for CO2 avoidance, a contribution to climate protection you can be proud of.

Transport: The more people cycle the better for the local transport and traffic situation! The ABC is your efficient cycling campaign.

Team Building: Teams, disciplines and your university or college as a whole will have a common goal. This generates team spirit and positive interaction.

Fun: Not least the ABC is pulsating and big fun. Your staff and students will gladly identify with your university or college.

Easy Implementation

The ABC is an easy to apply campaign for your university or college. The implementation at your institution of higher education is simple and effortless. By performing the following steps your university or college will take part:

1. We send you our detailed offer for your participation within the ABC. Your corresponding order clarifies the contractual frame conditions .
2. You provide selected information and media regarding your university or college, e.g. the number of staff and students and your logo.
3. We regularly send you media content you may adapt and use for your ABC related communication, e.g. press releases, social media postings.
4. You communicate the ABC towards staff and students of your institution of higher education. By providing prizes for individual participants as well as teams and academic disciplines you may generate additional incentives for cycling.

Our Vision and Long-Term Goals

We picture a world, in which bicycles are the most common means of transportation for both everyday life and leisure. Through an annual repetition of the ABC, we are determined to accomplish the following goals:

- raising global awareness for using bicycles
- achieving up to 2,000,000 cyclists
- stimulating university staff members and students to follow a healthy lifestyle
- attracting worldwide attention for the enormous potential of bicycle traffic
- enabling participants to discover cycling as the ideal means of transportation
- triggering a long term effect on individuals' transportation choices

About Us

The ABC is designed by beemo GmbH, a spin-off enterprise from Münster University of Applied Sciences. beemo operates the international platform for bicycle routing "Naviki" and provides its free app for the ABC's implementation. With specialists from different areas, including software engineering, marketing, communications and event management, we will ensure a smooth operation of the ABC.

Get in touch to participate!

Any questions left? Please ask.

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