

# Academic Bicycle Challenge

The Academic Bicycle Challenge (ABC) is the first global cycling contest for universities and colleges stimulating staff and students into cycling. The ABC has a positive impact on team spirit and pursues important goals: healthy exercise, sustainable mobility, and climate protection. Sporting achievements are allowed, but no requirement for participation. Academic Institutions decide in which month between April and November 2019 they participate for 30 days.

## How the ABC Works

In everyday-life staff and students use their bicycles to go anywhere. The free Naviki app records cycled trips and automatically takes into account the distance cycled. The app displays each university's individual and collective achievements in various rankings, available on the ABC website as well. These enable both, a comparison of cycling activities among disciplines, teams, and individuals locally and to compare those with other universities globally. Do psychologists or lawyers, students or librarians bicycle the most km? How do these rank globally and to which positions will your university climb up?

## ABC Benefits for Your Academic Institution

**Health:** It's evident that daily cycling is healthy. It keeps the mind and body fit while significantly reducing medical leave.

**Team building:** Individuals, teams and disciplines share a common goal. This creates team spirit, positive interactions between all, and thus strong social cohesion in your institution.

**Transport:** The ABC is an efficient campaign for cycling. It contributes to the improvement of the local traffic and transport situation.

**Environment:** More people cycling means less unhealthy emissions. This positive impact is perceptible instantaneously on your campus.

**Fun:** The ABC is pulsating and lots of fun. Your staff and students will excitedly identify with your university or college.

**Climate protection:** The ABC increases the motivation to reduce your institution's CO2 emissions, thus also increasing your contribution to climate protection.

**Visibility:** The ABC enhances and sharpens the international image of the participating institutions.

## Easy Implementation

The ABC is an easy to apply effective campaign, that is effortlessly ready to implement at any academic institution worldwide. The following steps will enable you to participate:

1. You confirm your institution's ABC participation via e-mail and provide selected input about your academic institution ([www.go-abc.org/input](http://www.go-abc.org/input)).
2. We regularly send you media content you may adapt and use for your ABC related communication, e.g. press releases and social media postings.
3. You communicate the ABC towards your staff and students. Optionally you provide prizes for your participants, teams, and academic disciplines which incentivize to participate.

## Our Vision and Long-Term Goals

Our approach to raising awareness for global sustainability-relevant topics is simple, practical and two-wheeled: the bicycle. With up-to-date communication methods, we aim to reach many people and to revalue cycling as entertaining and clever for everyone. In the long run, we hope that they will become the most common means of transportation for everyday life and leisure. By repeating the ABC annually, we are determined to achieve the following goals:

- raising awareness for the advantages of cycling
- stimulating university staff members and students to follow a healthy lifestyle
- triggering a long term effect on individuals' transportation choices

## About Us

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

## Get in touch to participate!

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