

Academic Bicycle Challenge

The Academic Bicycle Challenge (ABC) is the first global cycling competition especially designed for universities and colleges – an international awareness campaign connecting sustainable mobility with enthusiasm. The ABC is about both, generating impact and fun! It takes place in June and September 2018.

How the ABC Works

Staff members and students use their bicycles as often as possible for all purposes of their day-to-day travels. The free app Naviki easily records cycled trips and automatically counts miles on the respective individual's account. Participants decide whether they additionally build their team within the app. All achievements within the ABC, both individually and collectively, are displayed in intriguing rankings on the ABC website and in the app. These rankings also allow for a global comparison of cycling activities among universities, academic subjects, teams and individuals. Which university performs best? Do e.g. psychologists, lawyers, or biologists worldwide cycle the most? Sporting achievements are allowed within the ABC but not a requirement for participation.

Our Target Groups

- administrative decision makers of universities and colleges all over the world
- millions of students and staff at universities and colleges all over the world

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
- motivating 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 their ideal means of transportation
- having a lasting effect on individuals' transportation choices

Visibility

Due to a versatile media presence, the ABC will have a huge audience before, during and after the competition. These are the main building blocks of our holistic media concept:

- We promote you and our common interests and goals.
- We place your logo, with direct references to you, at several clearly visible places on our webpage.
- We mention and link you on our social media channels (Facebook, Twitter, Instagram).
- We provide a PR kit for partners, institutions of higher education as well as sponsors including press releases, flyers, posters and text modules for internal and external emails.
- We send out an ABC newsletter to worldwide universities and colleges on a regular basis.
- We reinforce our communications' international impact by involving our networks.

Networks

- reputable, international sponsors
- renowned ideal supporters from the sectors of climate protection, mobility, health, and education

Organisation

The ABC is powered by the international platform for bicycle routing and navigation „Naviki“. Our interdisciplinary team is based in Germany's cycling capital Münster. With specialists from all different areas – including technical development, software engineering, marketing, communications, and event management – we ensure a smooth operation of the ABC.

We look forward to your questions and ideas!

Contact

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