



**WORLD  
CYCLING  
SUSTAINABLE  
EVENT**

Valdobbiadene · Veneto · Italy  
30<sup>th</sup> September 2022

**MEMORANDUM**

**PROMOTION AND DEVELOPMENT OF ENVIRONMENTAL SUSTAINABILITY**

We, the undersigned Organizers of amateur cycling events:

**Mr. Massimo Stefani**, Prosecco Cycling Valdobbiadene · Italy

**Mr. Andrew Gould**, Bike New York · U.S.A. *Deputy of President and CEO, Mr. Ken Podziba*

**Mr. David Bellairs**, Cape Town Cycle Tour · South Africa

**CONSIDERING** the role, opportunities and values - in terms of Protection and Enhancement of Environmental Resources and of Promotion of Sustainable Development and Mobility - the most important and participated Amateur Cycling Events in the World can play;

**WHEREAS** on the part of all interested and involved Subjects, emerged the will to continue and develop a common and shared path on the above issues, including definition of roles, coordination and collaboration fields between Organizers, Public Administrations, Companies, Individuals and Riders;

**EVALUATED** the objectives of the path started within Prosecco Cycling - and now shared by Organizers and Public Administration - represented by Veneto Region and City of Valdobbiadene in the specific case of Prosecco Cycling - all of them being entirely part of the Sustainable Development Project, as they operate at level of:

**- economic aspect:**

Development of policies concerning seasonal balancement of the offer and further attraction of tourism demand, competitiveness of the territories and development of operational business opportunity and employment for Inhabitants;

**- social aspect:**

Development of interactions and synergies in the hosting Communities, involving even the weakest Groups, as well as increasing the level of participation and active involvement of the same Communities in the tourist, recreational and productive spots;

**- finally, environmental aspect:**

promoting and facilitating Green Mobility through the conservation and enhancement of specific components and the overall dimension of Environmental Resource; promoting and developing aspects related to activities, culture and traditions of hosting Communities as well as actively contributing to the reduction of CO2 emissions;

**HAVING REGARD TO** the proposal of guidelines drawn up by the Organising Body of Prosecco Cycling;

**CONSIDERING** this proposal as valid and, at the same time, a true approach in the direction each Organizers will apply to respective Event

**ALL THIS BEING SAID**

subscribe this Memorandum together with the annexed guidelines, expressly recognising its value and role as a programmatic and guiding Act.

Mr. Andrew Gould

**BIKE NEW YORK**

Mr. Massimo Stefani

**PROSECCO CYCLING**

Mr. David Bellairs

**CAPE TOWN CYCLE TOUR**



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**Mr. Neil McKinnon**, RBC GranFondo Whistler · Vancouver · Canada

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Massimo Stefani

**PROSECCO CYCLING**

Neil McKinnon

**RBC GranFondo WHISTLER**