



CYCLE UP! Diversity, Equity, Inclusion and Belonging Framework

Introduction

This Diversity, Equity, Inclusion and Belonging (DEIB) framework serves as a guide for the CYCLE UP! project to ensure that equality of access, participation, representation and voice are incorporated in all project design and outputs. This framework should be considered in regards to the artistic outputs, the project management, the artists, partner organisations, the audience and the leadership.

Diversity means the demographic makeup of the partners we engage with, and for the programmes we plan, and it is the end goal of all DEIB efforts. Equity is the levelling of an uneven playing field. Inclusion is a welcoming environment for all involved in the project. And belonging is a feeling of comfort at an inclusive place.

CYCLE UP! values and respects diversity in terms of ideas and thoughts, gender, political opinion, cultural background and origin, different abilities, sexuality and all other differences that make life colourful and human.

CYCLE UP! wants to ensure there is no unjustified discrimination on the grounds of age, disability including HIV/AIDS status, gender including transgender and intersex, marital and civil partnership status, political opinion, race / ethnicity, religion and belief, sexual orientation, socio-economic background, spent convictions, trade union activity or membership, having or not having dependents, work pattern, or on any other irrelevant grounds.

Principles:

Equity in Engagement and Representation

CYCLE UP! recognises the importance of engaging artists, communities, decision makers and stakeholders from diverse backgrounds and experiences. We are committed to representing a wide range of voices that reflect the diversity and richness of the European Union. We will actively seek to include marginalised and underrepresented groups, ensuring that their narratives and perspectives are included.

Diverse Partners and Colleagues

We will proactively work with partners, artists and team members (including external consultants and freelancers) who reflect the diversity of the communities that we will work with.

Respecting and Understanding Cultural Contexts

We acknowledge the influence of local contexts in shaping art, experiences and connections. We want to value and integrate local politics, history, environment, economy and artistic traditions into the project and respect the cultural values of each participating country. Through this approach, we will create art that resonates deeply with each partner country.



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Collaboration and Co-Creation

Collaboration is at the heart of CYCLE UP! Through engagement of a diverse range of partners, including artists, urban planners, environmentalists, decision makers, civil society, activists, and youth organisations, we ensure that the project's narrative is enriched through multiple perspectives. Collaboration and co-creation with community partners will ensure that the project establishes itself as inclusive and relevant to the people that it aims to serve.

Access, Participation and Community Engagement

Regardless of age, ability or background, we will seek ways to break down barriers and make our art-led experiences, events and workshops inclusive and welcoming to all. We will do this through engaging and consulting with communities and tailoring our offer to meet their needs. Our interactive and educational programs will be designed to cater to various learning styles and abilities. This commitment also extends to physical spaces, digital platforms, all modes of communication, project documentation and evaluation

Challenging Stereotypes and Promoting Inclusion

We will challenge the stereotypes of what it means to be a cyclist and we will amplify stories and experiences of all. We aspire to dismantle preconceived notions about cycling and promote an inclusive understanding of its accessibility to all individuals. This will contribute to the creation of equitable urban spaces and transportation options.

Inclusive Practices and Caring Work Culture:

We will build a fair and respectful working environment at every level, where diversity is harnessed as a strength and where people are valued as individuals and are helped to succeed whatever their unique background or characteristics.

We will continue to develop and embed inclusive policies, processes and practices at every level. We believe inclusive and diverse teams bring a variety of thought, innovation and creativity that will help us better understand the needs of the communities that we will work with.

Reporting a DEIB Concern

Any concern on Equity, Diversity and Inclusion by any stakeholder who is involved in or associated with the CYCLE UP! Project should be reported to the project manager, Adele Newman: adele.newman@goethe.de. All issues will remain confidential and will be escalated and dealt with on a case-by-case basis.



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Monitoring, Implementation and Reflecting on the DEIB Framework

There must be alignment between what is documented here and how we manage the project and we expect all employees and member organisations to declare their support for the principles of this EDI framework. We are committed to continuous self-reflection and adaptation to improve our EDI practices. We welcome feedback from participants, artists, and communities to help guide our efforts.

This framework will be reviewed at quarterly steering group meetings against its aim, objectives and the implementation. It will be actively utilised at the beginning of the design process for each element of the project.

Conclusion

CYCLE UP! Will serve as a testament to the power of arts and creativity to shape a more equitable, diverse and inclusive society. Through integration of these DEIB principles into all aspects of the project, we believe that we can inspire meaningful change in perceptions, behaviours and cycling culture.

Glossary of Terms:

- **Equity** - practices and policies that are just, transparent, and consistent
- **Diversity** - a broad array of differences in identity, perspective, skill, and style
- **Inclusion** - an environment that actively welcomes, connects, and values all while harming none
- **Belonging** - feeling comfortable in an inclusive place

We refer to the University of York's glossary of EDI terminology, which can be found [here](#).

More information:

For any questions or queries, please contact the project manager, Adele Newman: adele.newman@goethe.de

Visit cycleup.info for more information about the project.

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