

GOLDEN SPOKE

Information and criteria
for the Golden Spoke award category
in the CITY CYCLING campaign.



2025 Golden Spoke award

Special award for outstanding commitment or creative activities during the CITY CYCLING campaign

This year, we will confer the special **Golden Spoke** and **Golden Pin** awards for the first time. In addition to the long-established award categories of “Most active municipalities” and “Most active local parliaments”, we will in future also acknowledge three municipalities that went above and beyond to organise particularly creative or interesting activities during their local CITY CYCLING campaign (Golden Spoke award) or used RADar! to make genuine improvements to the local cycling infrastructure (Golden Pin award).

Municipalities are able to submit one application for each award category. Email details of your chosen activity, along with pictures and/or links to info@city-cycling.org. Be sure to indicate in the subject line whether you’re applying for the “2025 Special Prize – CITY CYCLING” or “2025 Special Prize – RADar!”. Please provide the information listed in the formal criteria and send us your application no later than two weeks after the local campaign has ended in your municipality.

An internal jury from Climate Alliance will select three winning municipalities from all of the applications received (two winners for the Golden Spoke and one winner for the Golden Pin). The creativity and innovation of activities, their potential for imitation, the media response to them and participation (qualitative) will be considered, among other aspects. The winning municipalities will be informed at the end of the campaign season, **latest by 31 October 2025**. The Golden Spoke and Golden Pin will be conferred during the 2025 CITY CYCLING awards ceremony, which will take place at the end of November.

Formal criteria for award applications:

(Please also note the separate criteria for the special Golden Pin award category.)

General information

- Name of municipality
- Contact person (name, function, email address, telephone number)
- Indicate whether you're applying for the Golden Spoke or the Golden Pin

Activity description

Max. 2,000 characters (incl. spaces). NB: Max. overall file size of 15 MB.

- Explain the activity: what motivated you and what did you want to achieve?
- Procedure
- Target group(s)
- Where relevant, any cooperation partners

Measurable successes

- E.g. people reached, activities carried out

Success drivers and challenges

- Tips for other municipalities

Media response

- Review of media reports and, if available, media clip(s)