



European Citizenship Awards

Green Bikers

Description of the nominee:

Green Bikers is long term programme of Nature Friends Youth Organisation, which started in 2008 and ended in 2016. Green Bikers Club was established as an environmental bike campaign aimed at establishing a biking culture in Azerbaijan. It is a first campaign (and institution) who take the lead to start biking actions in whole country. We used many tools, such as creating artificial market demand to bring more bikes to the sport stocks and then to motivate people to buy them and join to our bike actions.

Therefore we would like to present our nomination to this Award and hope that Europe also will support and motivate thousands of young people (environmental activists) in Azerbaijan.

Impact achieved:

Nowadays we proudly can say that we achieved a bike revolution in Azerbaijan by organising thousands of bike actions. Nowadays we have special bike actions only for girls, which were almost impossible and forbidden for woman to ride a bike. Ate the same time, bike action in the regions brings a lot of interest and motivation from locals. By doing this, many of the latter start to stand for their rights to change their "traditional" transportation and also break stupid stereotypes like "bike is only for kids"

Also we have to admit that today almost all governmental institution want's to join to this campaign and even support with infrastructural issues. We do believe that one day Azerbaijan will be one of the bike friendly countries where woman and men will ride bike equally, where old generation and politicians will not feel ashamed to ride a bike in the streets."

What makes the initiative innovative?

Bicycle was known as a toy for kids before this initiative but now 3 cities and ten thousand people support this initiative and periodically join to bike actions. It is innovative at least for a Muslim country, even if it seems almost impossible, but 2016 proved that we achieved and campaign successfully implemented it.

Contribution to European values:

It is a raising awareness on human rights and especially equal opportunities for woman and men. It is also has a huge contribution on economical as well as on environmental issues.

Website or promotional materials:

www.facebook.com/greenbikers is a social page of Green Bikers campaign and

www.facebook.com/NatureFriends is the social page of the organisation.