

## Who we are

Since 1988 IMBA has been the worldwide leader in mountain bike advocacy and trail development. Established as an extension of IMBA USA, IMBA Europe was founded in 2012 as a collective of European MTB advocacy groups, trail associations, trail builders, MTB regions and bicycle industry partners, and has now spread to over 20 countries across the continent.

*“IMBA EUROPE’S VISION IS TO GET MORE PEOPLE ON BIKES THROUGH SUSTAINABLE MOUNTAIN BIKING”*

IMBA Europe aims to grow mountain biking through promoting our activity as accessible, inclusive and environmentally sustainable . We want more people to discover the joy of mountain biking in natural spaces, and the associated mental and physical health benefits cycling can bring to their lives. Supporting cycling friendly communities through the development of sustainable MTB infrastructure has proven to boost local & regional economies, reduce climate impact and encourage environmentally conscious lifestyles. Access to sustainable mountain bike and shared-use trails for all people across Europe is fundamental to getting more people on bikes. We advocate for more trails close to home, which is key in inspiring more people to be outside and active on an everyday basis, as well as unlocking mountain biking to a more diverse audience.

## Our core values

- **Responsibility** – We ride, build and advocate responsibly and respectfully, and encourage and teach our community to do the same.
- **Protection** – We value protecting wild places and promote sustainable trails to minimise impacts on the environment. We work to ensure that mountain biking is an environmentally low-impact activity that aids in protecting open space.
- **Partnerships** – Cooperation and partnerships are key to our success. We strive to work collaboratively to ensure that our efforts are positive and lasting.
- **Transformation** – Our efforts are intended to transform and improve communities, economies and natural spaces and peri-urban areas for the long term.

## Key initiatives:

- ❖ Take Care of Your Trails campaign
- ❖ Trail Building Schools
- ❖ Trail Access Advocacy map
- ❖ IMBA Europe Advocacy Toolbox

## How IMBA Europe provides support to our member network.

### **Advocacy Support**

The access that mountain bikers currently enjoy is a result of decades of advocacy work, grassroots activism and widespread volunteerism. IMBA Europe supports your advocacy efforts by providing data collection tools, strategy solutions and much more.

IMBA Europe's brand is growing recognition and respect across Europe as the leading organisation in mountain biking advocacy. When you become a member, we will provide you with everything you need to let your partners know that you're affiliated with IMBA Europe.

### **Educational Support**

Having the knowledge to make meaningful change in your community or within your organisation is a key component to success. We can provide the educational resources necessary for your organisation to meet its mission.

### **IMBA Europe Knowledge HUB**

The online Knowledge is a free resource available to all mountain bike enthusiasts and advocates. IMBA utilises online learning options that provide training for you and your volunteers built around organisational effectiveness.

### **IMBA Member Meetings**

IMBA Europe organises quarterly meetings with our members to share, collaborate and educate in areas of importance in mountain biking.

## Membership benefits

- Discounted attendance fee to events such as our annual international mountain bike Summit.
- Access to the DIRT Knowledge HUB
- Membership discounts to:
  - Free Wikiloc ORG membership
  - 10% off Dorte Tools
  - Trail building schools

## IMBA Europe Membership Charter:

1. **Mountain biking for all**- We will promote initiatives which include more women, children, persons with disabilities and ethnic minorities in mountain biking.
2. **Environmental stewardship**- We recognise our responsibility to protect our natural environment for its intrinsic value and so communities can cherish the great outdoors.
3. **Access to outdoor spaces** - We work to create sustainable mountain biking infrastructure close to home.
4. **Employment and impact to local communities**- We believe that mountain biking can support business development and sustainable job growth for regional communities.
5. **(Education) Sustainable mountain biking practices**- We recognise the importance of education and training in sustainable mountain practices to ensure the safety of riders and protection of natural environments & resources.