

Press invitation September 6, 2025

250 striped cyclists for climate action in Brussels during 'Climate Classic'



250 participants will cycle to raise awareness about climate change during the fully booked 'Climate Classic Belgium'. They have raised funds for crucial projects run by Natuurpunt and Natagora in the fight against climate change. Ditte Juul Jørgensen, Director-General for Energy at the European Commission, will be participating, and she will give the starting signal.

What?

Dressed in the iconic 'warming stripes', which show the annual changes in temperature over time, 250 participants will cycle 60 or 150 km bringing climate action from Brussels' European quarter to every Belgian region, crossing Brussels, Wallonia and Flanders. Taking part in the Climate Classic also means that every cyclist commits to evaluating their carbon footprint and chooses a concrete action they will embed in their daily life to reduce it.



Beyond cycling and making a climate pledge, their participation raises funds for Natuurpunt (Flanders & Brussels) and Natagora (Brussels & Wallonia), supporting nature conservation projects in Belgium. Climate change threatens biodiversity and ecological corridors, yet nature remains our strongest ally against climate change, from storing CO₂ in the soil to buffering floods after heavy rainfall.

Alongside the 'Climate Classic', there will also be a Running 4 Climate mini-marathon, opportunities to meet Natagora and Natuurpunt representatives and learn about their conservation work, and an info point by The Shifters, offering exchanges and small workshops to raise awareness about climate change.

Establishing a grassroots movement like Climate Classic Belgium requires strong collaborations. The support of WindEurope, NLMK Europe, Business & Science Poland, BIO-planet, and Bleen has been essential in bringing the Climate Classic Belgium to life.

Where?

📍 Start & finish: Jubelpark- Parc du Cinquantenaire, Brussels — the routes (60 & 150 km) cross the three regions and offer a glimpse of the most beautiful nature reserves and various climate solutions, such as wind farms.

When?

📅 Saturday, September 6, 2025

08:45: opening ceremony with speech by Ditte Juul Jørgensen, Director-General for Energy at the European Commission, and group photo

09:00: departure of 150 km participants

10:00: departure of 60 km participants

15:00: presentation of donation check to Natuurpunt & Natagora

Quotes

Lizet Ramirez, Cycling 4 Climate: "Today, Belgium unites for climate action! 250 cyclists in the iconic 'climate stripes' are taking on the challenge to raise their voices, show the power of collective action, and remind us what's at stake. From Brussels to Flanders and Wallonia, citizens, policymakers, and companies come together in this Climate Classic to show that solutions exist and it's not too late to act against climate change."

Filip Hebbrecht, Natuurpunt: "The fight against climate change and biodiversity loss are closely linked. We are therefore delighted that Cycling 4 Climate has chosen to donate the proceeds to associations committed to nature conservation, such as Natuurpunt."

Baudouin Oldenhove, Natagora: "Fighting climate change and for nature can also be a lot of fun, as Cycling 4 Climate demonstrates. The funds will be used for the Bois de Chaumont, an important site for ecological connectivity in the Wallonian Brabant, home to emblematic species and archaeological remains."



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About Cycling 4 Climate

Cycling 4 Climate is an international volunteer association that aims to form a global peloton against climate change and was founded in Utrecht, the Netherlands, in 2019. In 2020, the very first Climate Classic took place — an inspiring ride along the projected future coastline of the Netherlands. Five years later, the Climate Classic has over 2,500 participants and it takes place in France, Poland, Switzerland and Italy. In 2025, we're bringing the Climate Classic to Belgium to accelerate climate action. The group of volunteers behind this Belgian edition consists of entrepreneurs and young professionals who share a passion for climate action and cycling.

 More information: climateclassic.be

