Theバイクフレンドリー is an initiative to improve the safety of cyclists and promote cycling as a sustainable and healthy mode of transport. The initiative aims to achieve the following:

- To promote cycling as a sustainable and healthy mode of transport.
- To reduce the number of fatalities and injuries among cyclists.
- To increase the modal share of cycling in urban areas.
- To improve the cycling infrastructure and safety measures.
- To raise awareness among drivers about the importance of cycling safety.

The initiative is implemented through various strategies, including:

- Promoting cycling culture and creating a positive attitude towards cycling among the population.
- Developing and implementing cycling infrastructure, such as bike lanes, bike parks, and cycle-friendly urban planning.
- Providing cycling education and training for cyclists and drivers.
- Conducting research to evaluate the effectiveness of the initiative and identify areas for improvement.

The サイクリングフレンドリー is a joint effort of the government, cycling organizations, and the cycling community to achieve these objectives. The initiative is supported by various stakeholders, including cycling enthusiasts, urban planners, and policymakers.