

Conservation Science Partners – Southwest Bike Initiative Cycling Team

Promoting environmental conservation through cycling

About Team CSP-SBI

Team CSP-SBI consists of people who share a passion for all things cycling — and for spreading the word about environmental solutions. Our team of ambassadors promotes the work of the nonprofits Conservation Science Partners (CSP; csp-inc.org) and Southwest Bike Initiative (SBI), as well as our core sponsors, at cycling events and uses media to highlight projects, programs, personnel, partnerships, and success stories.

Our ultimate goal is to raise awareness of environmental challenges and promote solutions that address them.

Team CSP-SBI advances this goal by...

- Using cycling to explore and enhance synergies between human activities and conservation goals
- Expanding the influence of CSP and SBI by reaching out to broader communities and fostering new partnerships across sectors and disciplines
- Increasing the relevance, visibility, and impact of environmental initiatives and research, focusing on CSP and SBI projects

Outreach

Digital Media. The Team CSP-SBI website and social media will be critical to providing exposure to our work and collective efforts. We will leverage digital media to:

- Invite public participation and link the public with opportunities to connect and conserve via cycling
- Highlight the value of the landscapes where we cycle and promote strategies to conserve them
- Invite new perspectives on conservation and increase environmental education
- Present conservation issues from a dynamic, accessible perspective
- Promote cycling as a way for people to positively impact conservation
- Create a nexus for communication, collaboration, and network/partnership building

Cycling Events. Team members will ride and race wearing branded cycling apparel; they will also use branded accessories that will be made available to the public. We recruit high-profile athletes to wear the Team colors, raise awareness and further our goals.

Strategic Initiatives

- Expand, inspire, challenge, and energize the conservation community to accelerate conservation efforts
- Develop cycling as a global currency and intercultural communication tool for environmental solutions
- Research and develop plans to use cycling as part of a strategy for conserving landscapes and species
- Partner with the outdoor recreation community to promote cycling as a beneficial activity



Leadership

Team CSP-SBI is led by Mark Aasmundstad, a long-time cycling educator and advocate who has found that this sport unites his passions for health, sustainability, and exploring the outdoors. The current New Mexico road race champion, Mark has placed first in competitions around the Southwest, setting course records in Arizona and Death Valley. In addition to teaching, he works to advance cycling to benefit society and improve people's lives. He can be reached at 505.985.1169 / bikeyogi@gmail.com.

Core Sponsors

