A close-up photograph of a person's hand holding a 20 Euro banknote. The hand is wearing a grey jacket with a yellow stripe at the cuff. The background is blurred, showing the frame of a bicycle with red and blue elements. The overall scene suggests a connection between cycling and financial matters.

Permanent Representation
of Slovakia to the EU
4th December - 13:30
Brussels

'Cycling for Growth'

Roundtable on funding
opportunities, incentives and job creation.



Cycling
Forum
Europe

Agenda for the day

- Welcome and introduction
- Job creation
- Fiscal incentives
Coffee break
- Funding opportunities
- Wrap up and closing remarks



CYCLING FOR GROWTH
Roundtable on funding opportunities, incentives and job creation
4th December 2014, Permanent Representation of Slovakia to the European Union, Brussels

CYCLING FOR GROWTH	
13.30 – 14.00	Registration and welcome coffee
14.00 – 14:15	Welcome and introduction Kevin Mayne, Director of Development, ECF Ivan Szelanec, MEP
14.15 – 14.30	Job creation Bruno van Zeebroeck and Thomas Blondiau (Researchers, Transport & Mobility Leuven)
14.30 – 14.55	Case study and debate Mark Hulken, Chairman, Flanders Bike Valley
14.55 – 15.10	Fiscal incentives Holger Heubold, Fiscal and Economic Policy Officer, ECF
15.10 – 15.35	Case study and debate Daniel Gilborn, Director & General Manager, Cyclescheme Ltd
15.35 – 16.00	Coffee break
16.00 – 16.15	Funding opportunities Adam Bodor, Director EuroVelo, Cycling Tourism and Regional policy, ECF
16.15 – 16.40	Roundtable discussion Carolina Garcia, Delegation of Andalusia to the EU Natalia Tamasova, Head of Unit Press-Region in Brussels Eleftherios Stavropoulos, Counsellor for EU Cohesion Policy & Structural Funds Bana Pihoda, South Bohemian and Hradec Králové Region Julie Jaraiz and Lukaz Merli, Valencia Region and Castellón City Jana Navratilova, Representation of the South Moravian Region to the EU
16.40 – 16.55	Wrap up Adam Bodor, Director EuroVelo, Cycling Tourism and Regional policy, ECF Kevin Mayne, Director of Development, ECF
16.55	Closing remarks by moderator

Moderator: Chief-Editor EurActive, Daniela Vincenti



ECF gratefully acknowledges financial support from the European Commission

Cycling for Growth Round Table

Welcome by ECF Development Director

Kevin Mayne

Brussels, 4th December 2014

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www.ecf.com



ECF gratefully acknowledges financial support from the European Commission.

Introductions

- ECF and the Cycling Forum for Europe
- The Cycling for Growth Round Table

ECF's objectives: In 2020 ...

- Cycling average modal share in Europe has at least doubled to 15%
- The rate of 'cyclists killed or seriously injured per km' in Europe decreased by 50%
- Because
 - International and national institutions in Europe recognise the value of cycling and incorporate it in all relevant policies
 - Investment in cycling at European and national level is at least 10% of transport budgets
 - EuroVelo network is completed and substantial investments in cycling tourism are made.

ECF's approach ...

Advocacy and promotion for cycling

- International advocacy, promotional activities, events and projects
- Supporting advocacy through our member groups, partners, networks and supporters
- Building international support and resources for cycling
- International leadership, demonstration projects, research, development of new approaches, promotion



“better understanding and exchange of opinions on all cycling-related policy issues and put cycling high on the EU agenda.”

- Initiated by ECF
- Founded by MEPs
- A network of
 - EU decision-makers,
 - Cycling advocates
 - Bicycle Industry
 - Stakeholders and supporters

Thanks to our supporters and allies

- CYFO – MEPs and EU institutions
- Cycling Industry Club
- Slovak Representation to the EU
- DG Environment Life+ Program
- Our networks

Introducing the Cycling for Growth Round Table





- €100 billion per year EU wide land transport investment
- €60 billion EU funds for transport 2007-13
- €54 billion p.a. fiscal subsidy for company cars
- €300 billion Investment Plan for Europe

New



Our arguments must be:

- **Politically mature:**
 - Solutions for big problems
 - Climate change, obesity, congestion, growth.....
 - Social justice, children's rights, communities, safety, health....
 - UN, EU, national, local
- **Speaking Economics, Business, Jobs, Investment**

The Juncker Commission



- Priority 1 (Jobs, Growth and Investment):
 - “To strengthen Europe’s competitiveness and to stimulate investment for the purpose of job creation.”
 - “present an ambitious Jobs, Growth and Investment Package worth €300 billion.”
 - “The focus of this additional investmentinfrastructure; transport infrastructure; research and innovation; energy efficiency.



Cycling for Growth

- Cycling is good for the economy and jobs
 - Integrate cycling in to your jobs plans and growth funding
 - Use fiscal measures to release more funds – it is good for growth as well as the environment
 - EU funds are there to invest
- Informing “A Cycling Investment Plan for Europe”





JOBS AND JOB CREATION IN THE EUROPEAN CYCLING SECTOR

'Cycling for growth' roundtable



EU cycling economy – 650 000 jobs



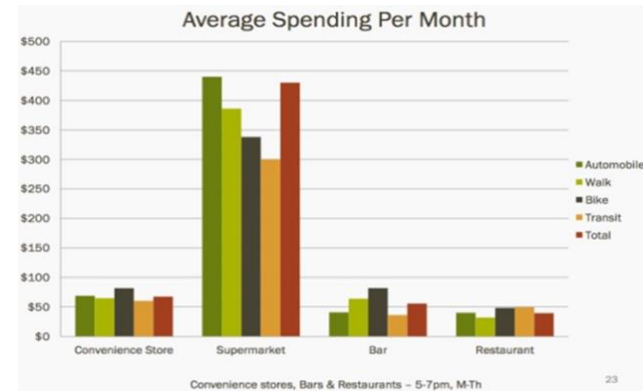
Subsector	Employment (FTE) today	Employment (FTE) with doubling of modal share
Bicycle retail (mainly sales and repair)	80 587	122 196
Bicycle industry (manufacturing and wholesale)	22 629	32 133
Bicycle infrastructure	23 417	36 765
Bicycle tourism	524 063	869 928
Bicycle services	4224	8448
Total	654 920	1 069 470

EU cycling economy – high job intensity

	Bicycle	Other transport mode
Sales (bikes and accessories)	5.42 – 8.13	Motor vehicles: 1.92
Manufacturing	4.89	Car: 1.63 Ships and boats: 4.07 Air and spacecraft: 3.9
Repair	5.23	Motor vehicles: 7.59
Infrastructure	Cycle-specific: 7.33	General: 5.73

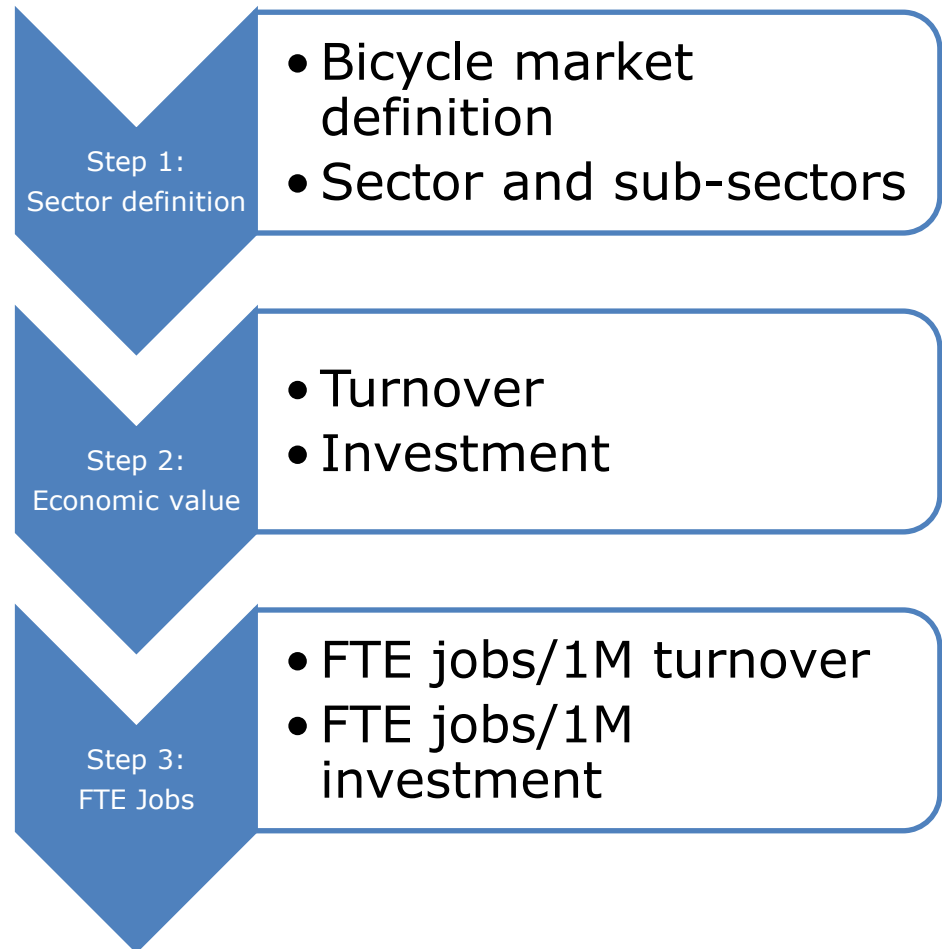
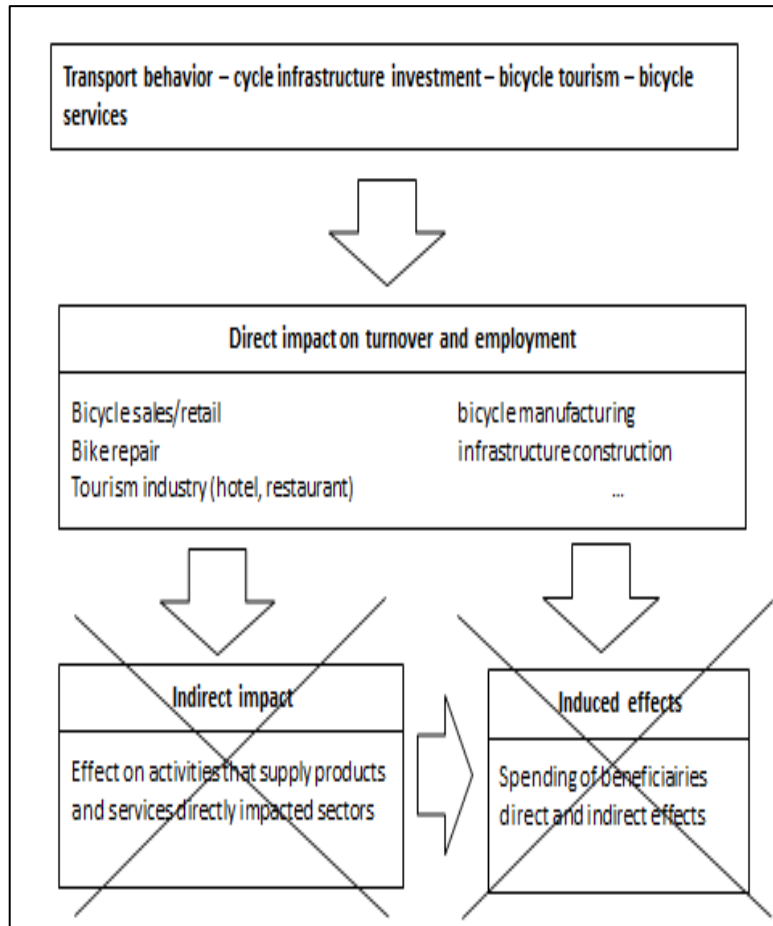
EC cycling economy – qualitative elements

- Job quality: Relatively low qualification level required
 - Opportunity for inclusive Europe



- Local jobs: Cycling contributes more to local economy than other transport modes

Methodology – current employment



Methodology – current employment

Sector definition	Subsector	Subdivison	NACE sector
Cycling economy	Bicycle retail	Bicycle sale	Retail sale of sporting equipment
		Sale of bicycle accessories	Retail sale of sporting equipment
		Repair of bicycles	Repair of personal and household goods
	Bicycle industry	Manufacturing	Direct jobs from COLIBI market report
		Wholesale - distribution	Wholesale of other household goods
	Bicycle infrastructure	Construction	Construction of roads and motorways
	Bicycle tourism	Day tourism	Food and beverage Transportation Bicycle hire
		Overnight tourism	Accomodation Transportation Bicycle hire
	Bicycle services	Bicycle sharing	
		Cycle logistics	



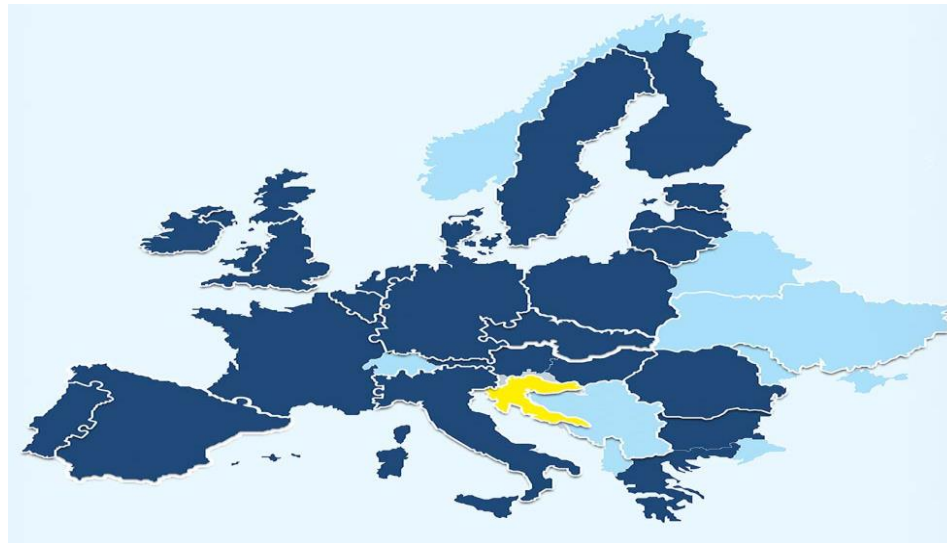
Caveats – current employment

- Estimates based on available data and information
 - Higher uncertainty for some subsectors than for others
 - Cross-checks with national studies

Subsector	Retail	Industry	Infrastructure	Tourism	Services
EU-wide SOURCES	Colibi - Bicycle market study Eurostat SBS	Colibi – Bicycle market study (Eurostat SBS)	Calculation based on relation with modal share Eurostat SBS	Eurovelo – EU cycle route network Eurostat SBS	Some insights from experts (VeloCitta, cycle logistics) and national studies
National studies	LSE – UK Gross cycling product TML/Pro Velo – Economic impact of cycling Wallonia ZIV/VSF Study Germany ATOUT France study	LSE – UK Gross cycling product Ferri & Lopez Quero – cycling economy Spain ZIV/VSF Study Germany ATOUT France study	LSE – UK Gross cycling product TML/Pro Velo – Economic impact of cycling Wallonia ZIV/VSF Study Germany ATOUT France study	German study by Federal Ministry of the Economy ATOUT France study	
Reliability	Good	Good	Indicative estimate	Indicative estimate	Exploratory

Caveats – current employment

- Numbers depend on sector definition
- Certain sectors may be underreported
 - Cycling services sector very difficult to obtain data
 - Croatia not included in the study



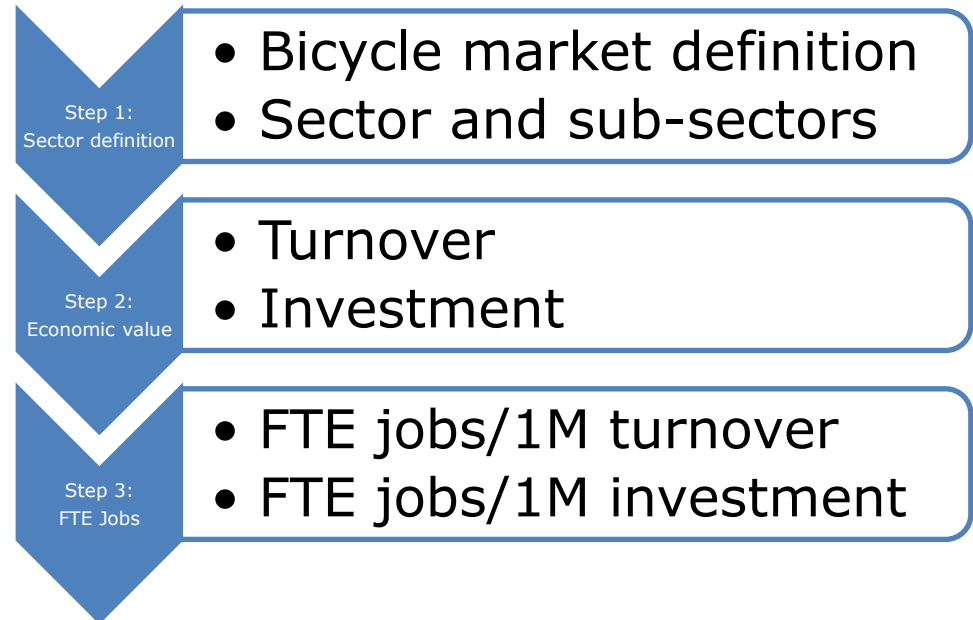
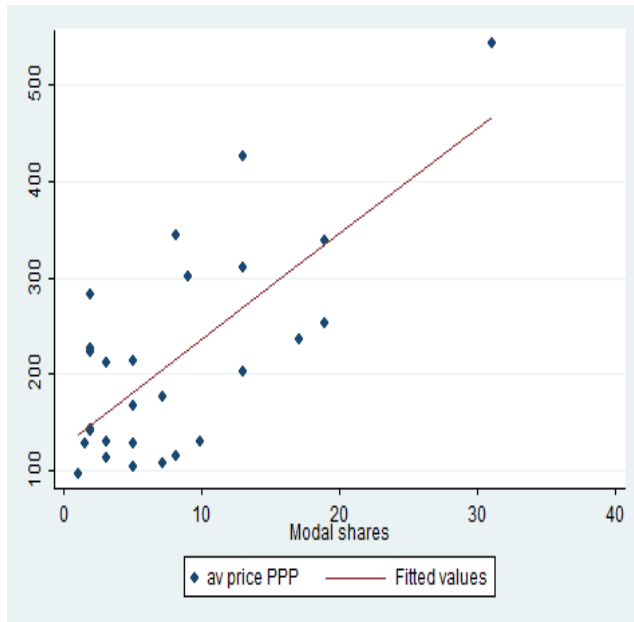
Methodology – job growth potential

- How high would employment be in case of a doubling in EU bicycle modal share?
 - Modal share is % of population that declares the bicycle its main mode of transport (Eurobarometer – Gallup, 2011)
 - Relative growth potential is higher in countries with lower modal share

	Current	Growth
EU average	7.64%	15.3%

Methodology – job growth potential

- Estimation of increase in turnover is based on linear statistical relationship in a cross-section of EU countries



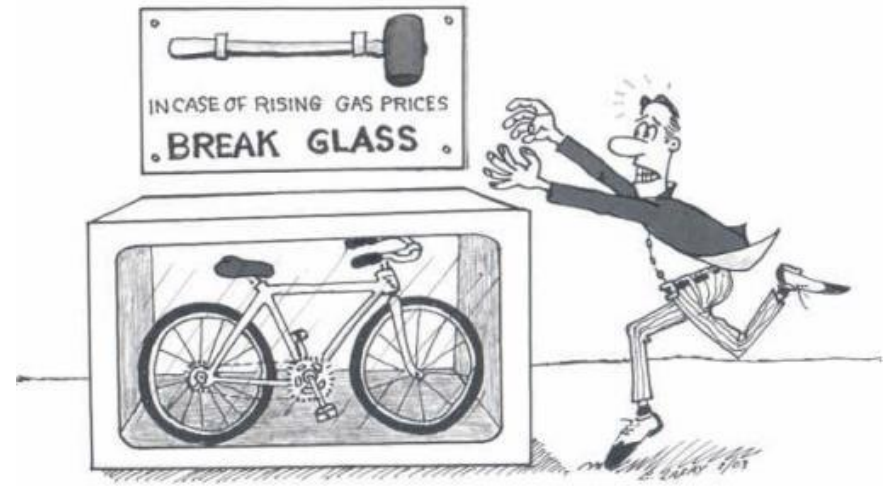
Caveats – job growth potential

- Job growth is gross effect
 - Likely that employment in other subsectors decreases in compensation (eg. Car industry ↓)
- Statistical relationships present correlations and not causal relationships
 - Simple approach, possible endogeneity bias

Conclusions

- 650 000 jobs today
- More than 1 000 000 tomorrow?
 - Job increase is gross effect
- Opportunities for relatively low-skilled workforce
 - Based on Eurofound – job quality
- Job intensity is high in cycling economy
 - In comparison to other transport modes
- Cyclists spend more in the local economy
 - In comparison to other transport modes





THANK YOU!

Questions?

Thomas.blondiau@tmleuven.be or Bruno.vanzeebroeck@tmleuven.be



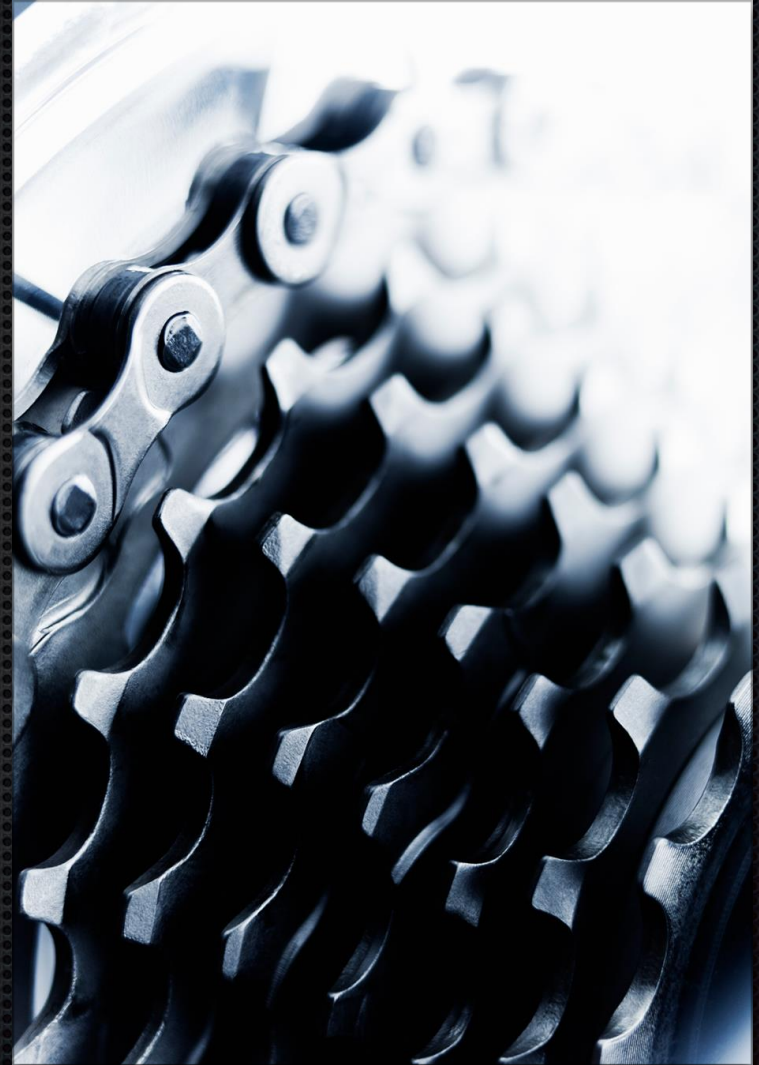
Bottom –up
Industry cluster
Community
Formation 3.0

*Open
Innovation +
co-creation
competence
“bicycle”*

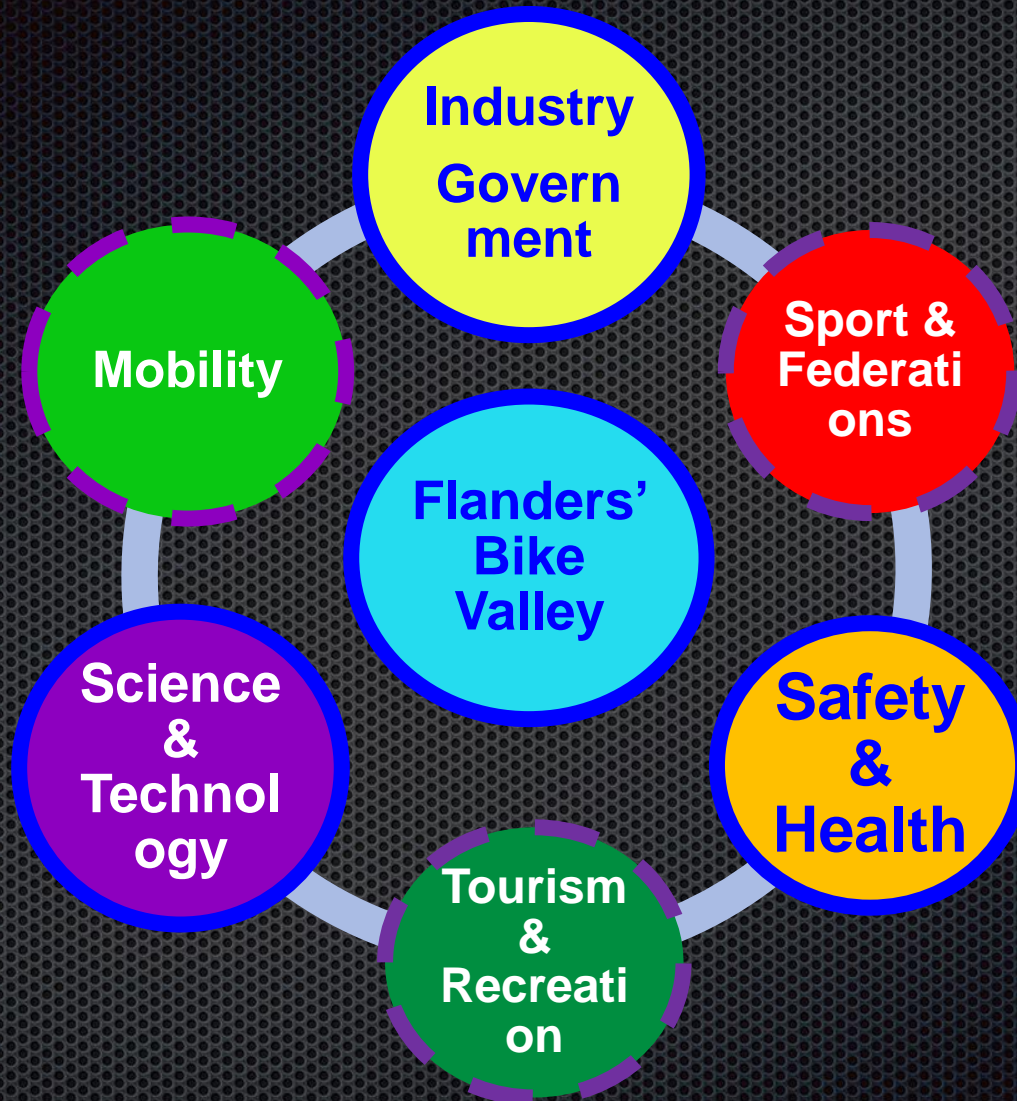
7 Founders :

- **Ridley**
- **Bioracer**
- **Lazer**
- **Flanders' Drive**
- **Voxdale**

- **Bert Celis**
- **Marc Hufkens**

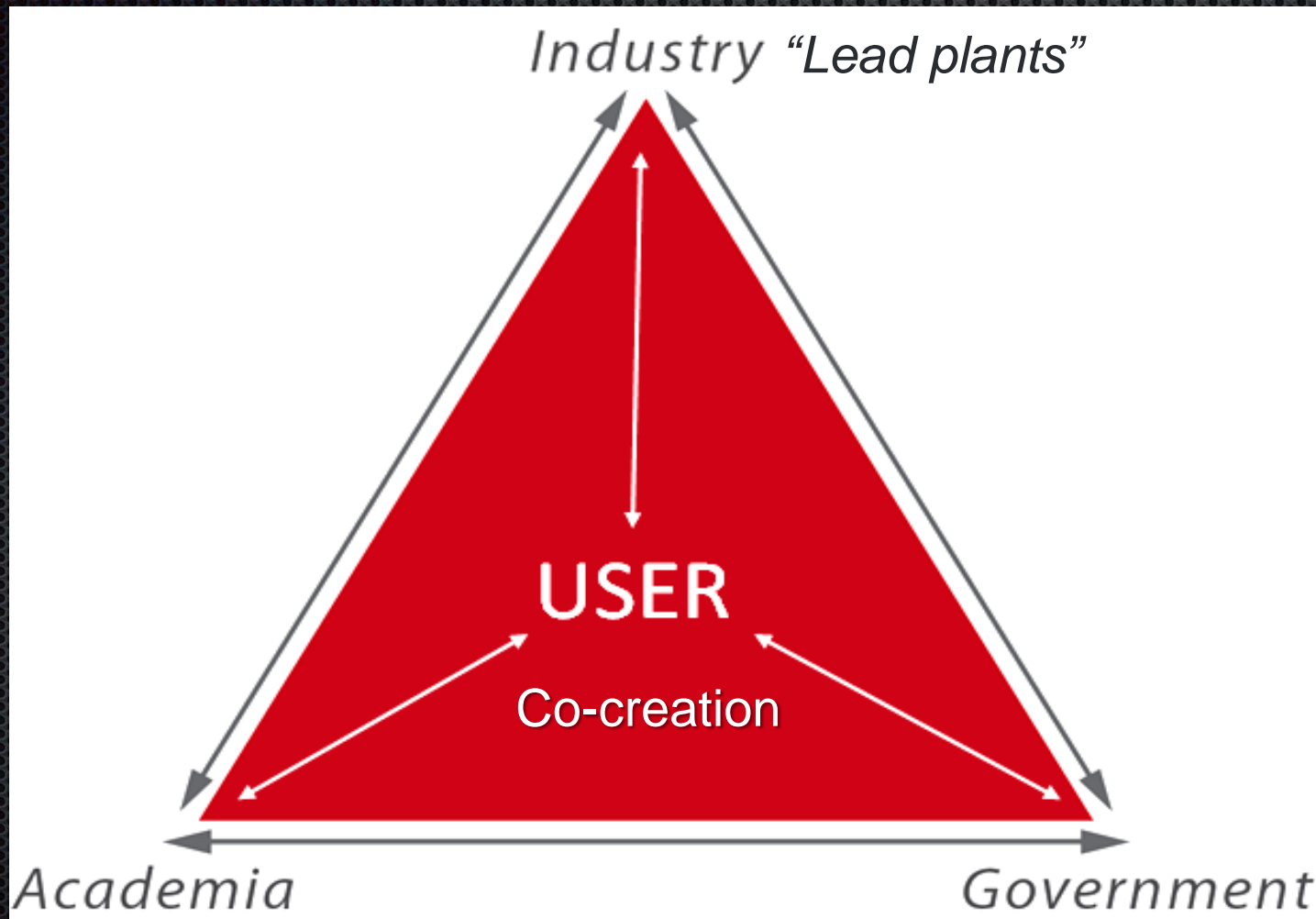


The Global Cycling Center Ecosystem



**Technology, Product + Social Innovation
Incubator "BikeVille"**

Quadruple Helix - Ecosystem



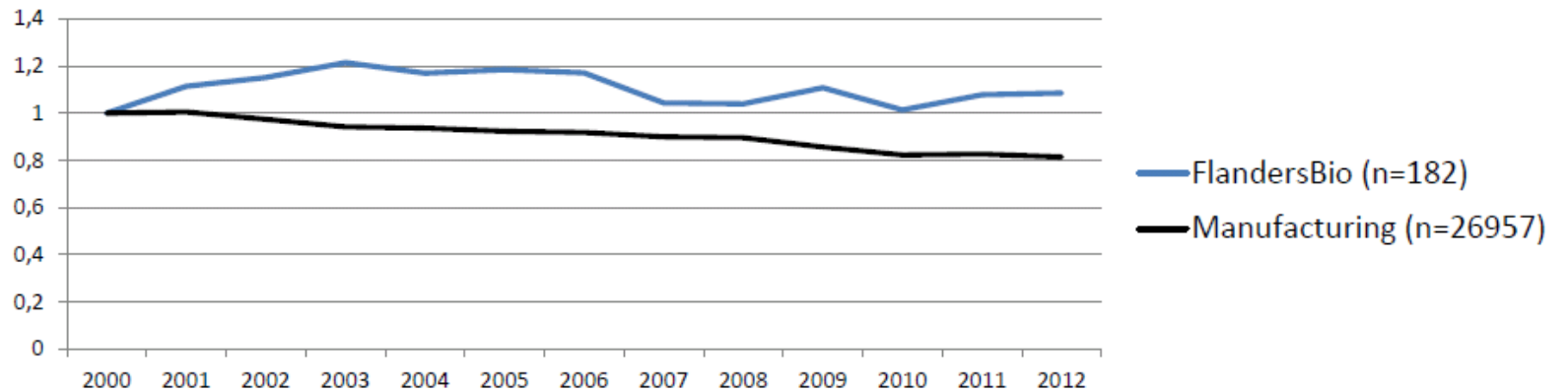
Flanders' Bike Valleys' ambitions

- Platform for government & external relations
- World class cluster incl. cycling “lead plants”
- Barrier free zones for innovative projects
- EU Vanguard Initiative “smart specialisation”
- Co-Sourcing & Pooling -> Social Innovation
- Ecosystem based on economics and jobs in EU

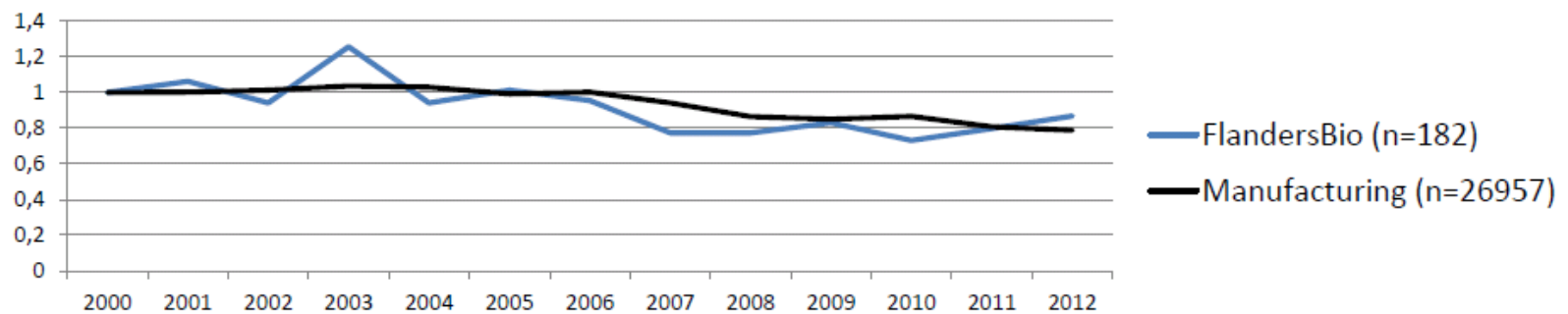
Results policy research Prof. J. Konings KUL Flanders' Bio (2000-2012)



Employment (FTE), 2000=1



Value added, 2000=1

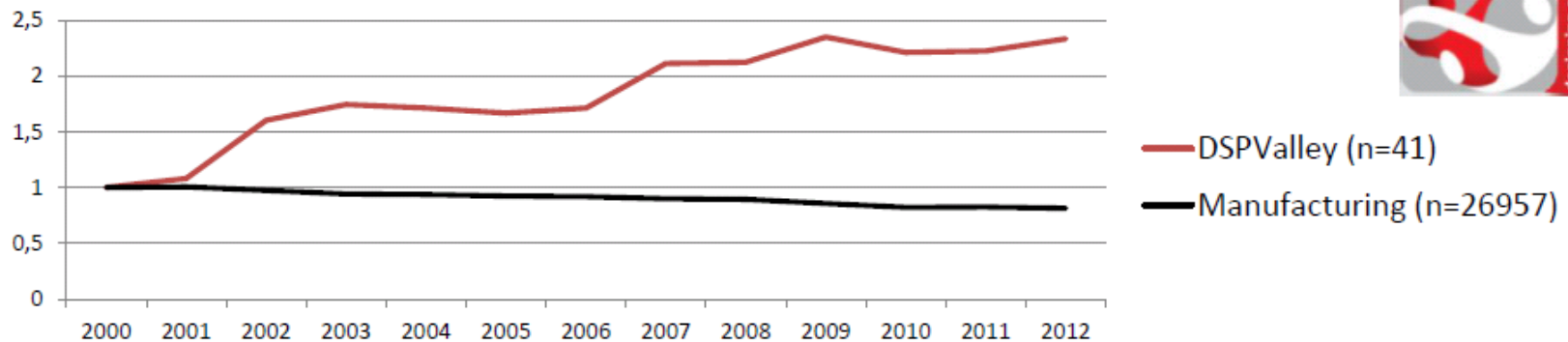


Results policy research Prof. J. Konings KUL DSP Valley (2000-2012) Smart Electronic Systems

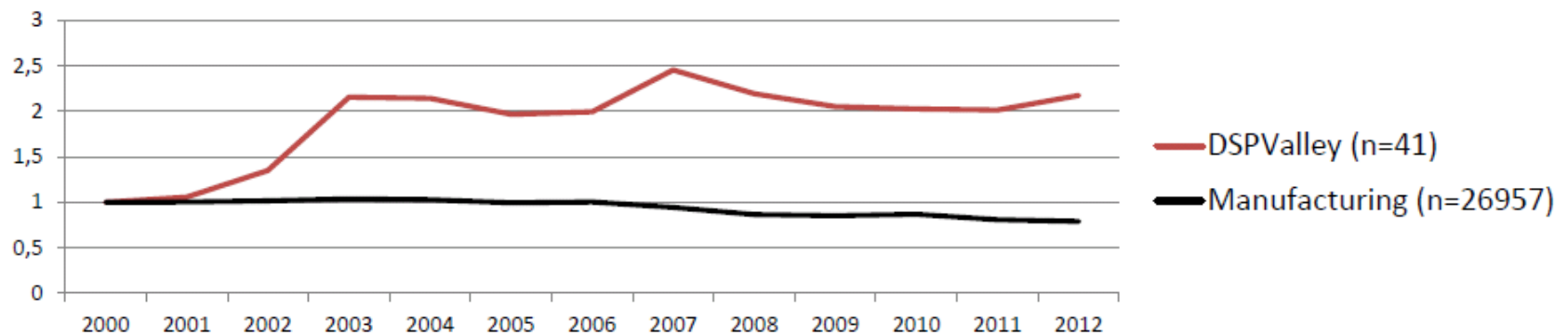
Tewerkstelling en toegevoegde waarde creatie



Employment (FTE), 2000=1



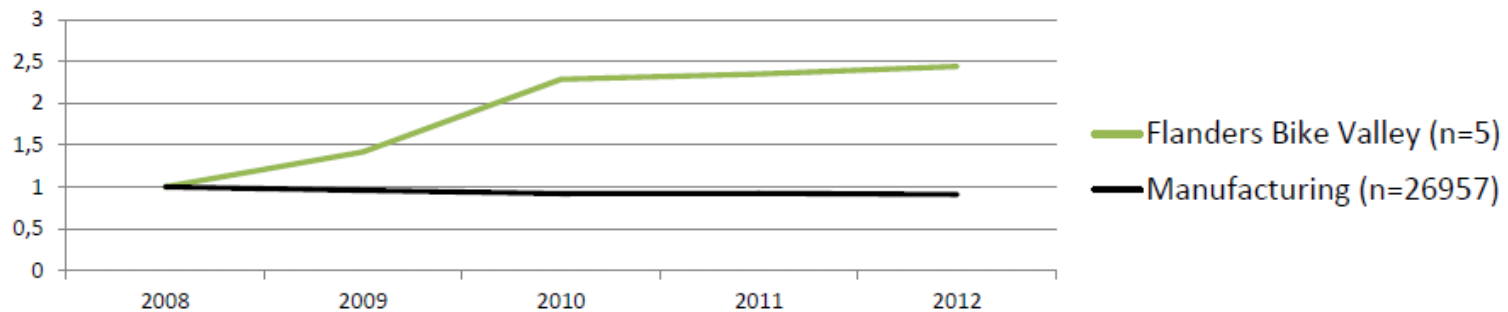
Value added, 2000=1



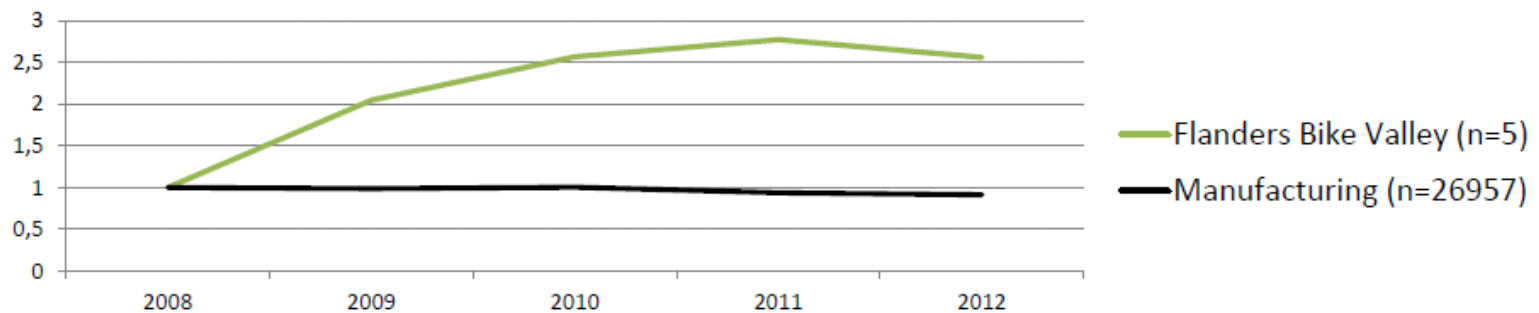
Results policy research Prof. J. Konings KUL Flanders' Bike Valley (2008-2012)



Employment (FTE), 2008=1



Value added, 2008=1





Questions ?

Flanders Bike Valley

Beverlosesteenweg 85 (Industrial Zone Ravenshout)

3583 Paal-Beringen (Belgium)

Tel 0032 477 44 84 29

@BikeValley

marc.hufkens@flandersbikevalley.be

Question

- Do you have examples from your country or region where cycling has created jobs?





ECF gratefully acknowledges financial support from the European Commission.



Commuting: Who pays the bill?

Holger Haubold

Brussels, 4 December 2014

Study on Fiscal Regimes for Commuting

- Compare fiscal regulation of commuting in 11 countries (based on data availability):

AT, BE, DK, FR, DE, IT, ES, SE, CH, NL, UK

- Identify best practices:
 - fiscal incentives for cycling
 - public transport reimbursements
 - company car taxes

General Framework



- Car dominant in commuting
 - > problems for environment, space
 - > health: air quality, inactivity
- 50% of new cars = company cars
 - < advantageous fiscal systems
- Active modes of transport: only few incentives

EU Policy

- EU Commission: “There are inconsistent taxation rules between transport modes and fuels, between and within Member States” (White Paper on Transport, 2011)

➔ Need for fiscal level playing-field



Fiscal Support for Cycling – Incentivising physical activity

Best practice example cycling: Belgium

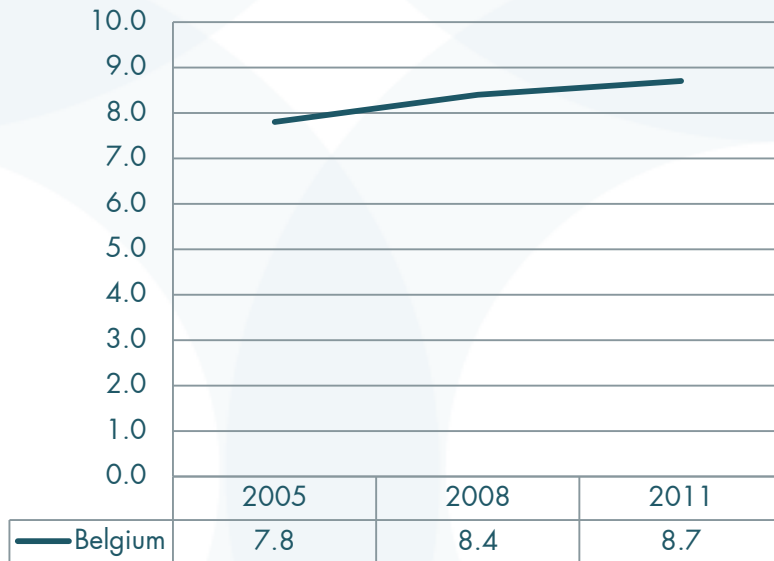
- Tax-free reimbursement: € 0.22/km
(ex.: 18km x 20d = 79€ per month)
- Tax-free provision of company bikes for employees
- 120% deductible for companies:
costs for bikes + cycling infrastructure

ECF recommends: Follow this example!

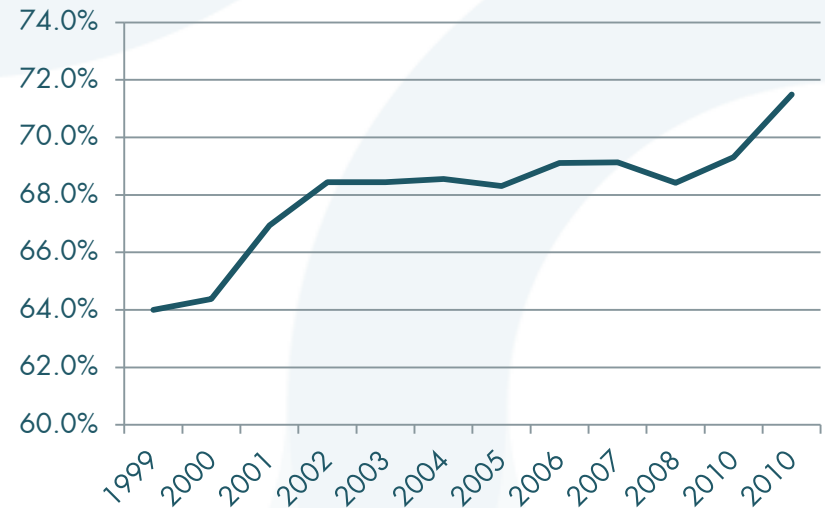


Development of Cycling in Belgium

Employees Cycling to Work, %



Percentage of Belgian households owning a bike



- ➔ healthier commuters
- ➔ more cycling in general

Public Transport

- Possibilities for tax-free reimbursement of costs in many countries
- **ECF recommends:** Allow for combination with fiscal incentives for cycling



Company Car Taxation: Subsidising Inactivity

- **Germany:** 12% company car price/year subject to income tax
 - 60% of company cars in new registrations
 - direct fiscal loss: 23 billion €
- **UK, NL, DK:** stricter tax rules (25% tax)
 - decrease in company car registrations & less CO₂ emissions
- **ECF recommends:** yearly taxable benefit company cars at 50% of list price (real value)

Mode-Neutral Solutions

- „**Mobility Budget**“: Tax-free mobility allowance as alternative to company car
- BE pilot project: clear shift to sustainable commuting
- **ECF recommends:**
Experiment and implement!



Fiscal Incentives: What about Public Budgets?

- Europe: cost of company car tax subsidy:
€ 54 billion
- France: cost of cycling reimbursement:
€ 0.075 billion (ca.)

**→ 10% of company car subsidies in EU =
72 x French scheme!**

Conclusions

- More tax incentives for active mobility needed
- A cost-efficient and sustainable tax shift is possible.
- Support ECF to convince governments to create a fiscal level playing field





ECF gratefully acknowledges financial support from the European Commission.



Thank you for your attention !

For more information

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Cyclescheme

Tax-free bikes for work



UK Government targets:

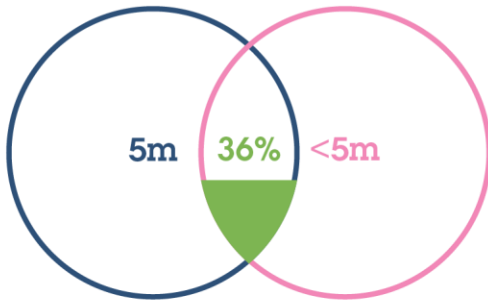
- CO₂ emission reduction
- Congestion reduction
- Improving public health

Objective:

- To create tax incentive to drive behavioural change
- 1999 Green transport plan/initiative created opportunity for change
- 2005 - blanket consumer credit licence issued by government to make scheme easier to access (£1,000 limit)

- Employer purchases bike on behalf of employee
- Salary sacrifice used to repay employer tax efficiently
- Selection & collection of bike facilitated by employee
- Employee & Employer sign a 'Hire Agreement':
 - Amendment to 'contract of employment'
 - Eligibility
 - National Minimum Wage (NMW)
 - Use of bike for commuting to work (50% usage)
 - Insuring the bike

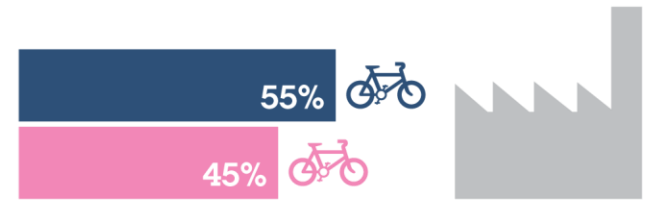
Measures of the scheme – some facts and figures



36% of cycle to work journeys are 5 miles or less



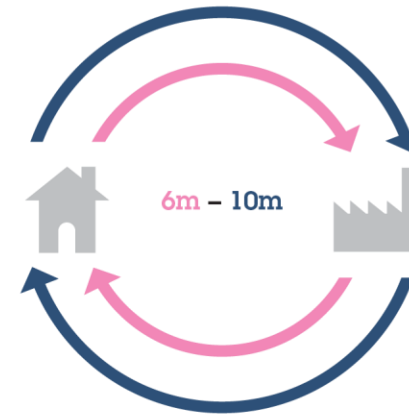
65% of participants would not have got their bike without the benefits of the scheme



55% of participants are new to cycling to work



3 Average commuting journeys per week



6 - 10 miles average return journey length



25% Female participation

Benefits to the bike industry

Partner Retailers

- Over 2,000 IBD's take part + retail chains – 2,500 total
- Creating over 160,000 bike sales per year
- Giving access to new customers
- Over 65% of commuters are new cycling



Trek – A bike brand's perspective

- What does this mean to Trek?
 - New audience
 - Incremental bike sales and value
 - Better experience
- How Trek drive value for participants
 - Price points
 - Promotion
- How Trek work in partnership with Cyclescheme
 - Sales team
 - In-store promotions
 - Educating retailers



TREK



cyclescheme.co.uk

Question

- Which fiscal incentives do you think work best for promoting cycling?





Coffee break



The ECF gratefully
acknowledges financial
support from the
European Commission



USING EUROPEAN FUNDS FOR CYCLING

Ádám Bodor

Director of EuroVelo, Cycling Tourism and
Regional Policy

The purpose of this presentation is to highlight that:

- There are EU funds can be used for cycling.
- There are also lots of opportunities for using other EU funds for cycling-related projects.
- It is important to incorporate cycling measures in relevant non-cycling projects too.



Contents

1. ECF's objective for European funds.
2. Lessons learnt from the last financial period.
3. Introduce the European funds that will be available during the new financial period.
4. Explain how the ECF has been identifying opportunities.
5. Overview of the current situation across Europe.
6. Next steps

ECF's objective for European funds

The ECF's mission is to have
more people cycling, more often.

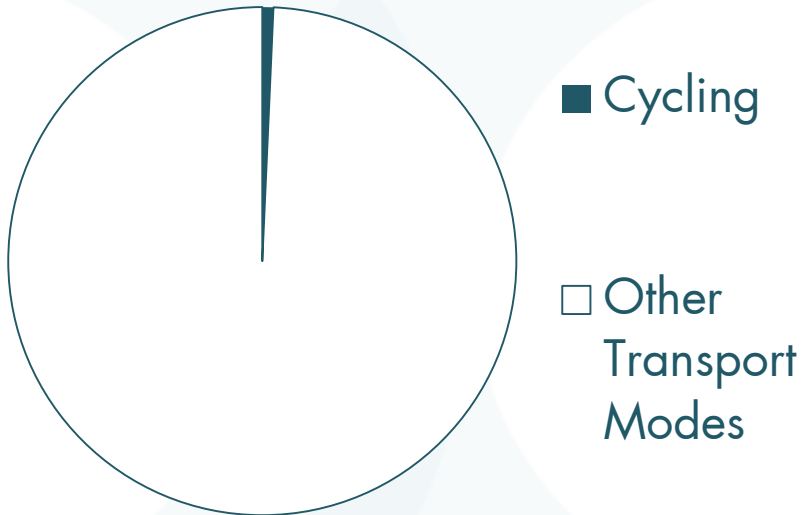
In order to help achieve that the ECF wants

10%

of all public investments in transport to be
used for cycling related measures.

Lessons learnt from the last financial period

EU Spending on Transport



European funding of cycling-related projects between 2007 – 2013 was 600 million Euros.

Four countries spent over 100 million Euro each:



Lessons learnt from the last financial period

There have been numerous successful cycling-related projects over the past 3 years:

Construction of cycle paths in Austria.



Developing a transnational action plan for EuroVelo 13 - Iron Curtain Trail.



Mountain bike centres in South West Wales



But no European level:

- Benchmarking
- Guidance
- Monitoring
- Impact assessment for cycling-related projects.

Lessons learnt from the last financial period

Most cycling projects funded by the ERDF.

Potential opportunities offered by other EU funds were generally not taken up.

Some 'non-cycling' projects incorporated cycling measures but too often they were forgotten.

The European funds that will be available during the new financial period

European-level programmes

Transnational and cross-border programmes

National and regional level programmes

How the ECF has been identifying opportunities for cycling



- Partnership Agreements or regulations
- Operational Programmes or similar Programmes
- Calls for proposals

Scan of programming documents

Explicit references

“Implement projects concerning the construction of linear infrastructure of cycling transport”
“Cities, towns developed to be cycling friendly: 38 town”
Length of the realized cycling infrastructure: 970km”

Implicit references

“Clean urban transport infrastructure and promotion”
“Sustainable tourism”

Indirect references

“Investments for the accessibility to the local cultural heritage, which contributes to the valorisation of the local cultural heritage, to the promotion of the rural tourism”

Current status

Based on the explicit references to cycling we estimate that

1.325 billion Euros

of EU Funds are available for cycling between
2014 – 2020.

With implicit and indirect connections:

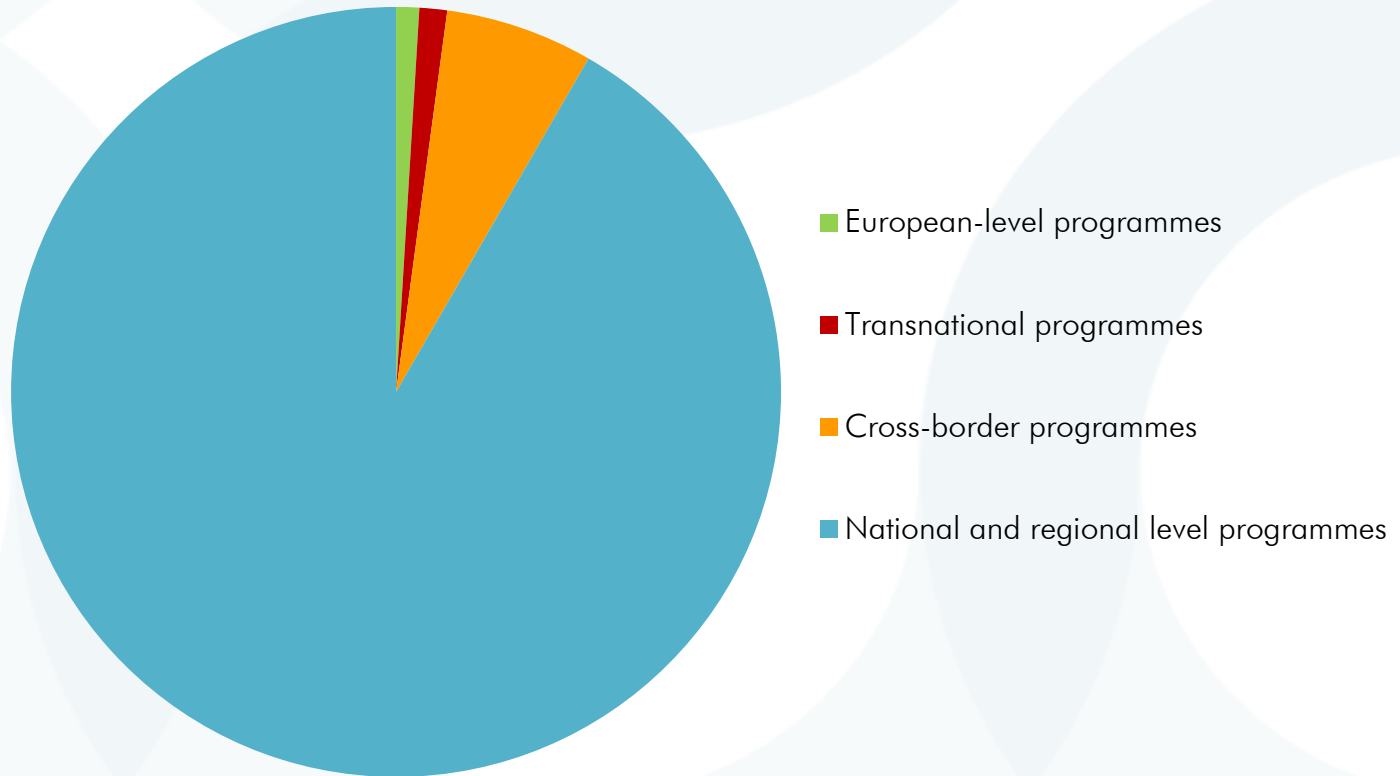
2.041 billion Euros

Current status

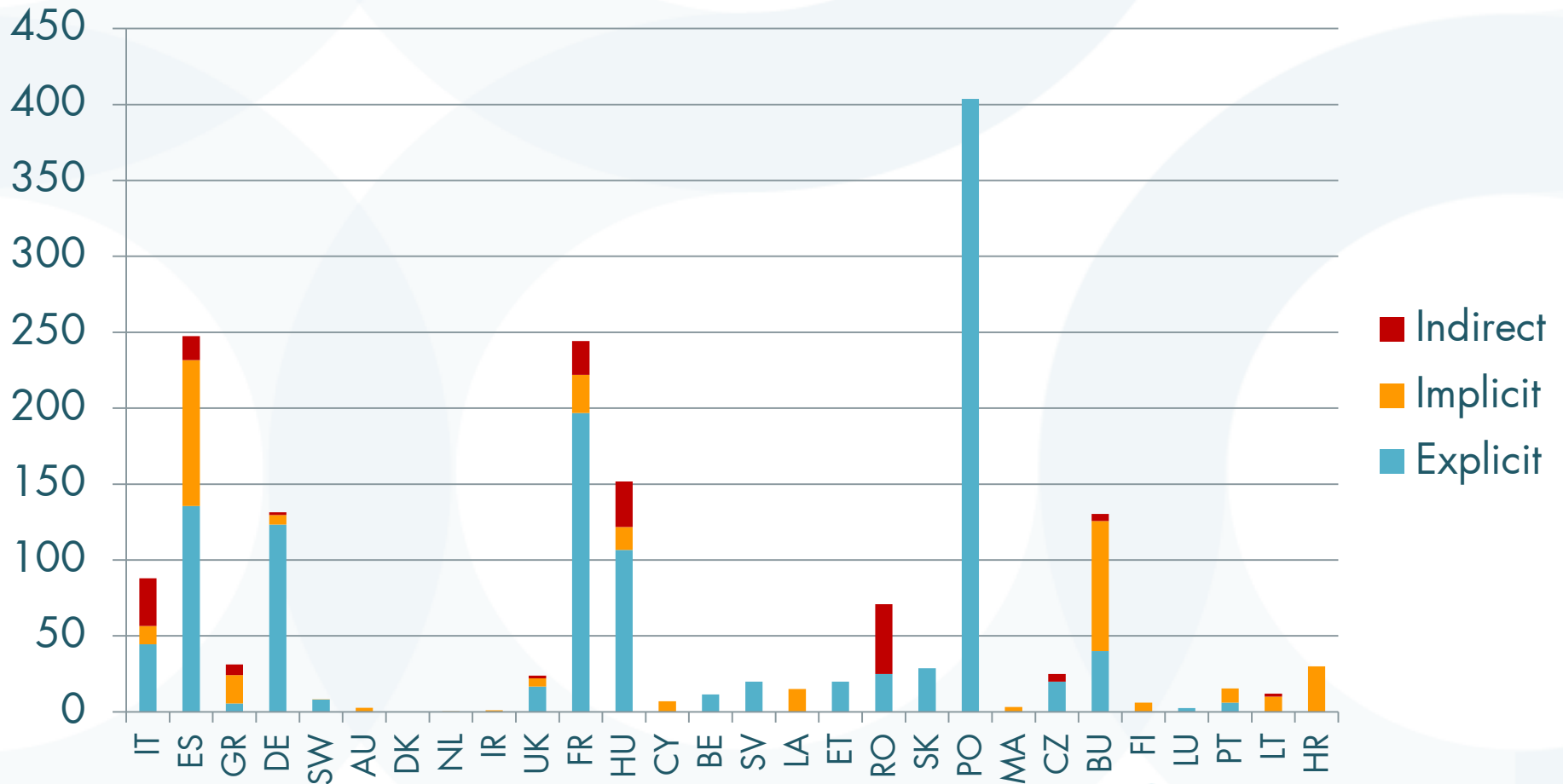
Type of fund	Estimated amount of funding available (€ million) based on:			Total
	Explicit references	Implicit references	Indirect references	
European-level programmes	12.8	0.0	131.3	144.1
Transnational programmes	15.4	22.8	1.0	39.1
Cross-border programmes	82.2	36.2	8.3	126.8
National and regional level programmes	1,214.4	349.1	167.8	1,731.3
Summary	1,324.8	408.1	308.3	2,041.2

Current status

European funds available for cycling
between 2014 and 2020



Current status



Main challenges

- Funds for transport and mobility are generally lower this time.
- No separate budget line for cycling in the CEF.
- European Commission advised member states against including cycling measures.
- Funds for tourism (including cycling tourism) also discouraged.
- Cycling is in a competition!

Next Steps

- Make best use of EU funds dedicated for cycling.
- Realise the potential of the other EU funds for cycling-related projects.
- Ensure the integration of cycling measures in relevant non-cycling projects too.



What will the ECF do?

- Lobby for further European resources.
- Proposal for integrating cycling into European Commission's Investment Plan.
- Continue with monitoring of programming documents.
- Evaluate and communicate good practice cycling projects.



The ECF gratefully
acknowledges financial
support from the
European Commission



More information:

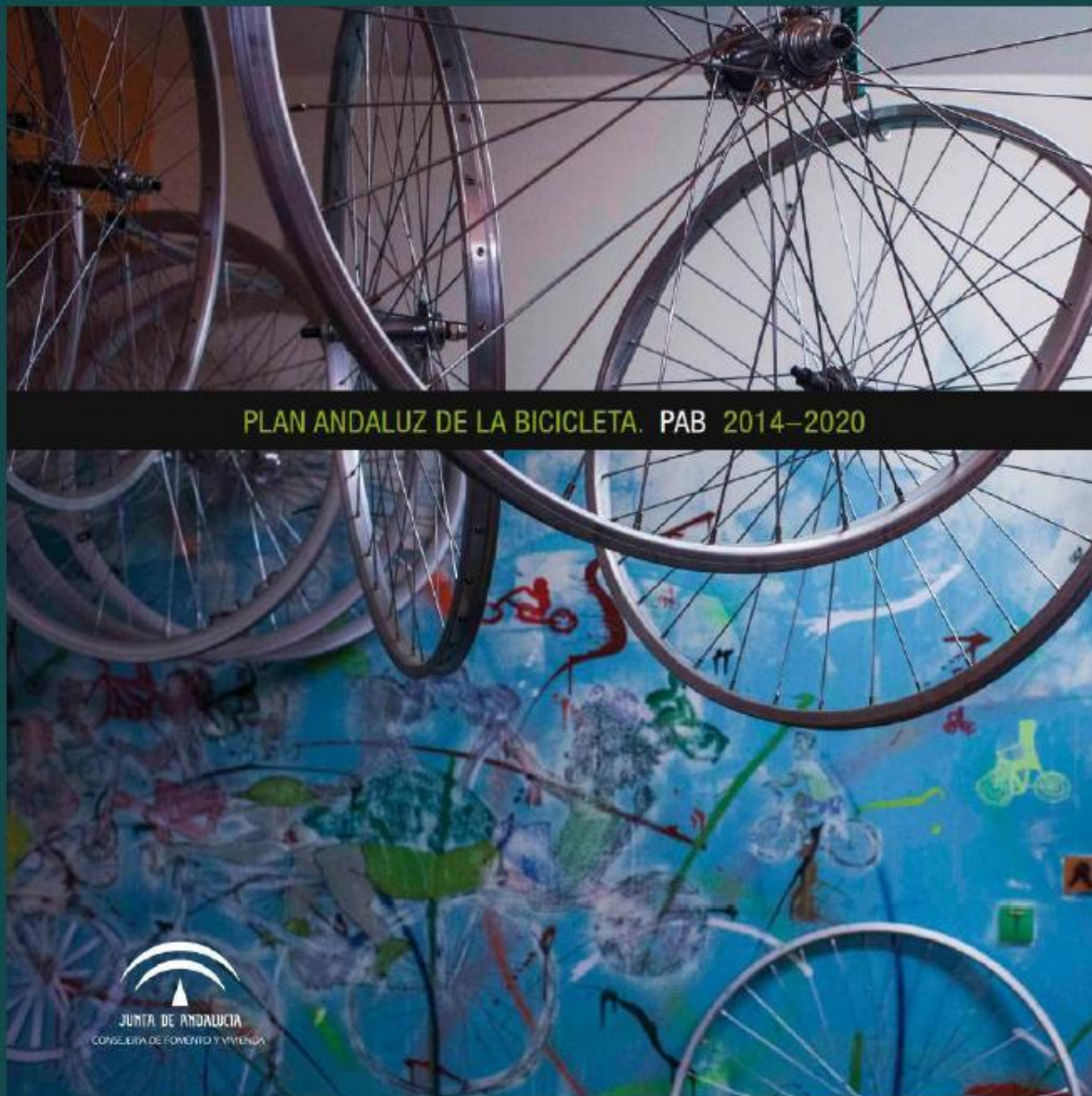
www.ecf.com

6billion@ecf.com

Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 office@ecf.com

www.ecf.com

What did you do?
What will you do?



PLAN ANDALUZ DE LA BICICLETA. PAB 2014-2020



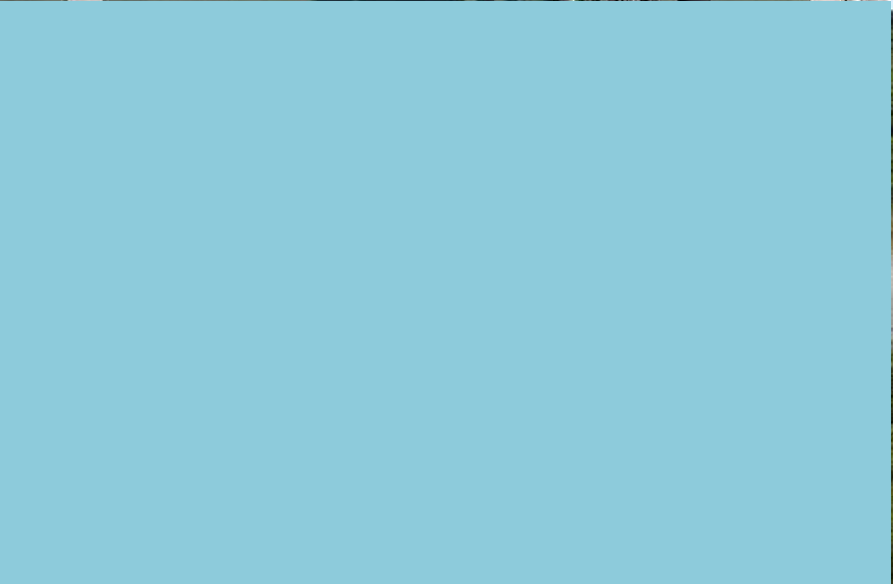
Plan Andaluz de la Bicicleta 2014-2020














BOHUMILOVA ALEJ

Bohumilova alej je jedním z nejkrásnějších a nejdelších zelených úseků v Praze. Její délka činí 12 kilometrů a vede z Prahy do Vysočanských výhledů. Alejí je možné jezdit na kole, chodit a běhat. Všechny tyto aktivity jsou zde velmi příjemné a zdravé. Pokud jste se rozhodli vyjet na kole, nezapomeňte si vzít s sebou dostatek vody a občerstvení. Bohumilova alej je ideálním místem pro relaxaci a zotavení. Užijte si krásu přírody a zdravou rekreaci.

9 ↑ 5045



What did you do?
What will you do?

A close-up photograph of a person's hand holding a 20 Euro banknote. The hand is wearing a grey jacket with a yellow stripe at the cuff. The background is blurred, showing the frame of a bicycle with red and blue components. The overall scene suggests a connection between cycling and financial matters.

Permanent Representation
of Slovakia to the EU
4th December - 13:30
Brussels

'Cycling for Growth'

Roundtable on funding
opportunities, incentives and job creation.



Cycling
Forum
Europe