

# National Cycling Concept 2014-2020



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## Summary

### **Background:**

In March 2013 the European Cyclists' Federation, the Cycling Hungary Alliance, the National Federation of Cycling Friendly Settlements, the Hungarian Cycling Club, the Hungarian Cycling Sport Federation, the Hungarian Friends of Nature, and the Hungarian Bicycle Industry and Retailers' Federation has established the Cycling Roundtable (CE) as an advisory body of civil society actors involved in cycling.

The aim of the CE, its open forum and working groups is to draft recommendations for the Hungarian Government for the period 2014-2020, and to lobby in order to gain as much EU funds as possible for cycling, and to ensure the effective usage of these funds.

The National Cycling Concept is the recommendation of the CE for the Government of Hungary to integrate cycling and cycling-related activities into the programming documents which are defining the use of EU funds between 2014-2020.

### **General objectives:**

To turn cycling into one of the most popular means of transport, tourism, recreation and sport, and to make cycle-related activities a significant pillar of sustainable economic development between 2014-2020.

According to background calculations, approximately 120 billion Hungarian Forint (approx. 400 million Euro) is necessary to subsidize cycling in the above stated period, which it is expected will generate at least 150 billion Hungarian Forint (approx. 500 million Euro) in savings and profits for Hungary over the same period.

### **Reachable objectives and impacts:**

1. In Hungary, due to settlements located in the Alföld (lowland), nowadays the proportion of bicycle transportation is already significant (it is almost on the same level with Denmark). In 2010, the bicycle was the main mode of transport in 19%<sup>1</sup> of all trips, which can be increased to 22-25% by 2020. This increase can be achieved mainly in mountainous and hilly areas and in cities. On the Alföld and in the countryside the aim is the preservation of the existing high level. Should this objective be reached:
  - The improving health conditions of the employed population would result 3,5-4 billion Hungarian Forint saving a year; according to the estimation of WHO, due to physical activity 600 fewer people would die yearly, which would result 1 billion Hungarian Forint saving<sup>2</sup> a year.

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<sup>1</sup> Eurobarometer, Future of Transport 2011, European Commission

<sup>2</sup> Estimated by „Health economic assessment tool for cycling and walking” (HEAT) method,

- The moderation of 200 million tons/year of CO<sub>2</sub> emission, the reduction of the consumption of 70 million tons of fossil fuel, and the redemption of import (stock) at the value of 3,5 billion Hungarian Forint<sup>3</sup> can be achieved.
2. In Hungary the increase of the number of (1-day) bicycle tours to 98 million tours/year and the number of bicycle holidays (>1 day by bicycle) to 1 million holidays/year is a realistic and achievable aim by 2020.<sup>4</sup> In this case:
    - 1,000 jobs could be preserved and 3,000 further new direct jobs could be created.
    - Touristic services involved in cycling could achieve revenue of 10 billion HUF/year, and the state budget would realize 3-5 billion HUF/year tax revenue.
  3. The increase of the number of leisure-recreational cyclists from 50,000 to 100,000 (100% increase) in Hungary by 2020 is a realistic objective.
  4. Road safety (both in the objective and subjective sense) affects the share of cycling, **therefore, the decrease of the absolute number of casualties** in which cyclists are involved (comparing to 2013, along with the increase of bicycle transport) – **to 50% in the case of fatal accidents, and to 5-15% in the case of serious and minor injuries** – is necessary and possible. At the same time, a decrease of the number of bicycle thefts is another aim.
  5. 280,000-300,000 bicycles are sold a year in Hungary, typically by specialized domestic small and medium enterprises. 180,000 of these bicycles sold in Hungary are domestically produced, and 300,000 (typically mid to high-category) bicycles are also made in Hungary for export. Yearly 3 billion HUF tax revenue comes only from domestic bicycle sales; the bicycle industry employs 3,000 people. These results may be maintained but for further growth, an increase in demand is essential.

## Activities to be carried out and supported between 2014-2020:

### 1. Development of infrastructure:

To promote the establishment of bicycle-friendly settlements through the transformation of the road networks of the 50 largest settlements or a major functional part of a settlement. To establish regional-scale bicycle route networks and to develop European and national bicycle route networks (by building a 2.000 km-long new separate cycling facility), and to ensure that all relevant developments help, or at least do not negatively impact upon the infrastructural conditions for cycling (i.e. cycling aspects will be mandatorily integrated).

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<http://www.euro.who.int/en/what-we-do/health-topics/environment-and-health/Transport-and-health/activities/promotion-of-safe-walking-and-cycling-in-urban-areas/quantifying-the-positive-health-effects-of-cycling-and-walking/health-economic-assessment-tool-heat-for-cycling-and-walking>

<sup>3</sup> Calculated with ECF method. [http://www.ecf.com/wp-content/uploads/ECF\\_CO2\\_WEB.pdf](http://www.ecf.com/wp-content/uploads/ECF_CO2_WEB.pdf)

<sup>4</sup> European Parliament, Directorate-General for Internal Policies: The European Cycle Route Network EuroVelo 2012, the potential, estimated extent of cycling tourism in Hungary, <http://www.europarl.europa.eu/committees/en/tran/studiesdownload.html?languageDocument=EN&file=78331>

## **2. Education, awareness raising:**

To provide bicycle training for 100,000 children. To teach all (motorized vehicle) drivers during their training how to cooperate with cyclists. To implement cycling promotion campaigns that reach and motivate all citizens to use bicycle and cooperate on the roads. Programmes to motivate people to use (good) quality bicycles and the implementation of a bicycle register.

## **3. Tourism, recreation:**

20,000 km of national, regional, and local tourism cycle route networks are created as part of complex cycling tourism projects, including signalization according to the national standards, bike-friendly network services, information, promotion and saleable tourism products.

Throughout the country 70 Bike Parks will be developed for leisure and recreational cycling in order to ensure venues for daily physical activities. The promotional recreational cycling events would reach 100,000 adults and 40,000 children.

## **4. Bicycle industry and trade:**

Organized capacity building, innovative product development, promotion of market access, market development, the incubation of start-up enterprises in clusters.

## **5. Organizational structure:**

Responsible civil and governmental organizations establish a coordinating body to perform tasks relating to all areas of cycling, and to coordinate programmes.

### **Suggested next steps:**

- Based on this Concept, representatives of the Cycling Roundtable present their proposals for the relevant decision makers and professionals, and they will seek to convince them of the importance and integration of cycling.
- In order to establish the above mentioned activities, the Cycling Roundtable suggests decision makers start the preparatory work in all areas of activity on methodology, monitoring, control – standardization issues (discussed below in detail).
- After the adoption of the programs, members of the Cycling Roundtable will evaluate and communicate the achieved results for cyclists, walkers, hikers and sportsmen in Hungary as well as on European level.

**We hope that as the result of the cycling program, based on this Concept, Hungary will become a European country that supports cycling to the greatest extent and the most effective way.**

## **Detailed introduction to the achievable impacts and necessary activities in the areas of intervention**

Below we present, according to the professional opinion of the Cycling Roundtable, the activities to be carried out and supported, the necessary preparatory work, and the indicators (set as targets) in the field of cycling between 2014-2020.

### **1. Infrastructure development**

#### 1.1. Output indicators

- To promote the establishment of bicycle-friendly settlements by the transformation of the road networks of the 50 largest settlements or a functional part of a settlement.
- To establish regional-scale cycle route networks, and to develop European and national cycle route networks (by building a 2,000 km-long new, separate cycling facility).
- To ensure that all relevant developments help, or at least do not worsen the infrastructural opportunities for cycling, thus, cycling aspects must be integrated.

#### 1.2. Preparatory activities to be carried out and supported in 2013

- To produce a single, simple and effective methodology of the quantification of cycling traffic, to estimate the results and impacts, and to elaborate the baseline (2013) data on local and national level.
- To complete a professional guide that defines the integration of the various aspects of cycling into different projects, and that also clarifies the definition of cycling-friendly road networks and settlements.
- To integrate cycling aspects into local, regional concepts, strategies, projects and network plans, feasibility studies (continuously, in all relevant areas, not only in the transport sector).
- To develop a sustainable maintenance system for cycling facilities and to provide financial background for it. The new projects should start taking into account this system.
- To elaborate a long distance cycle route numbering and signalization standard and enter it into force.

#### 1.3. Activities to be carried out and supported between 2014 and 2020

- To promote the establishment of cycling-friendly cities by transforming Budapest and other major settlements (as a whole or a major functional unit of them).
- To develop regional cycle route networks, and cycling friendly routes.
- To develop European and national cycle route networks as parts of large-scale complex cycling tourism projects.
- To revise bicycle traffic access and prohibition with regards to the whole Hungarian public road networks with the involvement of civil cycling organizations.
- To develop public bike systems (PBS) (in smaller and larger settlements, in connection with public transport and cycle route networks).

- To improve intermodality. As independent developments, and/or relating to relevant public transport-related projects, to enable secure bike storage, parking and transport of bicycles on vehicles.
- To mandatorily integrate the provisions for cycling into typically not cycle-related (and possibly even not transportation-related) projects in order to promote cycling.
- To measure and monitor the results and effects of developments.
- Reconstruction and renovation of previously built cycle paths corresponding to new technical standards in order to improve the safety of cycling.

#### 1.4. Fundamental aspects and conditions

- According to the Road Traffic Act, modified in 2012, all public road users' interests must be taken into account in transport development.<sup>5</sup> On this basis, it is required to ensure the possibility of cycling in all national and local road network development, regional development, and town center development projects.
- Investments must be implemented by network approach, by rethinking the total available space (wall-to-wall) in favor of cycling, walking and public transport.
- To ensure the priority of bicycle traffic over individual motorized vehicle transport, along with the technical standards should take into account all possible types of cycling facilities and select the best solution.<sup>6</sup> Particular attention should be given to agricultural traffic demands; if necessary and possible, the development of mixed traffic (rural - cycling) service roads is recommended.
- The developments should help the linkage of previously built sections. Part of the development funds should be used to renovate old, existing facilities so that they become eligible for the new standard.
- It is necessary to operate a multi stage evaluation system (to judge on the project plan and the design plan) before the final decision about funding.

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<sup>5</sup> I. Road Traffic Act, 1988

<sup>6</sup> According to ÚT 2-1.203, Technical road specifications, , illustration 7.1



## 2. Education, awareness raising

### 2.1. Output indicators

- The number of children participating in cycling training (which meets to the national standards): 100,000.
- To involve 40,000 children each year into cycling sport, of which 400 participate in competitions. This is one of the results of the cycling training.
- The proportion of citizens reached through the campaigns: 100%.
- The proportion of drivers (participating in training to drive motorised vehicles) learn how to share roads and cooperate with cyclists on roads safely: 100%.

### 2.2 . Preparatory activities to be carried out and supported in 2013

- To produce a single, simple and effective methodology for the quantification road accidents with cyclists, estimation of results and impacts (based on the existing survey system), and to elaborate baseline data (2013) on local and national level. Research and analysis of causes of accidents involving cyclists.
- To create guidelines that define the integration of different cycling safety aspects into various (non-cyclist, but for example motorized vehicle traffic-related, educational) projects and campaigns.
- To establish guidelines to coordinate running and planned national campaigns (to use the resources in an effective and useful way). The guidelines should contain corporate design and quality criteria as well.
- Legislation (New Highway Code and subsequent legislation)<sup>7</sup>

### 2.3. Activities to be carried out and supported between 2014 and 2020

- Campaigns and training as mandatory requirements of EU-funded bicycle infrastructure development projects.
- Education:
  - Cycling training for children in accordance with the adopted standards.
  - Integrating cycling in drivers training curriculum,
  - Cycling instructor, tour guide, bike repair training courses.
  - Vocational training (teachers, police, architects, urban planners and traffic engineers, technical specialists).
  - Training of trainers with the involvement of foreign experts, study visits.
- Based on the results of bike education among children, to promote and support cycling sport and recreational cycling within the framework of various events with 20 cycling clubs, with unified methodology, involving 60 primary schools.
- Events:
  - Educational roadshows, tours and camps to promote cycling.
- Campaigns:
  - Integrated safety campaigns (“share the road, cooperate on the roads”).
  - Campaigns to promote cycling.
  - To support campaigns that support the use of good quality and safe bicycles.
  - Bike exchange program.
- To establish cycling parks.

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<sup>7</sup> This measure does not necessarily require EU support, but it is important to carry it out in advance.

- To create a bike registration programme/database recognized by national authorities.
- Development and operation of the Bicycle Certification Programme with the involvement of industry and trade players.
- Research and monitoring in order to promote cycling safety and popularity.

### **3. Tourism and recreation:**

#### 3.1. Output indicators

- Signposting 10,000 km of the National Bicycle Route Network. Establishment of regional, county and local tourist route networks along with the signposting of 10,000 km-long routes.
- National cycling-friendly service network with at least 500 contracted, verified members.
- National cycling tourism information system containing up to date and complete information.
- Well-marketed, popular cycling-tourism products, offers, designed in accordance with the needs of the target groups.
- Organization of bicycle tourism events. 6 internationally recognized (C1 or C2 level) mountain bike races every year, four international (UCI category, of which at least two are more days tour) road bike racing.

#### 3.2. Preparatory activities to be carried out and supported in 2013:

- To produce a single, simple and effective methodology of the quantification of cycling tourism traffic, results and impacts, and to define baseline data (2013) on local and national level.
- To create a guide that defines the integration of different aspects of cycling tourism into various projects (non-cycling tourism, but also, for instance, regional development, development of attraction). To integrate cycling tourism aspects into local and county-wide concepts as well as projects, network, and detailed design plans (continuously).
- To establish a unified cycling tourism design and quality criteria system with branding (including route network, service network, information systems, and promotion). To define the framework of content of cycling tourism – recreation projects, norms of the application requirements for the establishment and preparation of calls for proposals.

#### 3.3. Activities to be carried out and supported between 2014 and 2020:

- Complex (road network and service development, marketing are included) tourism projects in accordance with the national standards on the following levels:
  - To develop the designated routes (EuroVelo 6 Danube - bike path, EuroVelo 11 river Tisza cycling route with the path around Lake Tisza, EuroVelo 13 - Iron Curtain, including lake Fertő, bike path around the Balaton, lake Velence and Budapest-Balaton route) of the National Bicycle Route Network in a safe, comfortable and attractive way.
  - To signalize the regional, county and local level cycle tourist routes (usually using the existing bicycle traffic facilities to minimalise construction works).
- To signalize special routes for mountain biking and road cycling by using and selecting existing forest roads and forest paths, and turning them into bike-friendly roads. Campaigns to improve co-operation between different road user groups.

- Bike Park Program in different categories (junior, hike, elite) in order to promote off-road biking and BMX as a means of spending leisure time in a useful, healthy way, and to provide rider training courses that satisfy their needs. Construction of 30 junior, 30 tour, and 10 elite tracks in total in a cost-effective way, with minimizing construction works (track construction, small centres).
- The establishment of the Cycling Centre of Budapest in the Millenáris, within the framework of the projects of the Puskas Ferenc Stadium and its surroundings. (Costs are not included in the budget of this Concept).
- Cycling projects and events aimed at integrating and involving people with disabilities, minorities, and women.
- To establish and operate a unified, external cycle tourism promotion systems which contain unified, detailed information. (A national website providing detailed information, bike maps, leaflets, brochures, national promotional events, promotional campaigns abroad.)
- Large cycling sport events on international level as top tourist programmes.
- To set up the “Cycling Hungary” cycling team to promote Hungary as cycling tourist destination in a number of disciplines, international competitions and events.
- To establish touristic bicycle rental systems.
- To measure and monitor the results and impacts of the developments.

#### 3.4. Fundamental aspects and conditions:

- Complex touristic projects include the construction of the cycle tourism route network, signposting, public transport connection system, the quality and capacity development of the service network, the development of the information system, product development (print, web-based and event-based) promotion, and the implementation of organizational systems.<sup>8</sup>
- During the installation of route networks, typically already rideable, facilities or available with small investments (such as bike paths, low traffic public roads, forestry roads, water management roads, agricultural roads) should be used. The construction of new facilities must be minimized even on designated (priority) routes and the reuse of abandoned rail corridors is encouraged as well.
- All supported project owner must be willing to connect to and fit into the national systems, and must undertake collaboration after the implementation of the project, following the maintenance period.

## 4. Bicycle industry and trade:

### 4.1. Output indicators

- To increase the revenue of the subsidized bicycle industry and trade sales companies
- The number of employees in the bicycle industry and trade

### 4.2. Preparatory activities to be carried out and supported in 2013

- To prepare the establishment of bicycle industrial and commercial clusters

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<sup>8</sup> Find the whole list of activities on the following website:  
<http://www.eurovelo.org/wp-content/uploads/2011/08/Guidance-on-the-Route-Development-Process.pdf>

#### 4.3. Activities to be carried out and supported between 2014 and 2020:

- To create a bicycle industry and retailer cluster.
- To support capacity building organized on a cluster level with the involvement of the members of the Hungarian Cycling Cluster
- To support innovative product development and brand building
- To support cycling related start-up enterprises
- Social bike and bike exchange programs
- To support market access of Hungarian bike companies', coordinated presence – providing platform ("Cycling Embassy")
- To support foreign and domestic market access, market development, marketing activities (participation in international and domestic exhibitions).

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