



Velo-City, Dublin 28/06/2019

Executive Agency  
for Small and Medium-sized enterprises



# 2016 More than a campaign: a CHALLENGE!



- Month of May dedicated to bikes
- Intranet page
- Registering RIDES & KM
- Side activities









# A winter edition: VELOXMAS



# Scale-up!

2016: only EASME

2017: European Commission

2018: all EU Institutions

2019: European Schools

+ *velomai App*

*Gamification, stories, pics, personal challenges*



We were having fun.

What was NEXT STEP  
to be done?







# CYCLE FRIENDLY EMPLOYER CERTIFICATION

The chance to make  
our needs, efforts or complaints  
**OFFICIAL!!!**



# What did we need?

- A supportive management (a fee to be paid)
- A motivated group to dedicate some time
- Make a self evaluation + follow-up



# Our scores:

	Scores	Extra scores (section 6)	Total	
<a href="#">Section 1: Information, communication and motivation</a>	66/74		66/74	GOLD
<a href="#">Section 2: Coordination and organization</a>	8/49	+ 5	13/49	BRONZE
<a href="#">Section 3: Service</a>	45/50		45/50	GOLD
<a href="#">Section 4: Infrastructure</a>	60/97		60/97	SILVER
<a href="#">Section 5: Customer related cycling policy</a>	13/35		13/35	BRONZE
<b>TOTAL</b>			197/305	
			Over all CFE certification	BRONZE



# THE RESULT

- + *Official recognition*
- + *A mobility coordinator appointed*



CERTIFIED  
**CYCLE FRIENDLY  
EMPLOYER**

2018 - 2021

EASME | Executive Agency for SMEs

*Fietsersbond* 



# Room for improvements

- Parking spaces and parking management
- Commission's Service Bikes could be more visible
- Creating clear financial incentives for cycling to work





The 1st Belgian entity  
to be certified!





# AWARD CEREMONY

EASME Director  
*Julien Guerrier*

and

EC COMMISSIONER  
*Elżbieta Bieńkowska*







# The truthful meaning of CFE

- Not just a logo
- Scores revealed our strength
- Effort/benefit measurement
- Work & time frame to continue
- And we were very happy...



