



ECF gratefully acknowledges financial support from the European Commission.



# Cycling in the next European Parliament (2019 – 2024): Results of the ECF campaign 2019

**James Armstrong, Project Assistant  
Dublin, June 2019**



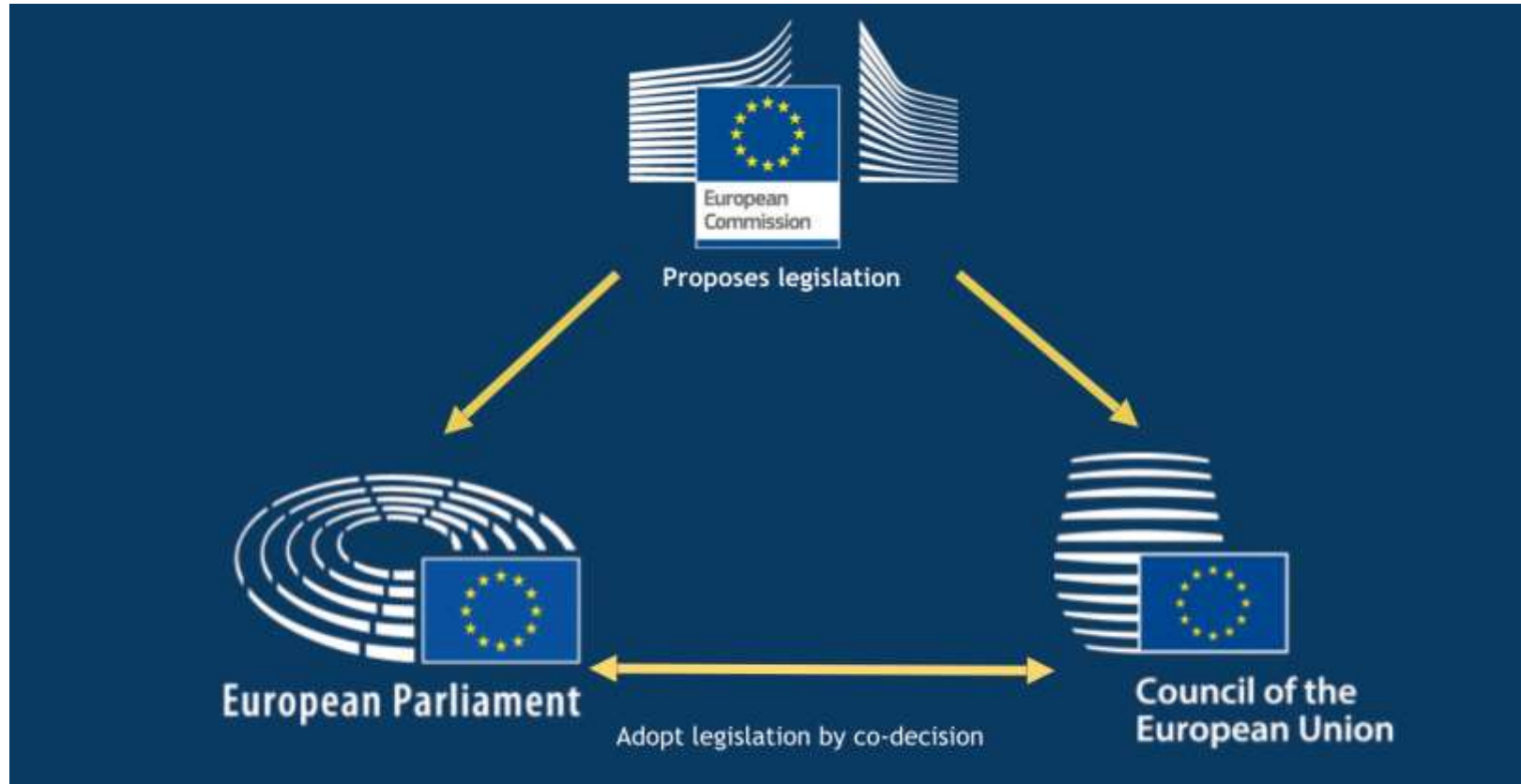
# What is the ECF?



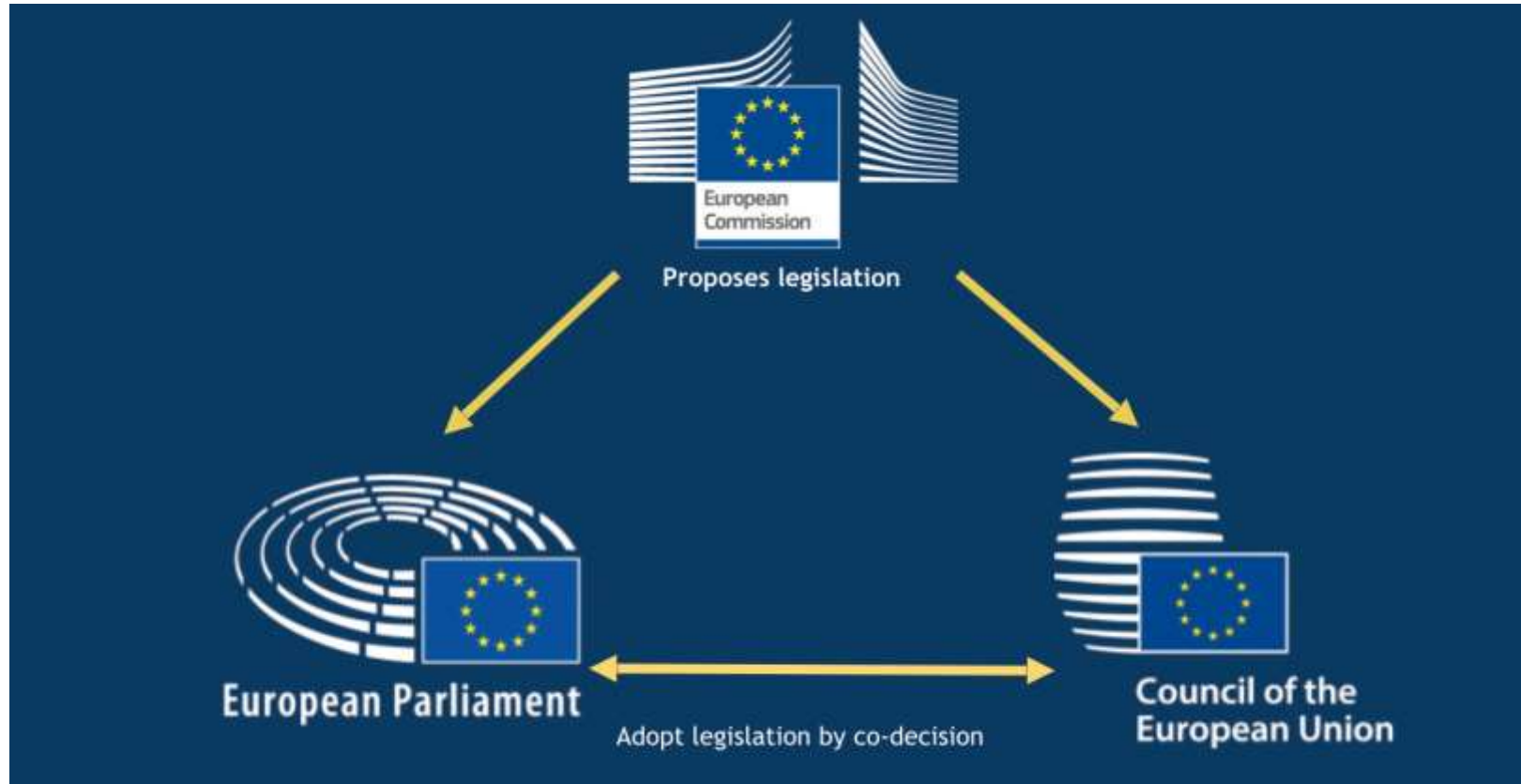
- NGO representing cycling civil society organisations at the European level
- Advocate for cycling in the European Parliament, Council of the European Union and the European Commission
- Influence laws on a wide variety of subjects (look at our website for more information ([WWW.ECF.COM](http://WWW.ECF.COM)))



# The three EU institutions



# The three EU institutions



# Distant?



# Distant, but relevant

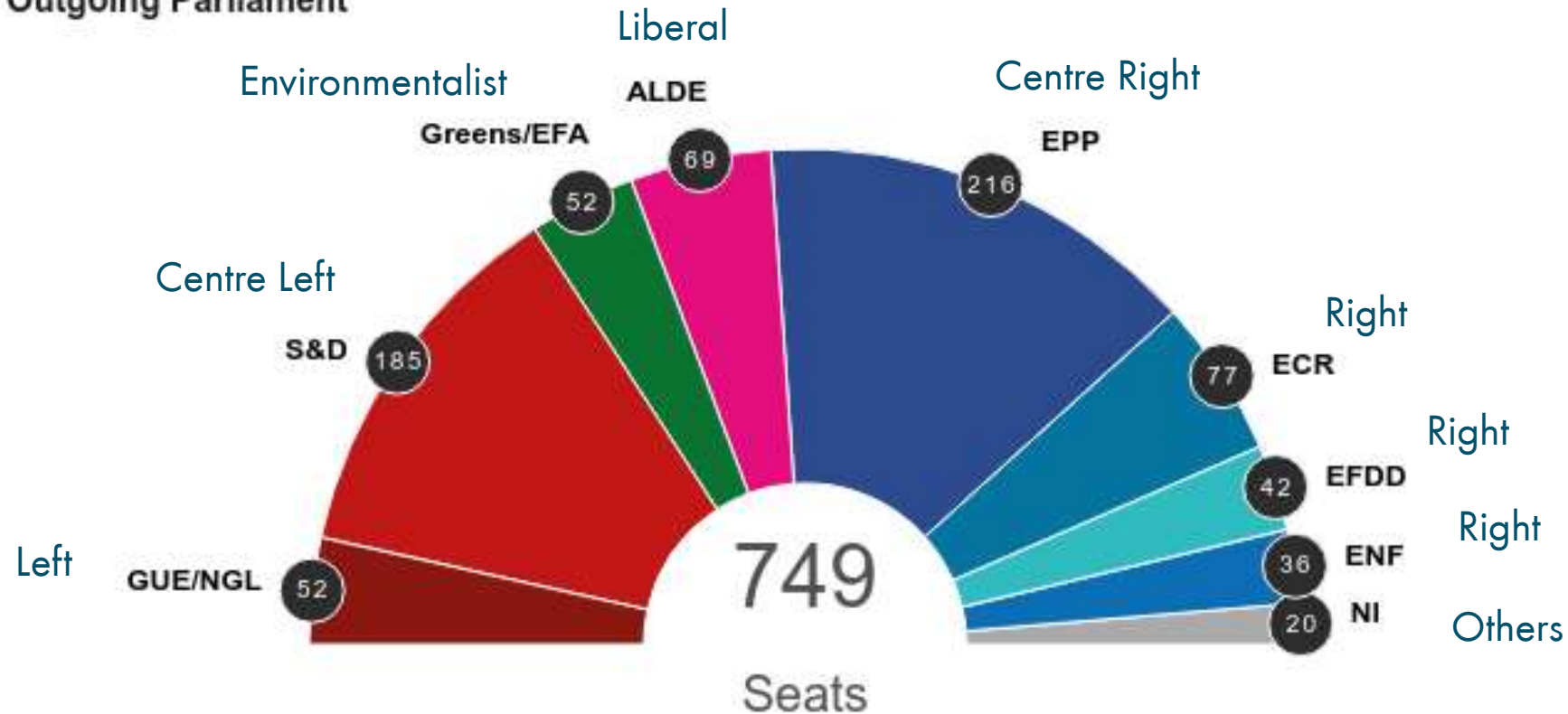
- Funding (100bn spent on transport in the last budget period)
- Infrastructure quality (Voted that new infrastructure must take into account the needs of cyclists and other VRU)
- Regulates motorised vehicles
- Creates laws about climate change and air pollution
- Regulated the rights of Passengers and pushes for mutli-modal transport planning



# The old parliament

## European Parliament: 2014-2019

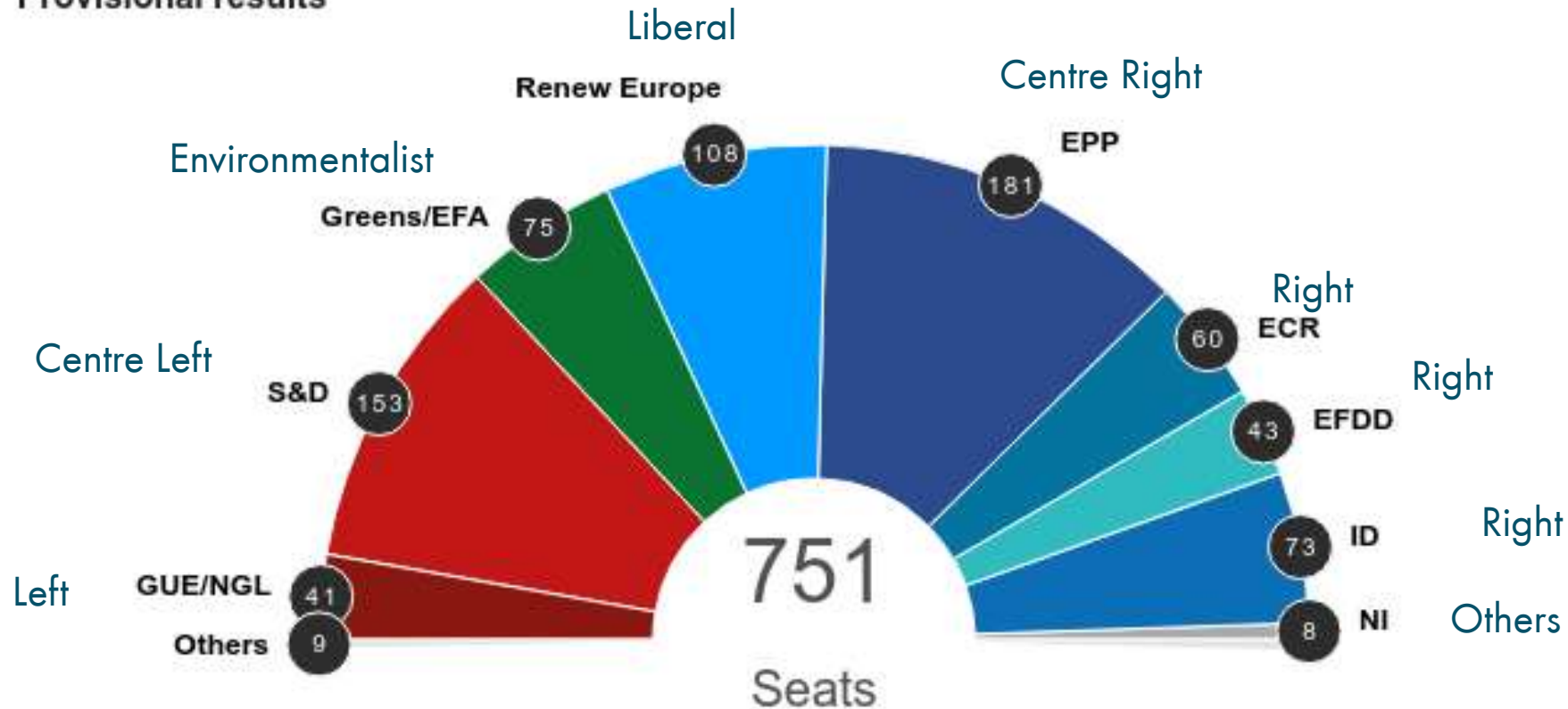
Outgoing Parliament



# The new parliament

## European Parliament: 2019-2024

Provisional results

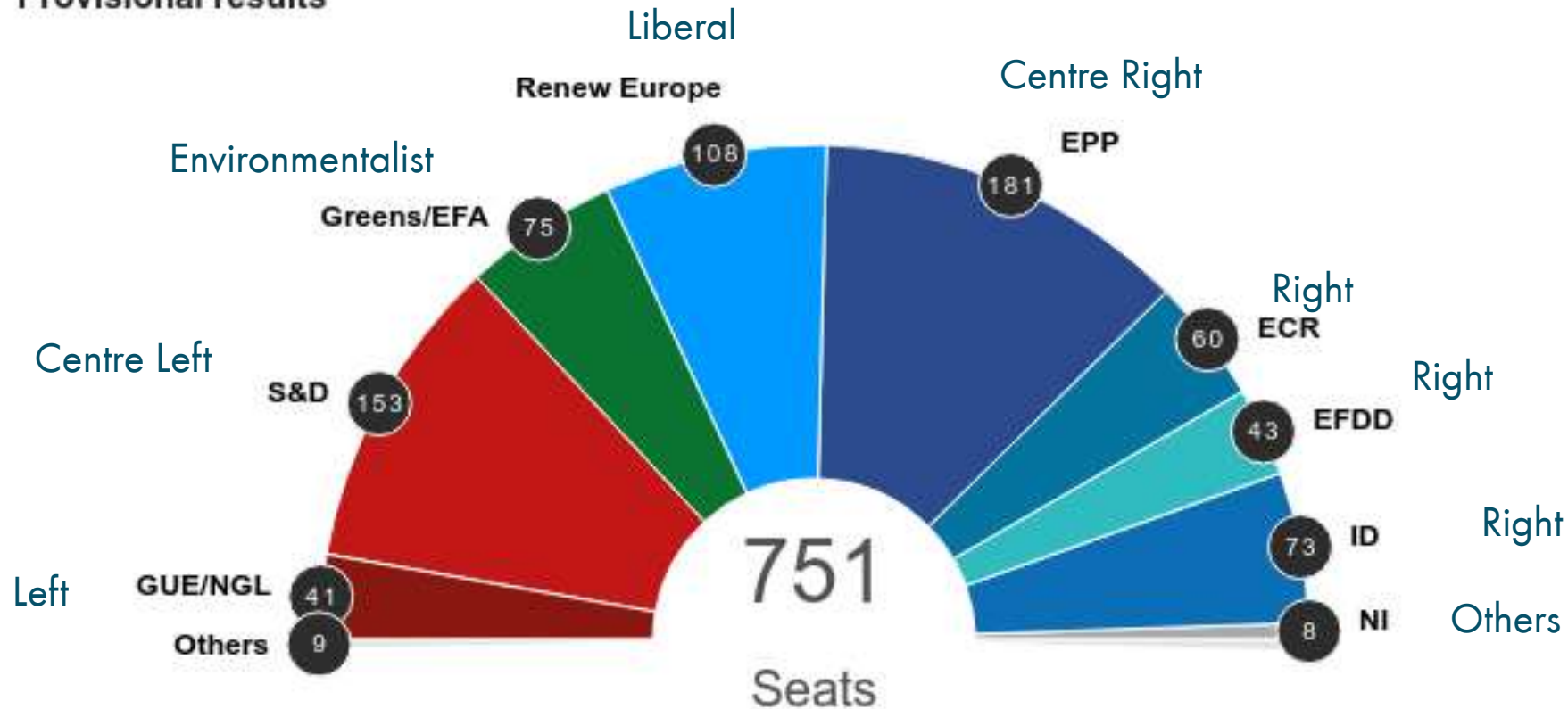




# The new parliament

## European Parliament: 2019-2024

Provisional results



# Goals

1. Raise awareness
2. Make the parliament more cycling friendly
3. Extend our social media reach
4. A clear plan for change
5. Support our future advocacy work (across all three EU institutions)



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# Resources

1. Credible, authentic brand
2. Strong arguments
3. Strong data
4. Wonderful, motivated & helpful member organisations



# Demographic

## MEP Candidates

- 'Relatively' captive audience
- Incentive to listen
- Relatively few in number
- Good chance to become decision makers
- In five years time they might be back...



# Execution

## The manifesto

- Our positive vision
- 10 policy recommendations
- 4 goals for 2030



# Execution



## Online survey

- Aimed at candidates
- 5 policy questions, 3 personal questions
- Translated into 22/24 EU languages by ECF's members
- Distributed by ECF members who compiled lists of candidates
- Take the survey here:  
<https://www.surveymonkey.com/r/KZYTNTL>

**ECF**  
EUROPEAN CYCLISTS' FEDERATION

Sollte die EU im nächsten Mehrjahresfinanzrahmen (2012–2027) mehr von ihrem Verkehrshaushalt in Fahrradprojekte investieren? In den Jahren 2014 bis 2020 werden die Ausgaben grob 1,5 % betragen.

Nein, 1,5 % sind angemessen.

Ja, 3 %.

Ja, mindestens 10 %.

Nein, die EU sollte weniger in das Radfahren investieren.

Weiß ich nicht.

8 % aller EU-Bürger\*innen nutzen das Fahrrad als Haupttransportmittel, aber nur 1,5 % des 100 Mrd. Euro schweren Verkehrshaushalts der EU werden in Radverkehrsprojekte investiert.

46%

Zurück Weiter



# Execution



## Online survey

1. Aimed to raise awareness of key lobby issues & show cycling as an important issue
2. Show ECF as a serious player right from the start, with a clear positive vision for the future
3. Find and develop relationships with potential 'champion' MEPs in the next parliament

A screenshot of a survey interface. At the top, there is a teal header with the ECF logo and name. The main content area is white and contains a survey question in German. Below the question are five radio button options. At the bottom, there is a progress bar showing 46% completion and two buttons labeled 'Zurück' and 'Weiter'.

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- Weiß ich nicht.

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# Execution - The Pledge



Will you be a champion for cycling and sign the Cycling for All pledge?

I pledge to support the cause of cycling during the 2019 - 2024 European Parliamentary term, with the objective of increasing the number of people cycling, promoting cycle-tourism and improving road conditions for people cycling, in terms of safety, infrastructure, accessibility and user experience.

Yes

No

Prev

Done

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Yes

No

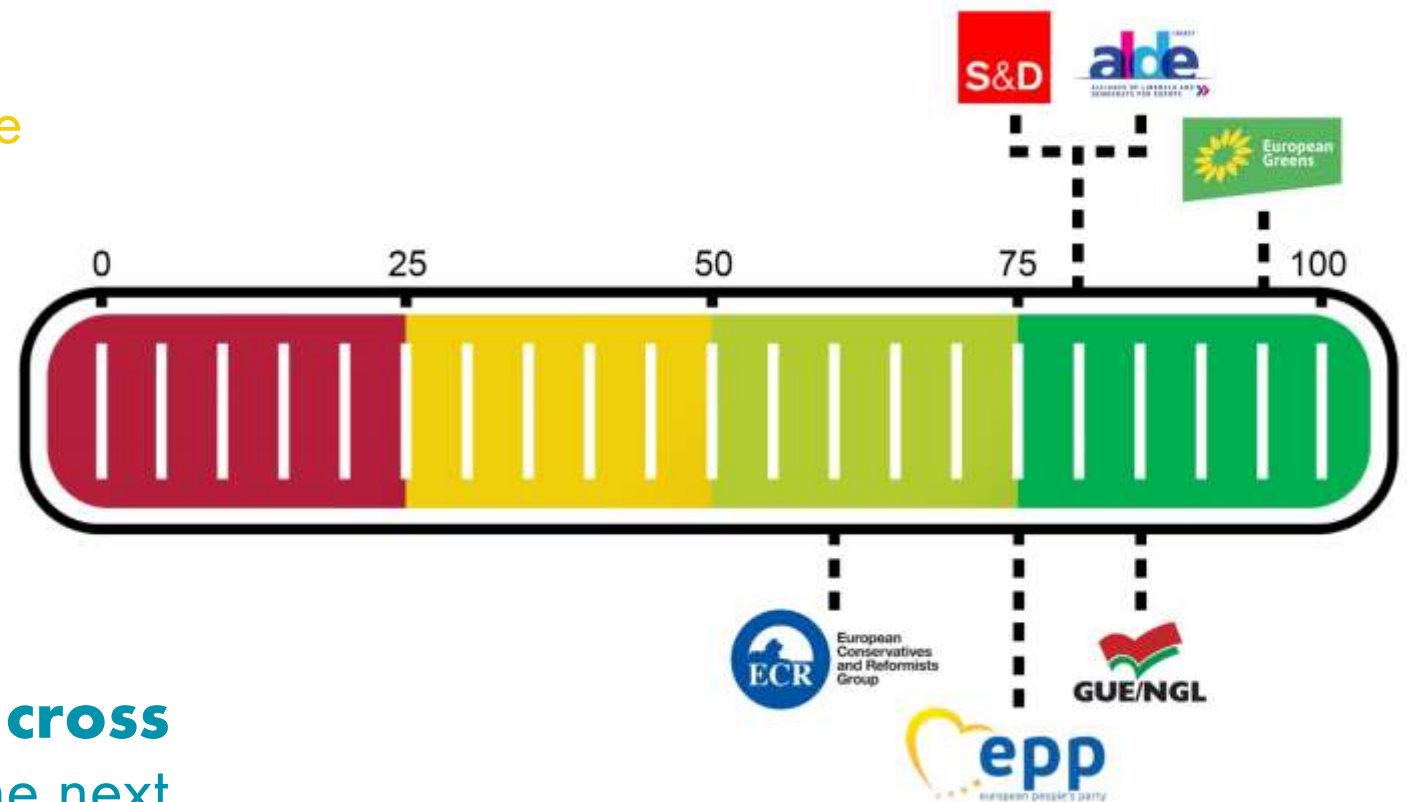
Prev

Done

# Results – European level data



1. 550 survey responses
2. 475 candidates signed the pledge
3. XXX/751 MEPs elected signed the pledge
4. MEP responses to the survey were very supportive!



Overall, to ECF that means **direct cross party support for cycling** in the next parliament



# Results – National level data

## Signed pledge

	EU	BE	HR	CZ <sup>1</sup>	DK	EE	FI	FR <sup>1</sup>	DE	GR	HU	IE	LT	LU	MT	PT	RO <sup>1</sup>	SK	SI
 <b>77</b>		8	11	1	10	4	1	0	3	3	1	1	11	1	2	3	2	6	5
 <b>10</b>		0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	8	0
 <b>39</b>		3	3	2	2	2	4	0	1	3	0	0	2	1	4	0	2	6	1
 <b>102</b>		8	2	0	12	2	9	5	16	3	3	3	4	5	3	18	0	4	1
 <b>51</b>		0	1	0	11	0	2	0	8	0	0	3	0	2	0	21	0	0	2
 <b>40</b>		4	6	0	5	1	1	0	2	2	3	0	0	3	4	2	1	0	3
<b>Overall<sup>2</sup></b> <b>403</b>		26	42	3	44	17	20	9	30	14	7	10	24	16	14	58	5	32	14

