

ECF Vision 2020

more people cycling, more often

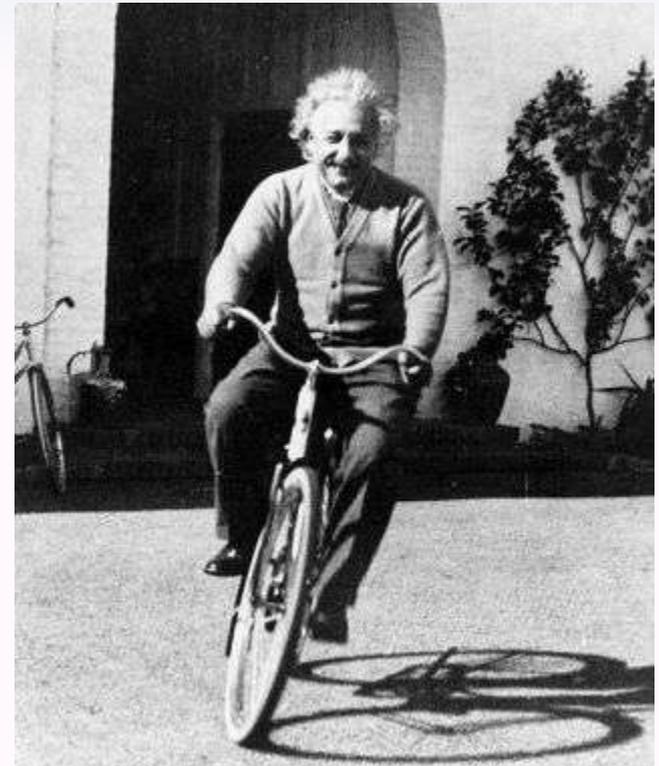
Prologue

“You can’t solve a problem with the same mind that created it.” – Albert Einstein

Although created and grown up in the fossil era, the bicycle needs human, but no fossil energy. Starting into the post-fossil era we are allowed to state that this is a huge advantage – the bicycle will survive.

In the meantime we also know: If humans also may survive, cycling has to become part of the solution to major global problems and by that the grounding for livable societies.

Therefore cycling has a great future.

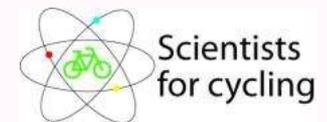


ECF is ...

- a. The European federation of national, regional or local cyclists' member associations and associated organizations , organizing more than 1 million people
- b. The international voice of the cyclists in civil society
- c. World's largest, best known and most powerful international cyclists' advocacy and umbrella organization
- d. Focusing on the development of cycling to an accessible and attractive mode of transport for all people

At the global level

- ECF is addressing international or global institutions e.g. OECD, WHO and UN to get their awareness of the value of cycling
- ECF is running global networks e.g. 'Scientists for Cycling', 'Cities for Cyclists', and organizing Velo-city Global conferences
- Welcoming cyclists' and associated organizations to join ECF



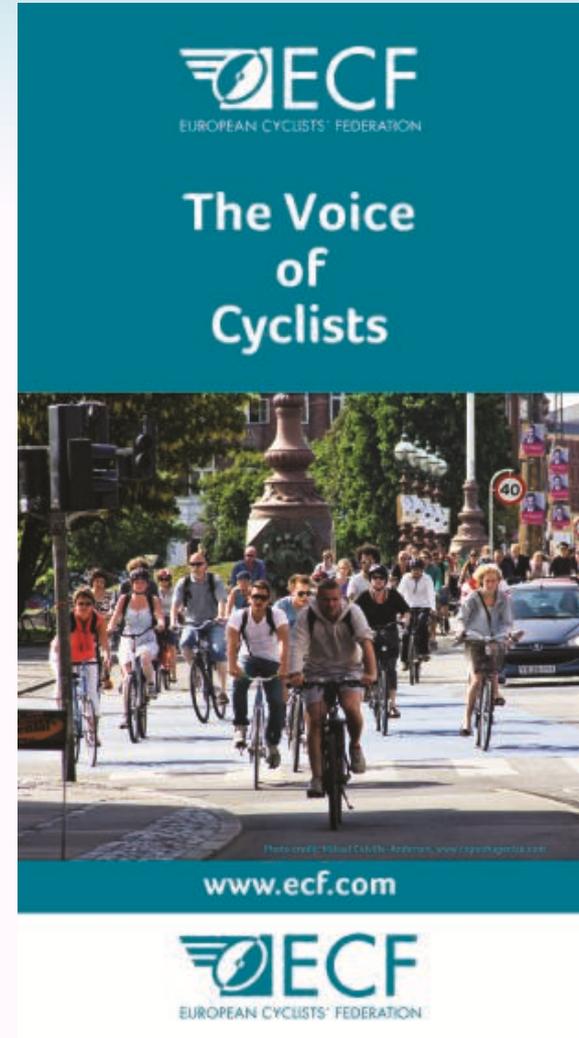
ECF's objectives: In 2020 ...

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

ECF's approach to achieve the objectives ...

Advocacy and promotion for cycling

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



ECF's approach to achieve the objectives ...

Dissemination, capacity building, networking and stimulating the development of cycling

- Building capacity for advocacy at the European level
- Building capacity for advocacy at the national level e.g. by the ECF Leadership programme
- Education and training
- Organizing events e.g. the ECF Velo-city Series
- Attending and promoting events
- Running networks e.g. Member groups, EuroVelo coordinators



Epilogue

“For me, the bicycle is really a deep celebration of our freedom and democracy.”

Vandana Shiva at Velo-city Global 2010 in Copenhagen



Proudly we are working for cycling, a sustainable mobility and a livable future, for more global justice and a peaceful world, for us and our children.