

Why ECF is involved and supports GAPPA

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ECF gratefully acknowledges financial support from the European Commission.

ECF is the umbrella Federation of 91 member organisations in 46 countries around the world. ECF works toward our objective of “more people cycling more often” by aiming to make policies more cycling friendly and enabling cycle minded people and organisations to work together. Cycling is an active transport mode which has significant benefits for health. It reduces the risks of cardiovascular disease, diabetes and some cancers, helps control weight, and contributes to mental well-being. Moreover, taking part in physical activity increases opportunities for making human contact and feeling part of the community.

In just over one year the European Union Cycling Strategy (EUCS) was developed. In June 2017 it was delivered to EU Commissioner V. Bulc responsible for transport. The EUCS has four central objectives for 2030:

- i) Grow cycle use across the EU on average by 50%.
- ii) Reduce by 50% the rate of serious injuries and fatalities for cyclists.
- iii) Invest €3 billion in cycling in 2021 - 27, and €6 billion from 2028 -34.
- iv) Treat cycling as an equal partner in the mobility system.

Since 2014 the Transport Health and Environment Pan-European Programme (THE PEP) has been developing the Pan European Master Plan for Cycling Promotion (PEMP). ECF support and promotion of the development of PEMP and EUCS leads naturally to our support of the World Health Organization's Global Action Plan for Physical Activity (GAPPA). We argue that global promotion of active transport can make the greatest contribution to increasing levels of physical activity.



What is excellent about GAPP:

1. There are many features of GAPP that show it is designed for action; such as the short, clear arguments in accessible language, to convince politicians and decision makers. This approach together with providing proven solutions which are cost effective best buys giving value for money (i.e. the toolbox) is designed to succeed.
2. An absolute prerequisite is the multi-sectoral approach incorporating transport, health, environment, urban planning, economics, finance and education.
 - Likewise, no single action or isolated policy is enough: Must be multi modal, multi sectoral, embracing immediate changes, with visions for the medium and long term.
3. Valuing cycling (economic contributions including jobs, monetization of health benefits, and harm reduction).
 - Evidence shows walking and cycling contribute to economic performance by reducing congestion, supporting local business and shopping streets, and helping to buttress leisure and tourism.
 - Making it safer and easier for families and other population groups to cycle and walk also can improve both health and air quality.
4. Existence of a decidedly sufficient evidence base in other words “we know enough to act and how to deliver results.”
 - It’s time for action. There is enough evidence to justify acting now: both on the basis of the problems, and evidence for the efficacy of the kind of changes needed.
5. GAPP’s four strategic areas, presented as four Strategic Objectives all include walking and cycling. This needs to be retained considering the level of daily physical activity that walking and cycling afford most people most of the time.
 - Walking and cycling appear throughout the document as specific activities that must be valorised, improved and promoted. They need to be upgraded and privileged until they are equal partners in the mobility system.
6. Increased equity, more public space, more green space.
7. The absolute priority is basic need for Road Safety and the perception of safe spaces for active transport. Including strong recommendations for 20mph/30 kph limits everywhere that people live, learn, work, and play; Vision Zero; and reducing provision for private cars
8. Building codes

These are features and items which must be retained in the ongoing drafting process and appear in the ultimate version of the Global Plan for Action on Physical Activity.

ECF proposes a few important changes as indicated below in the following format [ADD: “ECF text”]

53. Objective I: Indicators of success

- i) X % of countries that have implemented a communication campaign on physical activity #
- ii) X % of countries with inclusion of physical activity in professional training of sectors in health and X% including in training beyond health
- iii) X % of countries conducting a least one community based mass participation event annually
- iv) X % of cities/countries meeting the WHO air quality guidelines for PM10 (20 micrograms per cubic metre (µg/m³) as an annual average#
- v) [ADD: “% of cities/countries spending 15% of transport budget on active modes of transport.”]



79. Proposed indicators for Strategic Objective II are:

- i) Average share of the built-up area of cities that is open space for public use for all, by sex, age and persons with disabilities + (SDG 11.7.1)
- ii) Proportion of population that has convenient access to public transport, by sex, age and persons with disabilities +(SDG 11.2.1)

[ADD: III. "Average % of transport budget dedicated to walking & cycling and all modes of active transport."]

81. All levels of government should prioritize walking, cycling and public transport, as preferred modes of travel in relevant transport, spatial and urban planning policies [ADD: "as part of a 10-20 year transport planning strategy to measure and increase cycling and walking numbers."]

86. Provide technical support for implementation of actions to assess and demonstrate the full range of health, environment and climate benefits that can be achieved from sustainable transport and urban design policies [ADD: "including a guide on implementing a 10-20 year transport strategy"]

89. Development banks and other agencies should conduct demonstration projects comparing current versus full cost modelling of private motorised travel on infrastructure and urban development business case investment [ADD: "Funding for all transport projects and funding must include providing infrastructure for cycling and walking"]

100. Develop and implement design guidelines regulations for buildings (including all places of employment) that prioritizes design principles that encourage occupants and visitors to be physically active, including but not limited to, through use of stairs, office design, provision of open spaces and safe access by walking and cycling [ADD: "including safe and secure parking for cycles and e-bikes"] and limiting car parking options for private vehicles

101. Develop and implement design guidelines for education and child care facilities that ensure adequate provision of accessible and safe environments for children and young people to be physically active (e.g., play areas, recreational spaces), reduce sitting (e.g., activity permissive classroom and internal design) and support walking and cycling to and from educational institutions with provision of appropriate end of trip facilities [ADD: "including safe and secure parking for cycles and e-bikes and limiting car parking options for private vehicles"]



Addendum: ECF reports

1. **EU Cycling Strategy. Recommendations for Delivering Green Growth and an Effective Mobility in 2030**

EUCS is the result of a systematic review of all EU policies related to cycling wherein approximately 1,000 people were involved. It is a joint project and campaign of the Expert Group Members (see below) aimed at increasing cycling and bringing substantial added value to EU policy goals. Devised to inspire the EU Commission to develop their own EU Cycling Strategy, we want to remove fragmentation in the development of relevant policies across EU institutions and avoid inefficiencies in the expansion of local cycling strategies.

Full document of the EU Cycling Strategy [here](#). Summary [here](#).

2. **Cycling delivers on the Global Goals**

The Global Goals, as stipulated in the preamble of the Sustainable Development Goals (SDGs), seek to realize the human rights of all. Cycling is already delivering on these goals worldwide, and this is a good reason to invest more in cycling. Making transportation more sustainable is of critical importance for humanity and the planet. Moreover, active mobility is a human right on all scales – including the right to cycle. Governments at all levels should provide safe access to public space, protect those that walk and cycle, and ensure – through mobility – equal participation in society.

See the document https://ecf.com/sites/ecf.com/files/The%20Global%20Goals_internet.pdf

3. **Cycling Works Jobs and Job Creation in the Cycling Economy**

This study quantifies the contribution of the cycling sector to job creation in Europe. It was realised with support from ECF's partners in the Cycling Industry Club. It continues the work initiated by ECF with the report on the cycling economy, estimating the economic benefit of cycling at € 205 bn per year for the EU-27. The aim of the study is to show that employment in the cycling sector is a co-benefit of investments in cycling, and also a benefit in its own right.

See the document and Annexes

<https://ecf.com/sites/ecf.com/files/141125-Cycling-Works-Jobs-and-Job-Creation-in-the-Cycling-Economy.pdf>

<https://ecf.com/sites/ecf.com/files/Annexes%20to%20the%20Study%20on%20Jobs%20and%20Job%20Creation%20in%20the%20European%20Cycling%20Sector.pdf>

4. **Boosting the European business sector: It starts with cycling**

Bike2Work is highly effective in achieving modal shift because it works in two parallel directions to convince more people to cycle to work.

See the document https://ecf.com/sites/ecf.com/files/ECF_report_bike2work.pdf

5. **A New Move for Business in EU Cities: Electric Cycle Logistics**

Electric bikes proved to be very efficient in dense urban areas where most delivery rounds are short. In many ways they perform better than motorised vehicles, saving money and increasing efficiency.

The introduction of electric cycle logistics not only contributes to EU and national policy targets, but can enable cities to stand out as front runners in innovative urban policies and logistic solutions.

See the document

<https://ecf.com/sites/ecf.com/files/A%20NEW%20MOVE%20FOR%20BUSINESS%20IN%20EU%20CITIES.pdf>

6. **Economic reports**

2016 EU Cycling Economy

This report is ECF's second calculation of the internal and external benefits of cycling linked to the current level of cycling in the EU-28. It is an extended and updated version of the report published in 2013. The calculations have been updated with the latest available figures.

See the document

https://ecf.com/sites/ecf.com/files/FINAL%20THE%20EU%20CYCLING%20ECONOMY_low%20res.pdf

2013 Calculating the economic benefits of cycling in EU-27

See the document https://ecf.com/sites/ecf.com/files/Fabians%20ECF_Economic-benefits-of-cycling-in-EU-27-3.pdf

