



European Funds – 6billion
campaign
1st Webinar

Adam Bodor
European Cyclists' Federation (ECF)

Purpose of this presentation:

1. To highlight the possibilities of using EU money to co-fund cycling measures
2. To introduce the different European Funds that are available.
3. To emphasise that it is important to act now and to show how



Content

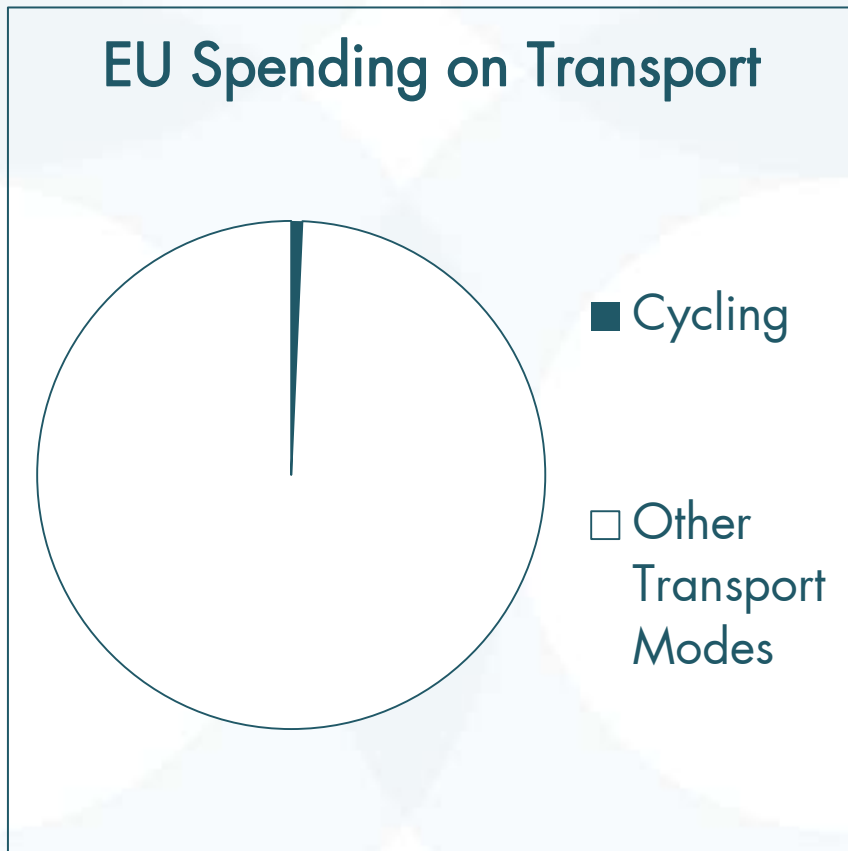
1. What the ECF wants to achieve?
2. How much does the EU currently spend on cycling?
3. How much do we want?
4. Where can the money come from? Examples.
5. How to capture some of these resources in your country?
6. Why do we have to act now?
7. Next steps...

ECF'S KEY GOAL & APPROACH



Doubling cycling to 15% by 2020.

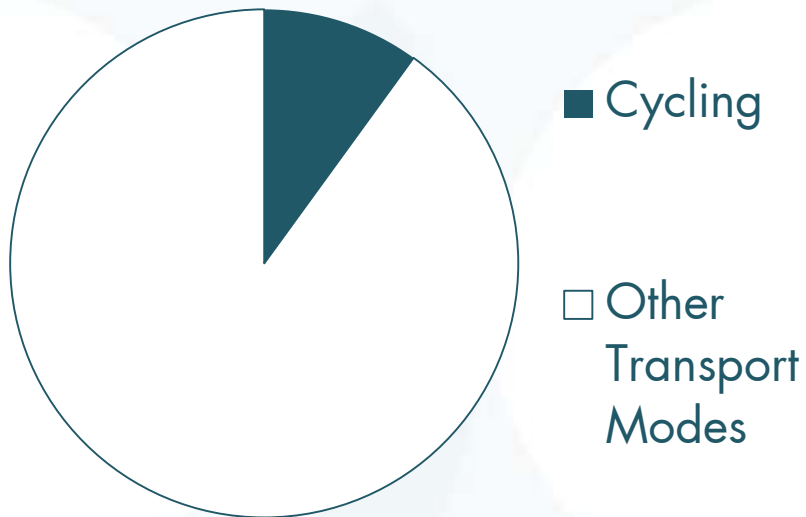
How much does the EU spend on cycling currently?



- EU resources for cycling between 2007 – 2013 were 0.6 billion Euro
- Hungary, Poland, Czech Republic and Germany all spent over 100 million Euro

How much do we need?

EU Spending on Transport



The ECF is targeting **6 billion Euro** for cycling between 2014 -2020!

How much do we need?

The ECF is targeting 6 billion Euro for 2014 -2020.
What does that get you?



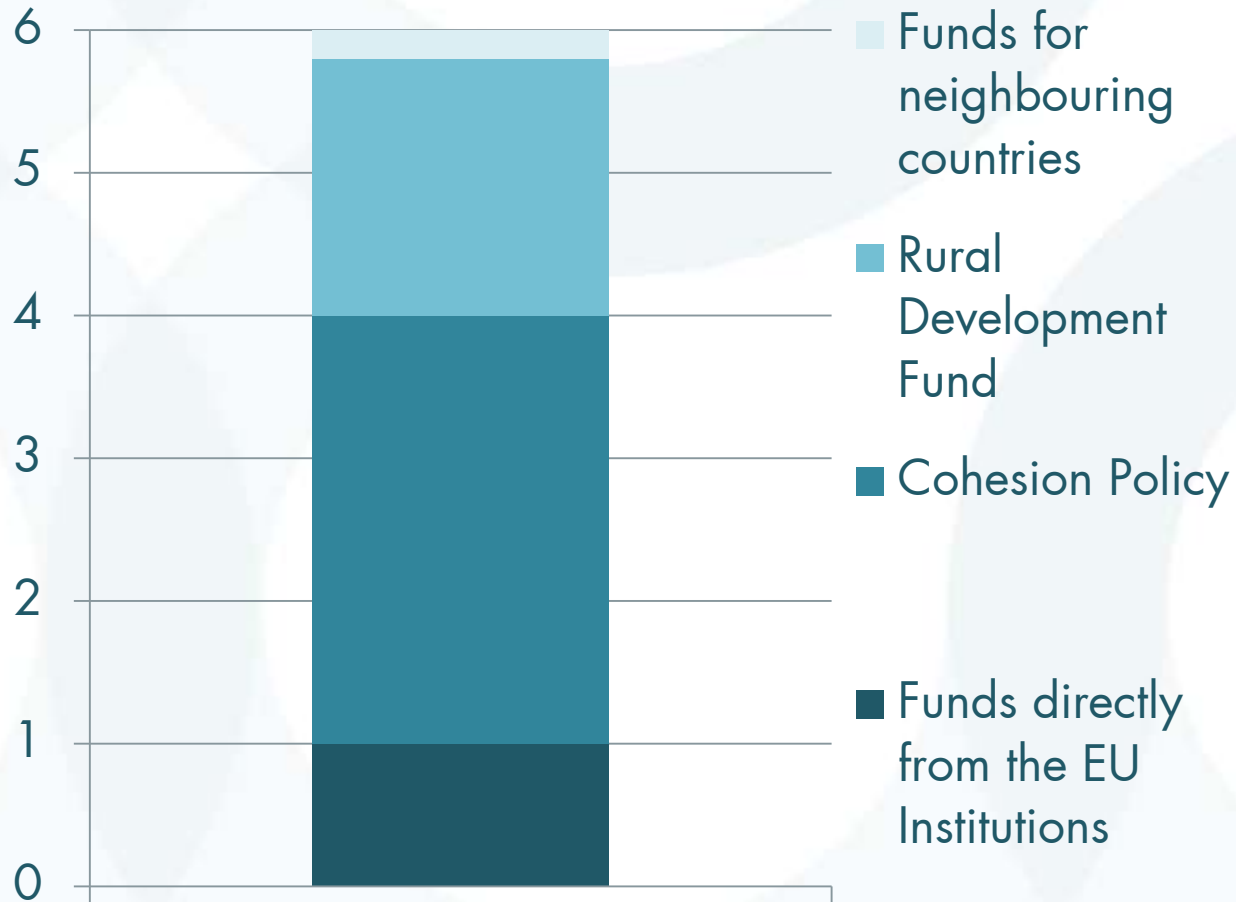
Construction of 50.000 km of new cycle paths
OR

Painting 1.000.000 km of new cycle
lanes OR



Basic cycle training for 100.000.000
European citizens

Where can the money come from?



Funds directly from the EU institutions



Education and Culture DG

'Youth in Action' Programme



INTELLIGENT ENERGY
EUROPE



**SEVENTH FRAMEWORK
PROGRAMME**



Funds directly from the EU institutions

Example: PRESTO

PRESTO aimed to remove barriers and help to develop real cycling cultures in European cities. One of the partners in the project was the City of Bremen in Germany.

The project was co-financed by Intelligent Energy Europe.



Funds directly from the EU institutions



Funds directly from the EU institutions



Cohesion Policy

1. Structural Funds

- European Regional Development Fund
- European Social Fund

2. Cohesion Fund



Cohesion Policy

Example: Demarrage

Develop and promote the Rhine Cycle Route as a touristic product.

The project was co-financed by Northwest Europe INTERREG IV B.



Cohesion Policy

Example: Bridge of Freedom

Construction of a 1 km cycling bridge and path between Austria and Slovakia at the cost of 5 million Euros.

The project was co-financed by Slovak-Austrian cross-border cooperation programme 2007-2013.



creating the future

Programm zur grenzüberschreitenden Zusammenarbeit SLOWAKEI - ÖSTERREICH 2007-2013
Program cezhraničnej spolupráce SLOVENSKÁ REPUBLIKA - RAKÚSKO 2007-2013

Rural Development Fund



**The European Agricultural Fund
for Rural Development: Europe
investing in rural areas**

Rural Development Fund

Example: New cycle paths

Construction of a 2.7 km cycle path between Prerow and Wieck (Mecklenburg – Vorpommern) at the cost of 725.000 Euros.



How to capture some of these resources?

We need a clear reference to cycling in all relevant Frameworks and Operational Programmes!

At a national level:

- National Strategic Reference Frameworks.
- Operational Programmes for Transport, Tourism, Environment etc.

At a regional level:

- Operational Programmes for each region.

How to capture some of these resources in your country?

Is cycling mentioned in the key documents currently?

http://ec.europa.eu/regional_policy/atlas2007/index_en.htm

Need to contact the relevant Managing Authorities to influence what is included in the next operating programmes.



Why do we have to act now?

EU preparing regulations and guidelines that will form framework

New funding period starts (calls for proposals etc.)

2012

2013

2014

European, national and regional bodies confirm priorities for funding

Next steps...

1. Identify what and who needs to be influenced on the national and regional level to increase allocation going to cycling!
2. Convince them to add a clear reference to cycling! Make your own campaign!
3. Support the integration of cycling into the (centralised) European funds and programmes (e.g. TEN-T / CEF, Intelligent Energy Program etc.).

What is the situation in your country?

- Do you have any reference on cycling in the current period (2007-2013) in the strategic documents?
- Do you know how much was invested on cycling from EU resources?
- Do you know who does the planning regarding the next period (2014-2020) in your country?

What do you want to achieve?

- To ask for “money” is not enough....
- You should know the current and targeted share of cycling mobility, cycling tourism in your country and the economic impacts (why it makes sense to invest into cycling)

What do you want to achieve?

- To ask for “money” is not enough....
- You should know what kind of activities are needed to achieve this goal and how much their cost.

What do you want to achieve?

- To ask for “money” is not enough....
- You need a strategy or 2😊:
 - For the actions you want to get financed
 - For your campaign to influence the decision makers



Our contacts:

6billion@ecf.com

a.bodor@ecf.com

e.lancaster@ecf.com