European Cycling Strategy

A cross-sectoral plan to release the potential of cycling

Adam Bodor, European Cyclists` Federation
The main objective of ECF:

More people cycling, more often!
The current level of cycling in Europe

- More than 7% of EU citizens uses as a main mode of transport
- 12% of the EU citizens use bicycle at least once a day
More people cycle, more often in Europe!

Number of cycling trips per day

<table>
<thead>
<tr>
<th>Year</th>
<th>2017</th>
<th>2030</th>
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160 million

240 million
Cycling is the fun, simple and easy solution:

• To fight climate change
• To achieve more sustainable urban mobility
• To improve public health
To have more people cycle, more often:
We need level playing field for cycling in Europe!
There is no level playing field for cycling in Europe, despite cycling is a simple and easy solution!
Why there is no level playing field for cycling?
If it is that simple and easy...
Why there is no level playing field for cycling?

The 10 priorities of the EU Commission:

1. Jobs, growth and investment...

3. Energy union and climate...
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
Economic growth - the EU Cycling Economy:

- Environment + Climate
- Economy
- Social Affairs
- Energy + Resources
- Technology + Design
- Mobility
- Health
- Time + Space
- Diversity of cultures
The size of the EU cycling economy:

- Evidence based: 239,99bn€
- Calculation based on data: 90,7bn€
- Best estimate: 182,5bn€
Who should act to achieve level playing field for cycling?

All levels need to act!
EU Cycling Strategy

ECF initiative to develop, adopt and implement a coherent cross-sectorial cycle plan for the EU
EU Cycling Strategy
What is in the EU cycling strategy?

- Behavior change
- Infrastructure
- Vehicle regulation
- Multimodality and ITS
- Financial & Fiscal Level Playing Field
- Bicycle industry
- EU as a global player
What is in the EU cycling strategy?

Infrastructure

- Guidance on quality
- Integrate EuroVelo into TEN-T
What is in the EU cycling strategy?

Vehicle regulation

• automatic breaking detecting cyclists
• safer cabin design for heavy goods vehicles
What is in the EU cycling strategy?

Multimodality and ITS

- Integrate cycling and PBS to EU standards on multimodal data
- EU passenger rights should improve bicycle carriage conditions on public transport vehicles
What is in the EU cycling strategy?

Financial and fiscal level measures

Increase EU investments in cycling projects

<table>
<thead>
<tr>
<th>Period</th>
<th>Billions of €</th>
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<tbody>
<tr>
<td>2007-2013</td>
<td>0.6</td>
</tr>
<tr>
<td>2014-2020</td>
<td>1.5</td>
</tr>
<tr>
<td>2021-2027</td>
<td>3</td>
</tr>
<tr>
<td>2028-2034</td>
<td>6</td>
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</tbody>
</table>
What is in the EU cycling strategy?

Financial and fiscal level measures

Stop obligatory Motor Vehicle Insurance for e-bikes!

Provide reduced VAT rates for bikes and ebikes.
Conclusions

• Cycling is big to deliver economic growth! Cycling deserves level playing field!
• Plan with cycling systematically!
• We need bold decision in favor of cycling – harmonized with other sustainable modes of transport!
Thanks a lot for your attention!

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