



CFE CONSORTIUM MEMBERSHIP CALL FOR APPLICATIONS 2021



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INTRODUCTION

In 2017 organisations from Denmark, Austria, United Kingdom, Germany, Slovenia, Malta, Bulgaria, France, Croatia, Romania, Italy and the Netherlands, building on the legacy of the Bike2Work¹ project decided to establish the **Cycle-Friendly Employer Certification Consortium (as of now CFE Consortium)** in order to implement the CFE Certification Framework at national level. The European Cyclists' Federation is the Secretariat of the CFE Consortium.

The **CFE Certification Framework** establishes a European standard for bicycle-friendly companies, by helping employers improve the situation for employees that cycle to work. A Long-Term Management Agreement was established by founding members of the CFE Consortium to provide a solid basis for the implementation on the trans-national level and an opportunity for further developments in order to:

- build a cycle-friendly employer culture at European level;
- implement the CFE Certification Framework at European level, beyond the countries represented in the Bike2Work Consortium;
- promote the CFE Certification Framework;
- manage the activities to achieve the aforementioned objectives and support the Secretariat with an annual contribution (from now on '**contribution to the Common Pot**').

CALL FOR APPLICATIONS 2021-2023

The *CFE Consortium* opens a call for proposals for new members from non-represented countries throughout Europe. The Consortium invites applications from organisations from the following countries:

| | | | |
|----------------------|---------|------------|--------------------|
| Albania | Estonia | Latvia | Serbia |
| Bosnia & Herzegovina | Finland | Lithuania | Slovakia |
| Bulgaria | France | Luxembourg | Sweden |
| Cyprus | Hungary | Malta | Switzerland |
| Czechia | Iceland | Portugal | Russian Federation |

¹ The Bike2Work projects was co-funded by the Intelligent Energy Programme of the European Union, and was completed in 2017.



**CYCLE FRIENDLY
EMPLOYER
CERTIFICATION**

ELIGIBILITY CRITERIA

Applicants must be:

- ❖ legal entities based in the country for which they apply, or
- ❖ a national consortium of legal entities - eligible consortia must have at least 2 members from the same country.

A non-exhaustive list of types of entities that can participate in the consortium includes:

- ❖ non-profit organisations (private or public);
- ❖ public authorities (national, regional, local);
- ❖ profit making entities.

APPLICANTS MUST DEMONSTRATE

- ❖ that the organisation has considered its operative and financial capacity to implement the CFE Framework scheme;
- ❖ that the organisation has considered its capacity to implement the CFE Framework scheme at national level;
- ❖ that the organisation has considered to ensure the financial and operative sustainability of the implementation for at least a 3-year period.

RIGHTS AND OBLIGATIONS OF THE SELECTED ORGANISATIONS

- ❖ Selected organisations become full CFE Consortium members and have voting rights at the General Assembly.
- ❖ Selected organisations shall pay annual contribution to the Common Pot for each of the 3 years membership (refer to the Budget and Funding section below).
- ❖ Membership of the CFE Consortium is effective as from the payment of the membership contribution. Contributions feed the Common Pot, the communal fund that allows the Secretariat to carry out its activities.
- ❖ Selected organisations commit to implement the CFE Certification Framework in their own country.
- ❖ No CFE Consortium member shall have the right to transfer its rights and obligations under this Agreement, except where differently provided by the Long-Term Management Agreement.
- ❖ CFE Consortium members are obliged to use the Cycle-Friendly Employer Certification logo. The corporate design can be modified by the Steering Committee.
- ❖ The membership is intended to last 3 years (period 2021– 2023) and it gives the selected organisations the right to use the CFE license for the aforementioned period. The open competition is national.



CONTRIBUTION TO THE COMMON POT

Selected organisations shall pay annual contribution to the Common Pot for each of the 3 years of membership. The 2021 amount has been approved by the General Assembly of January 2021 at €722.92 per share.

The annual contribution is calculated with a system of shares based on the GDP of each country². The shares per country are shown in the table below.

| | | | |
|----------------------|---|--------------------|---|
| Albania | 1 | Latvia | 1 |
| Bosnia & Herzegovina | 1 | Lithuania | 1 |
| Bulgaria | 1 | Luxembourg | 1 |
| Cyprus | 1 | Malta | 1 |
| Czechia | 2 | Portugal | 2 |
| Estonia | 1 | Serbia | 1 |
| Finland | 2 | Slovakia | 1 |
| France | 3 | Sweden | 2 |
| Hungary | 2 | Switzerland | 2 |
| Iceland | 1 | Russian Federation | 3 |

HOW TO APPLY

Step 1 – *Submit your Application*

Contact the CFE Secretariat with any questions and/or to indicate interest in applying for membership. Submit a completed application using the form (word document) found in the application package.

Step 2 – *Submit your Business Plan*

² Shares calculated based on data on GDP at current prices, million purchasing power standards, available here:

<https://ec.europa.eu/eurostat/tgm/refreshTableAction.do?tab=table&plugin=1&pcode=tec00001&language=en>



**CYCLE FRIENDLY
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Upon positive evaluation of your application form by the CFE Steering Committee, you will be invited to submit a 3-year business plan and budget. Submit your business plan using the template (word document) found in the application package.

Step 3 – Sign the Accession Statement

Upon approval of your business plan, you will be invited to sign an accession statement to the CFE Long Term Management Agreement and pay the first annual contribution to the common pot.

Step 4 – Begin the implementation of the CFE Certification Framework

This year we will hold mandatory webinars for new members to go over the certification framework and the three steps to certification, to ensure quality and uniformity of the scheme across Europe. Webinars will be organised once during the summer (June/July) and in the autumn months (October/November). To be confirmed based on applications received.

APPLICATION PACKAGE

- CFE Consortium 2020 – Application Form
- CFE Consortium 2020 – Business Plan Template
- [Description of CFE certification process](#)
- [Guidebook "Bicycle-friendly employer - made easy"](#)

The application process will remain open throughout the year 2021, however it is strongly recommended to complete your application before July 2021, such that new members can begin implementation in the second half of the year.

CONTACT INFO

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AWARD CRITERIA

The selection process is composed of 2 steps: 1) the submission of the application form; 2) the submission of a detailed business plan. For both documents, the award criteria are defined below:

- 1) **BUSINESS IDEA AND SERVICES:** How clear, coherent and ambitious is the work plan? How coherent, appropriate and practical are the overall implementation activities proposed in view of the effective recruitment, assessment and certification of cycle-friendly companies, follow-up and reporting? How unique and innovative are your services in your country? Who are your competitors and which their strengths and weaknesses? Does the proposal include a proper training for CFE auditors? Describe how your proposal adequately covers all activities as outlined in the call for application and its supporting documents. Describe how the proposed action has a tangible impact on the diffusion of the CFE Certification Framework. Clear, realistic and practical impact indicators must be defined as well as an estimation of a real, measurable impact on the target groups concerned in the period 2021-2023.
- 2)
- 3) **MARKETING AND PROMOTION STRATEGY:** How does the marketing and promotional strategy support the implementation the CFE Certification scheme? Which are the target groups? Is your strategy able to approach companies in the whole country and from all employment sectors? How do you explain the importance of the CFE Certification to companies, what is the value for them? How should it be positioned in the marketplace? Where do companies look to get more information and apply for the CFE certification? Where can you find companies (consider geography, marketplace, online tools, etc.)? What promotion channels do you need to pursue? How effective, innovative and convincing are the promotional and communication activities to attract companies and to demonstrate successful results?
- 4) **OPERATIVE CAPACITY:** Does your organization have the professional competencies as well as appropriate qualifications necessary to complete the proposed implementation? Please, provide the following information: curriculum vitae or description of the profile of the main persons primarily responsible for managing and implementing the different activities of the action; a list indicating the persons that will make up the core team responsible for the pilot with their qualifications and competences. List previous actions/activities performed and connected to the cycling friendliness, in particular those regarding the management of bike-to-work schemes and/or company certification. Explain which risks will be faced during the 3-year period and outline an exit strategy to mitigate them.

- 5) **FINANCIAL SUSTAINABILITY:** Applicants must have stable and sufficient sources of funding to maintain their activity throughout the 3-year period during which the action is being carried out. To what extent is the detailed budget coherent with the work plan of the proposal? To what extent is the budget clear and detailed, as well as effective, to implement the action? Does the breakdown of the budget offer a way of ensuring that the amount is reasonable in relation to the expected results? To what extent is the proposed expenditure necessary for the implementation of the project? Do the expected results stand in a reasonable relationship to the estimated budget? Does the budget seem justified when compared to the expected impact? Does the estimated budget provide a clear overview of the costs and incomes during the 3-year period and ensure the financial sustainability?