**CYCLE-FRIENDLY EMPLOYER CERTIFICATION FRAMEWORK**

**CFE Consortium membership 2018-2020**

**APPLICATION FORM**

**INSTRUCTIONS**

* Please read the CFE Consortium - Call for applications 2018 and its supporting documents.
* Only applications using this form will be accepted.
* Please do not send additional documents of any kind, these will not be considered.
* Please complete and send the application form by Friday 25th February 2018.
* Each Section cannot exceed 1 page A4 with size 11 font.
* NOTE: in case of positive evaluation, your organization will be asked to submit a 3-year business plan as defined in the CFE Call for Applicants 2018 by the 6th April 2018.

**SECTION 1 – ADMINISTRATIVE INFORMATION**

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| --- | --- |
| **Country** |  |
| **Name of the organization(s) (English)**In case of consortium, please list all the organisations involved and mention the name of the consortium. |  |
| **Name of contact person** |  |
| **Position in organization** |  |
| **Phone number** |  |
| **E-mail** |  |
| **Web site home-page(s)** |  |
| **Skype address** |  |
| **Eligibility:**  | [ ]  Legal entity[ ]  Consortium |
| **Eligibility: based in the country for which you apply**In case of consortium, all the organizations must be based in the related country. | [ ]  Yes[ ]  No |
| **Eligibility: type of entity**In case of consortium, please specify the type of entity for each organisation involved. |  |

**SECTION 2 – BUSINESS IDEA AND SERVICES**

*Describe the 3-year work plan to implement the CFE Certification scheme in your country, defining tasks and responsibilities, impact on the diffusion and acknowledgement of the CFE Framework scheme, measurable indicators for the period 2018-2020.*

**SECTION 3 – MARKETING AND PROMOTIONAL STRATEGY**

*Outline the marketing and promotional strategy, define the main target groups and stakeholders. Describe the activities, tools and expected results of your strategy.*

**SECTION 4 – OPERATIVE CAPACITY**

*Describe qualifications and professional experiences of the staff primarily involved in the implementation of the CFE Certification scheme. Furthermore, 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.*

**SECTION 5 – FINANCIAL SUSTAINABILITY**

*Provide an overview of the estimated budget, including costs and income for the 3-year period of implementation, and explain how it will ensure the financial sustainability?*

**SECTION 6 – IMPLEMENTATION TIMETABLE**

Please make a detailed timetable that includes the activities of the proposed work plan as listed above and indicate milestones. Please take into consideration that a technical and financial report will be requested by the CFE Consortium after the end of each year as well as an update of the business plan.

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| **DATE** | **ACTIVITY** | **ORGANISATION/STAFF IN CHARGE** |
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**SECTION 7 – ESTIMATED BUDGET 2018 - 2020**

The estimated budget provides forecasts on the following headings:

* Central assumptions
* Break-even point
* Capital requirements
* Profit year 1 to year 3
* Sales by source

A detailed cost plan will also include the following table for the period 2018-2020:

|  |  |  |  |
| --- | --- | --- | --- |
| COSTS |   | INCOME |   |
| Staff costs |  € -  | CFE Certifications |  € -  |
| Subcontracting |  € -  | Sponsorships |  € -  |
| Travel |  € -  | Other incomes  |  € -  |
| Other costs |  € -  |   |  € -  |
| Cfe Common pot |  € -  |   |  € -  |
| TOTAL COSTS |  € -  | TOTAL INCOME |  € -  |
|  |  | **PROFIT OR LOSS** |  **€ -**  |