



CFE Consortium membership Call for Applications 2019

cfe-certification.eu



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INTRODUCTION

The Cycle-Friendly Employer Certification Framework - <https://cfe-certification.eu/> - established a European standard for cycle friendly companies. The certification helps European companies to 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 of the CFE initiative 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 (website, PR, social media, answer information requests etc.);
- manage the activities to achieve the aforementioned objectives (meetings, planning, reporting, accounting etc.) and support the financial needs of the Secretariat with an annual contribution (from now on 'contribution to the Common Pot').

CALL FOR APPLICATIONS 2019-2021

In 2017 organisations from Denmark, Austria, United Kingdom, Germany, Slovenia, Malta, Bulgaria, France, Croatia, Romania, Italy and the Netherlands, by exploiting the legacy of the Bike2Work project (<http://www.bike2work-project.eu/en/>) 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 Steering Committee opens a call for proposals for new Consortium members from non-represented countries throughout Europe. The Consortium is considering to include organisations from the following countries as members of the European Union and EFTA:

Cyprus	Lithuania
Czech Republic	Luxembourg
Estonia	Liechtenstein
Finland	Russia
Greece	Portugal
Hungary	Slovakia
Iceland	Sweden
Ireland	Switzerland
Latvia	Serbia
Bosnia and Herzegovina	Turkey



ELIGIBILITY CRITERIA

Applicants must be:

- ❖ legal entities or
- ❖ a national consortium of legal entities. Eligible consortia must have at least 2 members from the same country;
- ❖ based in the country for which it applies.

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 OBLICATIONS OF THE SELECTED ORGANISATIONS

- ❖ Selected organisations become full CFE Consortium members and have voting rights at the General Assembly.
- ❖ Selected organisations commit to implement the CFE Certification Framework in their own country.
- ❖ 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 feeds the Common Pot, the communal fund that allows the Secretariat to carry out the activities as set up in Art. 9 of the Long-Term Management Agreement.
- ❖ CFE Consortium members commit to submit a 3-year and annual work plans and estimated budgets.
- ❖ CFE Consortium members are responsible on the trans-national level for providing all necessary information and data to the Secretariat; notifying the Secretariat of any factors that may adversely affect the implementation of the long-term management in accordance with the work plan.
- ❖ 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 2019– 2021) and it gives the selected organisations the right to use the CFE license for the aforementioned period. The open competition is national.

BUDGETS AND FUNDING

Selected organisations shall pay annual contribution to the Common Pot for each of the 3 years of membership. The amount of the contribution is determined by the General Assembly, the 2019 amount is under revision to be approved by the next General Assembly (planned for March 2019).

The annual contribution is calculated with a system of shares based on the GDP of each country. The shares per country are shown in the table below. *For reference, the 2018 share was €1,333.75.*

Cyprus	1	Lithuania	1
Czech Republic	2	Luxembourg	1
Estonia	1	Liechtenstein	1
Finland	2	Russia	3
Greece	2	Portugal	2
Hungary	2	Slovakia	1
Iceland	1	Sweden	2
Ireland	2	Switzerland	2
Latvia	1	Serbia	1
Bosnia and Herzegovina	1		
Turkey	3		



APPLICATION PROCEDURE

Step 1 – Deadline 1 April 2019

The application form duly filled out should be sent to Ms. Froso Christofides f.christofides@ecf.com by Monday April 1st 2019.

Step 2 – Deadline 29th April 2019

Upon positive evaluation of your application form, **you will be invited to submit a 3-year and annual work plans and estimated budget**, to be sent to Ms. Froso Christofides f.christofides@ecf.com by April 29th 2019.

TIMELINE

STAGES	DATES
Publication of the CFE Consortium membership 2019-2021 - Call for applications	4 March 2019
Deadline for submission of the applications	1 April 2019
Publication of the evaluation results of the applications	8 April 2019
Deadline for the submission of 3-year business plans	29 April 2019
Approval of 3-year business plans	30 April 2019
Signature of the Accession Statement to the CFE Long Term Management Agreement	May 2019
Start of certifications procedures	May 2019

RELEVANT DOCUMENTS

CFE Consortium membership 2019-2021 - Call for applications is published on the CFE website (News) and ECF website (Tenders and Vacancies). The main documents relevant to the call are the following:

- CFE Call for Applications 2019 – Application Form
- [Guidebook "Bicycle-friendly employer - made easy"](#)
- [Description of CFE certification process](#)
- CFE Long Term Management Agreement (PDF - Annex I to this document)
- Workplan 2018-2020 (PDF- Annex II to this document)
- CFE website <https://cfe-certification.eu/>



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:

Please take into consideration that for 'Step 1 – Application form' you will provide an overall description of the points defined in the award criteria as the template will not allow you to exceed 1 page in A4 for each section.

- 1) **BUSINESS IDEA AND SERVICES:** How clear, coherent and ambitious is the work plan? How coherent, appropriate and practical are the overall implementation and the activities proposed in view of the effective recruitment, assessment and certification of cycle-friendly companies, follow-up and appropriate 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 Framework scheme. 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 2019-2021
- 2) **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?
- 3) **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.
- 4) **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?

Questions

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(CFE Secretariat)