



CFE CONSORTIUM MEMBERSHIP CALL FOR APPLICATIONS

INTRODUCTION

The Cycle-Friendly Employer Certification Framework (CFE Certification Framework) establishes a European standard for bicycle-friendliness in the European workplace.

In 2017 organisations from Denmark, Austria, United Kingdom, Germany, Slovenia, Malta, Bulgaria, France, Croatia, Romania, Italy and the Netherlands, by building on the legacy of the Bike2Work 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. Certification is intended to facilitate and enable European employers to improve the situation for employees that cycle to work, as well as to acknowledge and reward their efforts.

The CFE Certification is currently being implemented in fifteen countries across Europe, with a total of over 750 employers already certified as Cycle-Friendly, collectively representing well over 700,000 employees.

The annual **Call for Applications** is an open competition whose objective is to select one organisation in each of the non-represented countries that will

- implement the CFE Certification Framework at national level;
- issue the CFE certification to cycle-friendly employers;
- build a cycle-friendly employer culture at national level;
- be part of a European CFE network.

The CFE Consortium invites applications for new members from non-represented countries, as follows

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

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 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 visual identity;
- ❖ The membership is intended to last 3 years and it gives the selected organisations the right to use the CFE license for the aforementioned period. The open competition is national;
- ❖ Selected organisations shall pay annual contribution to the Common Pot for each of the 3 years membership. Contributions feed the communal fund that allows the Secretariat to carry out its activities;
- ❖ Membership of the CFE Consortium is effective upon the payment of the membership contribution.

AWARD CRITERIA

Applications for CFE Consortium membership are evaluated using the following criteria

1) **BUSINESS IDEA AND SERVICES**

How clear, coherent and ambitious is the work plan? How practical are the implementation activities proposed? How unique and innovative are the 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 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 2022-2024.

2) **MARKETING AND PROMOTION STRATEGY**

How does the strategy support the implementation of 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 position CFE Certification for your local/national context? Where do companies look to get more information and apply for the CFE certification? 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 a description of the profile of the 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 with their qualifications and competences. List previous actions/activities performed and connected to 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? 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?

CONTRIBUTION TO THE COMMON POT

Selected organisations shall pay annual contribution to the Common Pot for each of the 3 years of membership. 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.

Albania	1	Latvia	1
Bosnia & Herzegovina	1	Lithuania	1
Bulgaria	1	Luxembourg	1
Cyprus	1	Malta	1
Czech Republic	2	Portugal	2
Estonia	1	Serbia	1
Finland	2	Slovakia	1
Hungary	2	Sweden	2
Iceland	1	Switzerland	2

HOW TO APPLY

The application process will remain open throughout the year, and applications will be evaluated on a rolling basis.

1. **Get in touch** – with any questions and/or to signal interest in applying for CFE Consortium Membership
2. **Submit your application form** via email to Froso Christofides | ECF Members & Networks Manager | f.christofides@ecf.com.
3. Upon positive evaluation of your application form, you will be invited to **submit a three-year plan and budget**
4. Upon acceptance 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.
5. **Begin implementation** of the CFE Certification in your country!

Contact: Froso Christofides | ECF Members & Networks Manager | f.christofides@ecf.com