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# ECF LEADERSHIP PROGRAMME 2015 SUCCESS STORIES

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# LEADERSHIP PROGRAMME: EMPOWERING ADVOCATES ALL OVER EUROPE SINCE 2013

The ECF Leadership Programme supports small and medium sized organisations who have the most **potential to become influential national leaders**. We developed the Programme **thanks to the support of the Cycling Industry Club** with the purpose of empowering local and national organisations and improve their advocacy skills and expertise.

In these years **we have trained 15 organisations**. It has been proven year after year: the Leadership Programme works. It has been a real **game changer** for all participants, helping them to push their advocacy activities to the next level, grow their organisations and increase investments on cycling.

Read the following pages to have an idea of the impact the Programme had on last year's participants.

We hope that these organisations are the first of many leaders advocating for **more people cycling more often** in countries where a lot of work has to be done. I am very proud to present you with their achievements.

**Kevin Mayne**

ECF Development Director



*“The Leadership Programme has radically changed our mindset. The improved approach we are still developing helped us include more and more actors in our advocacy plans, which gives us strength and a diversity of viewpoints”*

**Morten Lange,  
President**

# LANDSSAMTÖK HJÓLREIÐAMANNA

## Iceland

### **The Programme's lead**

Helped by the Leadership Programme, LHM has **greatly widened** its professional contacts to either serve on the board or act as consultants. Using such contacts will **increase the expertise** of the organisation and its efficiency. LHM has been - and is keeping - growing geographically as well: **new members**, located outside of the capital area have joined and several new contacts are already planned.

### **Achievements**

A major plan for building a **bicycle industry network** has been created, seeking to include retailers, rentals, tour operators and repairs. Alongside this focus on strengthening LHM, there have been numerous lobby efforts, such as advocating to **ease regulations on bicycles**, consultations with the **Minister for the Environment** and future collaborations with the **Directorate for Health**.



# CYKELFRÄMJANDET

Sweden

## The Programme's lead

The Programme has helped Cykelfrämjandet organise **5 working groups** that empower local branches of advocacy. Further to this, the strong support provided by the Programme instilled **confidence and international legitimacy** to demand an operative role in the political arena. The future of Cykelfrämjandet is looking brighter than ever, and so does cycling in Sweden.

## Achievements

Through the Leadership Programme's training, Cykelfrämjandet has firmly stepped up its efforts towards making Sweden a first class cycling nation. The adoption of a **new Swedish cycling strategy** is a direct evidence of the efficiency of the program.

*"The ECF Leadership Programme has brought our team a better sense of direction and drive; members from the regional divisions have gained a powerful set of tools to further the cycling cause and to better promote our message towards politicians, media and the general public."*

**Lars Strömgen,  
President**



*“The Leadership Programme has been a significant resource, not only for finance and support, but in improving the quality of the FCF’s work. Without the Leadership Programme we wouldn’t be able to lobby for new traffic laws as effectively - and this will make big difference for cyclists in Finland!”*

**Matti Koistinen,  
Secretary General**



## PYÖRÄLIITTO

Finland

**The Programme's lead** Pyöräliitto membership, the Finnish Cyclists Federation (FCF), **grew by an outstanding 23%** in terms of organisational development. FCF also increased paid staff capacity, secured public fundings for three different projects and is now in the process of developing a sponsor strategy through **Dynamo, a Finnish version of ECF's Cycling Industry Club.**

### **Achivements**

Pyöräliitto has been very successful all along 2015. When the Finnish Transport Agency established **special funds** for undertaking repairs to transport infrastructure, FCF lobbied to **include repairs cycling infrastructure** too. To add even further weight to its advocacy voice, FCF will be gathering allies in the civil society sector.

# CYCLIST.IE

## Ireland

### The Programme's lead

Advised by ECF experts during the trainings, Cyclist.ie has been very busy **developing strategic partnerships**, in order to retain and strengthen the position of **National Cycling Coordinator**. To this end, the organisation developed a strategic partnership with Cycling Ireland – the all Island governing body for the sport of cycling.

### Achievements

Cyclist.ie has been **running several successful campaigns**, such as *Over 30, Respect* and *Bike Theft*. Relevant governmental institutions collaborated in all the campaigns, such as the **Department of Transport** and the **Road Safety Authority**. With national elections taking place recently, this was the perfect opportunity to advocate for a greater inclusion of bicycles in national cycling policies.

*“Partnering with the right institutions is a key procedure to succeed in advocacy. The Leadership Programme stepped up our reach, giving us access to the highest ranks of national governance. Thanks to its lead, we managed to involve in our campaigns the most appropriate governmental bodies”*

**Colm Ryder,**  
**Chairperson**



*"We strongly believe strength lies in numbers, but we were struggling to get those numbers. The Leadership Programme showed us the most efficient way to grow our contact list and network the greatest organizations working on cycling in Greece"*

**Panagiotis Pitsilos,  
President**

## ATTICA BIKE COMMUNITY

Greece

### **The Programme's lead**

Founded in 2015, the Attica Bike Community has been very busy. One of the main goals since the beginning was to be accepted on the Leadership Programme to take full advantage of the opportunities such a large **network of cycling advocates** could present.

### **Achievements**

Thanks to the Programme, the Community has developed a great **operative working network**, both domestically and internationally. It managed to work alongside the **Municipality of Athens**, and has begun making contacts with the **Greek Ministry of Transport** as well. For the first time ever, all the cycling organisations in the country are being approached and asked to form a united national body. The development of a **Pan-Hellenic Cyclists Federation** is now a priority.





# CONBICI

## Spain

### The Programme's lead

The **financial support** granted by the Leadership Programme has been vital for ConBici. It is through the Organisational Development workshops, however, that it managed to **develop better funding strategies** by improving the quality of lobbying techniques. Contacts and exchanges with similar organisations in Europe have also been very helpful and inspiring.

### Achievements

One of the main outcomes ConBici achieved is the progress towards the development of a National Cycling Strategy. The **Spanish National Cycling Strategy**, developed by all cycling stakeholders in the country, has been addressed to main political parties, business actors and the media. The overall objective for 2016 is to **win the new government for the National Cycling Plan, and promote the creation of a Parliamentary Cycling Group.**

*"Funding was one of our main issues. ECF's Programme has been crucial in securing funds for the organisation, and in guaranteeing a steady advocacy action"*

**Haritz Ferrando,**  
**Office Manager**



*"It is all about energy, commitment, inspiration and quality. Having a joint label and a platform helps the companies in the sector to get recognised more easily and the country to increase its bicycle traffic quality. The Leadership Program helped us with this process"*

**Andrzej Felczak,  
President**



## **RADLOBBY ÖSTERREICH** Austria

### **The Programme's lead**

The Leadership Programme had a strong impact on a wide span of Radlobby Österreich activities, ranging **from finance to networking and capacity building**. Through the Programme's advices, Radlobby could **find new funding sources and increase its membership numbers**.

### **Achievements**

Radlobby Österreich really got the most out of the Leadership Programme. This improved Radlobby's advocacy level and the organisation started working with national governmental agencies like the **Ministry of Transport** and the **Austrian Association for Research on Road, Rail and Transport**. **New campaigns** have been launched to address more issues cyclists were encountering and a **touristic unit** has also been created.

# SLOVENSKA KOLESARSKA MREŽA

## Slovenia

### The Programme's lead

Highly responsive to the Leadership Programme, the Slovenian Cyclists' Network **improved its influence** at the national level. The SCN was selected to represent all NGOs in the **interministerial working group for cycle friendly laws** and it has been collaborating regularly with governmental agencies.

### Achievements

The Network grew impressively, last year, both in terms of members and capacity. The Network welcomed **five new member organisations**, stepped up its organisational development activities by **organising workshops** and publishing new **position papers**. Currently the Network is cooperating in the process of **updating the Masterplan for Cycling Infrastructure** and the **National Cycling Strategy**. These are both key documents for the development of cycling policies in the country.

*"The Leadership Programme helped us build a network including both cycling organisations and the government. We learnt a lot from other countries, their best practices and the training opportunities organised by the Programme"*

**Bojan Žižek,**  
**Secretary General**



Slovenska kolesarska mreža

*"This Leadership Program was a huge support for us because it helped us structure our wishes and long term plans into doable actions. We are gaining partners and targets that were unmanageable. A national cycling network now seems realistic and the organisations we are trying to include are also profiting."*

**Jelena Šimunović,  
Coordinator**

## SINDIKAT BICIKLISTA

Croatia

### **The Programme's lead**

Sindikata Biciklista's funding is improving due to **expert services provided to cities and municipalities** and 8 organisations are coming together to decide upon a national structure. **Pedalafest**, the flagship event of Sindikat Biciklista, has become the biggest gathering of cycling stakeholders **in the country.**

### **Achievements**

Sindikata Biciklista has been really successful in **creating an active network** within the country. Thanks to the Programme's lead, Sindikat Biciklista also managed to **diversify and increase their fund streams**, which means more staff and **better advocacy** at national level.



sindikata biciklista