The economic benefits of cycling

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The main objective of ECF:

More people cycling, more often!
More people cycle, more often:

To fight climate change
To reduce air pollution
To reduce congestion
To improve public health

Contribution of cycling to the UN Sustainable development goals
More people cycle, more often!

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of cycling trips per day</th>
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<tbody>
<tr>
<td>2017</td>
<td>160 million</td>
</tr>
<tr>
<td>2030</td>
<td>240 million</td>
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To have more people cycle, more often:

We need level playing field for cycling in Europe!
There is no level playing field for cycling in Europe!
Why there is no level playing field for cycling?

The 10 priorities of the EU commission:

1. Jobs, growth and investment...

3. Energy union and climate...
Why there is no level playing field for cycling?

“I want to be serious about being big on big things and small on small”
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
Economic growth - the EU Cycling Economy:
Air Quality

• EU aggregated benefit: 0.43 bn € per year
• UK study, 2017 (Eunomia/Sustrans: Air Quality Benefits of Active Travel):
  • If cycling was doubled in England, this would create benefits of 288 million GBP per year in terms of reduced air pollution
Congestion Reduction

• EU aggregated benefit: 6.6 bn € per year

• Building 675 km of additional cycle highways – reduction of time spent in congestion in the Netherlands by 3.8 million hours per year*

*(Goudappel Coffeng (2011): Cycle freeways - What are the benefits?)*
Bicycle industry

- Value of the bikes, parts and accessories produced in the EU 6 bn € per year, value of bike repair 0.99 bn € per year
- Fastest growing sector in electromobility (sales up 20% in 2016)
- Relocation of manufacturing from Asia to EU.
Cycling tourism

European Parliament Study:
“€44 billion economic impact per year estimated”
€44 billion vs €39.4 billion
Public health

• The single biggest contributor to the economic impact of cycling
• EU aggregated benefit: Longer lives – 97 bn€, Healthier lives – 39 bn€ per year
• Use the HEAT tool of the World Health Organisation
Economic growth - the EU Cycling Economy:
The size of the EU cycling economy:

- Evidence based: 239,99bn€
- Calculation based on data: 90,7bn€
- Best estimate: 182,5bn€
How to get even bigger on the economic impact of cycling?

Increase cycling by 50% by 2030!
Media uptake

European Cyclists' Federation Calculates Benefits of Cycling

Fietsters brengen Europa jaarlijks tot 513 miljard euro op

Cycling creates €513 billion annually in Europe, says new report
Media uptake

Bicicleta pode gerar uma economia de 513 bilhões de euros por ano na Europa, diz relatório

By Paula Tarczyl 10 de Janeiro de 2017 0 Comments

Bici: quanto vale in Europa.

Fahrradportal

Studia: Beneficiile ciclismului la nivel european, estimatele la 513 miliarde de euro
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
Comparison:

Mining and quarrying: 615,000 jobs

Steel sector: 350,000 jobs
The bicycle itself, bike-sharing and electric power assisted cycles (EPACs) were all invented in Europe. Urban design and transport experts from those Member States with the highest mode share for cycling are being commissioned to redesign public space and mobility chains all over the world.

21 million bicycles were sold in the EU in 2014, outnumbering newly registered passenger cars by more than eight million. Public bike-share systems have been implemented in over 3,000 cities on four continents. EU based manufacturers of EPAC technology lead the way in e-mobility, serving a rapidly growing global market of currently 35 million units a year. Cycling related manufacturing and services currently employ 650'000 people in the EU. Doubling the current mode share of cycling would raise that number to over one million.
I am happy to see that currently, EU is world’s leader in the area of cycling innovation. Transport and urban design specialists from EU member states are being commissioned to redesign public spaces and introduce innovative mobility schemes all over the world, and EU based manufacturers of electric assisted cycle technology lead the way in e-mobility.

Cycling has also proved to be very beneficial for the economy – bicycle innovation boosts jobs and growth and supports EU industry through new technology and services. In 2014, 21 million bicycles were sold in the EU, outnumbering newly registered passenger cars by more than eight million. Together, all cycling related manufacturing and services employ 650,000 people in the EU.
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
How to become big on (cycling) investments?

Benefits of 1€ invested in...

- UK local roads*: 4.23 €
- Barcelona**: 35 €
- Zürich**: 61 €
- Rome**: 70 €

*The Eddington Transport Study, 2006
**Mueller et. al., Health impact assessment of cycling network expansions in European cities, Preventive Medicine, January 2018
Conclusions

• We have to demonstrate that cycling is big to deliver economic growth, jobs!
• Use facts and figures to convince politicians!
• Don’t be shy and ask for big investments in cycling!
Thank you!

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