CYCLING ECONOMY // OPENING
Manfred Neun // ECF President
WELCOME TO VELO-CITY 2011 IN SEVILLE

Calling for Sustainable Investments
What are Sustainable Investments?
Constraints:
1. Market volume
2. Cycling is too cheap
3. Political classification
4. Status of cycling
CYCLING ECONOMY

Big assets related to these challenges:
1. Fossil Energy & other resources
2. Transport efficiency
3. Climate change
4. Health
5. Growing cities & quality of urban living
The economic approach to cycling
PRESS THE BUTTON – INVEST NOW!

The economic approach to cycling

Integrated Transport
PRESS THE BUTTON – INVEST NOW!

Public Cycling
PRESS THE BUTTON – INVEST NOW!

Public cycling
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Public cycling

Saving & Invest...
PRESS THE BUTTON – INVEST NOW!

Public cycling

Saving & Invest...

Positioning of cycling
PRESS THE BUTTON – INVEST NOW!

Public Cycling

Saving & Invest...

E-Cycling
PRESS THE BUTTON – INVEST NOW!

Public cycling

Saving & Invest...

E-cycling
PRESS THE BUTTON – INVEST NOW!

Cycling 4 export

Public cycling

Saving & Invest...

E-cycling
PRESS THE BUTTON – INVEST NOW!

Cycling 4 export

Saving & Invest...

E-cycling
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Public cycling

Cycling 4 export!

Saving & Invest...

E-cycling
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Public cycling

Cycling 4 export!

Changemaking

Saving & Invest...

E-cycling
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- E-cycling
- Saving & Invest...
- Cycling 4 export!
- Changemaking

Cyclingmobility
Urban Planning - Cycling Policy - Research & Development

The circle of life
Cyclic economic rules:
- No manland
- E-golf of collective golf
- Charging school
- Foodsharing procedures
- Across the statistics
- E-bike cycle www.become cycling

NOSDO Infraestructuras para la Sostenibilidad
ECF - European Cyclists' Federation
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- Cycling for Cyclists
- Cycling 4 export!
- R & D
- Saving & Invest...
- Cycling Tourism
- E-cycling
PRESS THE BUTTON – INVEST NOW!

Public cycling

Cycling for Cyclists

E-cycling

R & D

Cycling 4 export!

Saving & Invest...

Cycling Tourism

Energy efficiency
PRESS THE BUTTON – INVEST NOW!

Cyclingmobility

R & D

Cycling Tourism

Energy efficiency
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- Cycling 4 export!
- R & D
- Saving & Invest...
- Cycling Tourism
- Energy efficiency
- E-cycling
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- Cycling 4 export!
- Saving & Invest...
- R & D
- Cycling Tourism
- E-cycling
- Health
- Energy efficiency
PRESS THE BUTTON – INVEST NOW!

Cyclingmobility
R & D

EuroVelo
Cycling Tourism

Energy efficiency

FITNESS

NOSDO Infraestructuras para la Sostenibilidad
ECF European Cyclists' Federation
PRESS THE BUTTON – INVEST NOW!

- E-cycling
- Cycling Tourism
- Energy efficiency
- R & D
- Health
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- Cycling for Cyclists
- R & D
- Cycling 4 export!
- Cycling Tourism
- Energy efficiency
- Saving & Invest...
- E-cycling
- Cycling & Health

NO SDO
Infraestructuras para la Sostenibilidad

European Cyclists' Federation
PRESS THE BUTTON – INVEST NOW!

- Public cycling
- Cycling for Cyclists
- R & D
- Cycling 4 export!
- Cycling 4 Society
- Cycling Tourism
- Saving & Invest...
- E-cycling
- Cycling Tourism
- Energy efficiency

Logos and partnerships: NOSDO, Infraestructuras para la Sostenibilidad, ECF.
PRESS THE BUTTON – INVEST NOW!
PRESS THE BUTTON – INVEST NOW!

Public cycling

Cycling for Cyclists

R & D

Cycling 4 export!

Cycling Tourism

Energy efficiency

Saving & Invest...

Cycling 4 society

Cycling Tourism

E-cycling

Cycling Tourism

ECF
WHAT DO SOCIETIES NEED?

Paradigm of growth?
WHAT DO SOCIETIES NEED?

Paradigm of growth?
WHAT DO SOCIETIES NEED?

Paradigm of growth?

Sustainable growth?
WHAT DO SOCIETIES NEED?

Cycling for Society

Vadana Shiva at Velo-city Global 2010 in Copenhagen:

• “For me, the bicycle is really a deep celebration of our freedom and democracy.”

• “The bike builds local economies, it builds local communities.”
CYCLING ECONOMY
THE BUSINESS FOR CULTURE*

*Cycling for Society – Cycling for Nature – Cycling for Peace
Cycling for Sustainability
Manfred Neun // ECF President
Thank you very much // muchas grazias!