



ECF gratefully acknowledges financial support from the European Commission.



# Draft ECF Vision 2030

**AGM 2018 – 19 May 2018**  
**Milan**



# PREAMBLE

We envision a sustainable Europe and world for current and all future generations. Cycling delivers on sustainable mobility for all.



# OUR MISSION

We work on better and more cycling for sustainable mobility in Europe for all.



# 1. THE EUROPE WE ENVISION IN 2030

A sustainable Europe, where ...

- walking and cycling (active mobility) are the basic mobility system in mobility policies
- organizations and institutions from the civil society, business and public sector work harmoniously together on sustainable mobility for all
- a radical change of unsustainable mobility solutions and systems into sustainable mobility solutions and systems has been realized



# OUR BELIEFS

We believe, based on the evidence we have:

- 'Active Mobility', such as walking and cycling, is an important element to fulfill the competences of the European Union
- Cycling delivers on the Global Goals and contributes to a sustainable Europe
- Cycling has to be prioritized, together with walking and public transport, over individual motorized transport, for the radical change to sustainable mobility systems



# OUR CORE VALUES

- **Sustainability**
- Justice, Peace, Freedom
- Democracy, Diversity and Equality
- Health, Safety & Well-being
- Partnership



## 2. THE ECF WE ENVISION IN 2030

- In 2030 the European Cyclists' Federation (ECF) is the **European Cycling Federation (ECF)**, the European federation for civil society organizations (CSOs) advocating for and working for better conditions for cyclists and increased cycling.
- The members of ECF are CSOs from Europe, with an interest in promoting cycling. They are not political party related, not representing the government / public sector and not representing the commercial sector.
- In 2030 ECF has channeled the diverse European cycling movements and leveraged their enthusiasm to create a powerful and professional symphony of voices from civil society for cycling in Europe.



# THE EUROPEAN CYCLING FEDERATION



In 2030 the ECF is

- a professional, evidence based, effective and respected international organization
- the leading European international cycling advocacy and promotion organization
- a positive partner for the EU and international, national, regional and local institutions and for organizations from all sectors (civil society, business, public sector)
- one of the leading cycling advocacy and promotion organizations in the World Cycling Alliance (WCA)



# OUR CORPORATE PRINCIPLES

- Democracy & Transparency
- Diversity & Equality
- Reliability & Accountability
- Ambition & Leadership
- Innovation & Flexibility
- Impact & Collaboration



# OUR STRUCTURES AND MAIN APPROACH

- We have democratic governance structures
- We serve and collaborate with the member organizations
- We collaborate and partner with other organizations and institutions from the civil society, business and public sector
- We are supported financially and in kind by partners from the civil society, business and public sector



# OUR ADVOCACY AND PROMOTION

- Professional advocacy and campaigning
- Professional International exchange of best practices, knowledge & expertise on cycling, e.g. via our Velo-city Conference Series
- Collaboration with partners in campaigns and projects, e.g. in the EuroVelo programme
- Carrying out projects and delivering services
- Collaboration and partnership in the (new) European Cycling Sector Organization, an organization for strong European key players from civil society, business and the public sector, working together for more and better cycling in Europe.



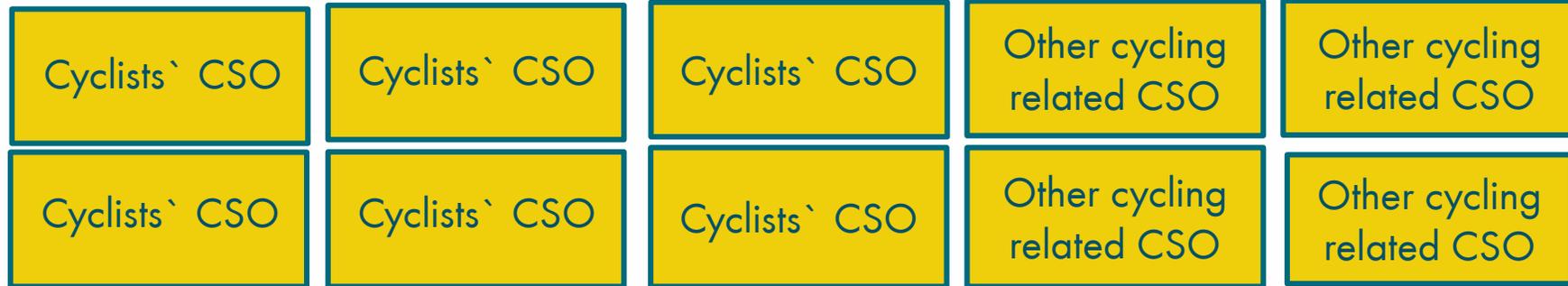
# THE FUTURE OF THE ECF NETWORKS

- In 2030 the current ECF network “Cycling Industry Club” will have developed into an independent legal entity ECF will partner with in the (new) European Cycling Sector Organization.
- If other ECF networks have developed in 2030 also into independent legal entities ECF will partner with them in solid organizational structures, co-created with ECF before and during this development to ensure the continuation of cooperation and to strengthen synergies.



# ECF in 2030

## European Cycling Federation



The European Federation for all Civil Society cycling advocacy and promotion Organizations.

ECF will have grown and will work with a growing community of members.

ECF may run *networks* and organize *platforms*. The members are not necessarily members of ECF but will have influence on the work plans for and the activities of these networks and platforms.



# ECF: member of the European Cycling Sector Organization in 2030



## European Cycling Sector Organization

European Cycling  
Federation  
(ECF)

Cycling  
Industry

Public Sector

Other  
Stake-  
holder  
....

The structure for European **independent** stakeholders with an interest in cycling.  
Purpose: Common cycling advocacy and promotion for more and better cycling in Europe.  
Form of the structure / organization to be decided.



## 3. WHAT WE DO

- We advocate and work for better and more cycling in Europe
- We take the lead where the opportunities and threats for cycling are at stake and ECF can make a difference
- We take the “EU Cycling Strategy” as the base for an agenda for the radical change of unsustainable mobility solutions and systems into sustainable mobility solutions and systems in Europe



# We work on topics, always related to cycling, such as:

- Mobility systems for people & goods
- Access to social life, education, work, services
- Leisure & tourism
- Behavioral change
- Intermodality
- Spatial planning
- City development & design
- Infrastructure
- Road Codes; traffic laws & regulations
- Public space
- Economy
- Health
- Environment & Climate
- Vehicles, low and high tech
- Technologies, low and high tech
- Taxation & fiscal systems
- Industrial and trade policies
- Mobility Services
- Governance
- Monitoring & Evaluation



# OUR MAIN GOALS

- Support through cycling the achievement of the Sustainable Development Goals in Europe, on sustainable mobility systems in European cities and regions.
- Grow cycle use in Europe for all, including all ages and gender balance
- Improve public health and road safety for cyclists
- Increase investments and improve regulations for more and better cycling in Europe.



# EPILOGUE

There is much to be done and we have only just now begun our journey. Fortunately, as cyclists, our method of conveyance is satisfying and amusing and our voyage is certain to be filled with joyous moments and unexpected discoveries.

