



Annual Report

2019



ECF gratefully acknowledges financial support from the European Commission



ECF gratefully acknowledges financial support from the cycling industry via Cycling Industries Europe

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More
and better
cycling for all

Introduction

2019 has been a year of breakthroughs, for the environment and for cycling. In a time when the European Parliament, together with 1,400 local governments worldwide, have declared a climate emergency; and when the European Commission has presented its most ambitious Green Deal ever, we are confident to say that the European Cyclists' Federation's work has greatly contributed to both.

Our campaign for the **European elections** in spring has brought unprecedented attention to cycling in the European Parliament. Thanks to the support of our members, over 400 candidates signed our *Cycling for All* pledge, committing to be champions for the bicycle in the Parliament. 75 of them were actually elected and we will help them keep to their word during their mandate.

We are getting on the fast track towards **Vision Zero**. The 'Road Infrastructure Safety Management Directive' and 'General Safety Regulation' have finally been revised and the ECF recommendations were integrated in the final texts. This took years of lobbying work, but has the potential to save thousands of lives and prevent hundreds of thousands of crashes.

EuroVelo keeps growing with no signs of slowing down. Thanks to new extensions in Turkey, the network touched 90,000 km of routes in 42 countries. In May, the **Iron Curtain Trail** (EuroVelo 13) was declared a Cultural Route by the Council of Europe, a prestigious recognition of the value of cycle tourism.

After 14 years of travelling the world, in 2019 **Velo-city** went back to Dublin. An exceptional number of speakers animated the world's premier cycling conference for four days, with almost 400 presentations exploring all aspects of cycling.

All this and much more proves that ECF staff continued to deliver on our goals, while the ECF board was busy restructuring the leadership of the office and developing a new strategy. The renewal process started in 2017 was completed at the dawn of one of the most delicate decades of the century with the announcement of Jill Warren and Morten Kabell as ECF new co-CEOs, following the

departure of a number of key staff members who had been with ECF for many years.

An inclusive process with members and other stakeholders has produced a draft Strategy which reflects the challenges and opportunities of our work, also in light of the European Green Deal. We hope the **ECF Strategy 2020-2030** will clear the path for future achievements and stronger collaborations.

On behalf of the ECF board,



Christophe Najdovski

ECF President



Henk Swarttouw

ECF First Vice-President

ECF Board Members

Alessandro Tursi
Camille Thomé
Damien Ó Tuama
Lars Strömgren
Luigi Passamonti
Raluca Fiser

ECF Board Members through May 2019

William Nederpelt
Jens Peter Hansen
Isabel Porras Novalbos

1. A new Strategy for a stronger Cycling Community

In 2017, ECF delivered to former Commissioner for Transport Violeta Bulc the most comprehensive document ever created on how to make of Europe a bike friendly continent: the EU Cycling Strategy. The EUCS is a roadmap that includes specific recommendations for all levels of governance that, if ambitiously implemented, have the potential to grow cycling by 50% across Europe and halve the number of cyclists killed or seriously injured by 2030. Approximately 1,000 stakeholders were involved in the formulation of the strategy, that has now become our own blueprint for the decade to come.



An inclusive process for an inclusive ECF

Taking the EUCS as a stepping stone, the ECF Vision 2030 has been put together. The drafting of the Vision has been a complex process aimed at gathering the perceptions and opinions of ECF's main stakeholders about the role we have to play in the coming decade for the promotion of cycling – and of sustainable active mobility in general. The **2018 Annual General Meeting in Milan approved the draft ECF Vision 2030.**

In 2019, we translated these two high-level documents into a concrete ECF Strategy 2030, drafted to guide ECF staff, Board, members and all other allies in the direction pointed at by the EUCS. This process was kicked off with **two special workshop meetings** held in Dublin during the Velo-city conference. All ECF members were invited to actively participate and give the ECF staff feedback on a

large number of questions selected to identify what are, nowadays, the challenges we are facing and the contexts we act within. These sessions were moderated by Philippe Crist, Advisor for Innovation and Foresight for the International Transport Forum (ITF) at the Organisation for Economic Cooperation and Development (OECD).



Over the summer, an **extraordinary Steering Committee was created** to work specifically on the Strategy. The Steering Committee was composed of the CEOs of three ECF members (Saskia Kluit from Fietsersbond NL, Burkhard Stork from ADFC, and Judith Toth from the Hungarian Cyclists' Club) and chaired by ECF's first Vice President (Henk Swarttouw) with the support of two other members of the Board (Camille Thomé and at a later stage Damien Ó Tuama).

To ensure all members had an opportunity to give their inputs to the new Strategy, the Committee shared with the members an **online survey** on key issues that the new strategy had to address. The respondents represented more than 70% of the voting rights at the AGM. The results were analysed by the Strategy Committee through online and physical meetings over several months, during which phase as many stakeholders as possible were consulted. The draft text that came out of that consultation was then

presented to the ECF staff for internal feedback and then further elaborated.

An inclusive process was absolutely necessary to make sure that the ECF Strategy 2030 has the legitimacy of being owned by all the members of ECF. It also guarantees that it is future-proof, as it has been reviewed by a number of experts operating in very different socio-economic, political and cultural contexts and used to varying levels of cycling. Nevertheless, it includes a provision for a mid-term review in 2025.

The outcome is a high-level visionary document, outlining with clarity who the European Cyclists' Federation is and wants to become. It states firmly what we stand for. And it will guide our activities into the future with confidence and strength.



2. ECF Advocacy Shapes the European Landscape for Cycling

The European elections, road safety, climate change, vehicle regulations, bicycle infrastructure, physical activity. The hottest topics of 2019 are also some of ECF's most successful achievements. ECF works in tight connection with its members on a number of issues and this cooperation is one of our main strengths. Only by playing smartly the national / European two-levels game, we will be able to realise the bright future cycling can achieve. As much as possible, we act united as a single cycling community and several of the campaigns carried out throughout 2019 demonstrate it. Check-out chapter 4 for an overview of our members' most prominent successes.

IN A NUTSHELL



25,000

Lives saved by improving road safety by 2038



75

Elected MEPs who signed the *Cycling for all* pledge



16,000,000

Tons of CO2 emissions saved per year



150,000,000,000

Cycling contribution to European economy per year (in euros)

Cycling in the EU will be much safer

Every year, around 25,000 people die and 135,000 are seriously injured in road traffic crashes in Europe. ECF's lobbying work has contributed to major breakthroughs in this area, which are expected to prevent thousands of road deaths and serious injuries in the forthcoming years. Although much work remains to be done, 2019 laid the ground work in striving for zero road fatalities and serious injuries by 2050, also known as the "Vision Zero".

ECF collaborated with other organisations in Brussels to support and improve the European Commission's **revision of the General Safety Regulation** to make vehicle safety measures such as Intelligent Speed Assistance and Autonomous Emergency Braking mandatory in all new vehicles. It is expected that these steps will directly improve road safety by saving over 25,000 lives and preventing 140,000 serious injuries by 2038.

ECF is also promoting best practices on cycling safety. Thanks to the Safer Cycling Advocate Program (SCAP), five ECF members have the opportunity to learn from each other and work closely together to improve road conditions. Cyklistforbundet (Denmark) and Fietsersbond (The Netherlands) gave their recommendations to assist ECF produce a document bringing together the best cycling infrastructure and road safety measures which will be used, in a second phase, by advocates and policy makers in Bosnia, Slovenia and Croatia, represented by Sindikat Biciklista, Center for Environment, and Kolesarca Mreza.

Placing Cycling Champions in the European Parliament

The 2019 European elections will be remembered for the high turnout and the so-called 'green wave' they mobilised. It was a crucial moment for ECF to ensure cycling will have a strong support inside the European Parliament for the following 5 years.

Together with our members, in March we launched a campaign to stimulate and map this support. We asked MEP candidates from all over the EU to complete a survey on how they would tackle the most pressing issues for European cyclists. The results showed a strong cross-party support for cycling: **469 candidates completed the survey and 404 signed the *Cycling for All pledge***, committing to be champions for cycling during their mandate. The campaign resulted in **75 newly elected MEPs** from different political groups and countries who have signed the pledge. This campaign made it clear that cycling is a truly cross-partisan and transnational issue.



Cycling Unlocks the Potential for Europe

In 2019, ECF published an update of "[The Benefits of Cycling](#)" report, the most comprehensive account of the impact of cycling in Europe. The report includes everything you need to know about the far-reaching benefits of riding a bike. And we quantified these benefits: cycling contributes at least **€150 billion to the European economy**, every single year. By investigating a more holistic view of how much the time we spend travelling is worth, the *Mobility and Time Value (MoTiV)* project is **redefining the value of travel time** – and possibly leading to even better figures on cycling's benefits.



EU investments in active mobility, currently at €2 billion for the period 2014-2020, are on the rise. In the framework of our 6 Billion Campaign, on April 3rd we organised a high-level event in collaboration with the Romanian Presidency of the EU and the CHIPS project, promoting cycle highways as a low-carbon solution for commuting. The session addressed a key question: how do we unlock larger EU investments in walking and cycling? Our assessment of the Member States' draft National Energy and Climate Plans (NECPs) revealed that cycling is not leveraged enough as a tool with an enormous potential to slash carbon emissions. The EU Cycle project is helping us to tackle this issue, creating better cycling policies and ensuring their dissemination to all the key stakeholders.

The proposed European Commission revision of the Motor Insurance Directive (MID) included Power Assisted bicycles (EPACs) within the scope of the Directive as with other motor vehicles. This would mean that all e-bikes in Europe would need to be licensed, registered and would require a full motor vehicle insurance, which would halt the progress of the growth in EPAC use around Europe. ECF extensively

lobbied the European Parliament and Member States, this resulted in both institutions agreeing that EPACs should be excluded (currently they are in trialogue sessions to agree on how this should be done).

In managing to exclude pedelecs from the Commission's proposal to the revision of the MIDECEP will avoid unnecessary costs to the end user. We will keep a close watch on this dossier as it gets officially adopted in 2020 after the trialogue sessions are complete.

Better Infrastructure for Cycling

Following two years of active lobbying, the revised Directive on Road Infrastructure Safety Management (RISM) was formally adopted by the European Union. The directive **obliges Member States to take cyclists' needs into account** in major road investments and to update the training curricula for road safety auditors to include cycling infrastructure.



Another achievement of the RISM revision is an obligation for the European Commission to develop EU-level quality requirements for walking and cycling infrastructure. To prepare the work, ECF compared, in the frame of the Multimodal Optimization of Road space in Europe (MORE) project, national legislation and guidelines for cycling infrastructure across different European countries. Together with safety, parking is another major determinant of people's

mobility choices. In 2019, ECF published the '**Making buildings fit for Sustainable Mobility**' report, collecting, comparing and ranking parking codes across Europe. We were happy to see one of the key recommendations of our report officially adopted by the European Commission. Its Guidance Note on the **implementation of the revised Energy Performance of Buildings (EPBD) Directive**, in fact, recommends Member States to include provisions for bicycles, e-bikes and cargo-bikes when planning new buildings. The *City Changer Cargo Bikes (CCCB)* project also provides cities, businesses and citizens with a set of **measures to enhance the use of cargo bikes**.

Advocating for our Health

Physical inactivity is one of the leading risk factors for health, estimated to cause **one million deaths per year in Europe**. Cycling is one of the best solutions to integrate physical activity in people's everyday life, contributing to saving lives and avoiding unnecessary burden on public health systems.

The *Health Employee, Mobile and Active (HEMA)* and the *Promoting Active Cities Throughout Europe (PACTE)* projects, are helping us to **tackle physical inactivity in the workplace and at the municipal level**. In their frameworks, we are creating physical activity policies and step-by-step solutions to promote healthy behaviours.



3. Research: Building Knowledge-based Advocacy

Raising awareness of the benefits of cycling, assessing the regulations implemented by cities, voicing our priorities to the EU... these are among the goals ECF publications released during the year helped ECF to achieve. Learn more about ECF 2019 publications in a few words and numbers.

IN A NUTSHELL



20%

EU countries have minimum bicycle parking requirements



5.5%

Expected annual growth rate of the bicycle market through 2022



18,110

Premature deaths prevented by cycling each year



50%

Recommended increase of bicycle usage by 2030

Making Buildings Fit for Sustainable Mobility

This publication compares regulations for off-street bicycle and car parking in Europe, looking at 31 European states. Each country/region was assessed on their building code regarding off-street car parking and bicycle parking, and graded as Excellent, Good, Sufficient or Insufficient.



Country/Region	Bicycle parking requirements		Car parking requirements	
	Minimum	Maximum	Minimum	Maximum
Austria	100%	100%	100%	100%
Belgium	100%	100%	100%	100%
Denmark	100%	100%	100%	100%
France	100%	100%	100%	100%
Germany	100%	100%	100%	100%
Greece	100%	100%	100%	100%
Italy	100%	100%	100%	100%
Netherlands	100%	100%	100%	100%
Poland	100%	100%	100%	100%
Portugal	100%	100%	100%	100%
Spain	100%	100%	100%	100%
Sweden	100%	100%	100%	100%
Switzerland	100%	100%	100%	100%
Turkey	100%	100%	100%	100%
United Kingdom	100%	100%	100%	100%
Other	100%	100%	100%	100%

The Benefits of Cycling – updated edition

The benefits of cycling are striking and appear in many fields as transport or environmental policy, but in many others as industrial policy, employment, health and social policy. This makes the case for an integrated EU Cycling Strategy that includes these fields and considers cycling in all relevant policy areas. Many European countries still have a lot of potential to reach higher levels of cycling.

The benefits of cycling

Unlocking their potential for Europe



The Elections Manifesto

The Manifesto calls on the EU to commit to shifting the paradigm of transport and mobility policies. ECF identified 4 key objectives to be met by 2030:

1. Cycling as an equal partner in the mobility system
2. Cycle use in the EU should increase by 50% by 2030, with cycling's share of the transport modal split being at least 12%
3. The rate of fatalities and serious injuries among cyclists should be halved by 2030
4. There should be €3bn invested in cycling projects in the EU's 2021-2027 budget and €6bn invested in the next



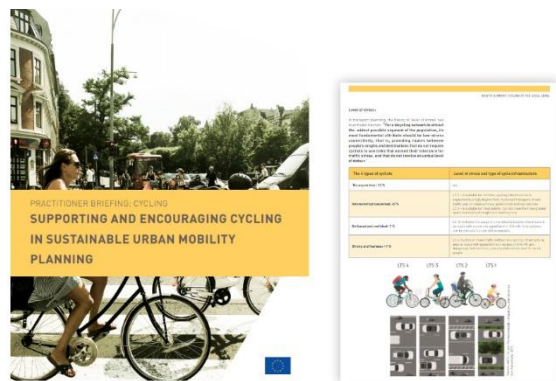
Cycling in Member States' Draft National Energy and Climate Plans: An Assessment

Cycling measures have been given very limited attention in the 28 Member States' draft National Energy and Climate Plans. Only France, the UK, Austria and Italy scored excellent or good against the 13 cycling indicators. Six countries achieved a moderate result. Disappointingly, 18 countries scored either an unsatisfactory (9) or an insufficient result (9).



Supporting and Encouraging Cycling in Sustainable Urban Mobility Planning

The revised version of the SUMP guidelines were released at the CIVITAS Forum 2019, to support cities in their efforts to create an integrated Sustainable Urban Mobility Plan. The practitioner briefing for cycling provides guidelines on how to fully integrate cycling in sustainable urban mobility planning. Although the European average modal split for cycling is 8%, bicycle use varies significantly across the European continent. To bridge this gap and raise this average, cycling must be made as easy and as safe as possible. With the right support and framework, it is feasible to increase cycle use across the EU by at least 50%.



4. ECF Members: Selected Success Stories

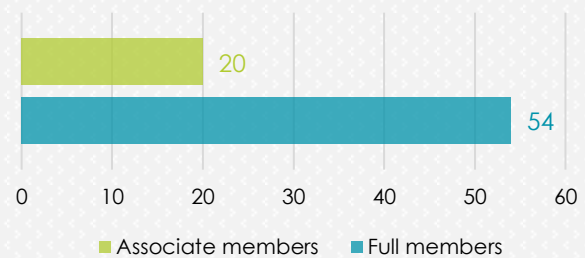
ECF is grassroots based and its members are the heart and soul of ECF. The work done on the ground, delivered by committed cycle enthusiasts around Europe, proves that there are thousands of individuals who are working and fighting for more and better cycling for all. ECF members promote cycling to the masses and they help nations move into an environmentally-friendly, competitive and sustainable future.

IN A NUTSHELL

ECF 2019 AGM

- 67 Participants
- 9 Workshops
- 5 High-level external speakers
- 4 New Board members elected

ECF membership



Cycling wins over governments

The work of our members on a regional level keeps on translating to national policies, bringing cycling forward as a daily mode of transportation.

Pyöräliitto (Finland): Last June, the new Finnish government took office, with the ambitious goal of **increasing cycling and walking by 30% by 2030**. By 2035, the Nordic country should achieve zero-carbon emissions. Pyöräliitto was instrumental in achieving this change. Established in 2014 after receiving some funding from ECF, the Finnish Cyclists' Federation has matured into a vocal advocacy group. Its President, Matti Koistinen, stated: "I do not believe that this increase in investments would have happened without the work of the Finnish Cyclists' Federation. We are catching up quickly with other fore-runner countries such as Denmark and the Netherlands."

FUB (France): After months of fierce debate, the **French National Assembly approved the Mobility Orientation Law** on June 18th, 2019, establishing **cycling as an official mode of transport**. FUB dedicated eight months to monitoring parliamentary sessions and working on possible amendments.



Agnès Laszczyk, Vice-President of the FUB in charge of lobbying, highlighted: “The draft law on mobility represents the very first time French MPs and senators have given cycling mobility the importance it deserves. More than 110 amendments were tabled in each house concerning cycling. Nearly all of FUB’s proposals (31 amendments in the Senate and 16 in the National Assembly) were taken into account.”

MUBi & FPCUB (Portugal): Thanks to the advocacy activity of MUBi and the 10,000 signatures collected in collaboration with FPCUB, the **National Strategy for Active Cycling Mobility (ENMAC 2020-2030)** was finally approved in 2019. According to a statement released by the Portuguese Council of Ministers, this is “a commitment for the next decade which is independent of political cycles, thus ensuring the promotion of cycling the consequent adoption of healthier lifestyles and investment in the construction of bicycle paths”. The ENMAC 2020-2030 contains more than 50 measures and covers a range of issues important for promoting cycling, including the provision to **build 8,000 kilometers of new bicycle paths by 2030.**

The Rise of the E-Bike

MUBi & FPCUB (Portugal): Following strong advocacy work at the Portuguese Parliamentary Groups and Government, the Portuguese created a fund for financial incentives for the purchase of electric assisted bicycles (pedelecs), which means that MUBi, together with a large group of partners and stakeholders, achieved a return of 250,000 EUR for cycling in 2019.



GRACQ & Fietsersbond (Belgium): Fulfilling a longstanding demand of our Belgian members, the Finance Commission of the Belgian Chamber of Representatives called for a reduction of VAT tax on e-bike sales from 21% to 6%. For the decision to become effective, a change of EU legislation is necessary. Next year, ECF and its members will continue advocating for a shift to more sustainable taxation regimes for the mobility sector.

Taking intermodality to new heights

FIAB (Italy): During the summer, FIAB wrote to the Minister for Transport Danilo Toninelli, calling for a future-proof upgrade of the national trains - and he listened. For over 3 years, FIAB had worked closely with the railway operator to ensure the specific needs of cyclists were duly taken into account. As of 2020, **all new InterCity trains will have dedicated space for 6 bicycles.** InterCity are low-speed trains, targeted primarily at workers and students commuting between cities. They connect around 200 cities in Italy and are a key tool for inter-urban mobility nationwide.



Sustrans (Scotland): Bus operator Borders Buses has just implemented the first fully bike-friendly local bus route in Scotland where riders can now wheel their bicycles directly on board. This good practice of integrating cycling with public transport – combining active and mass mobility – delivers the best of both worlds. Sustrans collaborated with the bus company to make sure their proactive approach was supported with cyclists’ real needs.

5. EuroVelo: Growth and Renewal

With the launch of the new websites, the extension of the EuroVelo network and, for the first time, the inclusion of an entire EuroVelo route in the Council of Europe’s Cultural Routes, 2019 was a successful year for EuroVelo.

IN A NUTSHELL



86,000

Kilometres of EuroVelo routes in Europe



1,353,098

Visitors to the EuroVelo web platform



23

National EuroVelo Coordination Centres and Coordinators (NECC/Cs)



EuroVelo 15

Most visited route on www.EuroVelo.com



320%

Increased EuroVelo income from private sources compared to 2018



France

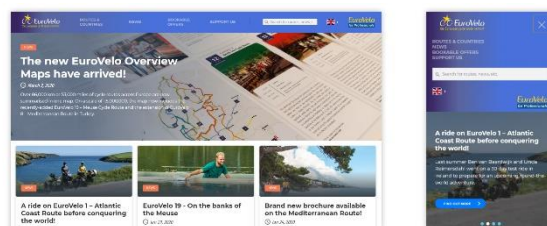
Most visited country on www.EuroVelo.com

Network extension, recognition and new website

On 8 March, [EuroVelo 19 – Meuse Cycle Route](#), a 1050-km route crossing 3 countries, was launched at ITB Berlin’s **Cycling Tourism Day**. It was followed towards the end of the year by the addition of a 500-km coastal cycle route in Izmir, Turkey, connecting the ancient cities of Pergamon and Ephesus, to [EuroVelo 8 – Mediterranean Route](#). In May, [EuroVelo 13 – Iron Curtain Trail](#) joined the list of 38 **Cultural Routes of the Council of Europe**, which was great recognition for this historically charged route.

But the main milestone of the year was the modernisation of www.EuroVelo.com that now includes interactive maps,

and the integration of the professional website www.pro.EuroVelo.com.



This led to a new calculation of the entire length of the EuroVelo network, which revealed that there are **nearly**

90,000 km of EuroVelo routes to explore! The new website was launched at Velo-city 2019 in the cycling tourism plenary that gave center stage to EuroVelo on the third day of the Conference.

Projects and publications

Finally, 2019 also saw the completion of two EU co-funded projects related to EuroVelo routes: the [EuroVelo 3 – Pilgrims Route COSME Project](#) that ended with a Final Conference in Santiago de Compostela in September, and the [EuroVelo 10 – Baltic Sea Cycle Route Biking South Baltic!](#) project, which brought partners together for the last time in Gdansk in October. Would you like to know more about the work on EuroVelo and cycling tourism? Click here to see [our top stories of 2019!](#)



Among the most relevant EuroVelo 2019 publications were:

1. EuroVelo 8 – Mediterranean Route Transnational Action Plan. Available [here](#).
2. EuroVelo 3 – Pilgrims Route Transnational Action Plan. Available [here](#).
3. Changing Gear: Encouraging cycling to UNESCO cultural and heritage sites. Available [here](#).

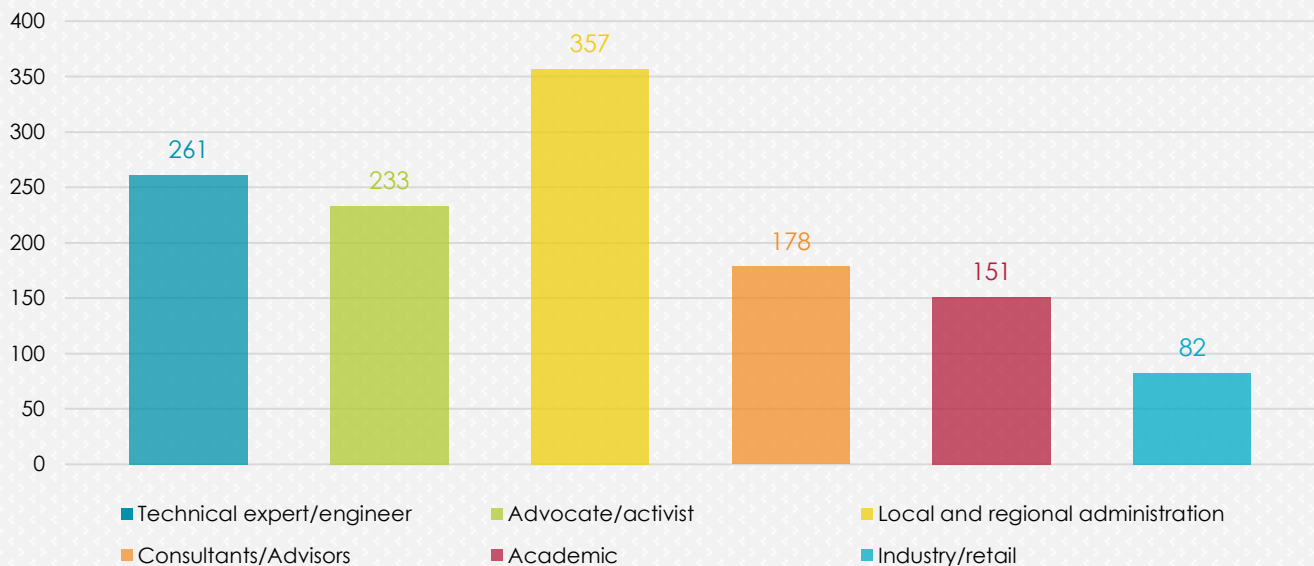


6. Velo-city: Back to Dublin

Velo-city 2019 was held in Dublin, Ireland from 25-28 June 2019 with the conference theme “Cycling for the ages”. The conference brought together 1373 members of the global cycling family, who gathered to discuss how cycling can become an intergenerational mode of transport that is accessible to everyone.

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Delegates (by profession)



46%
Returning delegates



646
Abstracts submitted



56
Number of exhibitors



4,000,000+
Reach over social media platforms



300
Speakers among which 40% were female



150
Press articles related to the conference

A resounding success

The meaning of “Cycling for the ages” was explored through three cross-cutting subthemes; **“Technology, Intelligent Transport Systems and Data Analytics”**, **“Health and Social”**, and **“Environment and Infrastructure”**. In over 80 sessions, more than 300 exceptional speakers from 38 different countries shared their expertise and opened the stage for debates on diverse issues that shape our time.



Velo-city 2019 Dublin also hit the press and saw over 200 articles published in international news outlets. Major newspapers such as **The Guardian**, **Cities Today**, **The Times**, **Bikeitalia**, **Forbes** and **The Independent** reported about the world’s premier cycling conference. The social media reach exceeded 4 million impressions.

Overall, Velo-city 2019 Dublin was a resounding success, with **84% of attendees rating the conference as good or excellent**, and 50% expressing the intention to attend the upcoming Velo-city 2020 Ljubljana.



7. ECF Networks: A Story of Development

Prioritising cycling in urban development and planning, delivering high-quality research, increasing bicycle-friendliness in the European workplace, better equipping cycling industries and the World Bicycle Day. The ECF cycling community has been busy developing cycling in all forms of life.

IN A NUTSHELL



30

Cities and Regions for Cyclists (CRC) members



15

Countries implementing the Cycle Friendly Employer Consortium (CFE) certification



7

Sessions organised at Velo-city 2019 by Scientists for Cycling (S4C) members



200+

Employers certified as Cycle-Friendly

The “Cities and Regions for Cyclists” network is expanding

In 2019, ECF welcomed the **City of Prague** (Czech Republic), **Bologna** (Italy) and the **Region of Puglia** (Italy) to its ‘Cities and Regions for Cyclists’ network. These new members will join forces to contribute to achieving the network’s main goals which are:

- **To put cycling at the centre** of urban planning and political thinking
- **To inspire and stimulate** more cities to take concrete action in promoting cycling by learning from each other
- **To exchange knowledge**, solutions and strategies for promoting political initiatives and practical work on the ground

- **To promote and support** a change in policy and planning practices in cities, introducing a cycle-friendly perspective in these processes

The network now counts more than 30 members, ranging from small towns to some of the largest metropolises in the world. It’s very encouraging to see that more and more local authorities recognise **cycling as an essential component** when adopting new models of urban development and planning sustainable cities.

In 2019, ECF organised an annual network meeting in Dublin, host city of the Velo-city 2019 conference. The delegates included past Velo-city hosts, including global

hosts Taipei and Copenhagen, and covered a variety of cycling levels ranging from new member Puglia Region to Frederiksberg from Denmark. The agenda included a few sessions at the European Cycle Logistics Federation Conference 2019, a technical visit to the first bike parking for people with disabilities in Ireland, and an exchange of opinions and experiences with Louise Williams, leader of the Women on Wheels initiative.

The “Scientists for Cycling” network keeps delivering high-quality research

The Scientists for Cycling (S4C) network arose from the recognition that there are many experts in all areas of science worldwide who are able and ready to contribute to ECF’s mission: **working for more and better cycling for all**. The number of subscriptions to the network’s mailing list grew to 243 members in 2019.

After the successful experience at Velo-city 2018 Rio de Janeiro, ECF and its global network S4C decided to continue integrating a research track into the conference programme also at this year’s edition in Dublin. The **seven academic sessions featured the latest results of research on cycling from all around the world** and were closely aligned to the themes of the general conference programme. In September, the University of Chester and the Cycling and Society research group organised a joint colloquium under the title “**Cycling, Society and Social Justice**”. The colloquium was organised with support from ECF.



The Cycle-Friendly Employer Certification Consortium (CFE) carries on its implementation in Europe

Created in 2017, the CFE consortium aims to implement the Cycle-Friendly Employer Certification Framework at national level, **to improve and standardise** the certification process for employers at European level. The Certification Framework establishes a European standard for bicycle-friendliness in the European workplace, helping companies improve the situation for employees that cycle to work.

In 2019, the Cycle-Friendly Employer Certification Consortium (CFE Consortium) **continued its expansion** by welcoming two new members. During the year, it **organised many events** as a networking event and session at Velo-city, a webinar series and couple of workshops on Active Workplaces and Active Mobility.

The certification is **currently being implemented in fifteen countries across Europe**, with more than 200 employers already certified as Cycle-Friendly. Implementation of the CFE Certification Framework is managed by national coordinators members with the support of ECF, as Secretariat of the Consortium.

Cycling Industries Europe (CIE) advocating for cycling businesses in Europe

At the beginning of 2019, Cycling Industries Europe (CIE) officially **became a legal entity of its own**, finalising the year-long process that led the Cycling Industry Club to become an independent organisation. CIE brings together leading experts and companies from diverse fields, making cycling industries better equipped to respond to changes in the market and legislation and promote all forms of cycling.

ECF took part in the “**Cycling Industries 2030 – taking the lead in new mobility**” event, organised by CIE in May. Alongside with CIE, CONEBI and the World Federation Sporting Goods Industries, ECF also co-organised the networking event **Cycling Industries Leaders’ Breakfast**

at Eurobike, the largest bicycle trade fair in the world. In both these events, ECF presented the users' perspective and potential for the bicycle market following the current trends in EU sustainable mobility policies.

World Cycling Alliance (WCA) conquers the globe with the World Bicycle Day

The WCA, led by advocacy leaders, continued to strengthen and develop partnerships with influential organisations, and to share best practices, research, and statistics with groups

working to improve bicycling all around the world. The WCA Annual General Meeting (AGM) was held in Dublin on 27 June, during Velo-city.

On 3rd June, WCA organised the **2nd edition of the World Bicycle Day**, supported by the United Nations, the International Transport Forum, the World Bank and many other partners. This year's edition focused on what makes people love cycling in the first place. WCA organised a **360-degree campaign** focused on the simple joy of riding a bike, involving hundreds of thousands of bicycle lovers around the world participating in local events and posting pictures online.



Thank you for cycling

BIKE FOR
BRUSSELS


BRUXELLES MOBILITÉ
BRUSSEL MOBILITEIT
SERVICE PUBLIC RÉGIONAL DE BRUXELLES
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL

8. European Footprint: Outreach and Communications

With ever increasing website visitors, press coverage and social engagement, ECF is stimulating discussions and putting cycling in focus.

IN A NUTSHELL



Website

- **205** professional articles published on cycling safety, infrastructure, culture and events
- **142,410** website users (2.3% increase)



Twitter

- **1,000+** tweets
- **3,563,000** Twitter impressions
- **5,057** Twitter mentions
- **16,677** Twitter followers



Newsletter and press

- **48** newsletters
- **3000+** contacts regularly updated
- **39** press releases issued
- **300** ECF mentions in the press



Facebook

- **774** Facebook posts
- **1,208,000** Facebook impressions
- **23,525** Facebook likes
- **24,287** Facebook followers

9. Finance and Staff Organisation

The ECF Board produces a separate Financial Report which provides more detail on the sources and uses of income in the organisation. The category breakdowns of our income and expenditures are provided below. ECF wishes to use the Annual Report to acknowledge our major contributors.

IN A NUTSHELL



European Commission

ECF gratefully acknowledges financial support from the European Commission which funded part of our work in 2019: EASME Life + NGO Program; Horizon2020; Interreg; Erasmus.



Cycling Industries Europe

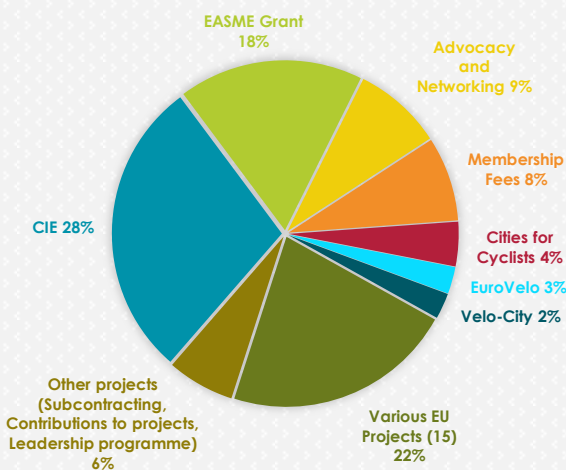
We are also grateful for financial support from Cycling Industries Europe, which provides important co-funding for our advocacy projects and related projects and activities.



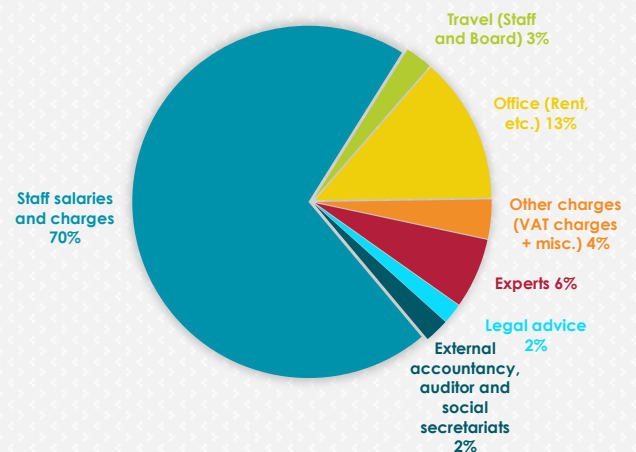
Memberships and fees

ECF gratefully acknowledges support from our ECF Full and Associate Members, from members of the Cities and Regions for Cycling Network, National EuroVelo Coordination Centres and Coordinators and from Velo-city host cities.

2019 Sources of Income



2019 Expenditures: Where the money went



Staff and interns

In 2019, the following staff members served ECF:

James Armstrong, Adam Bodor*, Aleksander Buczynski, Cristina Cortejoso, Froso Cristofides, Caterina Dada, Marcio Deslandes*, Izabela Dumoulin, Ernst Fahrenkrug, Jesus Freire, Maria Gatón*, Florence Grégoire, Holger Haubold, Fabian Küster, Ed Lancaster, Goran Lepen, Omer Malak, Eva Malovrh, Niccolò Panozzo, Lilia Raicu, Anna-Karina Reibold, Randy Rzewnicki*, Cristian Stoica*, Wini Van Wonterghem*, Ceri Woolsgrove

* part of the year

ECF was supported by the following interns during 2019:

Anastasia Cojocaru, Thessa Gebhardt, Nadja Krotow, Zoé Kruchten, Ida Tange, Maarten Van Hecke, Alexis Veuillot, Ronja Vonderbank, Joseph Watkins



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