Advocacy in Belgium
Making cycling super normal
Who is Fietsersbond?
Fietsersbond

- 11 paid staff members, in Brussels
- 500 local volunteers
- 80 local groups
What about mobility in Belgium?
Belgium:
11 million inhabitants
30.506 km²

Flanders
6.5 million inhabitants
13.500 km²
Density 481 inh./km²

Brussels Region
1.2 million inhabitants
162 km²
Density 7200 inh./km²

Wallonia
3.3 million inhabitants
16.844 km²
Density 212 inh./km²

South Korea Netherlands
Hong Kong Singapore

Belgium
ADMINISTRATIVE REGIONS
What are the 5 most critical mobility issues in Belgium?

1) Brussels-Ghent-Antwerp-area is congestion champion
What are the 5 most critical mobility issues in Belgium?

2) Car culture becomes car addiction

![Bar chart showing the number of passenger cars from 1930 to 2016.]

- 2000: 4,680,000
- 2010: 5,280,000
- 2016: 5,712,000
What are the 5 most critical mobility issues in Belgium?

3) Fiscal incentives make car ownership and driving cheap

get 5.000€ fiscal refund!
What are the 5 most critical mobility issues in Belgium?

4) Urban sprawl leaves few place for new cycling infra.
What are the 5 most critical mobility issues in Belgium?

5) 4 ministers of mobility, 4 visions
What about cycling in Belgium?
Overall cycling in Flanders: **decrease**
2000: 14.60%  2015: 12.41%

Bike to work Flanders: **poor increase**
2000: 12.90%  2015: 15.40%

Bike to school Flanders: **critical decrease**
2000: 38.30%  2015: 28.90%

Overall cycling in Brussels: **huge increase**
+30% more cyclists in 2016  Modal split: 6.5%

Electric bikes sales: 40% of sales in 2016
We want to make cycling just super normal.

So, how does Fietsersbond will achieve this?
Evolution of our advocacy fields

1990
- cycling lanes

2000
- cycling infrastructure

2010
- cycling policy

2020
- integrated cycling policy
Our fields of work

<table>
<thead>
<tr>
<th>Urban planning</th>
<th>Cycling infrastructure</th>
<th>Regulation &amp; Tax System</th>
<th>Positive Cycling Culture</th>
<th>Bikenomics</th>
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</table>
| • proximity is the best mobility  
  • densification  
  • reshare our public space | • safe  
  • comfortable  
  • coherent  
  • attractive  
  • direct | • Fiscal incentives and rewards  
  • Road safety  
  • Tailor made regulation | • Improve image of cycling  
  • Making cycling super normal | • return on investment for society  
  • for economy  
  • for user |
Our classical advocacy approach

- European Union
- Belgium Federal state
- Regions: Flanders, Brussels
- Communes and provinces
- Business
- Non Profit

Write
Talk
Meet
Our complementary advocacy approach

**Measuring Bike**
- measures comfort
- + gives advice
- for local authorities

**Surveys**
- ask members
- ask community

**Opinions**
- own opinions
- with opinion makers

**Projects**
- with local groups
- with community
Let’s focus on a community project...
MY BIKE WORLD

Design your cycling future!
What is My Bikeworld?
An online platform for innovative cycling ideas

Positive
By cyclists for cyclists
Solution oriented
Community based

It’s not
For complaining
For bashing politics
How does it work?
Cyclists

Local authority

Design your cycling future!
Your project on the map
A city can give feedback on cyclists’ projects.
Fietsen rond de Nationale Bank

Wanneer je van de Mechelsesteenweg de stad wil in fietsen, dient je momenteel eerst rechtsaf te slaan op de Frankrijklei, om deze dan ter hoogte van de Maria-Henriëtta-Fuhrer-straat te slepen. Zo passeert je maar liefst 4 verkeerslichten. In de praktijk steken de fietsers de Frankrijklei over aan het kruispad ter hoogte van de Mechelsesteenweg en rijden ze op het (wel erg brede) voetpad achter de Nationale Bank om vervolgens de tramsporen over te steken naar de Leopoldstraat. Zo passeert je slechts 2 verkeerslichten (leien oversteken in 2x). De hele aanleg rond de Nationale Bank schittert in het ontbreken van deelsche fietsinfrastructuur. De verkeerssituatie zou daar moeten aangepast worden aan de praktijk, waardoor er aan elke kant van de Nationale Bank een fietspad in beide richtingen zou moeten worden voorzien en een deftige overstekplaats ter hoogte van de Mechelsesteenweg.

by Ellen Keysers

I vote for this project!
You are identified as Mikael Van Eeckhoudt (mikael.vaneecckhoudt@gmail.com). If you are not this person click here.
Put your project on the map
- create
- share
- vote

Professional jury
- based on people's vote
- Innovative, technically OK, fills a gap

Award
- One project per Region
- One project per Cycling City
What will we do with the results?
We know where the needs are.
We keep projects top of mind.
What’s next?
A tool for
Cyclists → give ideas
Local groups → keep their lists updated
Local authorities → communicate
Is this the new way of advocacy?
Classical advocacy remains needed

Services, surveys, opinions and projects strengthen our position and visibility.
Questions? Answers!

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Exclusive Measuring bike workshop
Thursday 15/06 at 10:30-12:45