The vision we share with our members is to **improve and increase cycling across the whole of Europe**. The change we want to see includes:

### More cycling
Cycling levels in Europe should increase by at least 50% compared to 2017 levels. Most of the increase will need to occur in countries and cities where cycling levels are still relatively low, but we also want to see people of all genders, ethnicities, ages and abilities cycling more often.

### Safer cycling
The rate of cyclists killed or seriously injured in road collisions should be reduced by at least 50% compared to 2019. Safer and more comfortable cycling infrastructure is key to achieving this and will also significantly contribute to increasing cycling levels.

### Stronger political support
Cycling should be prioritised by policymakers at all levels across Europe as a sustainable and healthy part of the mobility mix, not only for everyday cycling but also for recreational cycling and sustainable cycling tourism.

### Higher investment
Public investments in safe and comfortable infrastructure and other measures to improve and enable more cycling should increase greatly. EU funding for cycling in the 2021-2027 Multiannual Financial Framework should increase to at least €6 billion.

We will achieve our goals **on behalf of and together** with our members through:

- Evidence-based advocacy
- Partnerships and networks
- Research and thought leadership
- Coalitions and projects
- Knowledge transfer
- World-class events

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**Our leading values**

- Sustainability
- Health
- Safety
- Well-being
- Diversity
- Equality
- Inclusion