Welcome to the ECF Impact Report

ECF is the global umbrella organization of both transportation and leisure cycling. On behalf of our members, we pledge to ensure that bicycle use achieves its fullest potential for sustainable mobility and public well-being.

We want more people cycling, more often. We bring together all the stakeholders of the cycling world to make the case for cycling. Our target is the doubling of cycling in order to make our citizens healthier, our cities more liveable and our economies more sustainable. To achieve these aims, ECF seeks to change attitudes, policies and budget allocations at the international level. ECF stimulates and organizes the work of the cyclists’ movement, encouraging and coordinating the exchange of information and expertise on bicycle related policies and strategies.

In this report we show our impact in the following areas of expertise:

Policy
European advocacy, global advocacy and cycle tourism development.

Networks
Connecting and strengthening the cycling community.

Velo-city
Running the world’s premier cycling conference.

Delivering Projects
Building knowledge-based advocacy and support practical measures that deliver changes towards more cycling.

Finance and economics
Demonstrating the financial impact of ECF and cycling in the EU.
The impact of international cycling advocacy

Placing cycling into international policy is an essential supporting action for local and national cycling advocacy, whether at the EU, the UN or other international bodies.

* It influences the decisions of governments in member states.
* It releases funds from global and European bodies.
* It stimulates debate, research and exchange about best practices and emerging issues.
* It influences internationally binding laws, regulations and compliance.

ECF seeks to achieve a level playing field for cycling and active mobility in policy making at all levels.

* Cycling should be considered equally in all policies.
* Cycling should be as well funded as other comparable activities, and should be advantaged where it offers better social, environmental or economic outcomes than other choices.
* Cycling should be defended from policies that will reduce levels of cycling or the consequential benefits.
* Countries, cities and regions that have lower levels of cycling should be supported to reach a level comparable with leading nations.

Having an impact at the highest levels

**EU Cycling Strategy**
An exceptional group of collaborators and over 1000 supporters led by ECF delivered the “EU Cycling Strategy, Recommendations for Delivering Green Growth and an Effective Mobility in 2030” to European Commissioner for Transport, Violeta Bulc, at Velo-city. It has long been the ambition of ECF to have the EU adopt a cycling strategy as part of its policies and the creation of this draft is a major step. The comprehensive blueprint contains actions and recommendations on every aspect of cycling and cycling policy. Implementing the strategy will release 240million cycle trips per day, economic impacts of €760 billion per year, 875,000 cycling related jobs and put 62 million sustainable electric bicycles into the mobility mix.

**The Pan European Masterplan for Cycling (the PEP)**
Jointly managed by the World Health Organization and the United Nations, the PEP has 56 signatory states from Europe, Central Asia, the Caucus and Northern America. The Master Plan is to give specific recommendations to national authorities on how they can promote cycling, e.g. with regards to funding, fiscal incentives and governance. It is a complementary to the development of the European Cycling Strategy, but with a reach to many more countries.
Cycling in global policies

ECF is an insider on UN Secretary General’s High Level Advisory Group on Sustainable Transport which has given us unique access to key processes. For the first time cycling is starting to appear in high level UN documents. Five mentions in the UN Habitat New Urban Agenda creates a framework for future influence and funding.

Global Action Plan on Physical Activity (GAPPA)

The World Health Organisation’s response to the global epidemic of sedentary behavior. ECF is a key civil society partner working with WHO to promote cycling globally. Our shared interest in increasing active transport, and mutual support of each other’s initiatives creating bigger impact. If GAPPA is adopted by the EU and MS, those commitments should turn into more investments in cycling.

Partnership on Urban Mobility

Urban Agenda is to give cities a stronger voice in the formulation and implementation of EU policies with a focus on ‘better regulation’, ‘better knowledge’ and ‘better funding’. ECF has been appointed co-lead on the development of the ‘Active mobility’ chapter of the PUM Action Plan.

“ECF has shown great initiative in bringing together experts from around Europe in developing an EU Cycling Strategy.”

François Bausch
Minister for Sustainable Development and Infrastructure
Luxembourg

We include the multiple environmental, climate, economic and social benefits of cycling and e-cycling in the work of the EU Commission

* Energy Union Package
* Smart City initiatives
* Intelligent Transport Systems (ITS)
* The White Paper on Transport process
* The urban mobility policy framework

Global initiatives

* Climate Change - COP 23
* Urban development – Habitat III and the New Urban Agenda
* Sum4All Charter (led by the World Bank)
ECF created changes in favour of cycling in some key regulatory areas or has made good progress in influencing changes that will come in to force in coming years:

* Regulation on rail passengers’ rights and obligations proposes improved conditions on cycle carriage and intermodality.

* EU regulatory framework for road infrastructure safety management can be expanded to consider impacts on cycling of major infrastructure networks.


* Green Public Procurement Criteria for Transport, ECF’s suggestion have been taken up in the draft reports produced so far, which now include cycling, bike sharing as part of mobility services, and cycle logistics.

* Motor Vehicle Insurance Directive – ECF has been defending against the risk that mandatory motor insurance is needed for e-bikes.

* EU Funding for cycling: The €6 billion campaign. EU budgets earmarked for cycling and grew from €0,6 Billion (2007-2013) to €1,5 Billions (2014-2020).

* To get the EU to double its investments in cycle projects to €3 billion in the forthcoming 2021 – 2027 budget and aim for another doubling to 6 billion Euro during the 2028 – 2034 period.
“Working with ECF has been the catalyst for the development of EuroVelo in Andalusia by raising over 300,000€ in European funding for investing in cycle tourism in our region along EuroVelo 8 for cyclists.”

Luis Ramajo
Cycling Officer of Andalusia
Member of the ECF network
Cities and Regions for cyclists
EuroVelo
The European cycle route network

With 15 different routes totalling over 70,000 km, EuroVelo is the World’s largest transport and tourism cycle network. When complete it has the potential to generate 60 million trips and 7 billion EUR direct revenue for the European economy.

* Over 70,000 km
* 15 routes
* 42 countries

EuroVelo and cycle tourism contribute over 44Bn Euro to the European economy every year. Cycle tourism is by far the largest contributor to cycling jobs in Europe with over half a million jobs and could create 300,000 more by 2020.

ECF has achieved references to EuroVelo and cycling in the Connecting Europe Facility financial instrument for the development of the Trans European Transport Network (TEN-T), a 26 billion Euro funding programme of the EU.

ECF played a leading role in the EU Tourism Manifesto Group, which, with over 42 signatory organisations, achieved an increase in the European Commission’s budget for tourism in 2017.

As a consequence a high level event on ‘A European strategy to enhance the competitiveness of the tourism industry’ was organised in the European Parliament, which featured the President of the European Parliament and six commissioners.
ECF members and networks.
Growing cycling in every corner in the world

As an international organization ECF aims for high level, multi-national impacts that will grow cycling. But that cannot happen without the exceptional impact of thousands of people across the work who work professionally and voluntarily to bring the benefits of cycling to their communities and who share their knowledge, resources and experiences to tell us what support is needed from national and international institutions.

We are proud to work with you all, and to say “thank you”.

ECF networks and partnerships encompass all sectors and policy fields

Our networks include:
* Members: 85 organizations in over 40 countries representing 500,000 users and advocates
* Cities and Regions for Cyclists: cities and regions that have formed a network to promote city best practice and knowledge sharing
* Scientists for Cycling: academics with an interest in fields relevant to cycling including transport, economics, health and tourism
* EuroVelo Coordinators: representatives coordinating work on tourism infrastructure and economic development
* Cycling Industry Club: companies voluntarily contributing to ECF advocacy activities and businesses that support cycling advocacy with both funding and professional input
* World Cycling Alliance: A global network of NGOs to exchange knowledge and an ambition to put cycling in the agenda of bodies such as UN, UN-Habitat, WHO and the World Bank.
  * Member States National cycling officers: 20 representatives responsible for cycling policy
  * Communications network of bloggers, opinion formers, media and mailing lists of over 10,000 people

ECF’s members are among the largest and most influential cycling NGOs in the world and major organisations in the fields of transport and tourism.

They impact cycling policies at all levels of their countries, influence budget decisions and promote the use of the bicycle in all areas

Examples of some of the recent ECF member impacts include:

* **Sweden**: The Government has presented a €125 million budget that includes a 25% subsidy for all e-bike sales until 2020. This is a spectacular success due to the advocacy work of cyclists’ association Cykelfrämjandet.

* **Italy**: Chamber of Deputies approved the Framework Law on Cycling Mobility unanimously. All political groups agreed on the importance of cycling mobility, a historic moment for the Italian cycling community. Achieved by the advocacy work of FIAB - Federazione Italiana Amici della Bicicletta.

* **France**: The Parlons Vélo Campaign of FUB was acknowledged by the French Minister of Transportation who announced a new ambitious cycling plan. FUB-Fédération Française des Usagers de la Bicyclette.

* **Germany** The Federal Government has decided to subsidise the building of „Radschnellwege“ (Cycle Highways) with a yearly budget of €25 Million. This is a major advocacy success for the ADFC (Allgemeiner Deutscher Fahrrad-Club) as the Government so far refused to invest into regional cycling infrastructure.

* **Netherlands** Cycling policies are mentioned explicitly in the new national government program and €100 million is available for cycling infrastructure and parking facilities near train stations. It is the result of the advocacy work by Fietsersbond and of the common cycling agenda adopted by all levels of government.
“The extraordinary goal achieved with the approval of the Law on Cycling Mobility rewards many cities that have been working hard for sustainable mobility policies and who today have the support of a national policy. Wishing that the law passes to the Senate’s approval before the end of the legislature, I see a ‘light at the end of the tunnel’ today, which will spur us with courage to face the road ahead of us to bring cycling in Italy to the levels of the best European countries”.

Giulietta Pagliaccio  
President of FIAB  
Fighting for years to reach this goal

“Last week we got a great advocacy victory in Finland: The Government adopted a resolution on promoting walking and cycling. For the resolution there is also linked an action plan 2018-2022 for walking and cycling with 31 very good actions. We know for sure at least €5 million subsidy for cities, €400 000 for marketing cycling and walking.

Thank for all of you for the support we’ve got from you on the way to this point. The resolution was historical change in traffic politics in Finland: never before the government has made such a decision for cycling”.

Matti Koistinen  
Executive Director,  
Pyörällitto (Finnish Cyclists’ Federation)  
Leadership Programme participant 2013-2017

ECF’s Leadership Programme supports member organisations in structure, resources and effectiveness to become a more influential advocacy group. It is not a long term source of finance; it is a short-term transformative change programme. It recognises that at some periods in the life of an organisation there is an opportunity for change and this can be quicker, faster and more successful with an injection of support.

In 2016/17 the Leadership Programme worked in Croatia, France, Slovenia, Greece, Spain, Finland, Sweden, Slovakia, Bosnia, Bulgaria and Belarus

Using the experience of the Leadership Programme ECF and partners also delivers training and advice to hundreds of transport planners, cycling advocates, city officials and cycling professionals.
Growing Velo-city means reaching and supporting the advocates, influencers and decision-makers who will shape the future of cycling.

Each Velo-city aims to build on topics of previous conferences such as Health, Infrastructure, Technology, Governance and Data.

Exceptional speakers from around the globe engage the audience in debate, discussion and workshops involving leading organisations, institutions and administrations in cycling and sustainable urban mobility.

**Velo-city 2017 Arnhem Nijmegen (Netherlands)**

High level political involvement, new levels of political commitment to cycling!

* 1390 delegates from 63 countries.
* Royal opening: His Majesty Willem-Alexander, King of the Netherlands.
* Mayors’ Summit with over 25 politicians.
* EU Commissioner Violeta Bulc received the EU Cycling Strategy.
* 110 sessions, ranging from plenary, to outdoor, to parallel.
* Largest ever exhibition included 71 stands.
* Record reach estimated at a peak of 27.2 million views, generating an estimated PR-Value of €1,400,000.
Participation in projects and supporting the creation of consortia for project applications are a critically important area of ECF work.

* Some of the most influential access to decision-makers at all levels in Europe comes because EU funding is a key instrument of EU policy, therefore cycling must be visible in the funded work programmes.

* EU funded research is valued by EU institutions, so making sure cycling is part of the project outcomes in Horizon 2020 research is essential.

* EU funding can provide unique access to funds for topics or for countries that would not otherwise be able to generate free money for research or deployment – so it essential to ensure that ECF can support partners across the continent.

* Through EU grants and projects ECF has built partnerships with over 100 different organisations including regional authorities, SMEs, consultancies, NGOs and universities.

The impact of ECF’s projects? Ask our partners

Magalie Van Lishout
Project Manager of
the CHIPS Lead Partner
The Provincie of Flemish Brabant

“Thanks to ECF’s large experience in running projects, the thorough advocacy work and the broad network they skillfully developed, we are able to aim for a European standard for Cycle Highways as a result of the CHIPS project.”

Pedro Homem de Gouveia
Coordinator, Pedestrian Accessibility Plan Team Lisbon

“Having ECF with us for a FLOW technical visit was extremely useful. Sound advice, great insights, wisdom and hands on recommendations! What else could we ask for? Their input has enabled our work to proceed confidently, implementing cycling and walking measures to reduce congestion in Lisbon.”

Mirko Tutino
Vice-Mayor
Reggio-Emilia

“ECF contributed with valuable international expertise for an on-site peer to peer review on our new Sustainable Urban Mobility Plan and the extension of our pedestrian zone.”
The financial impact of ECF

1€ / the amount a local cyclist gives to ECF via its local cyclists’ association.

In 2017 ECF collected these €1 from members and matched it with €400,000 in other fees and €1million donations from the cycling industry to create our main €1.5million annual budget for cycling.

This leveraged a further €28million from the EU in project funds for ECF and our partners.

Our members released multi-million national funds for cycling – for example €100 million in the Netherlands, €125 million in Sweden in 2017.

Our campaigns have released €1.6billion EU funds for cycling which are being implemented right now.

The value of the cycling we support already creates an annual value of €513billion to the EU economy, an amount that can grow by €247billion through implementing the EU Cycling Strategy.
About ECF

About the European Cyclists’ Federation:
With over 80 members across more than 40 countries, the European Cyclists’ Federation (ECF) unites cyclists’ associations from across the globe, giving them a voice on the international level. Our aim is to get more people cycling more often by influencing policy in favor of cycling.

ecf.com | @EuCyclistsFed