



EU CYCLING STRATEGY

Recommendations for Delivering Green Growth
and an Effective Mobility System in 2030
Summary

June 2017



Ever since the European Cyclists' Federation was founded in 1983, our mission has been to get more people to cycle more often for its many co-benefits. This document is the first systematic review of all EU policies related to cycling, directly or indirectly. It clearly demonstrates that targeted action at European level will bring about a better result compared to action solely at the national, regional and local level.

This is a wake-up call to the European Union. I want to give a big thank you to the many partners who joined us in this campaign for a EU Cycling Strategy.

Manfred Neun
President of the European Cyclists' Federation



The economic recovery in Europe, at last, is in full swing. I am proud to say that our sector, the European Bicycle Industry, is not standing on the sidelines: On the contrary, today we employ 90,000 people in 800 SMEs, 25% more than 5 years ago. With the immense success of the electric bicycle, the prospect of accelerated growth over the next decade is looking extremely promising. We will create new jobs and provide an efficient mobility tool for millions of Europeans at the same time.

The European Bicycle Industry is ready to invest. We look forward to working with European decision-makers to create the right framework conditions. The EU Cycling Strategy is a good way to do this.

René Takens
President of the Confederation of the European Bicycle Industry



No two cities are alike. Being diverse, we share similar challenges and desires: to build a great city where people are happy to live and businesses thrive. This requires high-quality public spaces, good accessibility to services, less congestion, better air quality. Île-de-France Region, for instance, adopted last May an ambitious cycling plan aimed at tripling the number of cycling trips by 2021 by co-funding local Initiatives that cater for safer and more efficient cycling.

I therefore highly welcome this initiative that calls for stronger leadership from the EU. Cities will remain in command of shaping urban mobility, however there are issues we cannot solve on our own, such as safer vehicles, the wide-scale deployment of Intelligent Transport Systems, fiscal incentives, and many more.

Let's make every city future-proof. Cycling is the future.

Stéphane Beudet
Vice-President of the Île-de-France Region in charge of Transport



Introduction

The list of challenges where cycling can make a cost-efficient impact at city, regional, national, European, and global level is long. In recognition of the many co-benefits of cycling, there are a growing number of public authorities that have placed cycling, as well as the development and implementation of an integrated policy on cycling, high on their political agenda.

The European Union, however, is not yet a member of this group, despite numerous calls from EU institutions, including the Transport Ministers by endorsing the 'Declaration on Cycling as a Climate-Friendly Transport Mode', the European Parliament and the Committee of the Regions. They did so in the understanding that Union action has great added value in improving conditions to get more people to cycle more often, more than Member States' action alone.

This document summarises the findings of the document EU Cycling Strategy. Recommendations for Delivering Green Growth and an Effective Mobility System in 2030. This document systematically reviews EU policies related to cycling and lists recommended actions primarily directed at European policy-makers, and where applicable to the national, regional and local levels. The document was developed by an expert group with 27 members, representing 15 governmental and non-governmental organisations, academia and business representations, which met three times in Brussels. In addition, input was collected over the past 8 months (September 2016–May 2017) from a much wider set of stakeholders through bilateral contacts, public events/workshops, a survey and an online public consultation. In total, approximately 1,000 individuals were involved in the process of formulating the strategy.

To clarify, this document is not the EU Cycling Strategy itself, but calls upon the EU's executive branch to include the development of an official EU Cycling Strategy in the Commission Work Programme 2018 or subsequent initiatives.

This EU Cycling Strategy Recommendations document will be handed over to the European Commission at the Velo-city conference in Arnhem-Nijmegen in June 2017. All readers are invited to stay informed about the progress made by visiting www.cyclingstrategy.eu or by following the Twitter hashtag #eucyclingstrategy.

The EU Cycling Strategy in Numbers

Objectives

Achieving the quantitative objectives of the EU Cycling Strategy by 2030 would deliver these results:

Economic benefits of cycling

€ 513 billion



2017

€ 760 billion



2030

Jobs in the cycling economy

650,000



2017

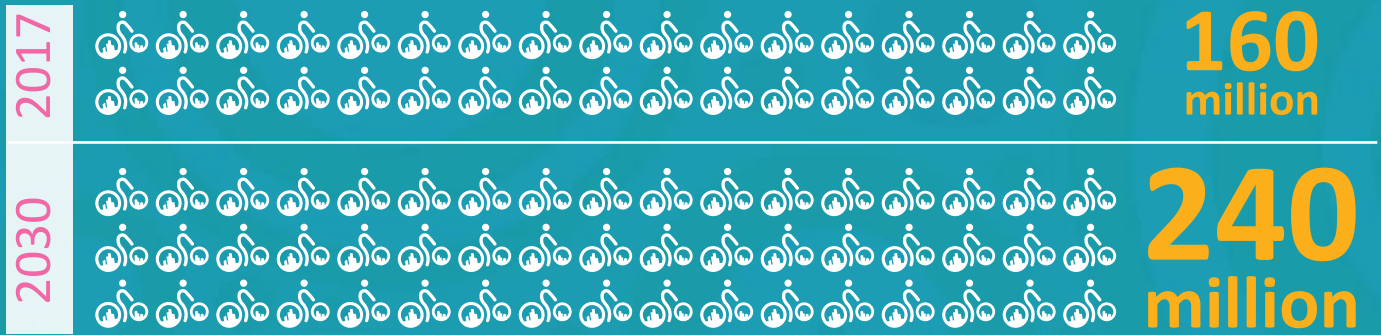
875,000



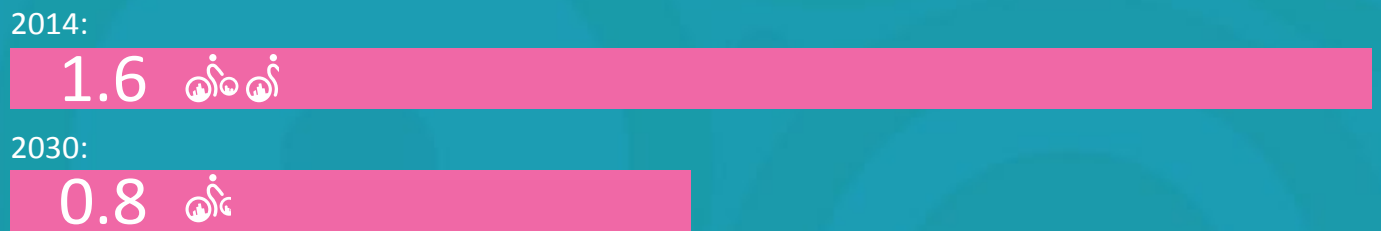
2030



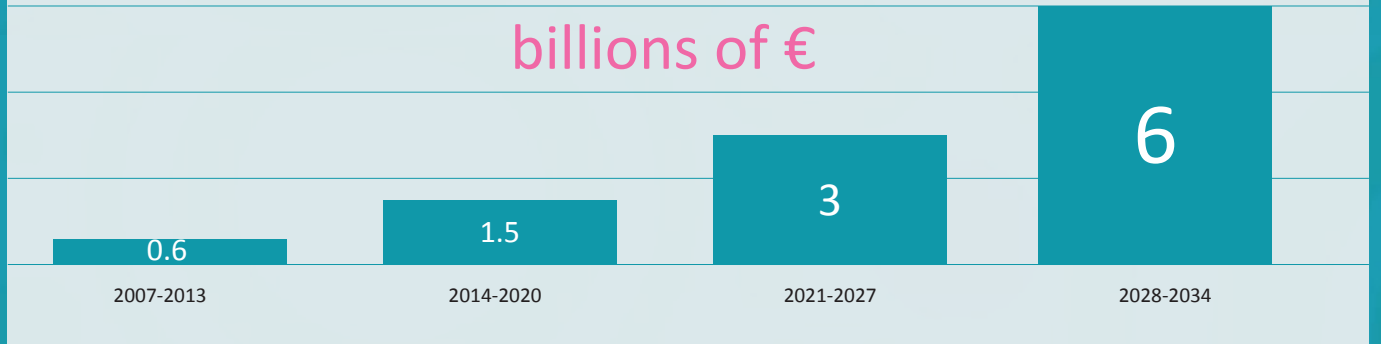
Number of cycling trips per day



Number of cyclists killed per 100 million km cycled



Increase EU investments in cycling projects



Development of electric-powered assisted bicycles (EPAC)

Total number of EPAC in use



Behavioural Change

Successful European campaigns such as the European Mobility Week, but also the lessons learnt from many EU-funded projects should feed into the formulation of a coherent and integrated European policy for behavioural change.

In countries with low levels of cycling, promoting cycling for recreation, tourism and sports can be a gateway to daily cycling. Therefore the EU should set up a European platform to provide a one-stop-shop for anyone interested in active tourism in Europe.

To remove one of the main barriers to cycling – the perception that it is not safe – speed has to be properly managed, road users have to be better educated and rules on drink driving have to be enforced.





Cycling-Friendly Infrastructure

High quality cycling-friendly infrastructure, with regard to street design but also parking facilities (for example at multimodal hubs), improves the convenience of cycling, which helps to increase cycle use. Cycling-friendly infrastructure should be included in EU funding programmes.

The EU is requested to establish guiding principles for cycling infrastructure.

Also, the EU should integrate EuroVelo, the European cycle route network, into the Trans-European Transport Networks.



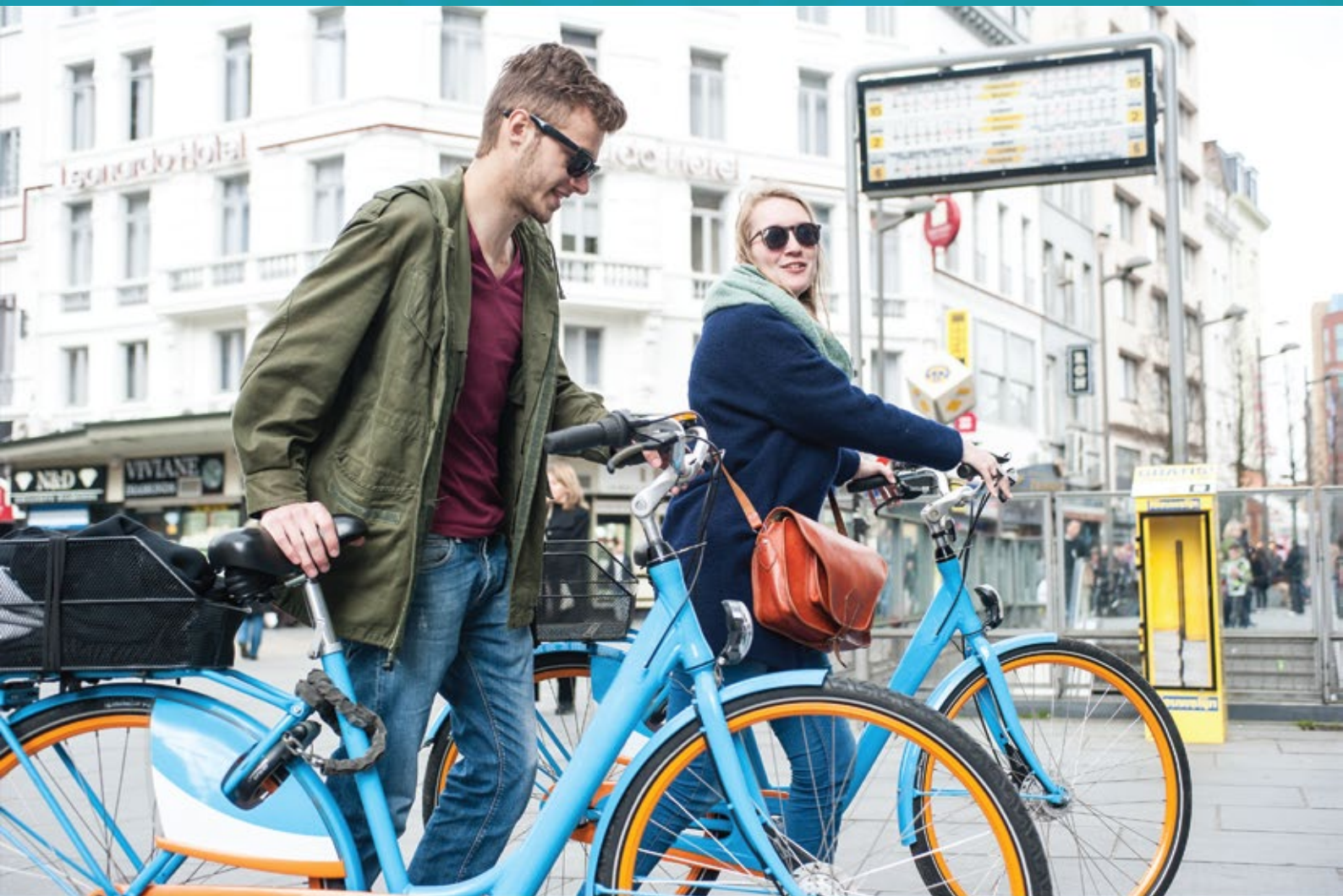
Vehicle Regulation

The EU has exclusive competence on motorised vehicle regulation through vehicle Type Approval. This includes safety regulations with the General Safety and Pedestrian Protection Regulations. New vehicle safety technologies offer excellent opportunities to improve cycling safety.

For example, using automatic emergency braking systems that can detect cyclists or the mandatory fitting of all new passenger cars with overridable Intelligent Speed Assistance that assists drivers to keep to speed limits.

There is also the opportunity to make heavy goods vehicles safer with active safety systems and better cabin design for improved visibility.





Multimodality and Intelligent Transport Systems

Cycling and public bike sharing are generating a multitude of data and services, hence it is important to make sure this data is systematically included in the European standardisation work of harmonising multi-modal and real-time transport data.

The upcoming Commission guidelines on urban logistics should recognise the full potential of cargo bicycles in last-mile logistics deliveries.

EU Passenger Rights Regulation should further improve the conditions for bicycle carriage on all modes of transport.

A Financial & Fiscal Level Playing-Field for Cycling

Cycling should be streamlined into all relevant EU funding programmes. In the formulation of e-mobility policies, electric bicycles should be taken fully into account, for instance purchase subsidies should not be limited to e-cars but extended to electric bicycles.

Member States should be allowed to introduce reduced VAT for bicycle purchases. As for fiscal incentives, governments should provide a level-playing field for cycling with other transport modes, such as for commuting purposes.

The social and environmental costs of car use should be paid for by the polluter through reform of the EU Energy Taxation Directive.





The European Bicycle Industry

The European Bicycle Industry added 20,000 jobs over the past 5 years. With the right support and framework conditions, the industry will be able to continue on this path. More EU funds for research and innovation should be made available both for developing new manufacturing technologies and methods as well as qualifying the workforce.

In order to maintain product quality and safety, bicycles have to comply with the ISO 4210 bicycle standards; non-compliant products should be monitored, suspicious products tested; and a unified European authority for market surveillance and customs should be created.

Finally, the effective EU trade instruments that have been in place since 1993 need to be maintained.



Contribution of Cycling to Achieving Global Goals

Global/UN-level policies – such as the Paris Agreement, the Sustainable Development Goals and the New Urban Agenda – underpin the arguments to promote cycling in the EU and beyond the continent’s borders.

The EU should enlarge its technical assistance programmes dedicated to supporting active mobility and enforce infrastructure designs that account for the need of active modes of transport in EU financed projects.

The exchange of knowledge should be facilitated through research projects and established networks, such as through the Transport, Health and Environment Pan- European Programme (THE PEP) that is currently developing the Pan-European Master Plan for cycling promotion.





Governance

Adequate human resources and tools are needed to ensure that the proposed actions of the EU Cycling Strategy are properly implemented at European level. A cycling check in policies and inter-service consultation should ensure that cycling is included when new pieces of policy are drafted; a Cycling Focal Point ought to be established to coordinate and implement the cycling strategy at EU level.

Stakeholders, both private and public, should be involved to ensure their expertise and advice is properly taken into account; a Cycling Clearing House should systematically collect and disseminate knowledge and expertise.

Finally, the EU institutions should lead by example and provide cycle-friendly conditions that entice their employees to bike to work.

Monitoring and Evaluation

In order to improve policies and projects at all levels of governance, their impact and effectiveness need to be monitored and evaluated over time.

The evaluation of cycling-related policies and projects needs to be done in a systematic way throughout Europe in order to improve the impact of future investments in cycle projects. Such evaluation requires regular and complete monitoring of the key performance indicators (such as the level of cycling, road safety, etc.) in Europe. These indicators and the measurement methods should be standardized at the European level in order to get comparable results.

The use of crowdsourcing and 'big data' allows for more accurate and detailed information about cycling and people who cycle in Europe.



This summary is the joint product of an expert group. The full list of the expert group members is listed in the introduction part of the complete version of 'EU Cycling Strategy. Recommendations for delivering Green Growth and an Effective Mobility System in 2030' that can be downloaded here: www.cyclingstrategy.eu

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P.14 Mikael Colville-Andersen

„These EU Cycling Strategy Expert group members fully endorse the process, proposals, and recommendations contained in this document and agree that supporting this document forms an excellent basis for getting a EU Cycling Strategy into the Commission's 2018 Work Plan or subsequent initiatives.”

Confederation of European Bicycle Industries (CONEBI);

CROW, Netherlands;

Cycling Embassy of Denmark;

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Transport for London, United Kingdom (TfL);

Union Cycliste Internationale (UCI).

„These EU Cycling Strategy Expert group members and other stakeholders fully endorse the process, and agree that supporting this document forms an excellent basis for getting a EU Cycling Strategy into the Commission's 2018 Work Plan or subsequent initiatives.”

European Transport Safety Council (ETSC).

EUROCITIES.



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