ECF gratefully acknowledges financial support from the European Commission.

All powerful bike lobby?

Kevin Mayne, Development Director ECF
Wall Street Journal editorial board member Dorothy Rabinowitz

"The bike lobby is an all-powerful enterprise."

"The most important danger in this city is not the yellow cabs... it is the cyclists, empowered by the city administration."

June 2013
Who’s driving EU policy?

The car lobby is one of Brussels’ most powerful, spending more than €18 million in 2014 to influence EU climate, energy, trade and transport policy.

Top 3 Spenders:

- Daimler: €2.5 million
- Volkswagen: €3.3 million
- BMW: €1.5 million

14 - 43 - 8

number of lobbyists employed in Brussels

Source: Corporate Europe Observatory

LobbyFacts.eu
STOP KINDERMOORD
veilige voet- en fietspaden
In Europe alone, 655,000 people are directly employed in cycling production, services, tourism, and other facets of the industry—more jobs than in mining and quarrying and almost twice as many that work in the steel industry. The European Union’s cycling policies and initiatives contribute to improved health, lower fuel consumption, reduced CO2 emissions, decreased air pollution, and a reduction in noise pollution.

### Economic benefits of cycling

<table>
<thead>
<tr>
<th>Health</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>€121 bn</td>
</tr>
<tr>
<td>Congestion-easing</td>
<td>€24 bn</td>
</tr>
<tr>
<td>Fuel savings</td>
<td>€6 bn</td>
</tr>
<tr>
<td>Reduced CO2 emission</td>
<td>€3 bn</td>
</tr>
<tr>
<td>Reduced air pollution</td>
<td>€1 bn</td>
</tr>
<tr>
<td>Reduced noise pollution</td>
<td>€0.3 bn</td>
</tr>
<tr>
<td>Tourism industry</td>
<td>€44 bn</td>
</tr>
<tr>
<td>Bicycle manufacture</td>
<td>€18 bn</td>
</tr>
<tr>
<td>Combined total</td>
<td>€217 bn</td>
</tr>
</tbody>
</table>
ECF Leadership

- Advocates
  - "Leadership Programme"
  - "Active Voice project"
  - "FLOW Project"

- Industry
  - "Cycling Industry Club"
  - "Smarter Cycling Initiative"
  - "PEBSS"

- Cities and Regions for Cyclists

- Framing
- Policy influencing
- Networking
- Building coalitions
- Stakeholder mapping
- Selecting and designing winning campaigns
- Policy entrepreneurs
All powerful bike lobby?
It doesn’t come unless you build it!

www.ecf.com