

Think Tank meeting on an EU Roadmap for Cycling: ECF synopsis

Tuesday, May 19, 2 – 5pm, Av. Palmerston 3, 1000 Brussels

May 22, 2015

A High-level Think Tank meeting on an EU Roadmap for Cycling earlier this week brought together stakeholders to devise, debate and define measures to meet cross-sectoral EU policy targets through increased cycling.

The meeting was organised by the European Cyclists' Federation (ECF) to further the goals also of Cycling Forum Europe, launched in November 2014 in conjunction with several members of the European Parliament (most notably Michael Cramer MEP, chair of the TRAN Committee).

This synopsis document intends to convey a holistic and forward-looking framework for an EU Roadmap for Cycling that participants at the meeting put forward in this early stage of the policy formation. An on-going ECF endeavour, the meeting was a first attempt to gather stakeholders to delineate goals for a future Roadmap on Cycling, with many issues remaining to be discussed.

The more than 50 participants included stakeholders from industry and NGOs, various cities and regions, along with European Commission officials from different units across DGs MOVE, CLIMA, ENV, REGIO, SANTE and EAC. A sizable representation was present also from the European Parliament, and from the MS governments and/or Permanent Representations to the EU.

Participants discussed the manifold benefits of any individual action employed to increase the modal share of cycling. Benefits of cycling, it was stressed, cut across the European economy and health sectors, helped ease congestion, improve air quality, contributed to EU decarbonisation goals, and increased safety in urban settings.

The meeting commenced with speakers in Session 1 expounding on the current and foreseen role of cycling in EU policies. Session 2, the effective debate, divided participants into five working groups (WGs) to uncover, discuss and eventually categorically prioritise the various elements of a possible EU Roadmap on Cycling. Session 3 then allowed the wider audience to assimilate the

proposals from all the WGs, construct clusters of markedly similar policy measures, and recommend measures for implementation (funding, partnerships, targets and evaluation).

Speakers from the European Cyclists' Federation, the Commission, the WHO and the bicycle industry highlighted a whole host of benefits from increased cycling, largely in parallel with the following major groups:

- **Jobs and Growth:** The cycling economy employs more than 655,000 people, more than the number for the mining and steel sectors. Doubling the modal share of cycling is estimated to raise this number to over 1 million by 2020.
- **Decarbonisation:** Cycling is in line with the EU's goal for a low-carbon economy and, given that the transport sector accounts for the largest GHG share of the non-ETS sectors, currently around 32%, and more than half of non-CO2 GHG emissions, it has a direct impact on EU emissions reduction targets.
- **Congestion-easing:** Experimental programmes on a modal shift to cycling conducted in several European cities have proven a statistical reduction in congestion.
- **Tourism:** A lion's share of revenue from the cycling industry arise from the over 2.2 billion cycling tourism trips made annually, the economic impact of which the European Parliament estimates at €44bn.
- **Air quality:** Increased cycling also works towards the EU's Air Quality Directive, and in turn is conducive to meeting the overall set environmental objectives.

Having revealed a multitude of benefits for increased cycling, the meeting concluded with the participants agreeing on seven major clusters of strategies to be included in the EU Roadmap for Cycling – along with possible actions.

Each of these 7 clusters will also include notes on:

- (i) **Funding:** e.g. better use of EU Cohesion- and Structural Funds; the source of funding, funding partnerships, PPPs;
- (ii) **Partnerships:** within the Commission across the 15 DGs with a link to cycling and with MS, cities/regions and other stakeholders;
- (iii) **Targets, measurements and evaluation tools:**
 - Targets on cycling modal share, level of physical activity;
 - Cost-Benefit-Analyses of investments in cycling projects.

The strategy clusters are as hereunder:

1. Jobs & Growth

- SMEs: Industrial policy to support e.g. R&D at the some 600 bicycle manufacturers and bicycle parts manufacturers in the EU;
- Tourism: EC should continue to support cycling tourism at least at the same level as it was done until now and look for more sustainable financial model;
- EU speed pedelec regulation needed.

2. Decarbonising transport

- E-mobility and Energy-efficiency: there is great potential for shifting short and medium-distance motorised trips to (e-) cycling. Hence, (speed) pedelecs should be an integral part of any e-mobility strategy.

3. Health & Environment

Cycling in all policies:

- Built environments that are conducive to physical activity, e.g. active commuting;
- Air quality plans to include cycling promotion.

4. Mobility

- Intermodal connectivity key for modal shift;
- Further develop and promote SUMP;
- Strengthen awareness-raising through Do the right mix, EMW.
- Infrastructure integration, i.e. take the needs of cyclists into account from the very beginning when building transport infrastructure, e.g. highways, railways and waterways;

5. Level Playing-field

- Transparency on real costs (cars vs cycling);
- Taxation (e.g. mobility budget for commuters);
- Application of polluter-pays principle/ internalization of external costs.

6. Data Collection

Accurate data collection in order to set targets and subsequently to measure impact is essential.

- In particular on modal share in all EU-28 MS: Measured by MS, collected and harmonised by Eurostat
- Sales/imports of e-bikes;
- Access to open data.

7. Road Safety & Education

Road safety for VRU's has received specific attention since the Policy Orientations on Road Safety 2011, and was repeated in the White Paper on Transport, but very few concrete steps have been undertaken since.

- Further deployment of active vehicle safety systems for cars and HGVs needed
- EU speed pedelec regulation needed;
- Promotion of safe and convenient cycling infrastructure (and EU standards).

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