



ECF gratefully acknowledges
financial support from the European
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EU Cycling Strategy - Advocacy

Veloforum Mykolaiv
Holger Haubold, October 7, 2017



Outline

1. Political support
2. Expert support
3. Popular support
4. General observations on successful campaigning



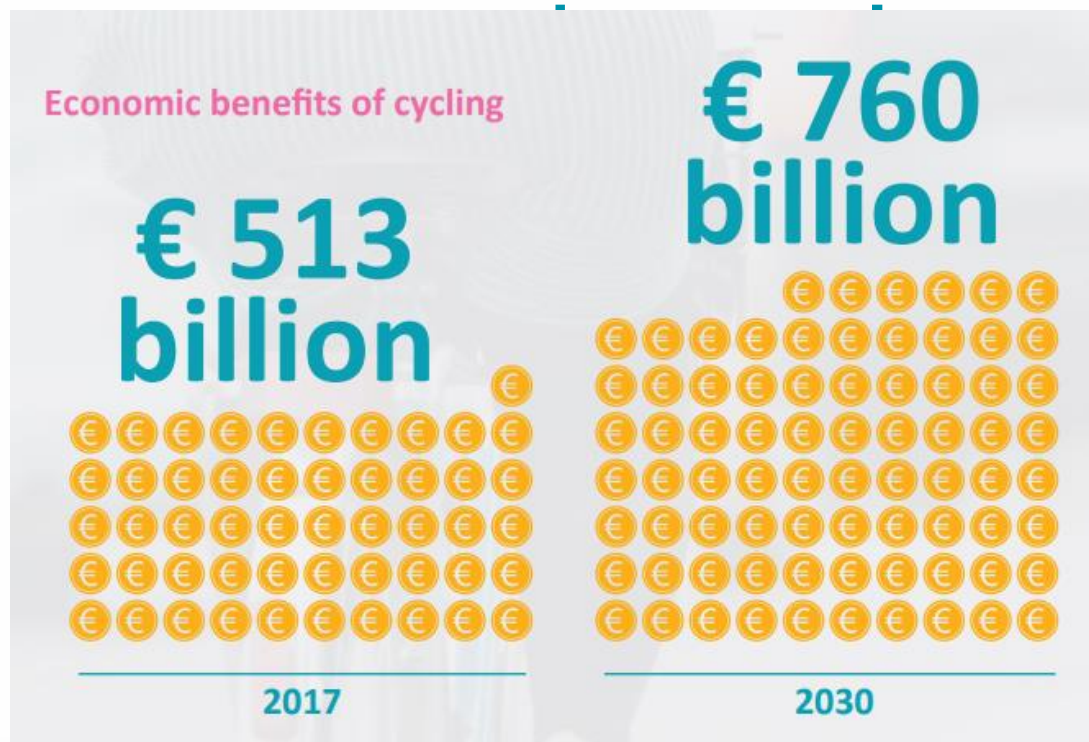
Political barriers for a EUCS

1. “Cycling is not a serious transport mode!”
2. Cycling is not a EU competence (subsidiarity)
3. Cycling is not a priority in Juncker agenda (compared to financial and economic crisis, refugees, Rule of Law, trade, Brexit...) – European Commission has exclusive competence to initiate policies



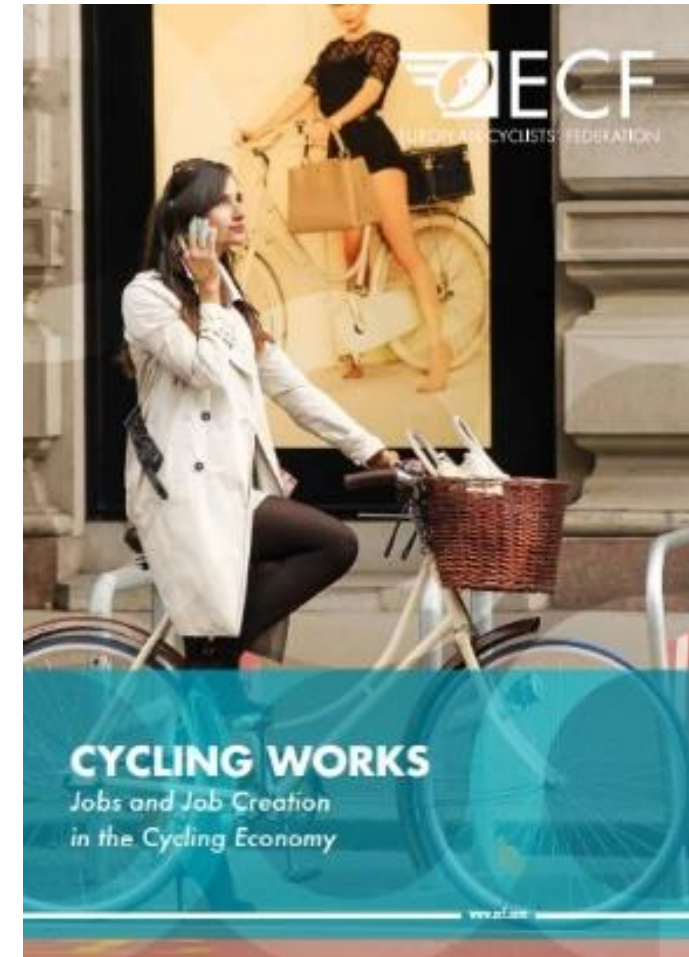
1. Political support – speak economic language!

Cycling delivers economic



Political support – jobs, jobs, jobs!

Cycling creates local jobs!



Political support – Find supporters

- Luxembourg Declaration 'Cycling as a Climate Friendly Transport Mode', 10/2015
- Support from European Parliament and Committee of the Regions



Political support – personal experience

- organise bike rides with politicians
- use testimonials of cycling politicians



Give politicians a floor!

Public handover of EUCS to European Commissioner for Transport, Violeta Bulc, at Velo-city 2017



Luxembourg and Belgian Transport Ministers at Big Bike Event



2. Expert support

- Expert group: 30 members/
15 organisations, 3 meetings
- 7 public events/ workshops
- Survey
- Public stakeholder
consultation: 1st draft online





EUCS is a proposal from a coalition of stakeholders, not ECF alone!



3. Popular support

- More than 200 stakeholders supported our campaign: NGOs, businesses, consultancies, academics, cities, regions, Member States
- About 1,000 people contributed to EUCS document (experts, survey, stakeholder consultation, workshops...)



Give visibility to supporters



ECF @EuCyclistsFed · May 26

A big thank you to the city @MADRID for supporting the #EUCyclingStrategy.

Find out more:

ecf.com/eu_cycling_str...



1



4



6



Personal engagement

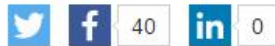


More info: www.cyclingstrategy.eu



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EU cycling strategy



From March 20 to April 10, you can [give your feedback on the draft blueprint](#)



TWEETS

Dr Randy Rzewnicki Retweeted
 **Energy Cities**
@energycities
Show your support to @EuCyclistsFed in their campaign for an #EUCyclingStrategy !
energy-cities.eu/Show-you-suppo...
#Sustainable #Mobility



05 May

RL Oberösterreich Retweeted
 **ECF**



General observations on successful campaigning

- Define your objectives! Have a advocacy/ communications strategy!
- Demonstrate what cycling can contribute, become part of the solution, be a “future-maker”
- Present facts, speak economic language (growth, jobs, environmental benefits, etc), involve experts



General observations on successful campaigning

- Identify the key stakeholders who can help you move your agenda, invest in these relationships; build coalitions, let them take ownership of the campaign
- Give politicians visibility, praise them if they do good
- Act timely!
- Be highly professional, it's okay to be slightly different
- Difficult at EU level: Media coverage; popular support





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Thank you

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