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EU Cycling Strategy - Content

Holger Haubold, October ..., 2017



Outline

- 4 key objectives of the EU Cycling Strategy
- Policy recommendations to EU
- EU Cycling Strategy vs Pan-European Master Plan for Cycle Promotion



ECF mission



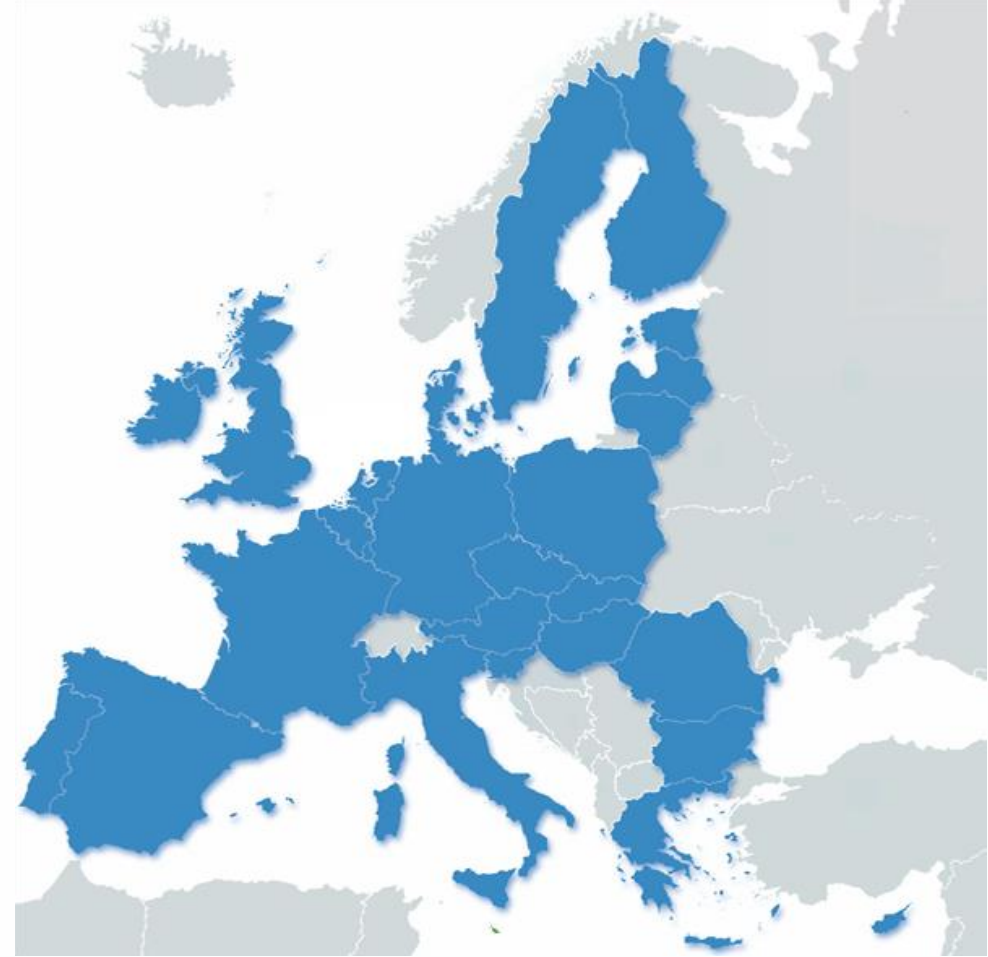
‘Get more people
cycle more often’



Why do we need an EU Cycling strategy?



To achieve level
playing field for
cycling in
Europe, in the
EU 28!



Objective 1: A level playing field for cycling

- 1) **A strong political signal:** Elevate cycling from a minor subset of EU urban transport policy to a **recognized transport mode** in its own right.



Objective 1: A level playing field for cycling

2) Policy results:

- 1) Equal recognition of cycling in EU policy – urban, electromobility, environment, air quality, congestion, health....
- 2) Better funding for cycling in EU programs, research, innovation, industrial support, SME policies....
- 3) Technical recognition – standards, regulation, digital standards, inter-vehicle connections, infrastructure
- 4) Message to Member States about the importance of cycling



Objective 1: A level playing field for cycling

3) Market results:

- 1) Growth of cycling and e-bike use, growth of sales
- 2) A more competitive, better funded EU industrial base



Objective 2: 50 % increase in cycle use in the EU

More
people will
cycle,
more
often!



Objective 3: 50 % decrease in risk in the EU

Cycling
will be
safer!

Number of cyclists killed per 100 million km cycled

2014:

1.6  

2030:

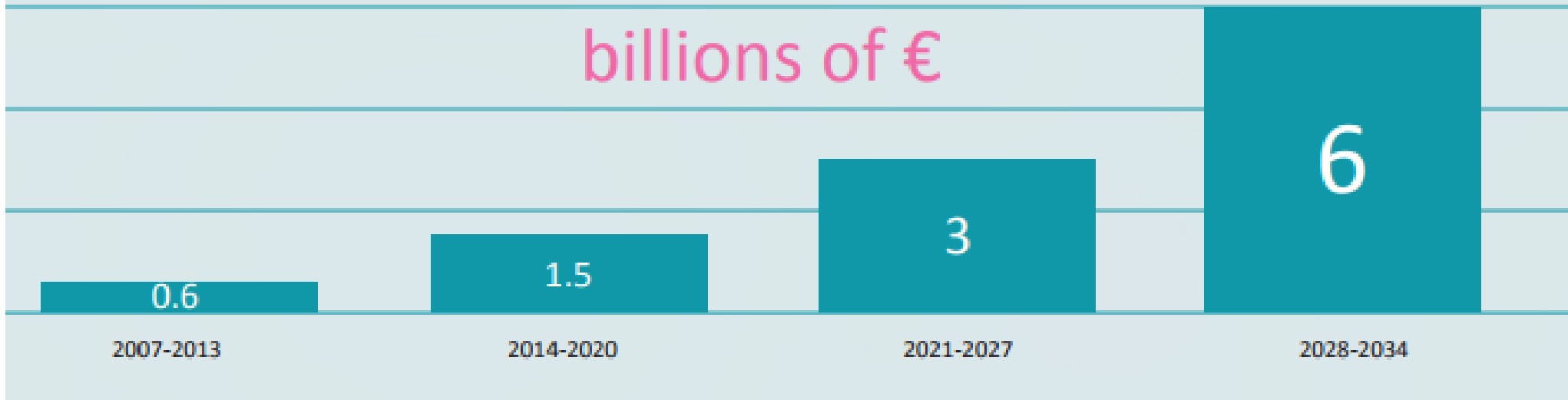
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Objective 4: More EU funding

Increase EU investments in cycling projects

billions of €



EUCS policy recommendations



What is in the EU cycling strategy?

Actions which are
necessary for cycling
AND
are in the
competence of EU.



Behaviour change



- EU needs to formulate coherent policy framework for behavioural change (EMW, Do the right mix)
- EU should set up a one-stop shop, i.e. European platform, for active tourism
- Tackle perception that cycling is unsafe through revision of Professional Driver Qualification



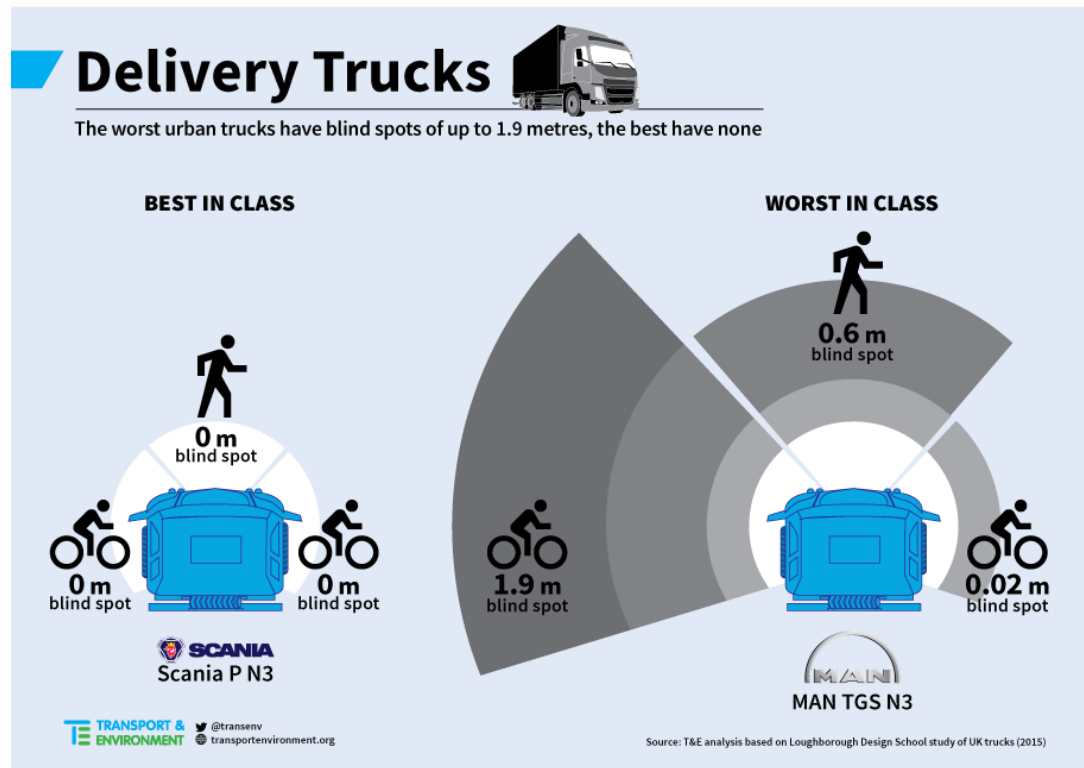
Infrastructure



- EU should establish guiding principles for cycling infrastructure;
- Encourage Member States to establish minimum quality criteria
- EuroVelo, the European cycle route network, should be included in the Trans-European Transport Networks



Vehicle and technical standards



- Extend Pedestrian Protection Protocol to cyclists
- Fit all new passenger cars with automatic emergency braking systems and with overridable Intelligent Speed Assistance
- Safer lorries through active safety systems and better cabin design for improved visibility



Multimodality and ITS



- Cycle data to be systematically included in the European standardization work of harmonizing multi-modal and real-time transport data
- EU Passenger Rights Regulation: improve conditions for bicycle carriage on all modes of transport



Fiscal and financial level-playing field for cycling



- 10 % of EU transport funding on cycling
- Extend fiscal stimuli to e-cars to electric bicycles; MS to be allowed to introduce reduced VAT for bicycle purchases
- Bicycle check in public procurement
- Social and environmental costs of car use to be paid for by user/polluter



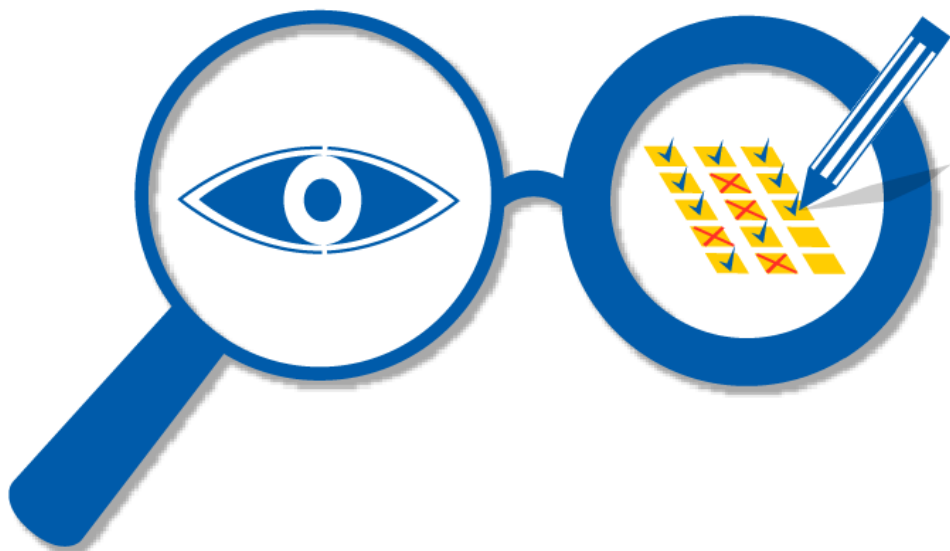
Governance



- Establish Cycling Focal point inside Commission to coordinate implementation of cycle measures;
- Establish Cycling Clearing House to collect and disseminate knowledge and expertise across Europe
- Cycle-friendly EU institutions



Monitoring and evaluation



- Systematic evaluation and cycling-related policies and projects (CBA)
- Regular monitoring of KPIs (cycle use, road safety); indicators and measurement methods should be standardized at EU level to get comparable results
- Use of crowdsourcing and 'big data'



Overall campaign objective

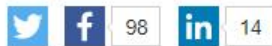
**‘EU Cycling Strategy’ for the
Work Programme of the European
Commission 2018**



More info: www.cyclingstrategy.eu



[HOME](#) [THE EU CYCLING STRATEGY](#) [ROADMAP](#) [SUPPORTERS](#) [NEWS](#) [PRESS CORNER](#) [CONTACT](#)



The “EU Cycling Strategy. Recommendations for Delivering Green Growth and an Effective Mobility in 2030” is the result of a systematic review of all EU policies related to cycling wherein approximately 1,000 people were involved. It is a joint project and campaign of the Expert Group Members (see below) aimed at increasing cycling and bringing substantial added value to EU policy goals. Devised to inspire the EU Commission to develop their own EU Cycling Strategy, we want to remove fragmentation in the development of relevant policies across EU institutions and avoid inefficiencies in the expansion of local cycling strategies.

Full document of the EU Cycling Strategy [here](#). Summary [here](#).



TWEETS



Pan-European Master Plan for Cycle Promotion (PEMP)



- THE PEP = Transport, Health Environment Pan-European Programme
- 56 signatory states under auspices of WHO and UNECE (United Nations for Economic Commission)
- 2014 Paris Declaration:

“ Decide to initiate the development of a pan-European Master Plan for Cycling Promotion, supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. This new initiative will be undertaken within the framework of THE PEP partnerships.



Similarities **PEMP** - **EUCS**

- Same vision: Increase cycle use by 2030 for its many socio-economic benefits (PEMP: + 100%; EUCS: + 50%);
- Higher investments into cycle infrastructure
- Strong emphasis on governance
- Monitoring and evaluation



Difference 1: Geographic scope

PEMP - 56 THE PEP signatory countries



EUCS – 28 EU Member States



Difference 2: Primary target group

PEMP recommendations

- International
- European
- **NATIONAL**
- Regional
- Local

EUCS recommendations

- International
- **EUROPEAN**
- National
- Regional
- Local



Some different policy areas

PEMP recommendations

- National highway codes
- Education
- Health

EUCS recommendations

- Cohesion policy (EU Funding)
- Vehicle regulation (design and equipment)
- Bicycle industry



Difference 3: What's next?

PEMP

- Will be officially adopted at 5th THE PEP high-level meeting in Vienna (2019)

EUCS

?

- Key demand to European Commission: Include development of EU Cycling Strategy in your 'Work Programme 2018 or subsequent initiatives'





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Thank you

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