



ECF gratefully acknowledges financial support from the European Commission.



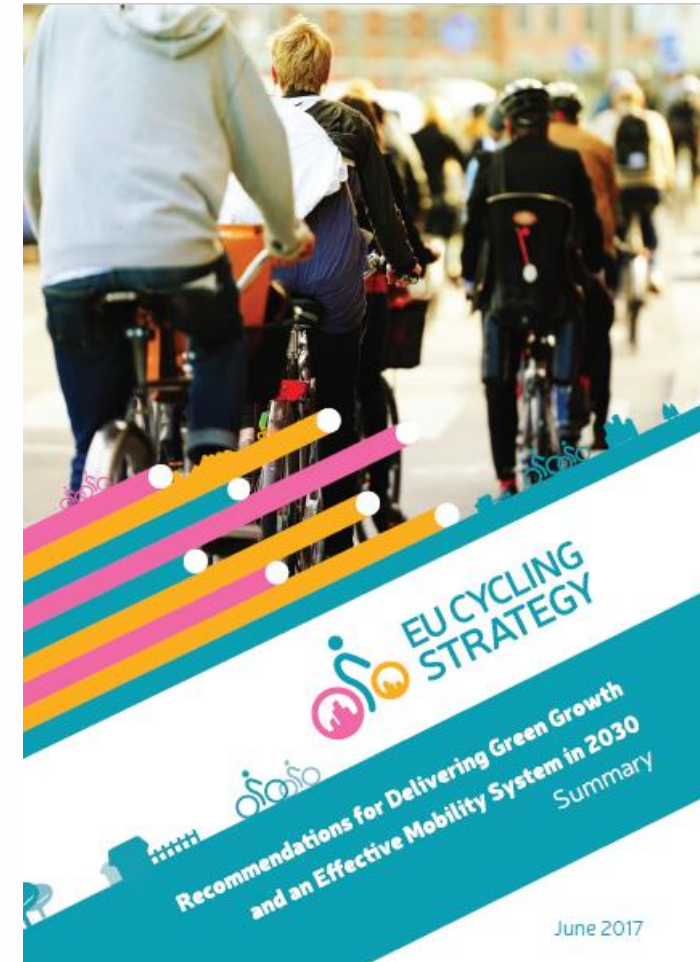
The EU Cycling Strategy what is inside and behind...

**Adam Bodor,
Velo-city Arnhem-Nijmegen, 15 June 2017**



Content

- Why do we need an EU Cycling strategy and how to get it?
- What is in the EU cycling strategy?
- What's next on the EU Cycling Strategy?



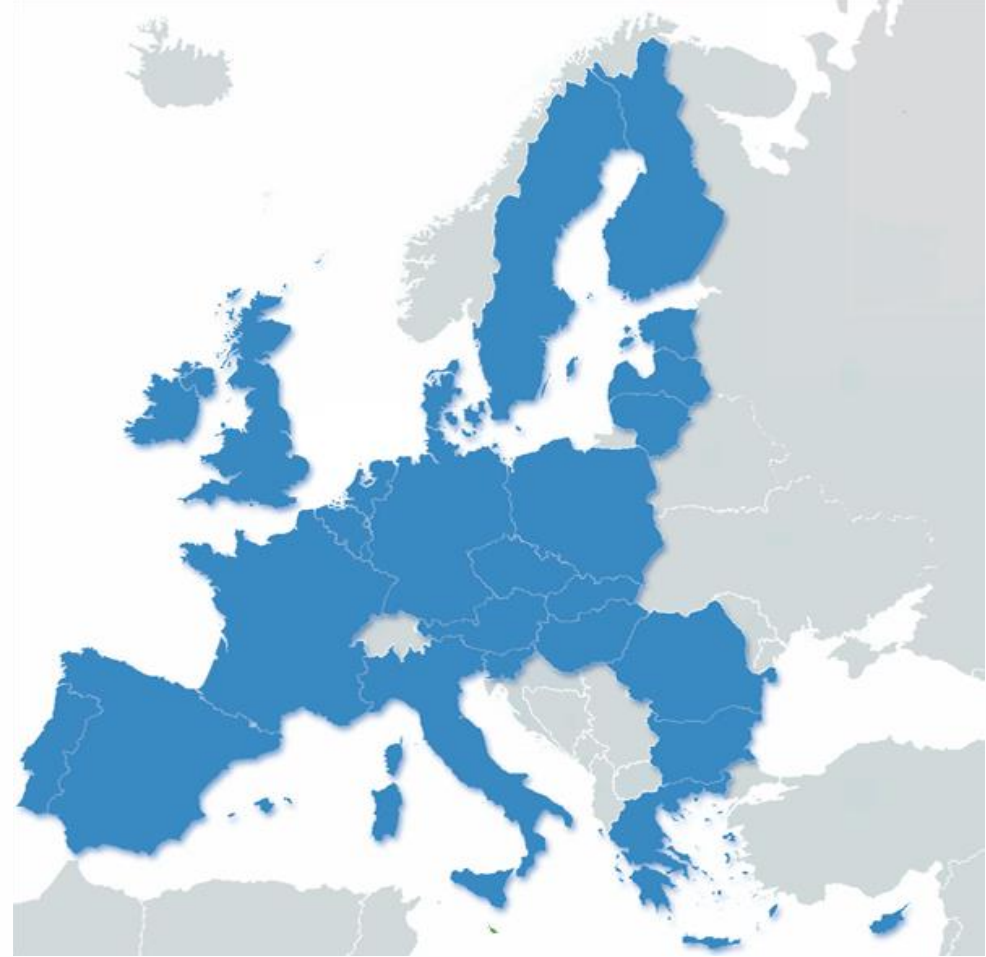
Why do we need an EU Cycling strategy?

More
people
cycling,
more often!



Why do we need an EU Cycling strategy?

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



Why do we need an EU Cycling strategy?

If there is level playing field for cycling:

More
people will
cycle, more
often!



Why do we need an EU Cycling strategy?

If there is level playing field for cycling:

Number of cyclists killed per 100 million km cycled

2014:

1.6 

2030:

0.8 



Why do we need an EU Cycling strategy?

To ensure: the level playing field is provided at all levels!



Why do we need an EU Cycling strategy?

To define and to help to coordinate all actions which are necessary at EU level

AND

are in the competence of EU.



Why do we need an EU Cycling strategy?

To fight climate change

To reduce air pollution

To reduce congestion

To improve public health

For more happiness....



Why do we need an EU Cycling strategy?

The 10 priorities of the EU commission:

1. Jobs, growth and investment...

3. Energy union and climate...



Why do we need an EU Cycling strategy?

The 10 priorities of the EU Commission:

1. Jobs, growth and investment...

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Why do we need an EU Cycling strategy?

The priorities of the EU commission:

“I want to be serious about being big on big things and small on small”



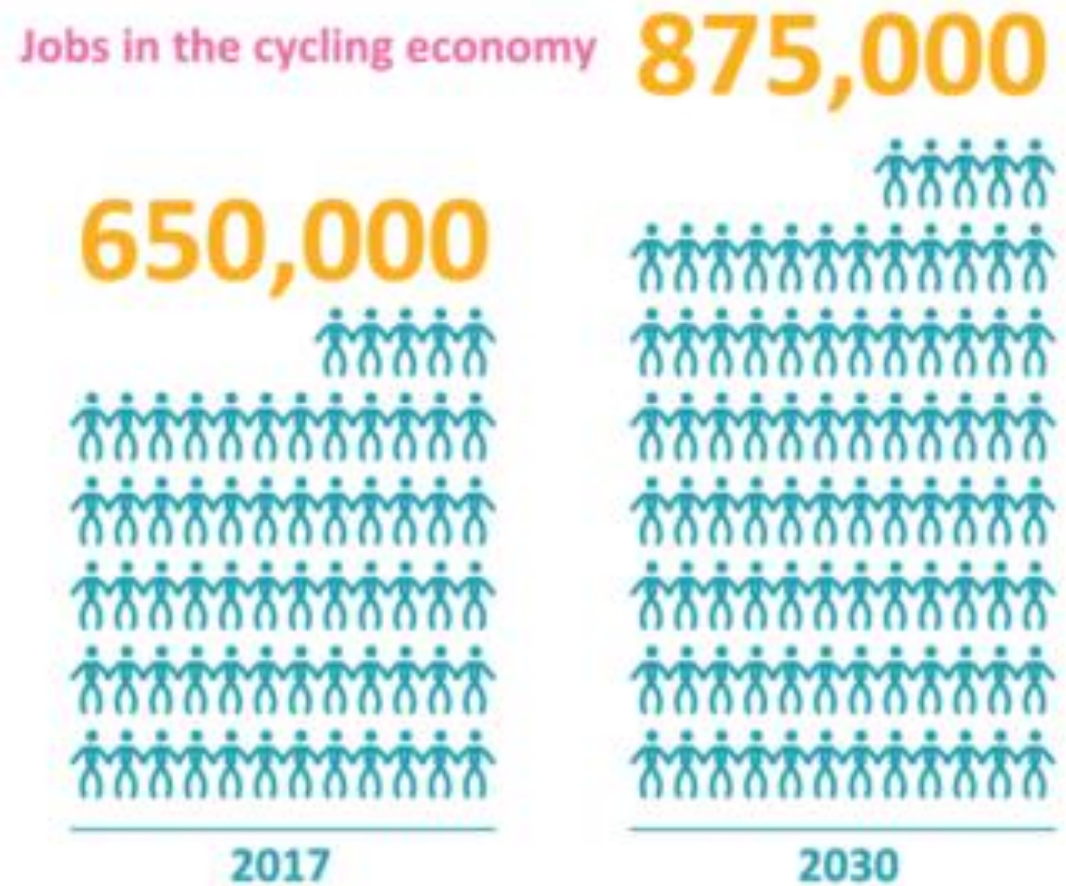
How to get an EU cycling strategy?

To demonstrate that cycling is big to deliver jobs, growth and investment!



How to get an EU cycling strategy?

To demonstrate that cycling is big to deliver jobs, growth and investment!



How to get an EU cycling strategy?

To demonstrate that cycling is big to deliver jobs, growth and investment!

Economic benefits of cycling



2017



2030



How to get an EU cycling strategy?



Luxembourg (Oct 2015) EU transport ministers:
“EU level strategic document
on cycling...”

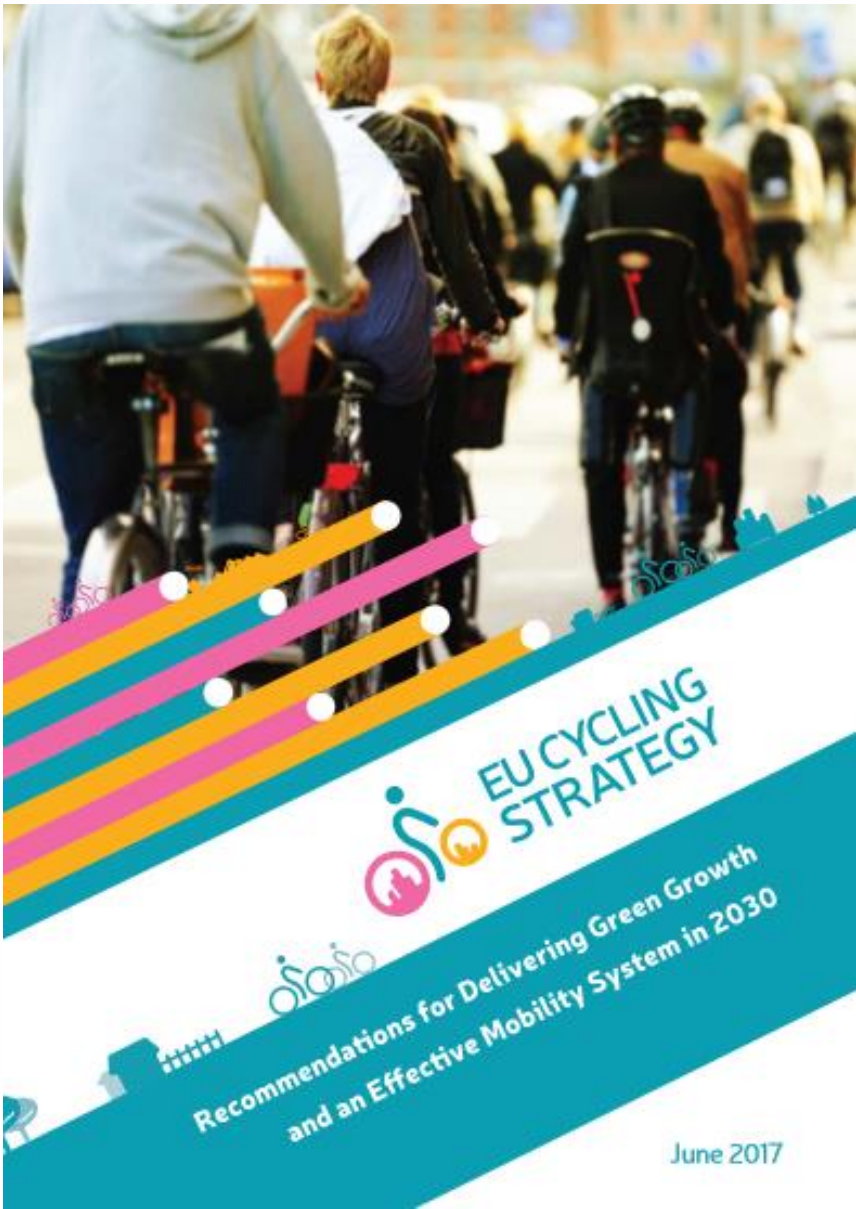


How to get an EU cycling strategy?

Commissioner for Transport, Violeta Bulc, to ECF (June 2016)

“ Show me the content and the stakeholder support”



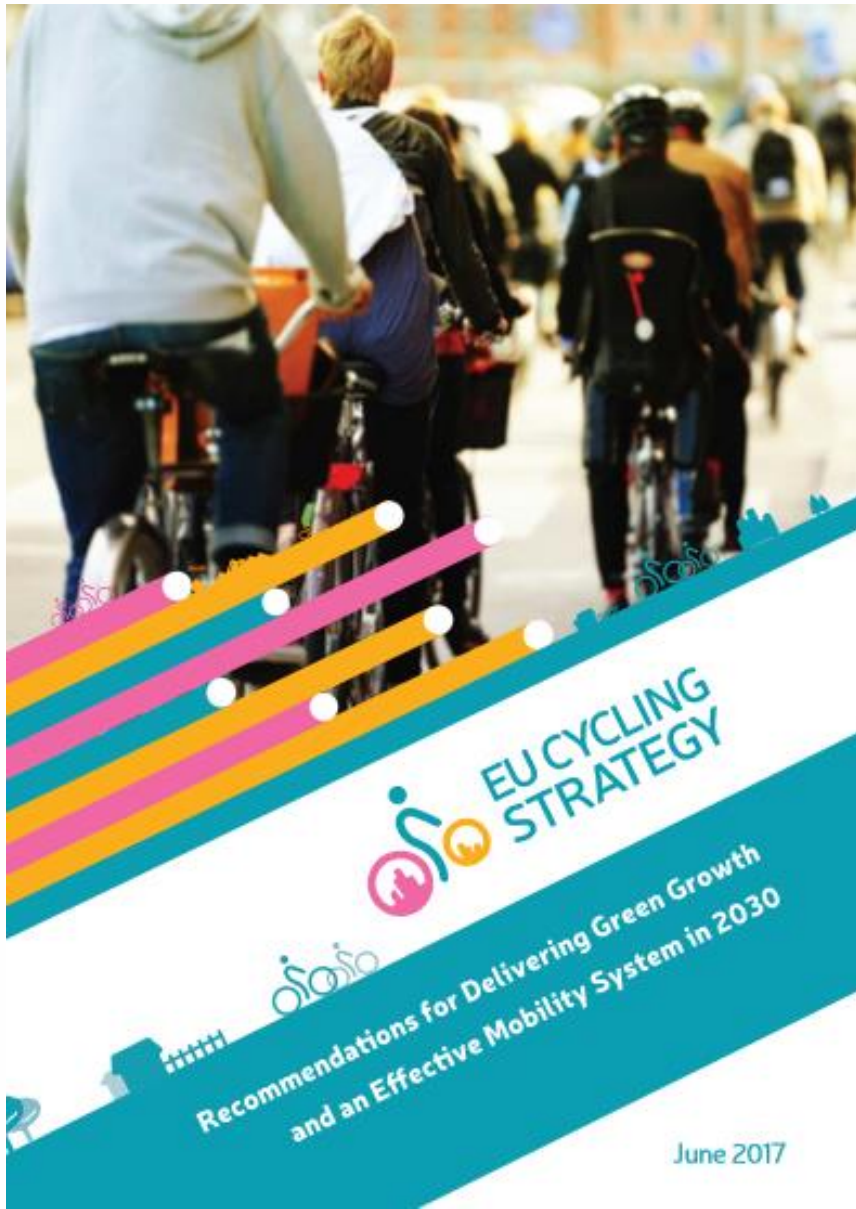


How to get an EU cycling strategy?



coalition of stakeholders





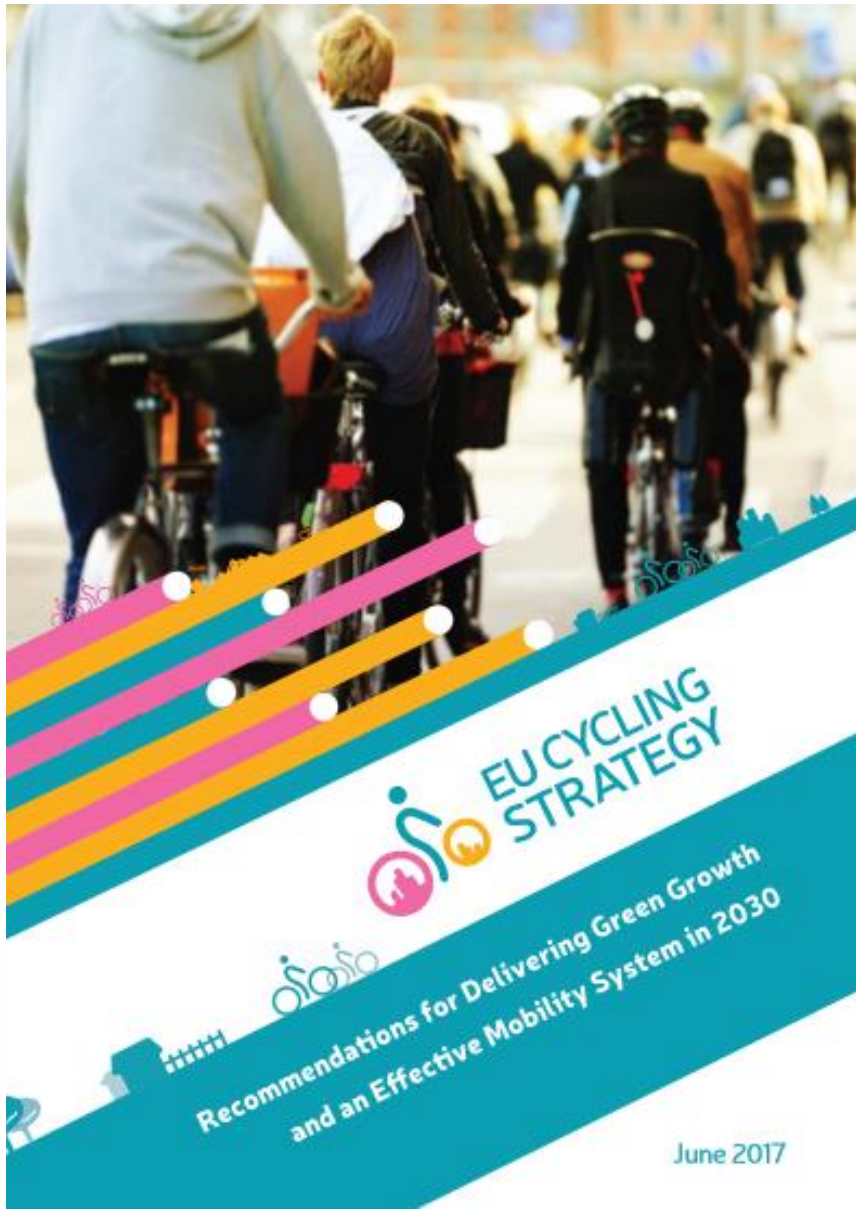
What is in the EU cycling strategy?



11 chapters / 3 parts:

- I. Policy context, benefits, status, objectives
- II. Activities to implement
- III. Governance, monitoring, evaluation





What is in the EU cycling strategy?



11 chapters / 3 parts:

- I. Policy context, benefits, status, objectives
- **II. Activities to implement**
- III. Governance, monitoring, evaluation



What is in the EU cycling strategy?

II. Activities to implement

- Behavior change
- Infrastructure
- Vehicle regulation
- Multimodality and ITS
- Financial & Fiscal Level Playing Field
- Bicycle industry
- EU as a global player



What is in the EU cycling strategy?

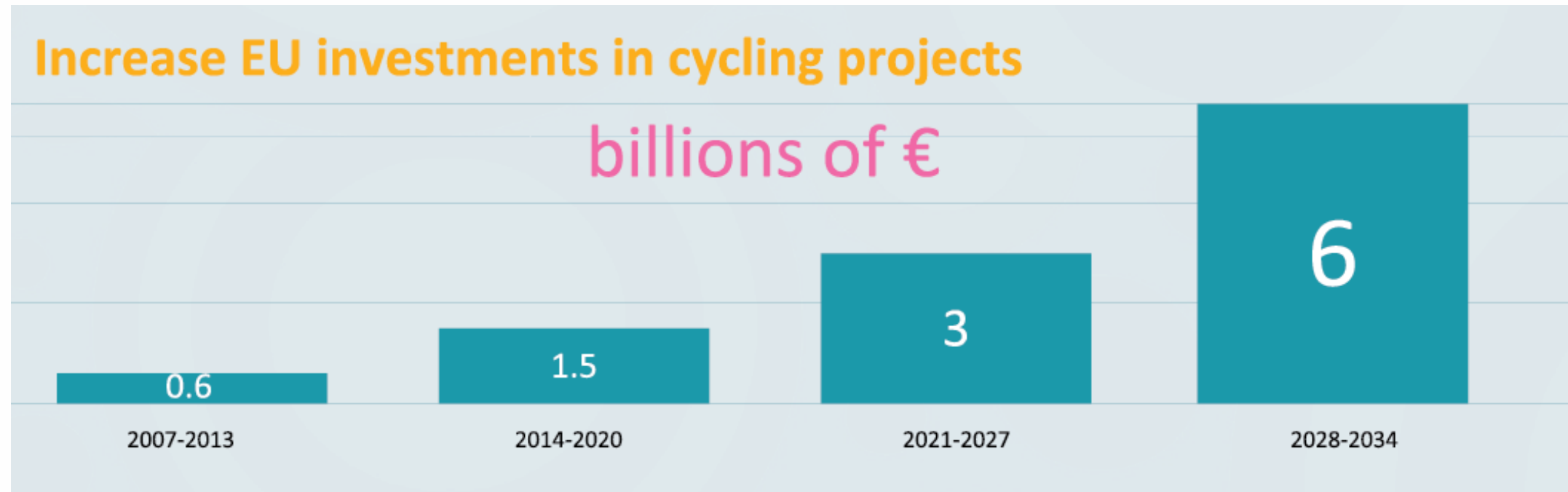
Behavior change

- Integrate cycling into professional drivers qualification



What is in the EU cycling strategy?

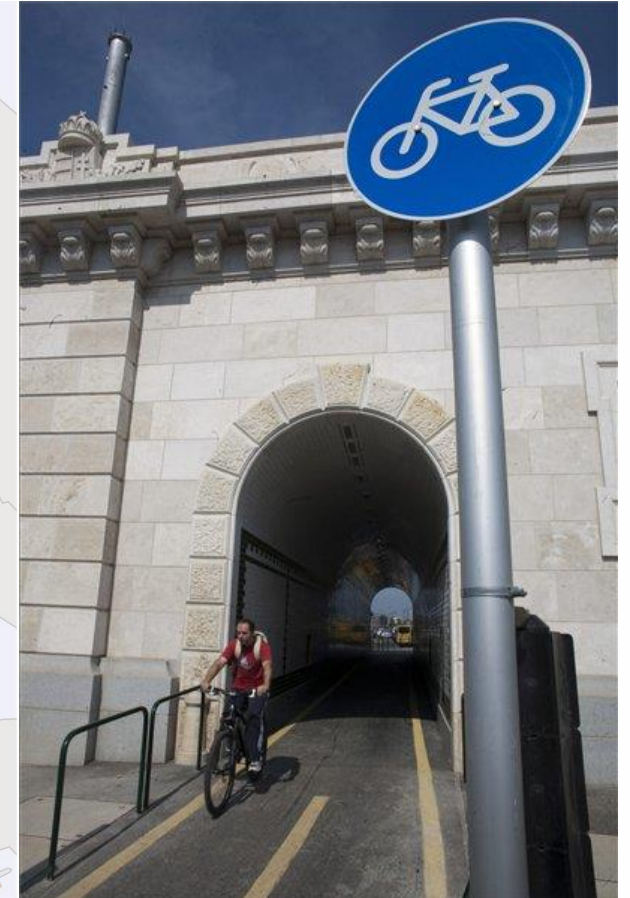
Financial & Fiscal Level Playing Field



What is in the EU cycling strategy?

Infrastructure

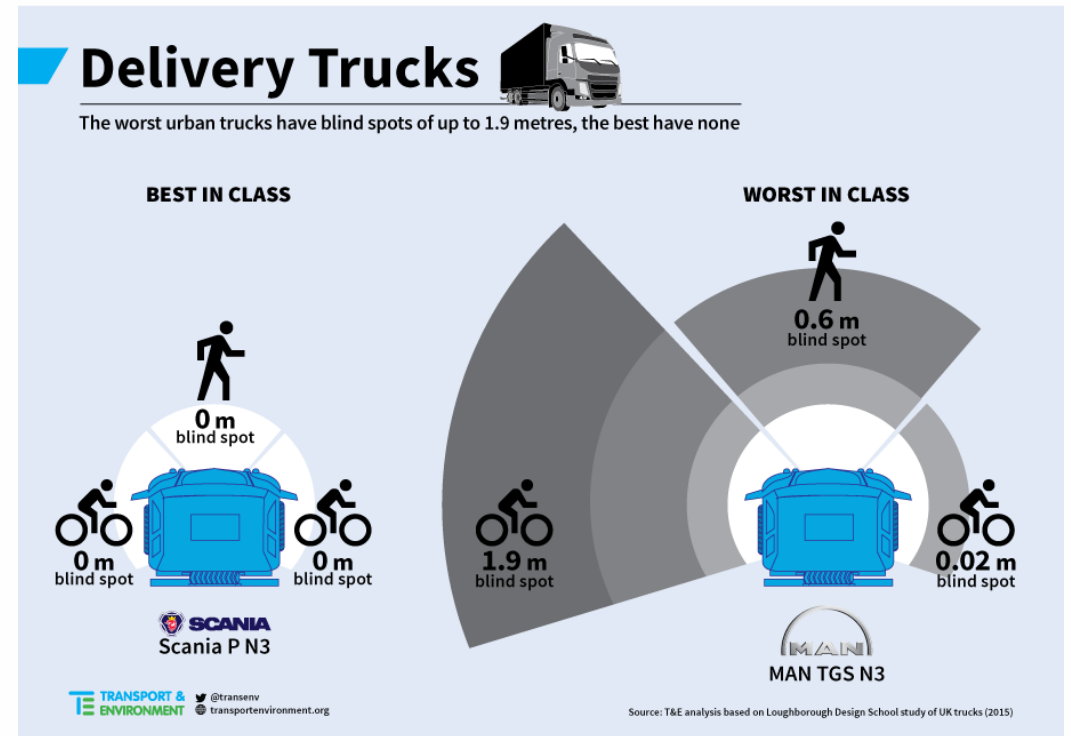
- Guidance on quality
- Integrate EuroVel into TEN-T



What is in the EU cycling strategy?

Vehicle regulation

- automatic breaking detecting cyclists
- safer cabin design for heavy goods vehicles



What is in the EU cycling strategy?

Multimodality and ITS

- Integrate cycling and PBS to EU standards on multimodal data
- EU passenger rights should improve bicycle carriage conditions on public transport vehicles



What is in the EU cycling strategy?

Bicycle industry

- The EU should support research and innovation for better bikes



What is in the EU cycling strategy?

The necessary actions for a level playing for cycling!

Actions the EU (and the other levels) should do to achieve it!



Coming up

1. Public hand-over of EU Cycling Strategy document to EU Commissioner for Transport, Violeta Bulc, on June 16, 9:00 (plenary)
2. Big Bike Event: Joint Benelux event at Permanent Representation of NL to the EU in Brussels on June 28, 12:00 – 18:00
3. Include development of EU Cycling Strategy into the Work Program of European Commission (for 2018) or subsequent initiatives





ECF gratefully acknowledges financial support from the European Commission.



Thank you!

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