



ECF gratefully acknowledges financial support from the European Commission.



Cycle-friendly employers: a framework for business

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Do cycle-friendly labels really improve and increase the level of cycling?





... but how to advocate?





The **BIKE2WORK** project

smart choice for commuters



OBJECTIVES

- encouraged a significant **modal shift** from motorised commuting to cycling;
- implemented **bike-to-work schemes** in partners' countries;
- involved employers to implement bike-friendly **measures in the workplaces.**

RESULTS

- ✓ half a million **commuters cycling** to reach their workplace;
- ✓ effective behavioural change **campaigns in 12 countries;**
- ✓ development of the **CFE Certification** Framework.



The Bike2Work project

OVERVIEW OF THE CAMPAIGNS:

2015 2016 (new participants)

TOTAL:



TOTAL 2015 AND 2016:

575,962

212'805

TOTAL 2012 AND 2013:



The Bike2Work project

**45,916 tons of CO2 saved
in 2015-2016**



**145,636,213 km cycled:
3,600 times around the Earth!**



**Almost 300 companies
became cycle-friendly in
2015-2016**



Why a certification scheme in a behavioural change project?

- Bike2Work used a **two-fold approach** to target both employees and employers, to meet the needs of cyclists.
- Bike2Work campaigns and employer bicycle-friendliness achieves a **mutual reinforcement** of effects.
- Cycle-to-work schemes showed that **improving the situation for employees** that cycle to work leads to:
 - ❖ Healthier employees;
 - ❖ Increased productivity;
 - ❖ Less space and less complex infrastructure;
 - ❖ Better accessibility to the company;
 - ❖ Relieved congestion especially in peak hours: less delay, less costs!
 - ❖ Climate protection, energy and CO2 saving.



The Cycle-Friendly Employer Certification Framework



- a **European** certification framework for employers;
- introduced in **new-comer countries** and improved in those countries that are already running a CFE certification;
- it takes into consideration **differences between countries**;
- help employers improving the **value** of the cycle-friendly measures;
- increase **energy efficiency** and employees' **health**.
- a special **incentive** for companies as it increases the value of the companies undertaking cycle-friendly measures;
- a **business opportunity** for National coordinators/cycling organisations.

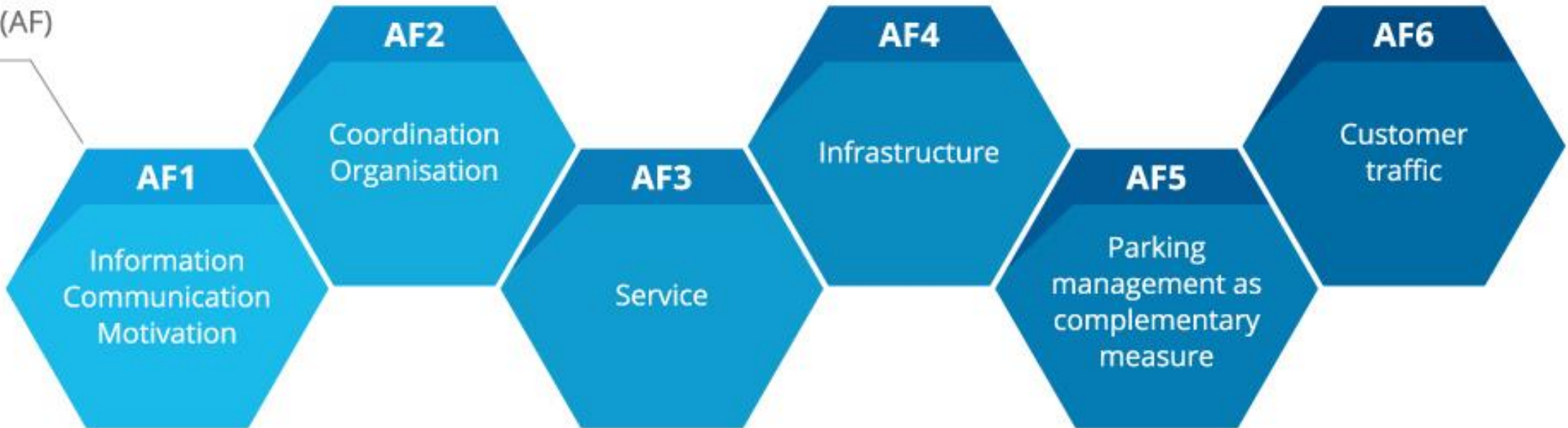


How does it work?



The certification is based on a list of criteria, which consists of **six different action fields** plus a category for your own ideas:

Action Fields (AF)



1 - information

communication

- Participating in bike-to-work campaigns;
- Internal cycling promotion;
- Repeating activities to promote cycling.

4 - infrastructures

- **Bicycle parking facilities (<100 m);**
- N. of parking facilities;
- Barrier-free access;
- Roofed bike-parking facilities.



- Company bikes;
- Internal bike maintenance and checks;
- Bike repairs room;
- Anti-theft protection.

3 - service

- Car parking restriction;
- Transformation of car parking into bike parking facilities;
- Reduced n. of company cars.
- Reduced car-related benefits.

5 - parking management

6 - customer

traffic

- Bike parking facilities for customers;
- Incentives/motivational programs for cycling customers;
- Info for cycling customers.

2 - coordination

organization

- **Mobility/cycling coordinator**
- Financial support;
- Mobility strategy;
- Cycle logistics for (internal) deliveries.



How does it work?/2



- A **point-based** certification system;
- A number of points for each **bicycle-friendly measure**;
- Points depends on the **implementation effort**, cost and **acceptance** by the employees.
- 2 **must-criteria**: mobility coordinator + bicycle parking facilities;
- A **multi-layer** system: GOLD – SILVER - BRONZE;
- A certain number of points must be achieved per **action field** in order to go through the certification process.



Certification procedure



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3 steps to get certified

- 1. Self-evaluation:** online check on the **minimum requirements/points** to achieve a positive evaluation.
- 2. Sign up for national audit:** a National focal point implements the **audit**.
- 3. CFE certification:** receiving the **CFE label** and get the certificate or 3 months for improvements/implementation.



The CFE certification



- Based on the company size (>10 employees);
- Valid for 3 years;
- Self-evaluation report each year.





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<https://cfe-certification.eu/>



**CYCLE FRIENDLY
EMPLOYER
CERTIFICATION**





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Do cycle-friendly labels really improve and increase the level of cycling?

How to advocate?





health and wellbeing



reduced impact of traffic



increased productivity



CO₂ saving



employee motivation



reduced costs for infrastructures

YES!





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Thank you

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