

THE PEP WORKSHOP ON SAFE AND HEALTHY WALKING AND CYCLING IN URBAN AREAS, BATUMI , Georgia, 30/9 & 1/10/2010

SESSION II : Laying the groundwork - policy, legislation and institutions to support infrastructure and planning
Supportive institutional conditions for an integrated policy approach to walking and cycling

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THE Core issue:

Which supportive institutional conditions could allow all the stakeholders involved to work together ?



Belgium is a Federal State composed of three Communities and three Regions (Article 3 Constitution)

LA BELGIQUE

L' ETAT FEDERAL



LES COMMUNAUTES

LA COMMUNAUTE
FLAMANDE



LA COMMUNAUTE
FRANCAISE



LA COMMUNAUTE
GERMANOPHONE



LES REGIONS

LA REGION FLAMANDE



LA REGION DE
BRUXELLES-CAPITALE



LA REGION WALLONNE



In short : the competences regarding THE in Belgium

	Federal	Regions	Communities
Environment	+	++	
Health policy	++	(+)	+(+)
Transport	+	++	
Land-use planning, Public works		++	
Local Governments	+	++	+



The situation: survey on average journey from home to working place (2008)

- Organiser: Federal Public Service (FPS) Mobility and Transport
- Who: All employers having over 100 workers on average both private and public sector.
- Objective: stimulating employers to have an active mobility policy in dialogue with the representatives of the workers.
- Scope of the results in 2008: 1,432,549 workers in 9783 sites of 3816 employers.
- Main findings from the 2008 survey:
 - 8.2% of workers use the bicycle principal means of transport, it is the 3rd principal means of transport, only private car and the train are faring better.
 - Bike remains more used in Flanders with 12.9% versus 1.5% in Wallonia and in the Region of Brussels-Capital. However, there is a significant relative increase (+25%) in these two regions since 2005.
 - Walking is more frequent as principal means of transport in Wallonia (3.2%) and Brussels (2.3%) than in Flanders (1.7%)



The situation: voluntary survey on cycling in Brussels (2009) I



Vous faites du vélo occasionnellement, régulièrement, constamment à Bruxelles? La Région de Bruxelles-Capitale aimerait mieux vous connaître! Et a chargé l'asbl Pro Velo de mener l'enquête...

- 1 Combien de fois par semaine allez-vous au travail/formation à vélo?
- 2 D'où partez-vous? (point de départ à vélo de votre trajet domicile/travail)
Rue Code postal
- 3 Où allez-vous? (point d'arrivée à vélo de votre trajet domicile/travail)
Rue Code postal
- 4 Combien de temps dure votre trajet quotidien (aller simple)?
- 5 Faites-vous parfois des trajets à vélo pendant la journée de travail?
 OUI NON
- 6 Utilisez-vous le vélo pour d'autres motifs?
 Pour faire vos courses Pour aller à l'école/formation
 Pour des activités sportives ou culturelles
- 7 Faites-vous la majorité de vos trajets bruxellois à vélo? OUI NON
- 8 Combinez-vous le vélo et les transports en commun?
VELO + STIB: Jamais Rarement Parfois Souvent
VELO + TRAIN: Jamais Rarement Parfois Souvent
Avec un vélo pliable: OUI NON
- 9 Disposez-vous d'un endroit pour entreposer votre vélo en sécurité?
A votre domicile: OUI NON
Sur votre lieu de travail: OUI NON
- 10 Pour quelle raison principale utilisez-vous le vélo? (une seule réponse possible)
 Rapidité Pratique Santé Environnement Financier Plaisir
- 11 Quel est selon vous l'inconvénient majeur de l'utilisation du vélo à Bruxelles?
.....
- 12 Et pour terminer...
Age: Sexe: H F
Profession/formation:
Depuis combien de temps vous déplacez-vous à vélo à Bruxelles?

E.z.: Michaël de Borman, Pro Velo asbl / vzw, rue de Londres - 1050 Bruxelles - Ne pas jeter sur la voie publique

Merci pour votre participation!



The situation: voluntary survey on cycling in Brussels (2009) II

- Organised by the NGO's « Pro-Vélo » and “Gracq” in 2009 with support of Brussels regional authority
- Answers through mail or the website of the associations
- 1144 answers received, 56% of men, 83% aged between 20 and 50, 53% are using bike since less than five years.
- Main findings:
60% used the bike 5 times a week or more, 36% of the journey are under 3km (69% under 5km), 45.5% has a journey of less than 20 minutes.
- Main reasons for using the bike:
Speediness (33%), User-friendly (28%), Environment-friendly (15%), Fun (14%), Healthy (10%)
- Main grievances for using the bike:
Lack of or bad infrastructures (40%), Behaviour of car-drivers (26%), Safety (25%), Air pollution (7%).



Policy example: The “bicycle” civil servant

- The Federal Public Service Mobility and Transport has appointed a civil servant 'Bicycle' responsible for coordination, information and advocacy in all federal policy related to cycling.
- The aim is firstly to make the government listening to cyclists!
- As a single point of contact
(s)he's able to receive and support the expectations of various stakeholders: associations of cyclists, public transport companies, associations of producers and distributors ...
- Coordination is the key word.
-His (her) coordinating role covers both the various departments of the federal administration and with the regional levels
- Areas such mobility and traffic safety including traffic law, intermodality in relation to public transport, traffic education and driving, legislative work in the fields of (para) fiscal measures, quality standards for bicycles and their parts and standards for cycling paths are included...



Policy example: Media campaign "Your bike is defying you" (2010)



 *Service public fédéral
Mobilité et Transports*

Saviez-vous que...

80% de nos déplacements comptent moins de 20kms?
La moitié de ceux-ci sont même inférieurs à 3kms et
les 2/3 représentent des distances de moins de 7,5kms.?

C'est pourquoi prendre son vélo plus souvent peut s'avérer fort intéressant, non ?

Surtout si on pense aux avantages qu'offre le vélo par rapport à la voiture:

Il permet de se faufiler entre les files pendant les heures de pointe et donc d'aller souvent plus vite qu'en voiture.

Rouler à vélo est un moyen de déplacement flexible qui, en combinaison avec les moyens de transports en commun, permet de se rendre très facilement là où on doit aller.

Rouler à vélo ne coûte rien et est possible partout et tout le temps.

De plus, rouler à vélo constitue un bon moyen de faire de l'exercice physique pour les personnes qui ont peu de temps à consacrer au sport et enfin, vous contribuez à une planète durable. Rejeter ainsi moins de gaz d'échappement qui entraînent du CO₂, des particules fines et du SO₂ n'est pas chose vaine.

A partir de maintenant, vous n'avez plus d'excuses pour ne plus prendre votre vélo.

Vidéos



10 Policy example: Media campaign “Your bike is defying you ” (2010)

- Organiser: Federal Public Service (FPS) Mobility and Transport with support of NGO's devoted to cyclists 's interest.
- Ground: If the modal share of cycling has made significant progress in Brussels and Wallonia, it is still rather inadequate compared to the situation in Flanders, so has the bike a bad press or a low-grade image?
- Aim of the campaign : Multimedia campaign to develop the use of bicycles
- Tools:
 - The television campaign consisted of video segments, lasting about a minute, which highlighted the many benefits of cycling: speed, its environmental friendliness, its positive impact on health ... twenty spots were broadcasted by the main French-speaking commercial TV network RTL-TVI in the month of April www.rtl-tvi.be/spfvelo/
In Flanders, the main commercial TV network VTM broadcasted over forty capsules. These video clips were also available on the websites of these two channels.
 - On air, the financial benefit was central to the message of a radio spot of 30 seconds, released on the private radio Q-Music.
 - The editorial section was provided by the free-of-charge newspaper “7Dimanche/De Zondag” which closed the campaign with a great contest.



Policy example: Friday Bikeday I



Policy example: Friday Bikeday II

- Organiser: initiated since 2007 by the Brussels regional authority with support of the NGO's « Pro-Vélo », "Gracq" and "fietserbond". Friday Bikeday and Bike To Work are since 2010 working in tandem to promote cycling to work in Brussels.
- Aim of the campaign : To support Brussels-based employers to encourage their staff to cycle to work on Fridays in order that the last working day of the week will be greener, healthier, more relaxed and faster!
- Length of the campaign : from Friday 21 May to Friday 17 September 2010
- How it works: Employers based in Brussels Region who have signed up for Bike To Work also participate for free in Friday Bikeday. Employers could provide staff who cycle to work with a free breakfast when they arrive or choose another way of giving them a special treat. Friday Bikers recorded their bike rides to work on the website of the campaign, which comprises a cycling calendar and a bike meter - which keeps track of the number of cycle rides (s)he has done and the number of kilometers (s)he has cycled. Friday bike rides to work were to be recorded before midnight on Saturday. On Monday, the winner was known, there was a new prize every week like DVD, vouchers etc.
- Results: Around 60 employers took part in the campaign. In total, there were 8547 bike rides to work for a total 171.523,78 kilometers and 40.38 tons of CO2 less exhumed.



Action Points for Policymakers

1. Achieving coordinated policy is not an easy task. It should not be seen as an end in itself but rather recognized as a way of achieving practical outcomes that simultaneously fulfil the goals of more than ones. What is vital is that plans and policies result in practical action on the ground with a broad support;
2. Participation of the Public (employers, trade union, etc.) lead to more integrative policies and practice, meaningful public involvement can support and enhance policy coordination, leading to better performance and reception of implementation activities and thus enhancing public trust and confidence in political decisions.
3. Political will, and the allocation of resources, are as just as important as the mechanisms, institutional conditions, scientific tools or practices themselves;
4. Although it's not possible to transfer example of good practice from one place to another by just doing "cut and paste", a series of useful lessons can be learned from others...
5. Even if coordinated policy cannot be achieved by using a single magic formula fitting all the situations, each country has nevertheless to find and implement its own solution.



Final word

მადლობა

