ECF gratefully acknowledges financial support from the European Commission.

Cycling delivers

Dr. Bernhard Ensink
Secretary General

THE PEP
Transport, Health and Environment Pan-European Programme

UNECE

World Health Organization

Rimini
November 9th 2018
Christophe NAJDÖVSKI
Deputy Mayor of Paris
ECF President

Raluca FISER
President Green Revolution
ECF Vice-President
WCA President
Velo-city – The annual global cycling summit!
Francesco BARONCINI  
FIAB Director

Alessandro TURSI  
FIAB Vice President  
ECF Vice President
An innovative sector

1. EU Cycling Strategy
2. EU Cycling Economy
3. Bike Sharing Systems
4. E-bikes
5. Cycle Logistics
An innovative sector

1. EU Cycling Strategy
2. EU Cycling Economy
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5. Cycle Logistics
The EU Cycling Strategy is a proposal for a holistic approach to cycling policies at EU level.
Why do we need an EU Cycling Strategy?

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

More people will cycle, more often!

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of cycling trips per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2030</td>
<td>240 million</td>
</tr>
<tr>
<td>2017</td>
<td>160 million</td>
</tr>
</tbody>
</table>
An innovative sector

1. EU Cycling Strategy
2. **EU Cycling Economy**
3. Bike Sharing Systems
4. E-bikes
5. Cycle Logistics
Economic growth - the EU Cycling Economy:

<table>
<thead>
<tr>
<th>Basic factors</th>
<th>Boosting factors</th>
<th>Balancing factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment + Climate</td>
<td>Energy + Resources</td>
<td>Health</td>
</tr>
<tr>
<td>Economy</td>
<td>Technology + Design</td>
<td>Time + Space</td>
</tr>
<tr>
<td>Social Affairs</td>
<td>Mobility</td>
<td>Diversity of cultures</td>
</tr>
</tbody>
</table>
The EU cycling economy
An innovative sector

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Bike sharing

North America 121
Europe 524
Asia 502
South America 34
Africa 1
Oceania 6

World 2016: 2,294,600
China 2016: 1,900,340
World 2015: 1,270,000
China 2015: 1,036,400

@BikesharingMap
www.bikesharingmap.com
Data collected and maintained by Russell Meddin
ECF-UITP recommendations

1. Registering/Licensing
2. Orderly streets
3. Fleet integrity
4. Mechanical integrity
5. Rebalancing
6. City-Operator Coordination
7. Data exchange
8. Operator’s ability to manage (and terminate) operations
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E-bikes

E-BIKES SALES IN EU-28 (1,000 units)
E-bikes sales in EU-28 compared to sales of e-vehicles
Financial incentives for e-cycling: Where are we today?

Mismatch in e-mobility funding:

- Money goes to electric cars despite limited benefits
- **small/no budgets for e-bikes despite big benefits**
  - longer distances possible
  - overcoming hills, headwinds
  - Cycling opened to new groups (elderly citizens, commuters)
Financial Incentives for E-Cycling: Recommendations

Purchase subsidies:
• **Generalised** in market uptake phase
• **Targeted** in mature markets (e.g. e-cargo bikes)

Another possibility: reduced or 0% VAT on e-bike sales

**Balanced** e-mobility promotion strategies:
• research funding for all modes of transport
• include e-cycling infrastructure (secure parking, charging)
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Changing city logistics

Cargo bikes are perfect for
• Individuals
• Family logistics
• Delivery companies

Huge potential to **transform our cities** and **improve liveability**
Changing city logistics

EU project **City Changer Cargo Bike** will mainstream cycle logistics and bring them to 100 European cities
Thank you!

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