



ECF gratefully acknowledges financial support from the European Commission.



# Cycling Europe

Jesús Freire, Business Development Officer  
European Cyclists' Federation  
Prague House, Brussels. 17<sup>th</sup> September 2018



# INTRODUCING ECF



**World's largest cyclists' advocacy organisation**



*AGM 2014 in Dublin, Ireland*



# European Cyclists' Federation



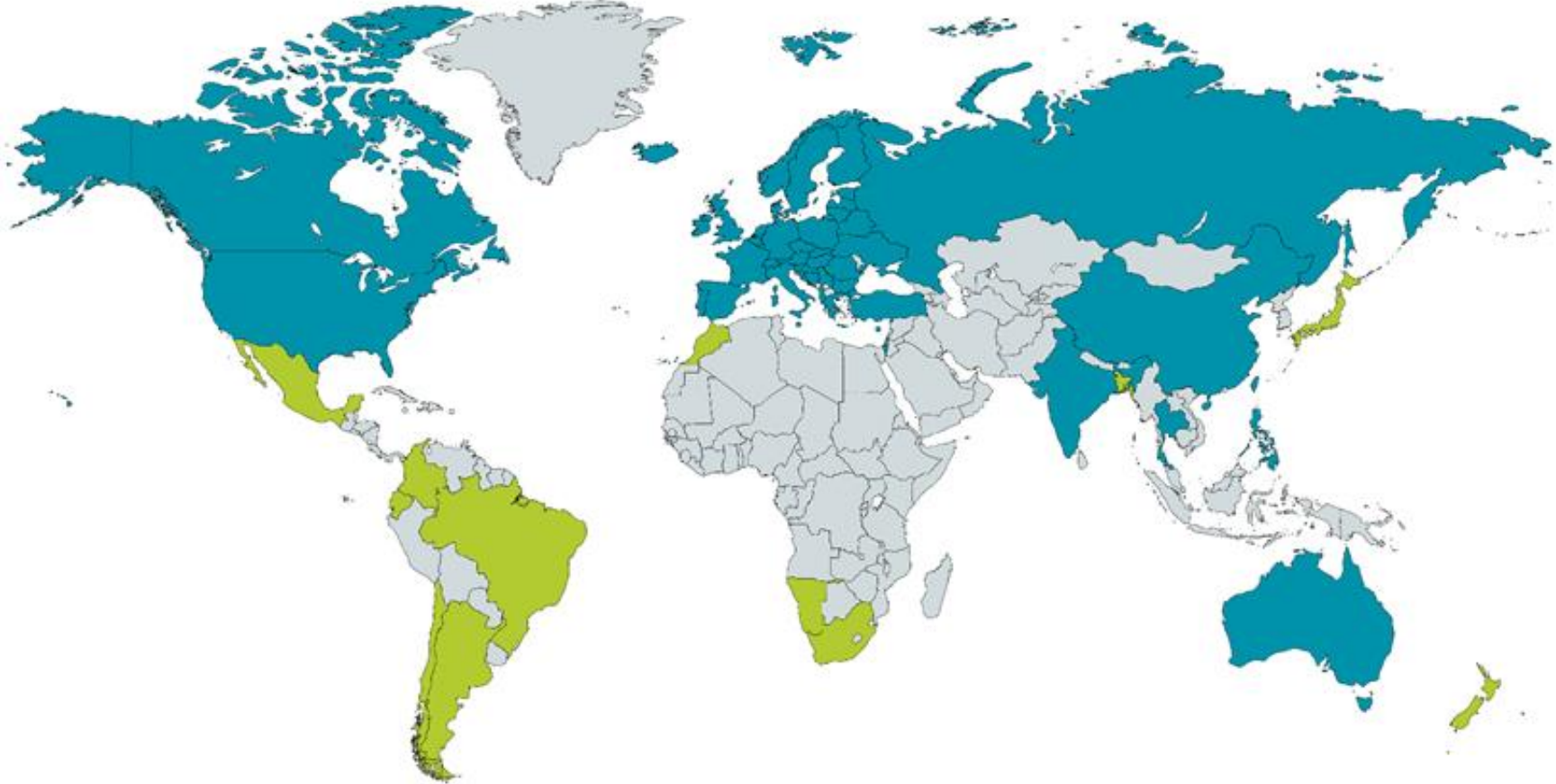
- ECF is the umbrella federation of national and regional cycling organisations
- Founded in 1983
- Nearly 80 Member organisations in over 40 countries (+500,000 cyclists)
- Based in Brussels



**Our mission:**  
More people cycling, more often !



# WHO WE ARE



**Since 1983**  
**80 members worldwide**



# ECF's COMMUNITY

- Advocacy Groups +Over 80 members
- Cities and Regions for Cyclists +Over 30 members
- Scientists for Cycling +Academic, Scientists
- National Cycling Officers +20 officers
- National EuroVelo Coordinators +22 National EuroVelo CC.
- CIC (Decathlon, Shimano...) +Cycling Industry



# Cities and Regions for Cyclists International Network

Over 30 cities / regions



**NEW:**

Skopje

Madrid

Koprivnica

Poznan

Gdansk

Valencia



# Cities and Regions for Cyclists International Network

- **We exchange best practices:** newsletters, annual meetings, Velo-city Conference, expert groups...
- **We promote Cities and Regions:** international visibility (conferences), articles, study trips, etc.
- **We lobby:** increasing EU Funds for cycling, putting cycling in the EU agenda (air quality, urban logistics, road safety, funding,...) and at global level (UN Habitat Global Urban Agenda)
- **We raise funds for our members:** Interreg, Horizon 2020, EU Monitoring Observatory for cycling, etc.







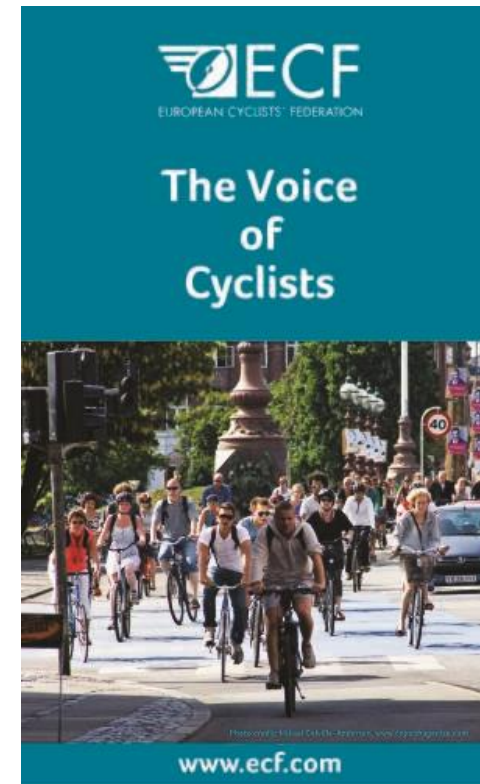
## EuroVelo

- 15 long distance cycle routes
- Over 70,000km
- ECF coordinates at European level
- 22 National EuroVelo Coordination Centres



# WHAT WE DO

- ✓ Representing grassroots, supporting national advocacy via member groups, partners, networks
- ✓ Demonstration projects, research, development of new approaches
- ✓ Organizing ECF Velo-city Conference, managing events, EuroVelo network...

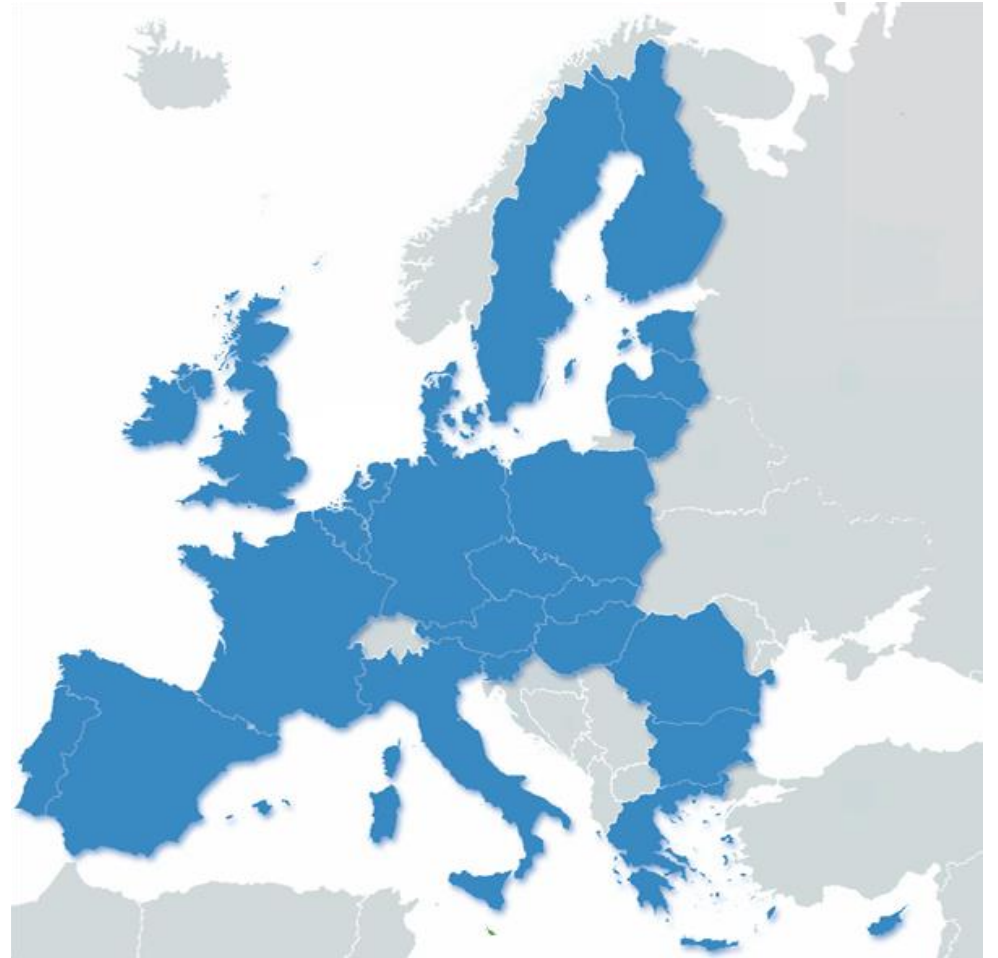


# World Bicycle Day, 3<sup>rd</sup> June



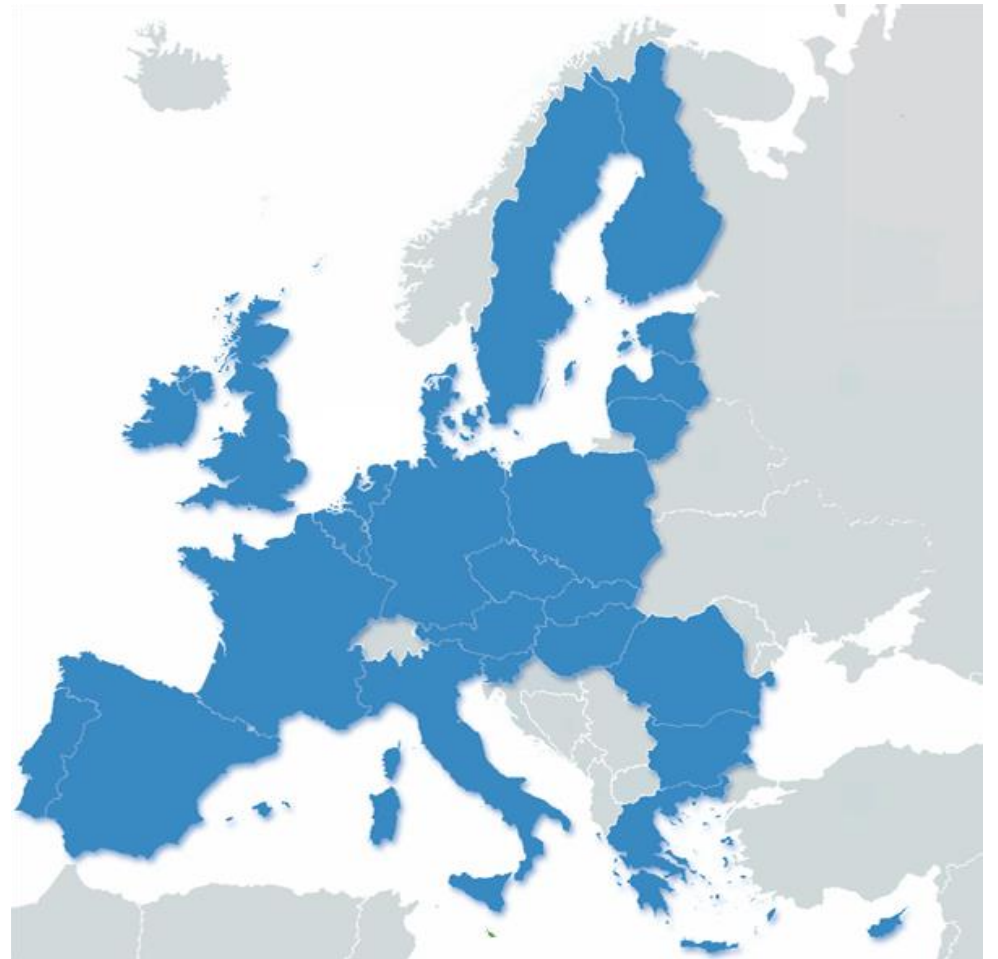
To have more people cycle,  
more often:

We need level-  
playing field for  
cycling in Europe!



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# How to get level playing field for cycling?

## Cycling delivers economic growth, jobs and investments!



# Topics

- Railway Passenger Rights Regulation
- General Safety Regulation
- Road Infrastructure Safety Management Directive
- Motor Insurance Directive
- VAT
- EU Cycling Strategy



# Railway Passenger Rights Regulation





# Polish railways, IC train



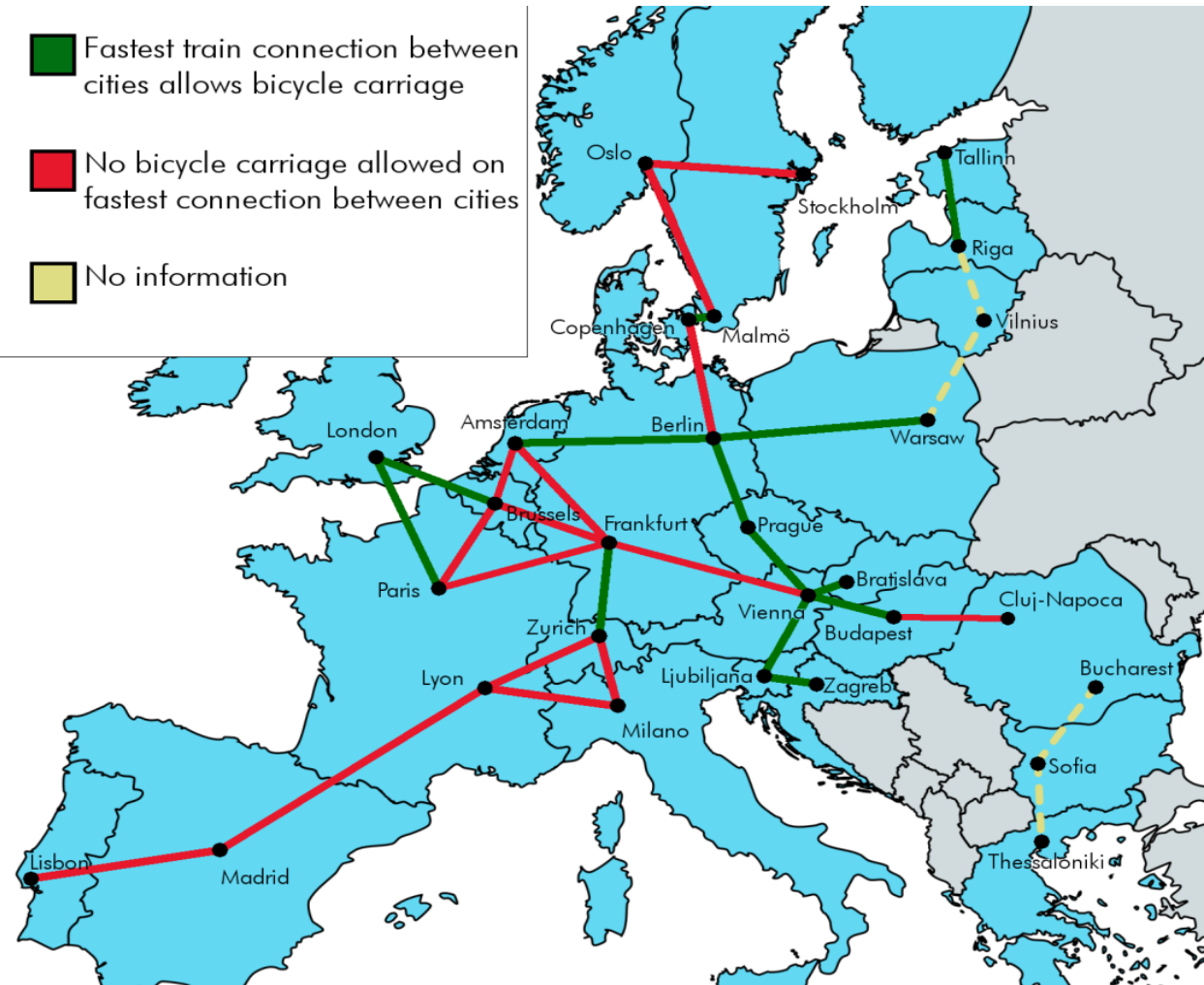
# German railways, ICE 4



# Czech railways, EC train



Figure 3: Cycle carriage on international train connections



Lines represent train links between cities with one change or less to make the connection. Information in the image is regarding fully assembled bicycles.



# Regulation 1371/2007

“Railway undertakings shall **enable** passengers to bring bicycles on to the train, where appropriate for a fee, ***if they are easy to handle, if this does not adversely affect the specific rail service, and if the rollingstock so permits.***”



# Commission proposal

“Passengers shall be **entitled** to take bicycles on board the train, where appropriate for a reasonable fee. They shall keep their bicycles under **supervision** during the journey and ensure that no inconvenience or damage is caused to other passengers, mobility equipment, luggage or rail operations. **The carriage of bicycles may be refused or restricted for safety or operational reasons**, provided that railway undertakings, ticket vendors, tour operators and, where appropriate, station managers inform passengers of the conditions for such a refusal or restriction in accordance with Regulation (EU) No 454/2011.”



# ECF proposal

“Passengers shall be entitled to take bicycles on board the train, *including on high speed, long distance, cross-border and local services. All new or refurbished passenger rolling stock shall, at the latest two years after the entry into force of this regulation, include a well indicated designated space for the carriage of assembled bicycles with a minimum of 8 spaces.* Railway undertakings, ticket vendors, tour operators and, where appropriate, station managers shall inform passengers at the latest when purchasing the ticket of the conditions for bicycle carriage on all services in accordance with Regulation (EU) No 454/2011.”

Remove refusal/restriction of bicycle carriage for safety or operational reasons



# General Safety Regulation





# WHAT IS INTELLIGENT SPEED ASSISTANCE?

1. Car receives position information via GPS and current speed limit from a digital map. Can also be combined with video camera sign recognition.

2. Speed limit is displayed on the dashboard.

3. Car helps driver not to speed when speed limit is reached.

Driver can override system by pushing harder on accelerator.



- **ECF Recommendation** – EP and Council to hail this as flagship EU road safety measure



# Trucks/HGVs

- Around 25% of cycling fatalities as a result of crashes with large vehicles
- Autonomous Emergency Braking/turning assist for HGVs
- Direct Vision – finally a standard for trucks!

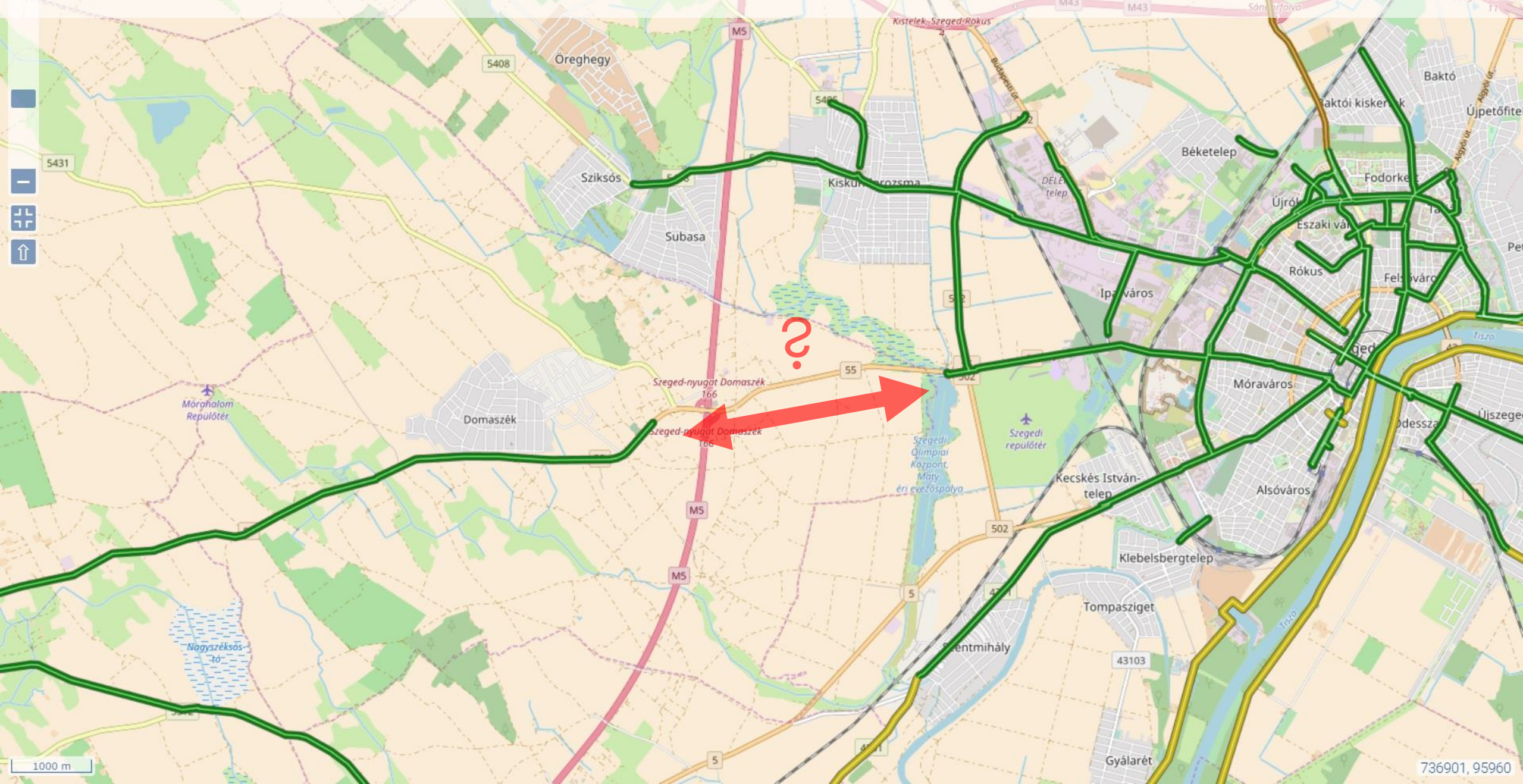
**ECF Recommendation** – include emergency braking with detection systems/Vision standard shorter lead in time



# Road Infrastructure Safety Management Directive



# Problem: TEN-T infrastructure projects disrupt important cycling connections



Problem: TEN-T infrastructure projects include unsafe cycling infrastructure



# EC proposal for amending the RISM directive

- Significant extension of scope – from TEN-T network only to all motorways, primary roads and EU-funded rural roads
- Needs of cyclists have to be taken into account in the implementation of directive procedures

ECF: publish guidelines on HOW to take into account the needs of cyclists

- minimum quality requirements
- necessary for countries lacking knowledge where and how to design safe cycling infrastructure
- include cycling infrastructure in training/certification of road safety auditors





# Motor Insurance Directive





# Electric Powered Assisted Cycle



- < 25 kmh assistance cuts out
- < Less 250 Watts Power
- *Pedal* assisted – no pedal no power
- Regulated like bicycles at CEN/ISO – **not type approved**
- Treated like bicycles across EU

- All benefits of a bicycle *and* overcomes many of the barriers

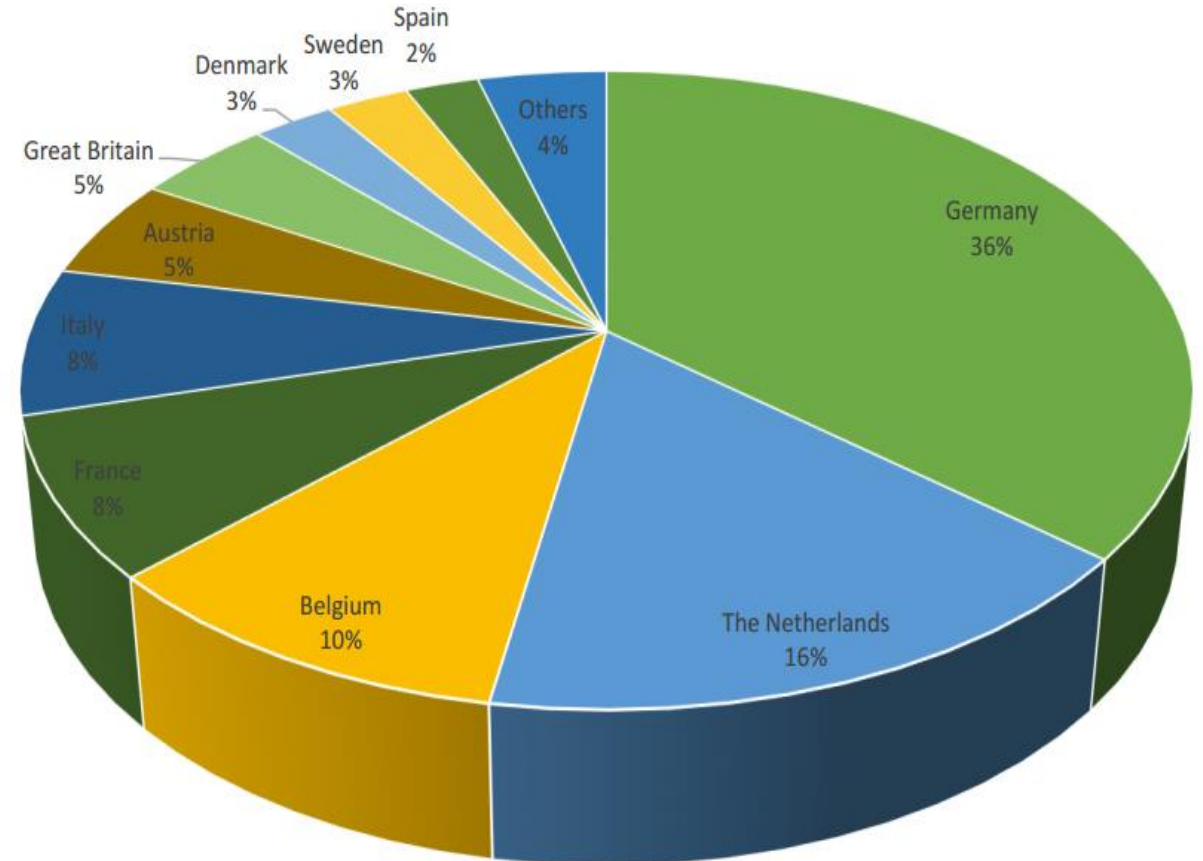
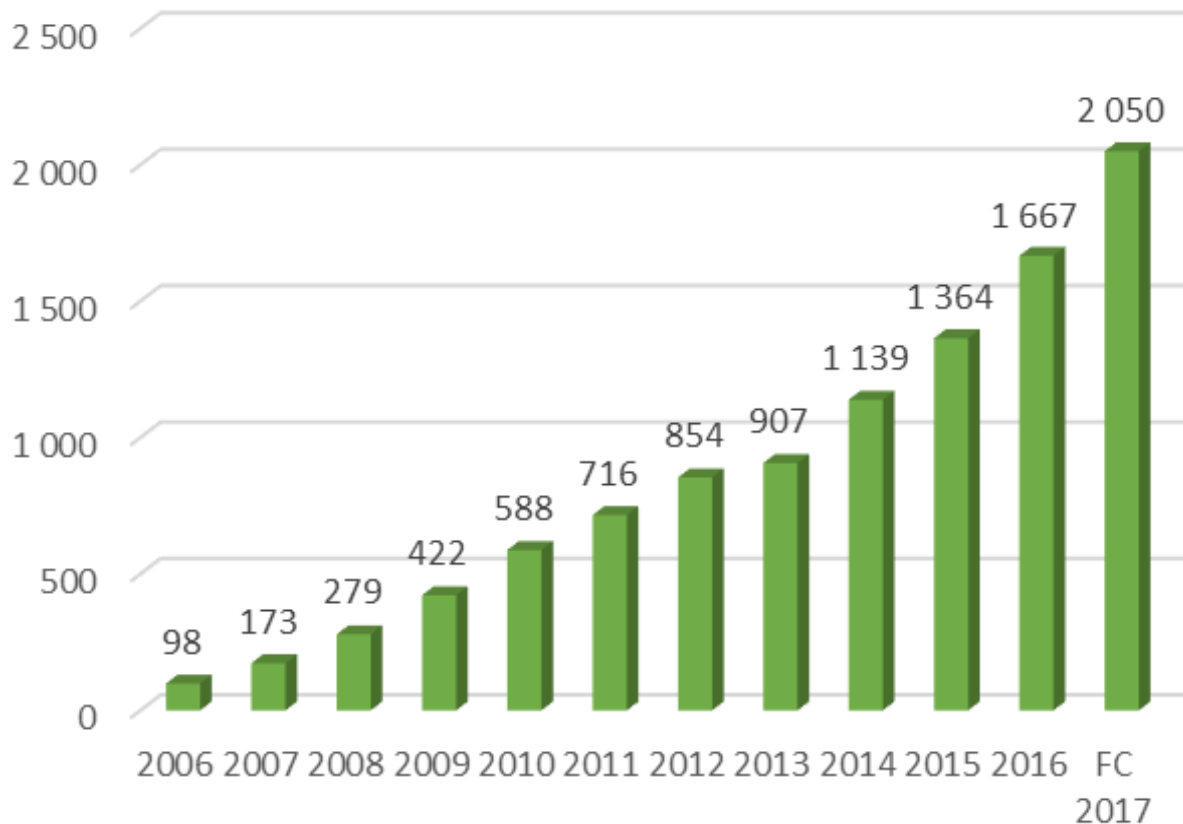


# EPAC Sales EU28



Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	FC 2017
EPAC Sales (x 1,000)	98	173	279	422	588	716	854	907	1 139	1 364	1 667	2 050
Evolution (%)		76,53	61,27	51,25	39,34	21,77	19,27	6,21	25,58	19,78	22,15	23,01

3 million EU EPAC sales forecast for 2020



# VAT



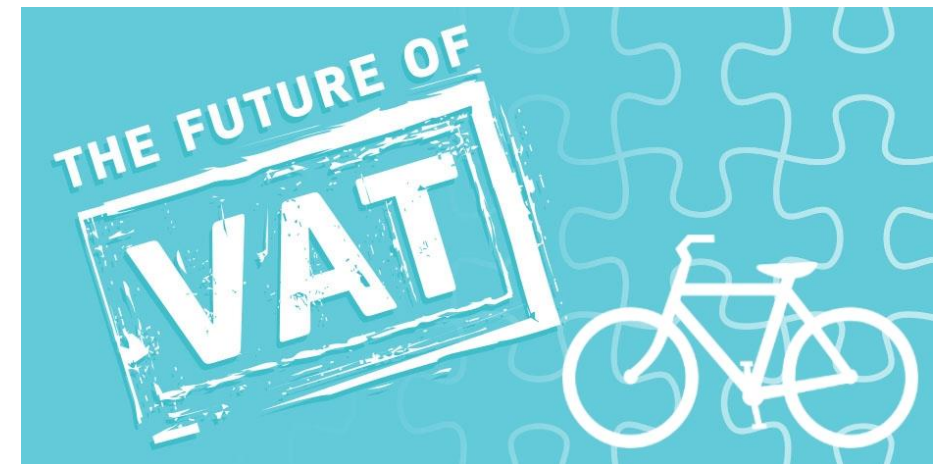
# What is the situation today? VAT for cycling

- **Standard VAT rate** on bicycle sales
- Member States can introduce **reduced VAT rate on bicycle repair**.
  - Currently used by: **BE, IE, LU, MT, NL, PL, PT, SI**

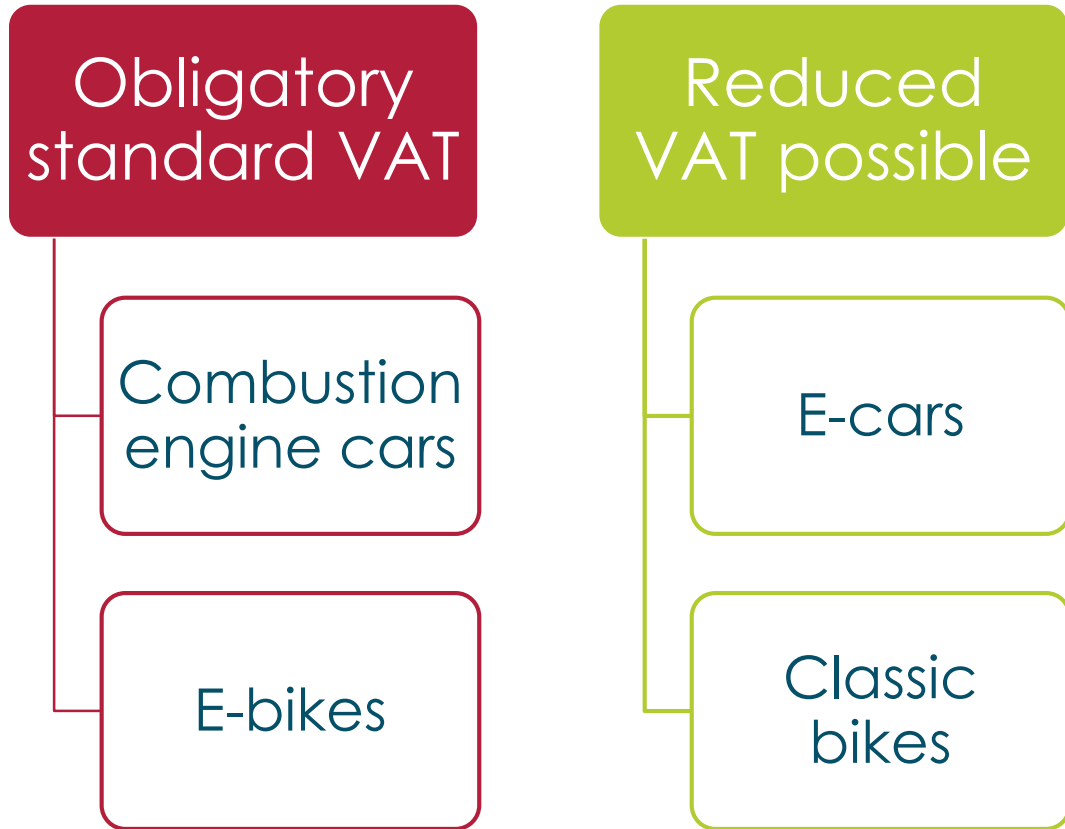


# What does the Commission propose?

- keep **standard VAT rate** of at least 15%
- give Member States much **more flexibility on reduced rates:**
  - Member States choose on which goods + services they apply reduced or 0% rates
- introduce list of goods on which **standard VAT rate has to be applied:**
  - weapons, gambling, alcoholic beverages, tobacco products, consumer electronics, **petrol + diesel passenger vehicles, fuel**



# What does it mean for cycling?

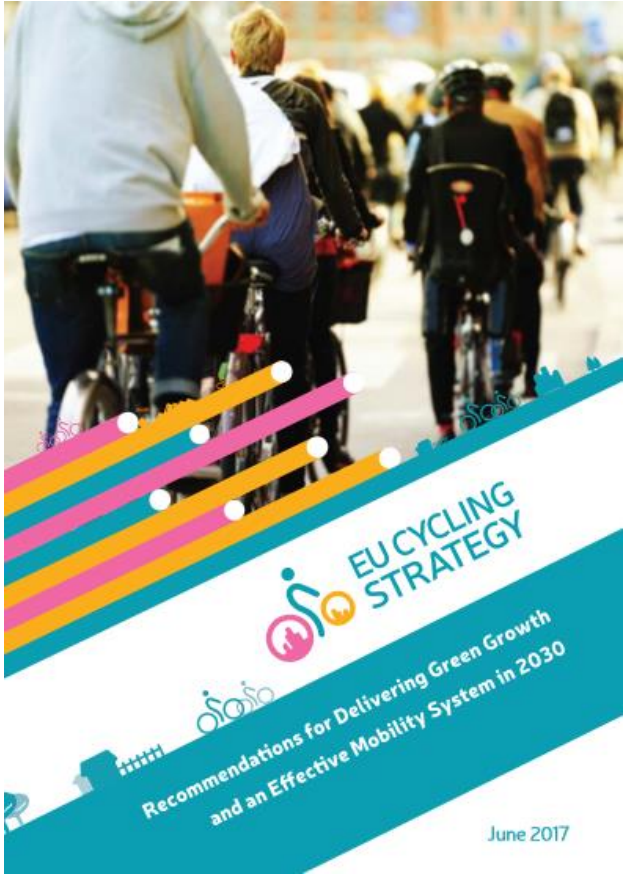


- **Means: Electric bikes + LEVs disadvantaged compared to electric cars; MS cannot use VAT as an incentive for promoting e-bikes + LEV uptake**





# EU Cycling Strategy









## EuroVelo

- 15 long distance cycle routes
- Over 70,000km
- ECF coordinates at European level
- 22 National EuroVelo Coordination Centres



# Cycling (tourism) has changed...



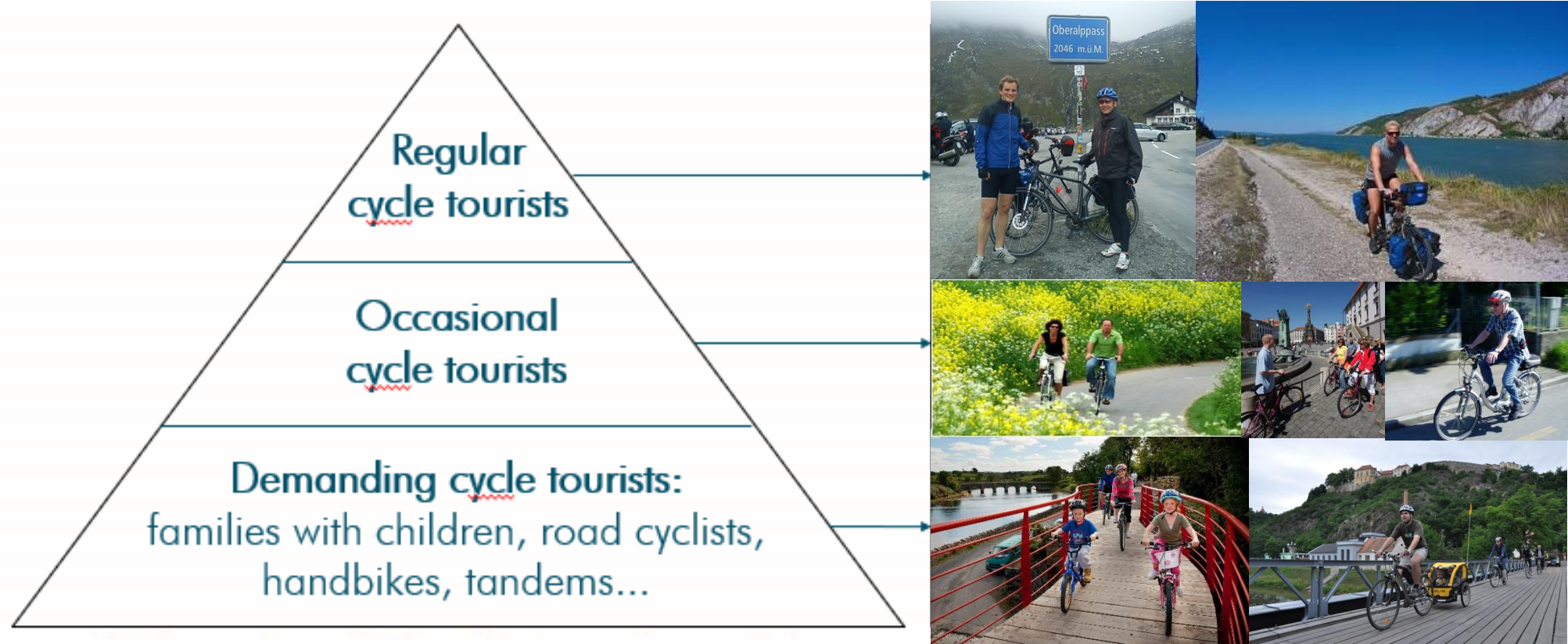
# Cycling (tourism) has changed...



# ...and moved to the mainstream



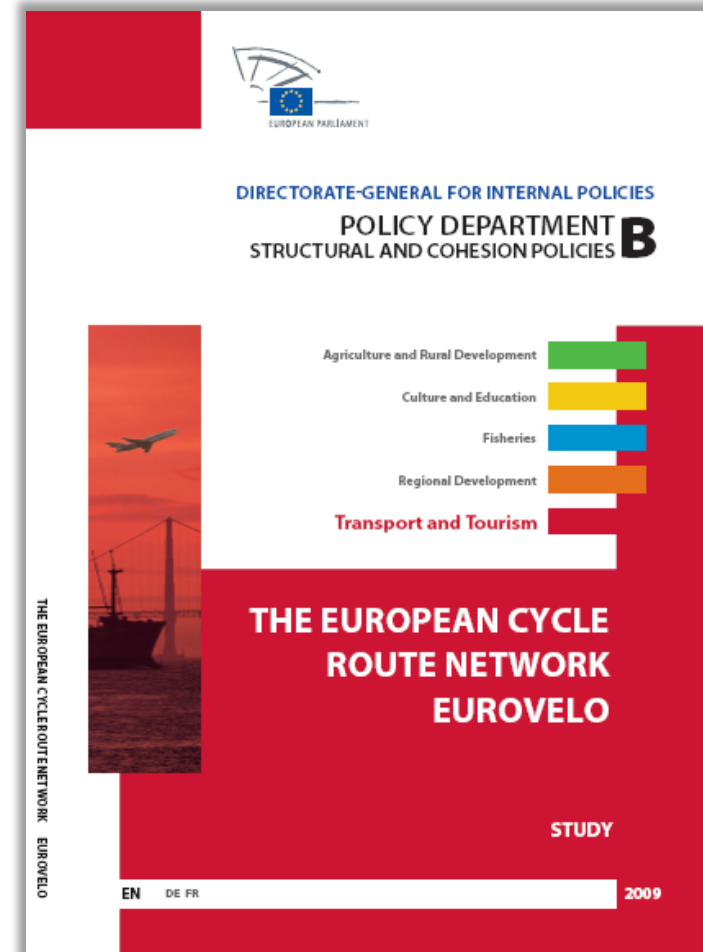
# ...and moved to the mainstream



# Cycling tourism trips in Europe

- European Parliament Study:

“2.3 billion cycle tourism trips per year in Europe, of which 20.4 million include overnight stays!”





Vs



- Local SMEs
- Local employment
- Local tax incomes
- Reduce CO2 emission
- Deconcentrate tourism flow

- Global companies
- Guest workers
- Avoid paying tax
- Use of fossil energy
- Concentrate tourism flow





€44 billion



Vs

€39.4 billion

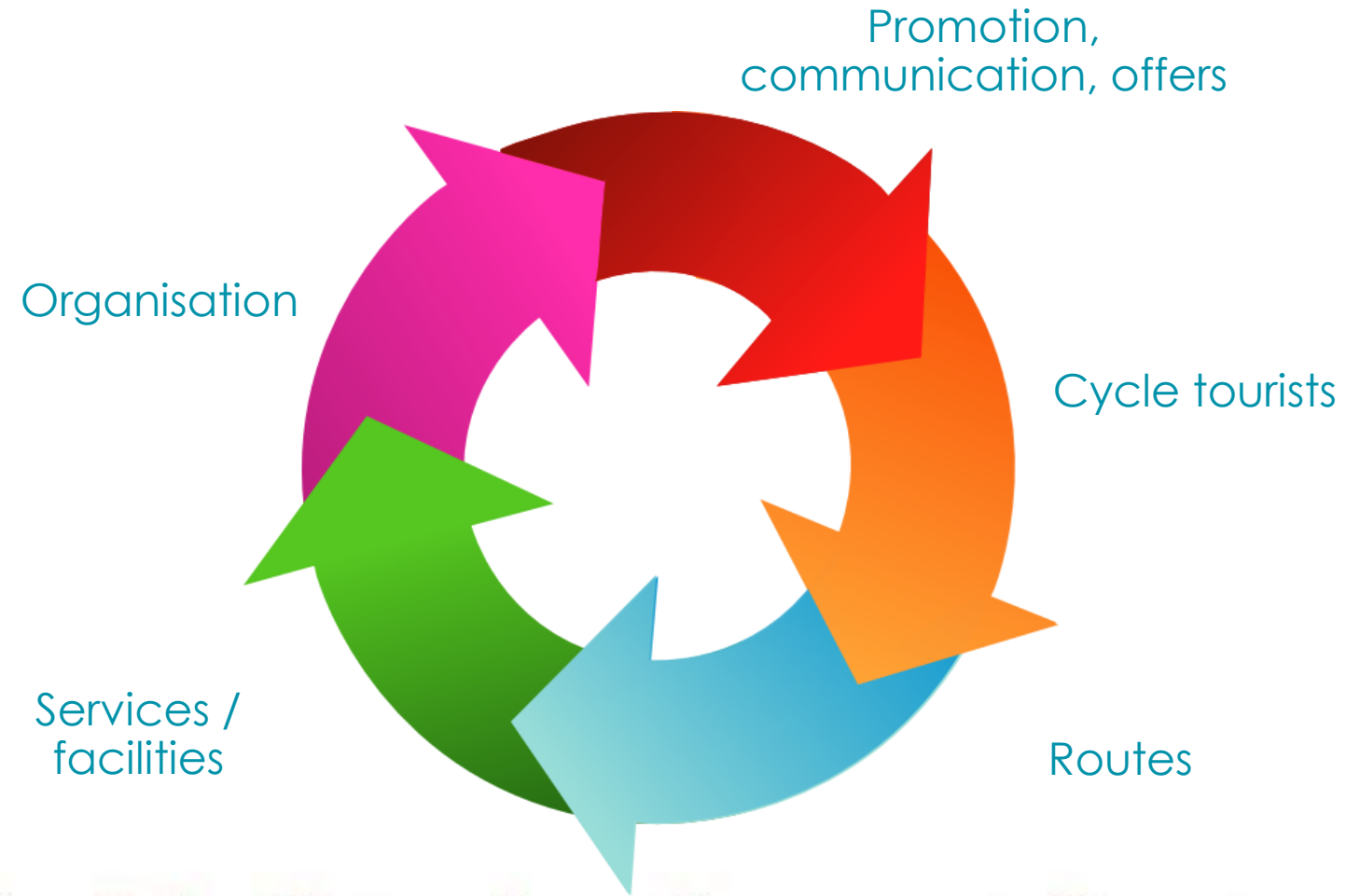


# Comparisons

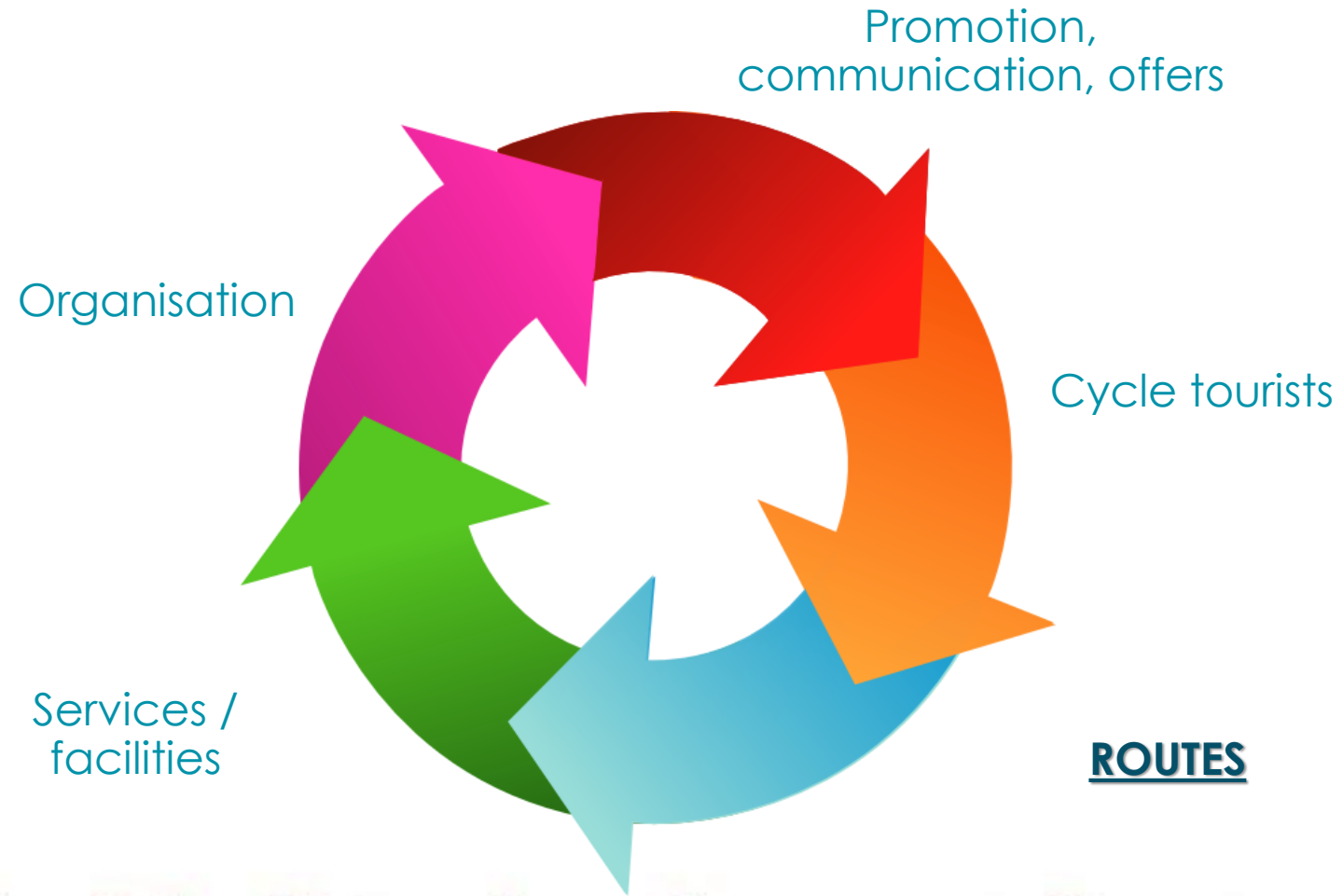
Country	Estimated economic impact (billion €)
Germany	11.37
France	7.49
UK	2.83
Sweden	2.58
Netherlands	2.57
Finland	2.2
Italy	2.05
Poland	2.02
Hungary	1.9
Spain	1.6
Czech Republic	1.09



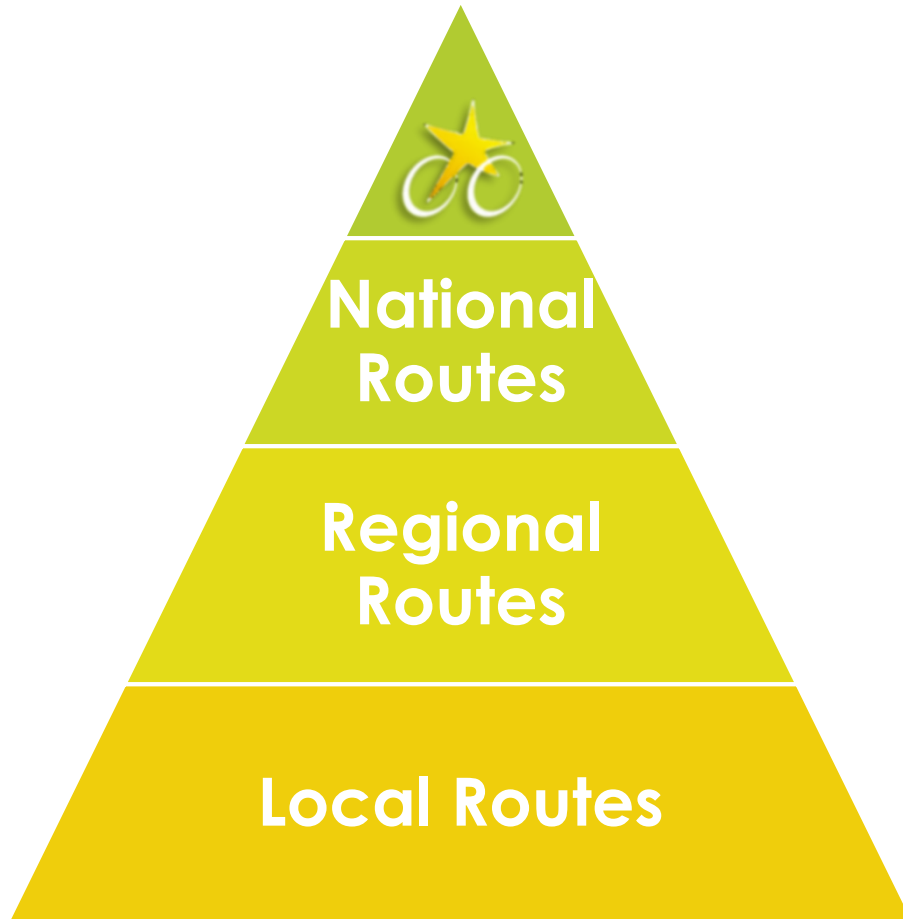
# Development circle of cycle tourism



# Development circle of cycle tourism



# The routes



# The routes

## The European, national and regional cycle routes of the Netherlands



# The routes

- **15** routes
- Over **70,000** km
- **42** countries



# The routes



## EuroVelo 8 – Mediterranean Route





# The routes



## EuroVelo 15 – Rhine Cycle Route



# The routes

→ Cycling tourists need attractive, safe, comfortable (and direct) routes



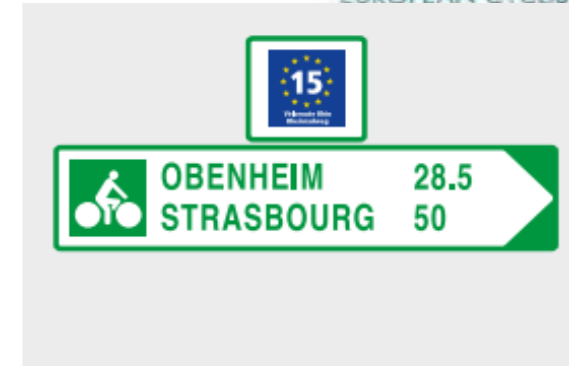
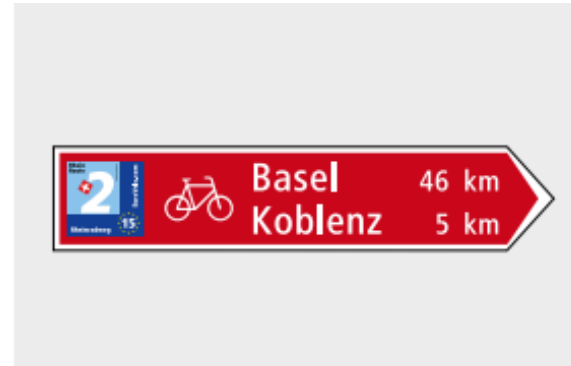
# The routes

→ Cycling tourists need attractive, safe, comfortable (and direct) routes



# The routes

→ Completely signposted



Example Germany:



Example Netherlands (Draft design):

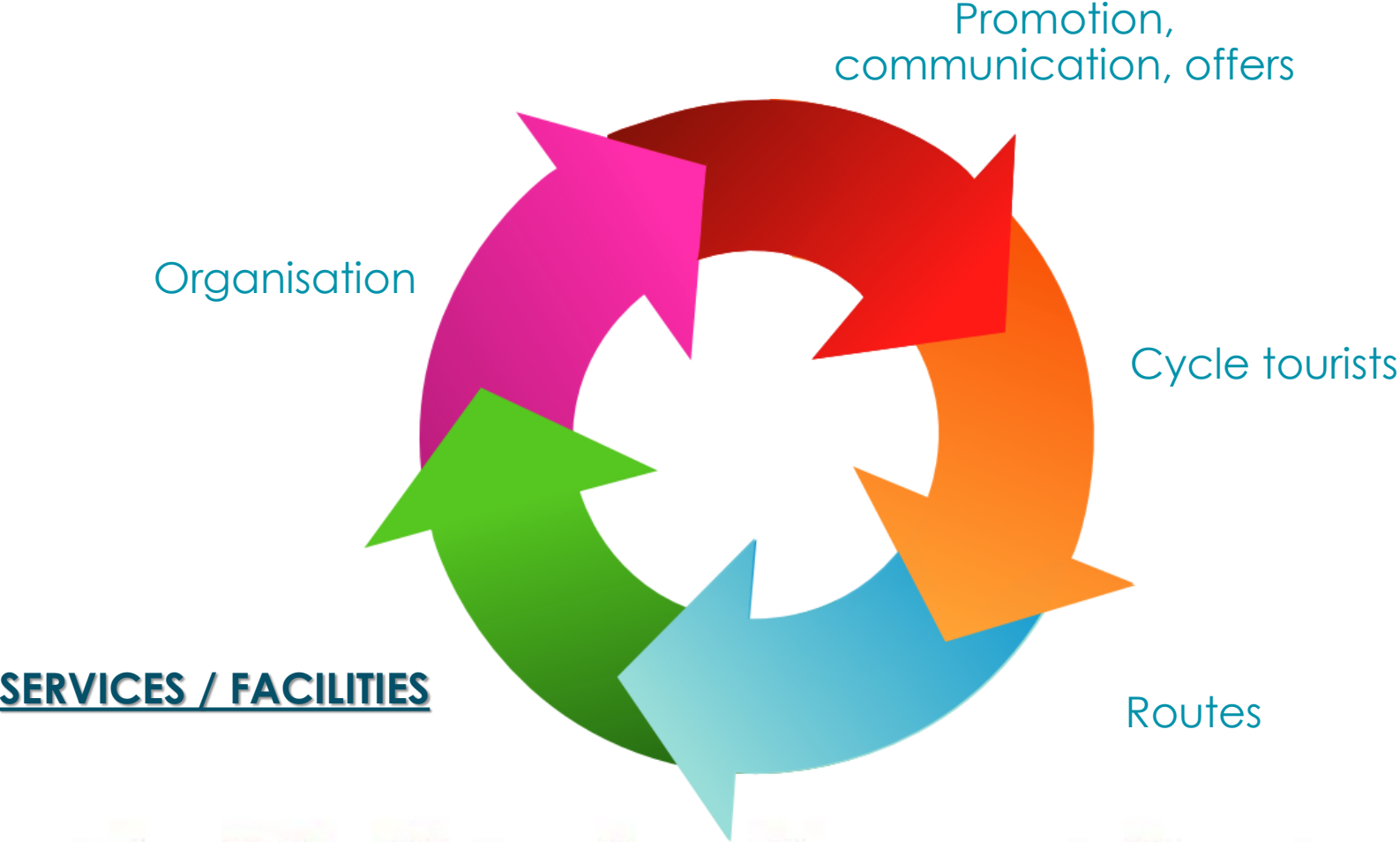


# The routes

→ Public transport with bike carriage to reach the destinations and skip problematic sections



# Development circle of cycle tourism



# Services

## Local products - specialties



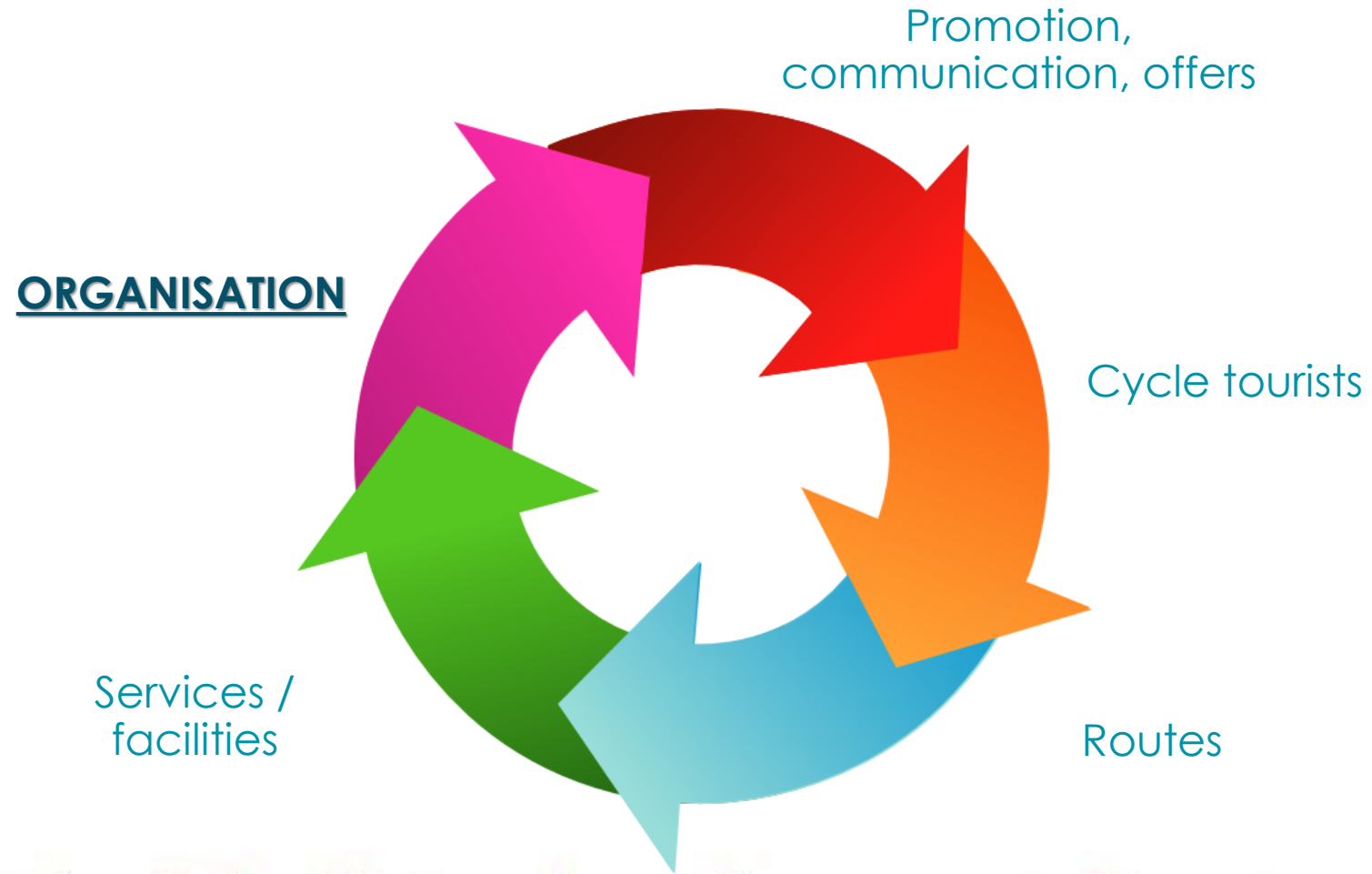
# Services

Certified  
cycling friendly  
accommodations





# Development circle of cycle tourism

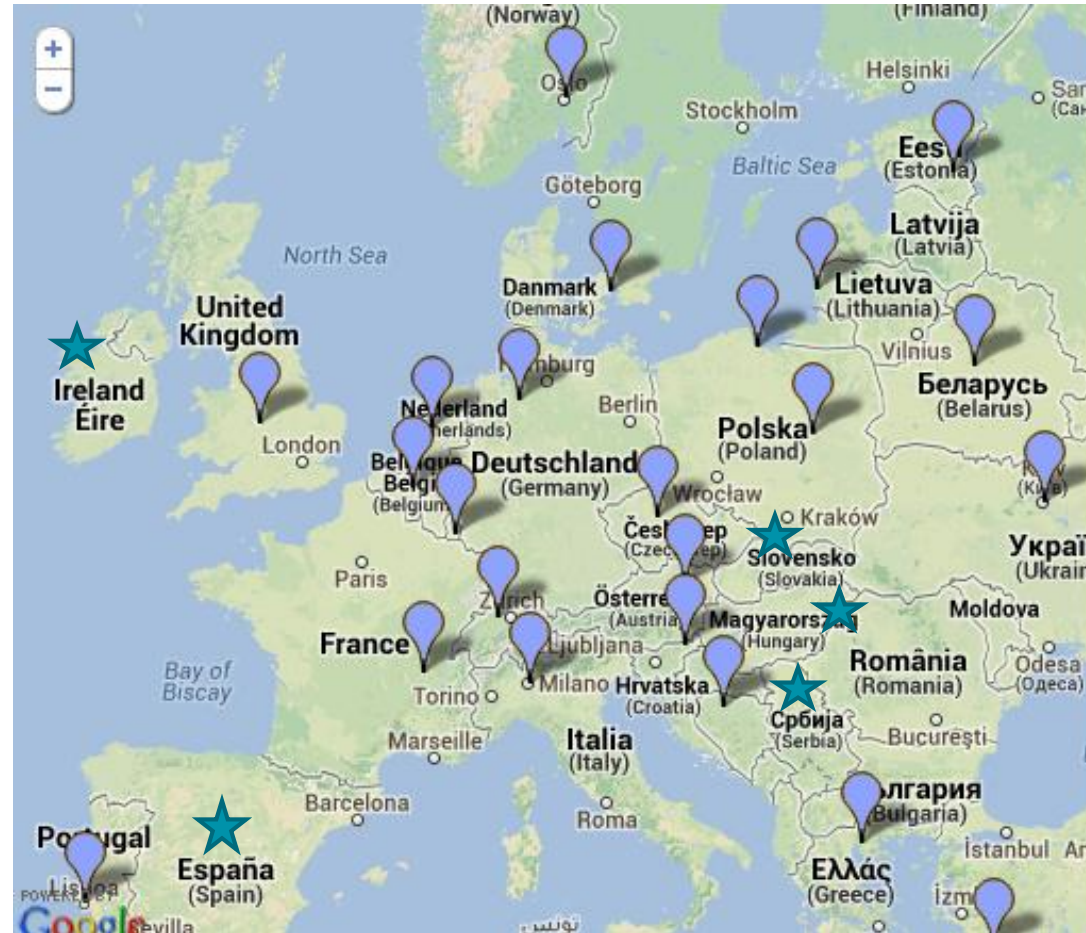


# Organization



**1** ECF – EuroVelo management team and EuroVelo council

**22** National EuroVelo Coordination Centres and Coordinators



# Organisation - investments



- Small preparatory project for EuroVelo 8 led by ECF – 0,3 million Euro
- Interreg – scale up – detailed preparation for investments and trans-national activities led by the Region of Andalusia, Spain – 2,5 million Euro



Project co-financed by the European Regional Development Fund



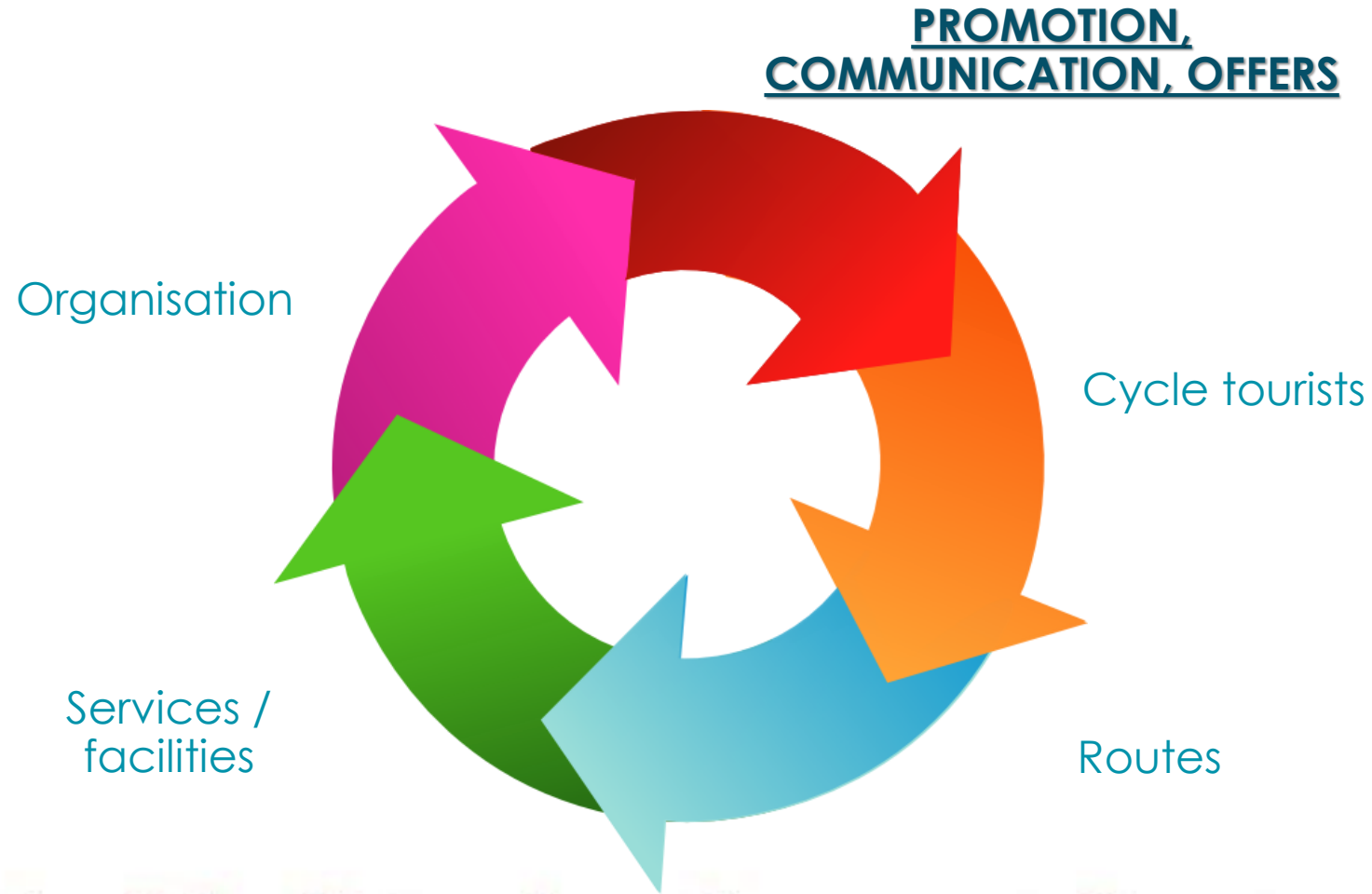
# Organisation - investments

EU Funds, national, regional and local resources invested in cycling (infrastructure)

100million Euro – in Andalusia only!

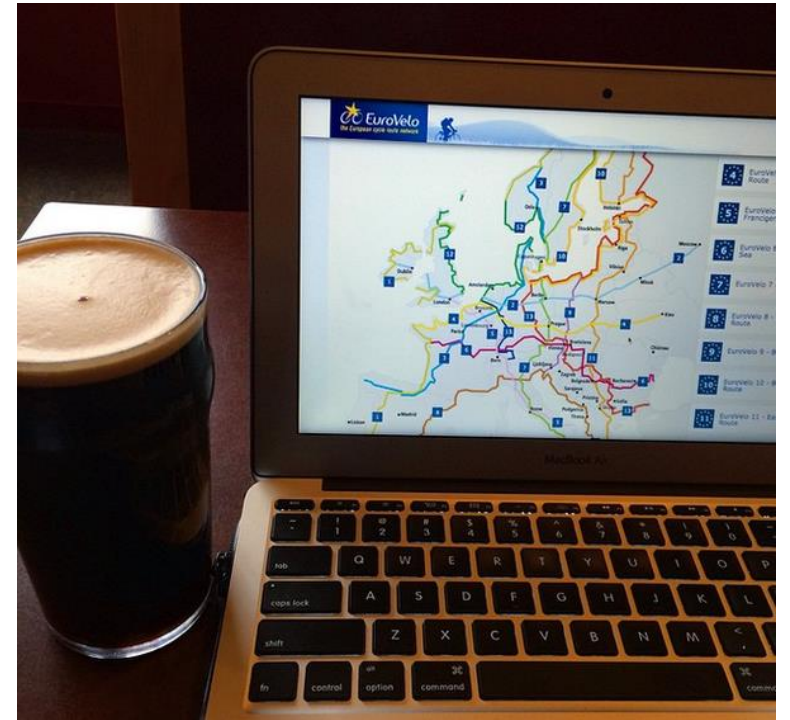


# Development circle of cycle tourism



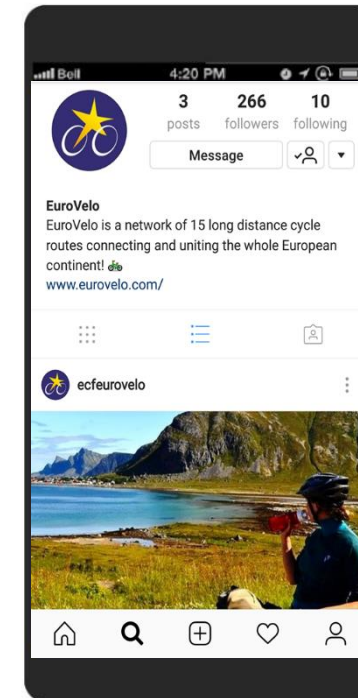
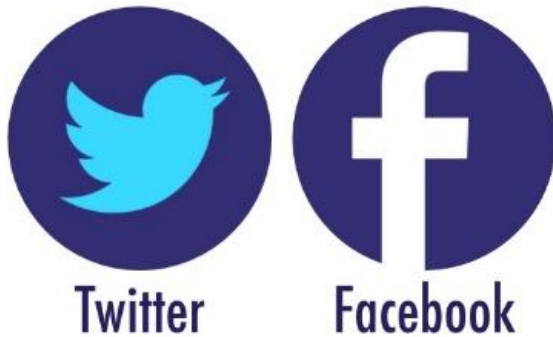
# Promotion and Marketing

→ Up-to-date and easily accessible information and promotional tools [www.eurovelo.com](http://www.eurovelo.com)

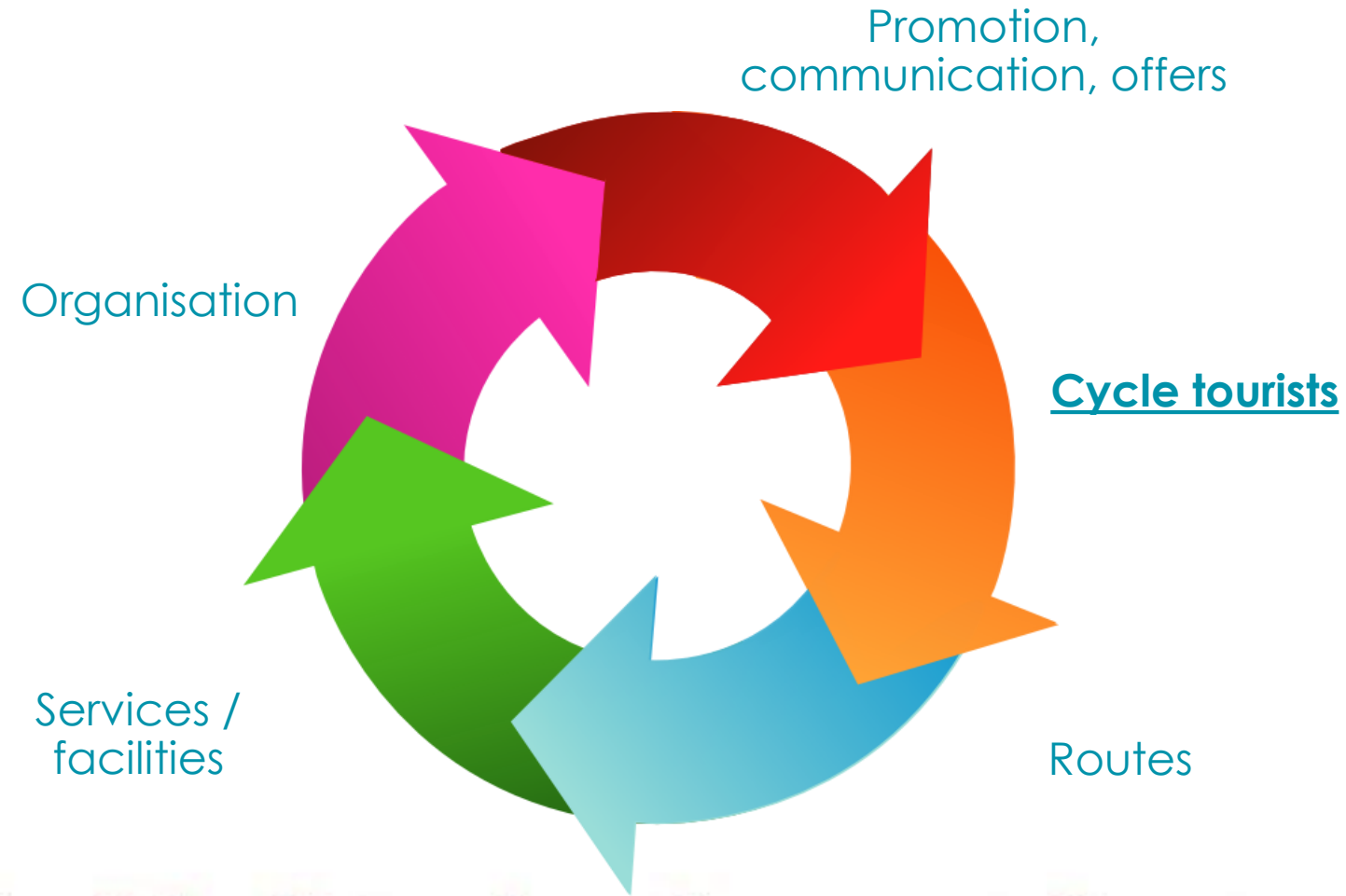


# Promotion and Marketing

→ Use innovative and interactive tools...

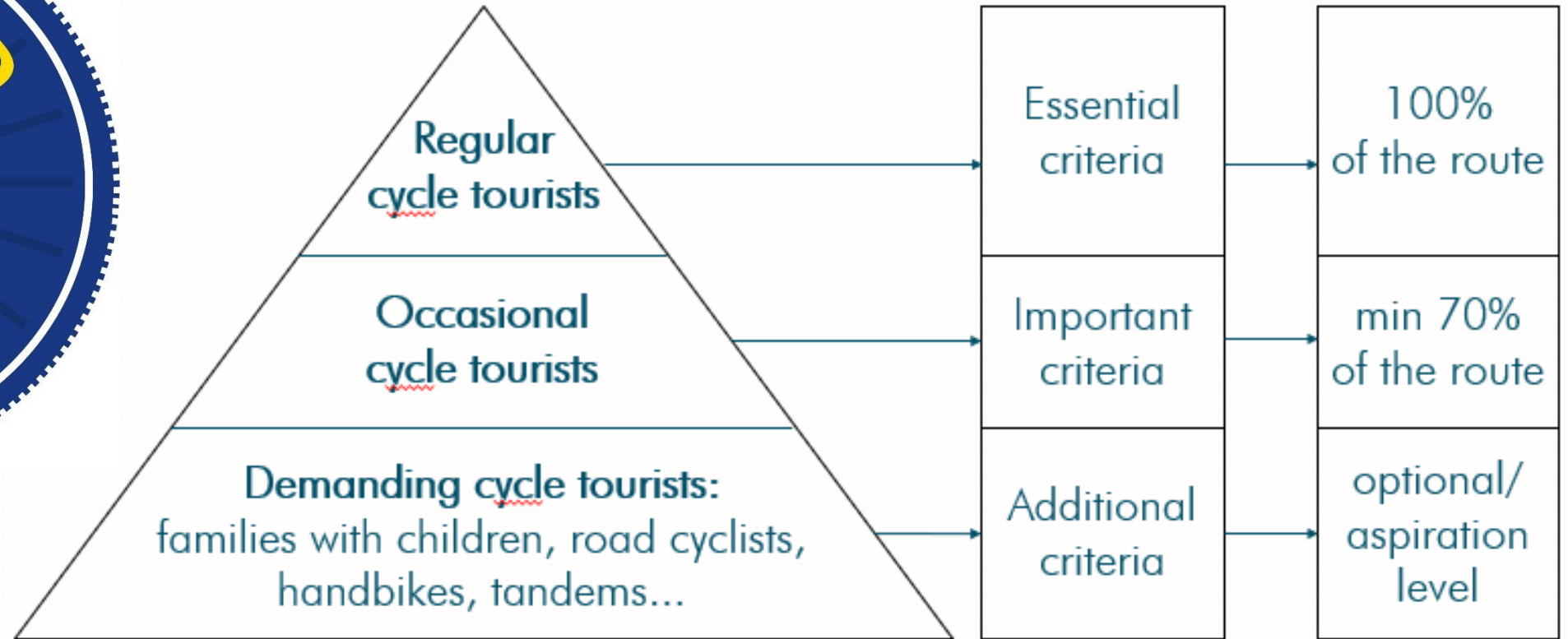


# Development circle of cycle tourism





# High quality routes for all...



# Comparisons

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# And next week... EuroVelo and Cycle Tourism Conference!



**EUROVELO AND CYCLE TOURISM  
CONFERENCE 2018**  
LIMBURG BELGIUM, 26 - 28 SEPTEMBER  
EXPERIENCE THE UNIQUE



[www.euroveloconference2018.com](http://www.euroveloconference2018.com)

**(Sold out!)**





**Velo-City 2019**  
**'Cycling for the Ages'**  
Dublin, Ireland,  
25-28 June, 2019

See you in Dublin!





ECF gratefully acknowledges financial support from the European Commission.



# Thank you

[www.ecf.com](http://www.ecf.com)

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