

# A European Roadmap for cycling – ECF proposal

European Cyclists' Federation

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## 1. Summary

### Cycling's current value to the EU

The economic benefits of cycling in the EU can be valued in the region of **€205.2 – 217.3bn** annually. The cycling economy creates about **650,000 full-time jobs** in the EU (ECF commissioned study 2014).

### Cycling's potential value to the EU – growth, main policy impacts

Doubling cycling means we can grow these benefits even further. Another **400,000 full-time jobs** would be created in the EU. It also means significant impact on other EU policy objectives from transport, energy, health, environment and climate, regional development, etc.

### Backing for cycling from stakeholders – EP, member states, regions, cities, industry, THE PEP

Cycling receives wide-spread support from a large variety of sectors: Members of European Parliament have launched the "Cycling Forum Europe"; Many Member States, regions and cities have ambitious plans for growing cycling and invest accordingly; the ECF "Cycling Industry Club" brings all leaders of the bicycle industry together as one voice in the support for cycling; the WHO and UNECE who are joining up together in THE PEP support the development of a pan-European Master Plan for the promotion of cycling.

### EU – the missing link

Adequate support from the EU is essential

- 1) in setting the right framework regarding a level-playing field for cycling with other modes of transport regarding investments, pricing and taxation. Currently, this level-playing field does not exist.
- 2) The EU also has the obligation to encourage all Member States to assume their responsibility – issuing recommendation to EU countries on how the national level can support local and regional authorities should be seen as an opportunity and not as a threat.

### EU competence on cycling

Cycling may not be a long-distance activity to the same extent as aviation, motorized transport and railways are, yet that does NOT mean that cycling has no link to EU (transport) policies, on the contrary.

- The Single European Transport Area will remain inefficient as long as urban congestion and its impact on the first and last mile will not be properly addressed;
- Road safety is a shared responsibility between Europe and Member States;
- Cycling tourism is a growing business and should be adequately supported by the EU because since the Lisbon Treaty the EU has a role regarding tourism;
- The transport sector will not meet its climate objective unless a modal shift in passenger transport takes place; the same applies to air quality and noise standards;
- EU provides significant financial support (especially for the less developed member states) via ERDF, CEF and other Funds to develop transport infrastructure, urban and rural areas, SMEs. The EC should ensure that in case these funds are used for cycling related developments we will use its full potential.

### Conclusion

An EU Roadmap for Cycling is in our opinion a key instrument in raising the awareness for cycling on the political agenda. It has the unique potential to activate all relevant stakeholders, both at European and national level, to grow cycling. At this point, too many barriers still exist that need to be removed if cycling is to achieve its full potential.

## 2. Context description

### 2.1. Cycling on the move: recent developments in cycling

Probably no other transport mode has seen such a rapid development over the past 10 years. Many cities have seen a steady increase of their levels of cycling, for example in Paris where cycle use has tripled in just 10 years. This transformation has only become possible because many stakeholders – politicians, civil society, industry, etc. - have realized that the traditional business as usual approach is not the way to go in addressing the many challenges European transport is facing. This new awareness is accompanied by important innovations in the cycling sector itself, most notably the roll out of bike-sharing schemes, the electrification of bicycles, the rediscovery of cargo bikes as well as the building of cycle highways and long-distance cycling routes.

#### i. Bike-sharing schemes

More than 400 schemes exist in Europe, with the majority of schemes to be found in Italy, Spain and France. Velib' in Paris is the largest scheme with 20,000 bikes; since it's start in 2007 it saw more than 100 million trips in the first 5 five years. Some national railway companies operate their own scheme, including in Belgium (BlueBike from SNCB/NMBS), the Netherlands (OV-fiets from NS) and in Germany (Call-a-bike from Deutsche Bahn). A new trend, i.e. the 4<sup>th</sup> generation of bike-sharing schemes, is currently undergoing with the electrification of shared bikes, e.g. in Madrid, Copenhagen and Stuttgart.

#### ii. E-bikes

In 2013, 907,000 e-bikes were sold on the EU market. The Netherlands and Germany accounted for 2/3 of these sales. First sales statistics from 2014 indicate that the market continued to grow with double-digit rates in 2014. In Germany, the market grew by 17 % from 410,000 units in 2013 to 480,000 units in 2014. The total volume of e-bikes in Germany was 2.1m by the end of 2014. In Belgium, one in four bikes sold came with electric support in 2014 (about 100,000 units out of 400,000)

#### iii. Cargo bikes

Prior to individual mass-motorisation, cargo bikes in were widely used in European cities for logistics. Today, they see a comeback: in the City of Copenhagen, about 18,000 cargo bikes are being used for many different purposes. DHL Netherlands, global parcel delivery and logistics firm, replaced 33 trucks with 33 cargo bikes, thus saving 152 metric tons of CO<sub>2</sub> and € 430.000 per year. With electric support, cargo bikes can carry up to 250kg.

#### iv. Cycle highways

Cycle highways are currently being developed in 7 EU countries. The Netherlands has the vision of building 675 km of cycle highways by 2025, of which 1/3 is already completed and 1/3 in the planning phase or under construction. London and Copenhagen are in the process of building a whole city network of cycle highways. The most ambitious single project is the Ruhr Cycle Highway R1: if completed by 2020, it will be 100km long at a projected cost of €187m. The first sections have already been constructed.

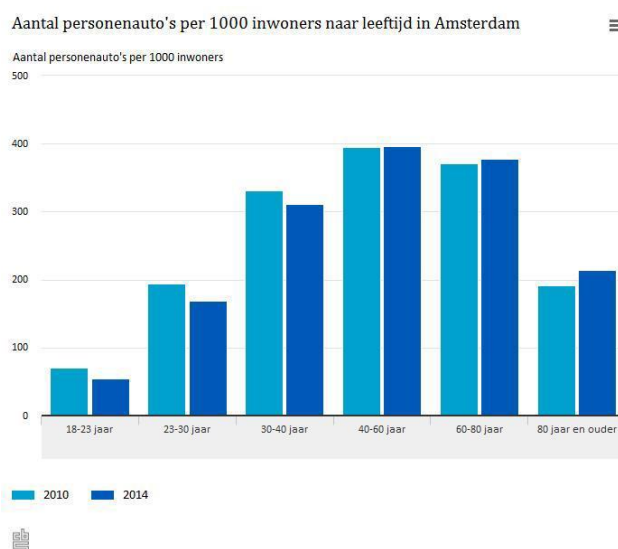
#### v. EuroVelo, long distance cycle routes and cycle tourism

EuroVelo, the European cycle route network, is a network of 14 long-distance cycle routes that connect the continent. The routes can be used by cycle tourists as well as for day to day mobility. Wherever possible, the uses existing and planned national and regional cycle routes. There are well over 45,000 km already in place with thousands of additional kilometers planned and, when completed, the network will total over 70,000 km. It is estimated that along the EuroVelo routes 60 million trips will generate a total of €7 billion of direct revenue once the Network is realised. This would be a significant added value for the booming cycling tourism business in Europe which already generates 2.295 billion cycle tourism

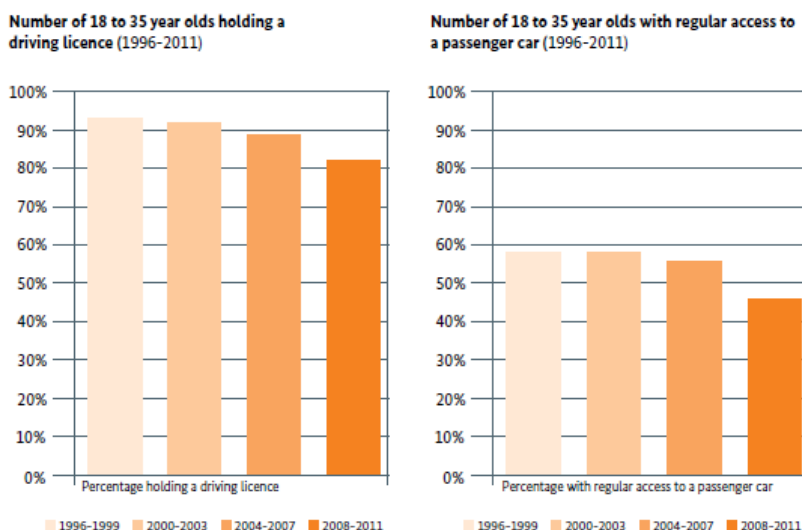
trips in Europe with a value in excess of €44 billion per annum. The number of cycle overnight tourists in Europe is 20.4 million spending around €9 billion annually<sup>1</sup>.

## 2.2. Behavioural change

These developments in the cycling sector coincide with a behavioural change, in particular among the urbanized and younger generations. Car ownership is decreasing in many cities. In Amsterdam for example, car ownership in the age group 18 – 23 fell by 21 % from 2010 – 2014, while it increased by 11.5 % among people in the age group 80+.



This is confirmed by national data from Germany, indicating that the percentage of people aged from 18 to 35 has less regular access to a passenger car and holds less often a driving licence than their age peers in earlier years.<sup>2</sup>

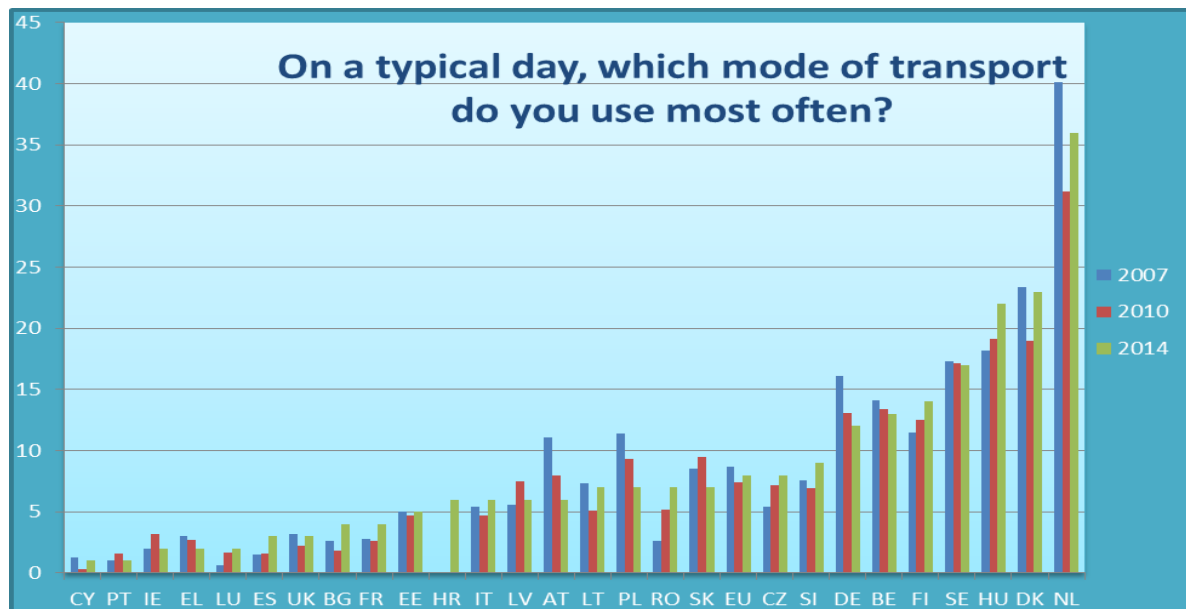


<sup>1</sup> The European Cycle Route Network, study ordered by the European Parliament 2012 IP/B/TRAN/FWC/2010-006/Lot5/C1/SC1

<sup>2</sup> National Cycling Plan 2020, Germany, p. 6.

## 2.3. Level of cycling in the EU and potential for growth

The level of cycling differs substantially between Member States. The only comparable data comes from Eurobarometer surveys. To the 2014 Eurobarometer 422a question “On a typical day, which mode of transport do you use most often”, 8 % of the respondents replied “bicycle” on EU average. In the Netherlands, 36 % replied “bicycle”, or 4.5 times more than the EU average.



Source: Eurobarometer 2007, 2010, 2014.

The four trends described in section 2.1. (bike-sharing, e-bikes, cargo bikes, cycle highways) reinforce each other: bike-sharing schemes and cargo bikes get more and more electrified; people with electric support cycle more often and longer distances, calling for an upgrade of cycling infrastructure. Research for example into the use of a cycle highway Leuven – Brussels has found out that the average distance cycled is about 24km. This is for more than the 5km that are typically regarded to have a high potential for shifting.<sup>3</sup> A feasibility study for the Ruhr Cycle Highway has estimated that up to 50,000 car trips could be shifted to cycling in the region on a daily basis.

Not only in passenger transport, but also in freight transport a modal shift is possible: Cyclelogistics, an EU funded project, found that 50% of all logistics trips within EU cities currently done with motorized vehicles could be moved by cycles and cargo bicycles.<sup>4</sup>

<sup>3</sup> 2011 White Paper of Transport only acknowledged that “In urban areas, walking and cycling, together with public transport [...] could readily substitute the large share of trips which cover less than 5km.”

<sup>4</sup> [http://www.cyclelogistics.eu/docs/111/D6\\_9\\_FPR\\_Cyclelogistics\\_print\\_single\\_pages\\_final.pdf](http://www.cyclelogistics.eu/docs/111/D6_9_FPR_Cyclelogistics_print_single_pages_final.pdf)

## 2.4. Current initiatives to support cycling

Many authorities at local, regional and national level have set ambitious targets to grow cycling. A key instrument to achieve the objective is a cycling strategy covering all different aspects, depending on the level of competence. With the Paris Declaration signed in 2014 by THE PEP (Transport, Health, Environment Pan-European Programme), 56 Member States of the WHO and UNECE have agreed to develop a pan-European Master Plan on Cycling. This leaves a gap at the European level.

### 2.4.1. At city level

Many local authorities have adopted ambitious objectives and implementation plans to increase the mode share of cycling. ECF found for 15 capital cities concrete objectives to grow cycling. Their average growth objective adjusted over a 10 year period is about 160%.<sup>5</sup>

### 2.4.2. At regional level

ECF found for many regions, in particular in the federal states of Austria, Belgium and Germany cycling strategies. For example, all 9 Austrian regions have a regional cycling mode share objective and a cycling strategy in place to achieve this objective.

### 2.4.3. At national level

ECF found for at least 12 EU Member States a national strategy on cycling. One Member States (UK) is currently in the process of developing a national strategy. At least 8 Member States have a concrete objective to increase cycling.<sup>6</sup>

### 2.4.4. At pan-European level

Beyond the national level, the Transport, Health, Environment Pan-European Programme (THE PEP) under the umbrella of the WHO and UNECE, has decided at the 4th High Level Meeting of THE PEP in the Ministerial Paris Declaration in April 2014 to develop a pan-European Master Plan on the Promotion of Cycling. 56 countries from the Europe (including all EU-28 Member States), Caucasus, Central Asia and Northern America are signatories to THE PEP.

The relevant wording of The Paris Declaration<sup>7</sup> says:

*"Decide to initiate the development of a pan-European Master Plan for Cycling Promotion, supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. This new initiative will be undertaken within the framework of THE PEP partnerships."*

<sup>5</sup> See overview in Annex, Table 1.

<sup>6</sup> See overview in Annex, Table 2.

<sup>7</sup> <http://www.ecf.com/pan-european-masterplan-on-cycling/>

## 2.5. Cycling's contribution to the EU economy and environment

In 2013, ECF published a report with a calculation of the economic and environmental benefits of cycling in the EU-27. We came to the conclusion that the total benefit of the level of cycling can be estimated to be in the region of **€ 205.2 – 217.3bn annually**.

**Table 1.1: Internal and external economic benefits of cycling at 7.4 % cycling mode share in EU-27 (2010)**

Type of benefit	In € for 2010
1 Health benefits: reduced mortality	€ 114 – 121 bn
2 Congestion-easing	€ 24.2 bn
3 Fuel savings at US\$ 100/ barrel	€ 2.7 – 5.8 bn
4 Reduced CO2 emission	€ 1.4 – 3.0 bn
5 Reduced air pollution	€ 0.9 bn
6 Reduced noise pollution	€ 0.3 bn
<b>Total</b>	<b>€ 143.2 – 155.2 bn</b>

**Table 1.2: Annual economic impact on European businesses related to cycling in EU-27**

Type of industry	In € for 2010/2011
1 Tourism industry	€ 44 bn
2 Bicycle industry	€ 18 bn
<b>Total</b>	<b>€ 62 bn</b>

The ECF study "Cycling Works" shows that 650,000 jobs can be related to the cycling economy. Doubling cycling in Europe could deliver an additional 400,000 jobs to the EU economy.<sup>8</sup>

UK's Department for Transport showed cycling schemes have returns of 5.5:1 – the Department said this means that "for every £1 of public money spent, the funded schemes provide £5.50 worth of social benefit." This is above their classification of "Very High Value for Money".<sup>9</sup>

<sup>8</sup> <http://www.ecf.com/europeancyclingjobs/>

<sup>9</sup> The UK's Department for Transport's "Value for Money" (VfM) guidance defines different VfM categories. Poor VfM if BCR is below 1.0; Low: 1.0 and 1.5; Medium: 1.5 and 2.0; High: 2.0 and 4.0; Very high: > 4.0.



### 3. A European Roadmap for Cycling

#### 3.1. The use of roadmaps in EU policies

Roadmaps fulfil several purposes:

- Description of status quo and assessment of potential;
- Definition of an objective;
- Deployment of instruments/ actions to achieve the objective.

The European Commission has issued a number of roadmaps/ Master Plan/ Action Plans/ strategies in the past, be it on specific transport modes or on horizontal issues, including:

- Towards a roadmap to implement the Single European Sky 2009-2014;
- Shift2Rail Strategic Master Plan (Draft);
- Cars 21;
- European strategy on clean and energy efficient vehicles;
- Towards a roadmap for delivering EU-wide multimodal travel information, planning and ticketing services.

#### 3.2 The European dimension of cycling

i. Cycling can address a number of challenges at European and global level, including on:

- Climate change<sup>10</sup>
- Air pollution (trans-boundary)<sup>11</sup>
- Reducing fuel consumption and fuel dependency; energy efficiency
- Contributing to the completion of the European Transport Area by reducing urban congestion due to modal shift in passenger and freight transport (first and last mile)

ii. Some of the policies related to cycling are dealt with at European level, including on:

- Level-playing field between transport modes (investment, charging, taxation);
- Cross-border cycling tourism (e.g. EuroVelo);
- Cross-border commuting;
- Inter-modality: interoperability of information, booking and reservation systems; inclusion of bike-sharing and bicycle carriage on public transport (urban, national, international) into this;
- Passenger rights: bicycle carriage on trains;
- Road safety: in-vehicle safety systems, weights and dimensions HGVs, etc.;
- Classification of motorized vehicles (type-approval);
- Development of e-mobility;
- Reduced VAT for bicycle repairs;
- Cohesion Policy (Cohesion Fund, ERDF, Rural development) and other European funding streams (CEF, Horizon2020, COSME) providing financial support for mobility, urban and rural development tourism and SME development.

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<sup>10</sup> See ECF's study from 2013 "Cooling down the planet: Quantifying CO<sub>2</sub> savings through cycling" estimated that the level of cycling in 2011 saved 11 – 24million tons of CO<sub>2</sub>e. If cycling was to double, this would save 22 - 48million tons of CO<sub>2</sub>e, being equivalent of 4.75 – 10.4 % of EU 2050 CO<sub>2</sub> emission reduction target for the transport sector.

<http://www.ecf.com/advocacy/health-and-environment/climate-change/>

<sup>11</sup> See ECF's study on "Cycling and urban air quality", 2014. <http://www.ecf.com/airquality/>



### iii. European-wide promotion of good practice

It has been widely acknowledged that the EU not only plays an important role as legislator, but also in collecting and promoting good practices. This applies in particular to urban mobility policies (SUMP, logistics, access regulations, etc.) and the promotion of 'alternative' transport modes through the European Mobility Week, 'Do the right mix' campaign, CIVITAS, etc.

## 3.3 The two dimensions of an EU Roadmap for cycling

### 3.3.1 On EU policies

Cycling's reach, also in EU policies, is remarkable.<sup>12</sup> From an ECF point of view, it makes sense to take stock of the various EU policies related to cycling. If the EU has the ambition to make the European transport system more sustainable, it should carry out a critical review of how it supports cycling at this stage and what could be altered to improve current policies. Policies implemented by different DGs should be streamlined to maximize the output of EU policies.

In Annex we list the policy fields with a link to cycling. Below three short examples of where we believe an EU roadmap for cycling would make a difference:

- To achieve a sustainable transport system, a **level-playing field** is needed between transport modes. This applies to taxation (mainly national competence but dealt with in the European Semester), charging (application of user and polluter pays principle – EU framework) and investments in infrastructure and research (shared competence from local, regional, national and European level). Regarding investments by the ERDF and CEF, ECF has identified a number of barriers in the promotion of cycling. The same applies to Horizon 2020 calls.
- Regarding **road safety**, the EU has recognized, among other in the 2011 Road Safety Policy orientations and confirmed by the 2011 Transport White Paper, that improving the conditions for VRUs should have priority ("pay particular attention to vulnerable users such as pedestrians, cyclists and motorcyclists, including through safer infrastructure and vehicle technologies.") However, the past few years have seen very few concrete steps. Also, the factsheet "Road safety in the European Union: Trends, statistics and main challenges" from March 2015, has only one item when discussing cyclist safety: helmets. It came to our surprise that more obvious measures as also discussed in the 2011 White Paper – for example speed management and safer infrastructure for cyclists – were not mentioned at all.
- The World Health Organisation (WHO) recommends that adults have "at least 150 minutes of moderate-intensity **physical activity** throughout the week or at least 75 minutes of vigorous activity or an equivalent combination of moderate and vigorous activity" for a number of physical and mental health reasons. However, over two thirds of the adult population (69%) of the European Union does not meet the minimum requirements. Motorized (=passive) mobility is a key reason why minimum levels of physical activity are not met by a substantial part of the population. The lack of physical activity is the biggest risk for non-communicable chronic diseases and the most important cost driver for European health care systems. Yearly costs for Type 2 Diabetes and obesity are around €50bn in Germany alone. Active mobility can reduce these costs considerably: Prevention is much cheaper than treatment! Yet at this point we see very little concrete concrete proposals from DG SANCO to make physical activity a priority.

**A European Roadmap for cycling would send a clear political signal to all Commission services that supporting cycling is of high priority.**

<sup>12</sup> See Annex, Table 3.

### 3.3.2 On Member States policies

Without an active support by Member States, the full potential for achieving a sustainable transport system will not be tapped. ECF believes that this is also the Commission's view regarding SUMP, where many Member States miss a national policy framework to support its local authorities. Hence the establishment by the Commission of the 'Member States Expert Group on Urban Mobility' in 2014.

The same rationale applies to cycling. ECF welcomes the fact that at least 11 Member States have a current national cycling strategy in place. However, that means, that more than half of the EU Member States do not have a clear national framework to support cycling.

EU recommendations to Member States on how they can support cycling from the national level could be an effective tool. This could include:

- Capacity-building for local and regional authorities
- Cycling-friendly solutions in national highway codes
- Fiscal framework for commuting
- Bridging the missing link between the national health sector and transport policy
- Education and training
- Design-standards for convenient and safe cycling infrastructure
- Solutions for cyclelogistics in freight transport
- Awareness raising
- Etc.

## 3.4 Legal context – The EU's right to act

"The EU's right to act" has been discussed by the European Commission in full detail when publishing the Urban Mobility Action Plan in 2009 and its accompanying Impact Assessment.<sup>13</sup> It refers to the *legal basis* (Articles 70, 71(c) and 71(d) of the Treaty), the need of public intervention due to *market failure* in the field of urban mobility (congestion, pollution, etc.) and the right to address those problems where public intervention at EU level brings *added value*.

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<sup>13</sup> Action Plan on Urban Mobility, Impact Assessment, COM\_SEC(2009)1211  
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## ANNEX

Table 1: Overview cycling modal share objectives EU capitals

Cities		Least recent figure		Most recent figure		Evolution	Objective		Foreseen Evolution
EU Countries	EU Capitals	%	Year	%	Year	%	%	Year	%
Denmark	Copenhagen	34%	2000	35%	2010	3%	50%	2015	42.86%
Netherlands	Amsterdam	24%	1998-2000	32%	2012	33%	-	-	-
Germany	Berlin	10%	1998	13%	2008	30%	18%	2025	38.46% - 53.85%
Slovenia	Ljubjana	10%	2003	12%	2013	20%	20%	2020	66.67%
Finland	Helsinki	6%	2004	11%	2013	83%	15%	2020	36.36%
Croatia	Zagreb	0.70%	1999	10.10 %	2012	1343%	-	-	-
Sweden	Stockholm	5%	2001	9%	2013	80%	18%	2030	100.00%
Ireland	Dublin	5.60%	2006	7.90%	2013	41%	25%	2022	216.46%
Austria	Vienna	3%	2001	6%	2013	100%	10%	2015	66.67%
Latvia	Riga	2%	2008	4%	2014	100%	-	-	-
Belgium	Brussels	1.20%	2003	3.50%	2013	192%	10%	2015	185.71%
Luxembourg	Luxembourg	1%	2007	3.50%	2011	250%	10%	2020	185.71%
Bulgaria	Sofia	1%	2001	3%	2010	200%	-	-	-
Cyprus	Nicosia	-	-	2%	2010	-	-	-	-
France	Paris	1%	2001	2%	2013	100%	15%	2020	650.00%
Greece	Athens	-	-	2%	2005	-	-	-	-
Hungary	Budapest	2%	2004	2%	2014	0%	10%	2020	400.00%
Slovakia	Bratislava	0%	2004	2%	2012	-	10%	2020	400.00%
United Kingdom	London	2%	2001	2%	2009	0%	5%	2026	150.00%
Czech Republic	Prague	1%	2009	1%	2013	0%	5% -7%	2020	400% - 600%
Estonia	Tallinn	0%	2004	1%	2012	-	-	-	-
Lithuania	Vilnius	0.30%	1999	1%	2010	233%	-	-	-
Poland	Warsaw	0.40%	1998	1%	2009	150%	-	-	-
Portugal	Lisbon	1%	2001	1%	2013	0%	-	-	-
Romania	Bucharest	-	-	1%	2007	-	-	-	-
Italy	Rome	0.29%	2001	0.60%	2012	107%	4%	2019	566.67%
Spain	Madrid	0.30%	2008	0%	2011	-100%	3%	2016	-
Malta	La Valletta	-	-	-	-	-	-	-	-
AVERAGE		4.66%	2003	6.24%	2011		15.21%	2020	

Average growth objected adjusted over 10 years

183%

Table 2: Overview national cycling policies

Country and original name of the strategy	Year of adoption	Modal share	Measurable objectives of the strategy	Projected change in % adjusted over 10 years
Austria Masterplan Radfahren: Umsatzerfolge und neue Schwerpunkte 2011 - 2015	2011 (Previous plan: 2006)	7% in 2010	Modal split: 7% in 2010 → 10 % by 2015	+ 86%
Belgium Totaalplan zet Belgen op de fiets (Draft)	2004	<i>Note: Not officially adopted by the Belgian authorities. Serves as a basis for the development of Cycling in Belgium</i>		
Czech Republic Národní Strategie Rozvoje Cyklistické Dopravy ČR 2013-2020	2013 (Previous plan 2004)	7% in 2013	To increase the overall share of cyclists in the Czech Republic to 10% (up to 25% in urban area)	+ 60%
Denmark Danmark – op på cyklen! Den nationale cykelstrategi	2014 (Previous Plan 2007)	16% in 2010- 2013	None	-
Finland Kävelyn ja pyöräilyn valtakunnallinen strategia 2020	2011	8% in 2011	20 % increase of walking and cycling trips by 2020 (baseline: 2011)	-
France Plan d'actions pour les mobilités actives (PAMA) - La marche et le vélo	2014	2.7% in 2010	None	-
Germany Nationaler Radverkehrsplan 2020: Den Radverkehr gemeinsam weiterentwickeln	2013 (Previous Plan: 2002)	10% in 2012	Modal split: 10 % in 2012 → 15 % by 2020	+ 62.5%
Hungary Nemzeti Kerékpáros Koncepció 2014-2020	2014 (Previous plan: 2007)	19% in 2013	Modal split: 19% in 2013 → 22 to 25% by 2020	+ 23% - 45%
Ireland Ireland's First National Cycle Policy Framework	2009	2% in 2009	Modal split: 2 - 3% in 2009 → 10 % by 2020	+ 360%
Luxembourg Mobilité Douce: Nationaler Aktionsplan	2008	-	25 % walking and cycling mode share by 2020	-
Netherlands Masterplan Fiets	1990	<i>Note: Masterplan for the period 1990-1997. Regions are now in charge of the development of cycling in the Netherlands</i>		
Slovakia Národná stratégia rozvoja cyklistickej dopravy a cykloturistiky v Slovenskej republike	2013	2% in 2012	Modal split: 2% in 2012 → 10 % in 2020	+ 500%
Slovenia Zasnova državnega kolesarskega omrežja v Republiki Sloveniji	2005 (Previous plan: 2000)	6.7% in 2005	Doubling the modal share in the mid/long term	-
Sweden 1. Ökad och säker cykling. 2. Säkrare cykling	2014	10 % in 2012	None	
UK (England) Cycling delivery plan (draft)	2014	-	Doubling cycling by 2025 (Baseline 2013)	+83%
Projected change in % to baseline year adjusted over 10 years and by population (7 Member states):				88% - 89%

Table 3: EU policy areas with a link to cycling and suggested measures

DG	Policy area and objective	Contribution of doubling cycling to EU policy objective	Suggested measures
MOVE	Urban mobility: Improve the mobility systems of Europe's towns and cities; CO2-free city logistics in major urban centres; Reduce congestion	++	Integrate cycling in all aspects of urban mobility policy (SUMP, logistics, access regulation, ITS, road safety)
MOVE	TEN-T	++ Balance the environmental impact of TEN-T corridors. Improve accessibility to towns and cities; Improve cross-border passenger traffic for daily transport, recreation and tourism	Include EuroVelo in TEN-T and allocate an adequate budget from CEF
MOVE/ENER	E-mobility: phase-out conventionally fuelled cars in European cities by 2050	++ Sell millions of pedelecs/E-bikes in the EU; strengthen EU economic base	Include pedelecs/ E-bikes and its use in bike-sharing in Horizon 2020, Smart Cities, CIVITAS, etc.
ECFIN/EMPL	Create new jobs	++ (Doubling cycling can create up to 400.000 new jobs)	Support competitiveness of EU SMEs in bicycle industry
GROW	Tourism: Europe, the world's No 1 tourist destination. - stimulate competitiveness in the European tourism sector - promote development of sustainable, responsible, high-quality tourism - consolidate Europe's images as a collection of sustainable, high-quality destinations	++ (Cycling tourism is a booming sector with an annual turnover of €44bn in the EU; EuroVelo, if completed, would generate an annual turnover of €5bn) <a href="http://www.eurovelo.org">www.eurovelo.org</a> <a href="http://www.eurovelo.com">www.eurovelo.com</a>	Support EuroVelo central coordination
REGIO	Regional and urban policy: strengthen European cohesion by supporting economic development in less-developed regions. Investments in urban policies and transport sector. ERDF. EAFRD is the main source of investment in the new Member States and plays increasing role all over Europe to support transport developments.	Using ERDF, EAFRD funds for cycling related investments brings the best return, reduce their environmental impact, improves the social and economic conditions in the target regions.	Officially support and encourage the use of ERDF. EAFRD for cycling projects.
ENV	Air quality: National Emission Ceiling Directive with stricter national emission ceilings for the six main pollutants	++ (A balanced mix of technical and non-technical measures is needed to meet EU air quality standards)	Include cycling - in next Environment Action Programme; - In LIFE+ projects;
ENV	The environmental noise directive: reduce exposure to noise	+ (Cycling as silent mode of transport can help meeting noise standards)	- In revision of National Emission Ceilings Directive; - etc.
CLIMA	Reduce GHG by 80 – 95 % by 2050 (compared to 1990);	+ (Doubling cycling can reduce CO2e by 11 – 24 million tons)	

<b>SANCO /EAC</b>	White Paper on a strategy on nutrition, overweight, and obesity-related health issues: reduce the risks associated with poor nutrition and limited physical activity in the EU	++ (Cycling in the EU -27 in 2011 generated a health benefit in reduced mortality worth € 114 – 121 bn; doubling cycling could double that figure.	Include cycling in EU and Member States physical activity strategies; Include HEAT for cycling in transport appraisal
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