

2030 Strategy

The vision we share with our members is to **improve and increase cycling across the whole of Europe**. The change we want to see includes:



More cycling

Cycling levels in Europe **should increase by at least 50% compared to 2017 levels**. Most of the increase will need to occur in countries and cities where cycling levels are still relatively low, but we also want to see people of all genders, ethnicities, ages and abilities cycling more often.



Safer cycling

The rate of cyclists killed or seriously injured in road collisions should be **reduced by at least 50% compared to 2019**. Safer and more comfortable cycling infrastructure is key to achieving this and will also significantly contribute to increasing cycling levels.



Stronger political support

Cycling should be **prioritised by policymakers at all levels across Europe** as a sustainable and healthy part of the mobility mix, not only for everyday cycling but also for recreational cycling and sustainable cycling tourism.



Higher investment

Public investments in safe and comfortable infrastructure and other measures to improve and enable more cycling **should increase greatly**. EU funding for cycling in the 2021-2027 Multiannual Financial Framework **should increase to at least €6 billion**.

We will achieve our goals **on behalf of and together** with our members through:

Evidence-based advocacy
Partnerships and networks
Research and thought leadership

Coalitions and projects
Knowledge transfer
World-class events

Our leading values

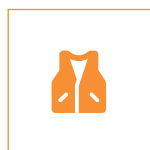
Sustainability



Health



Safety



Well-being



Diversity



Equality



Inclusion

