



Annual Report 2020



ECF gratefully acknowledges financial support from the European Commission



ECF gratefully acknowledges financial support from the cycling industry via Cycling Industries Europe

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EUROPEAN CYCLISTS' FEDERATION

European Cyclists' Federation

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More
and better
cycling for all

ECF Board Report on the 2020 Activities

The Board is proud of ECF's very significant accomplishments in 2020 in pursuit of our strategic goal to foster **more and safer cycling for all in Europe**. It wishes to place on record its deep-felt appreciation for the leadership shown by the co-CEOs, Jill Warren and Morten Kabell, and for the sheer dedication, patience and flexibility shown by all staff despite very difficult conditions. The Board regrets the early resignation of Morten Kabell for personal reasons, thanking him for his contribution throughout 2020, and reconfirms its full support for Jill Warren as CEO of ECF.

The Board oversight of the ECF activities happened in the context of eight formal Board meetings, in addition to several more interfaces in the format of the HR Committee and in smaller thematic, ad-hoc working teams.

At the outset of 2020, the Board's priority focus was to **ensure a smooth and successful leadership transition**, helping the newly appointed co-CEOs establish a productive collaboration with staff. Already in mid-March, with the pandemic spreading, a situation emerged of great revenue uncertainty. The Board actively supported management's conservatory measures, helping the co-CEOs strike the appropriate trade-offs between prudent financial management, continuity of operations and fairness to staff. In these testing circumstances, a productive and trusting relationship was forged between the Board and the executive team.

In the latter part of the year, the Board and management collaborated on initiatives to **increase and diversify ECF's funding base** so as to provide ECF with appropriate financial resources, commensurate with the advocacy goals that the EU's newly reaffirmed institutional priorities have set. This will be essential to reap the fruits of the new **ECF 2030 Strategy**, which was adopted by the Annual General Meeting (AGM) 2020 and sets out the vision, mission and overall strategy of ECF for the decade. Ancillary strategic work is being conducted, in constant interaction between Board and management, to strengthen ECF's resilience to revenue volatility, enabling the pursuit of our institutional mission even under adverse circumstances.

The Board, management and EuroVelo Council collaborated extensively in the preparation of the new **EuroVelo** governance framework, providing a solid basis for the long-term structural relationship between ECF and the vibrant, growing EuroVelo and bicycle tourism community. The Board and management worked closely to mitigate the damage done to the **Velo-city** conference series, which has been particularly hard hit by the pandemic.

The Board and management have also worked very closely together to prepare for the renewal of ECF's cooperation agreement with Cycling Industries Europe, which has been providing a significant share of ECF revenues.

Individual Board members have been engaged in furthering ECF's relationships with stakeholders at large, in providing visibility for ECF by participating as speakers and moderators at public events organised by ECF and others, and in referring advocacy and business opportunities to ECF.

The Board intends to continue its strategic oversight engagement with management after the Board elections of the AGM 2021. The Board looks to the future with confidence while noting areas that require its full attention.



Christophe Najdovski
ECF President



Henk Swarttouw
ECF First Vice-President



Raluca Fiser
ECF Vice-President



Luigi Passamonti
ECF Treasurer



Lars Strömgren
ECF Vice-President



Camille Thomé
ECF Vice-President



Damien Ó Tuama
ECF Vice-President



Alessandro Tursi
ECF Vice-President

Introduction

The year 2020 was influenced in every way by the global pandemic. As tragic and challenging as it has been, it has also had a silver lining for cycling, with cycle use soaring in most European countries.

The European context that ECF operates in **has never been more favourable to cycling**. The pandemic and its green recovery plans, the Paris Agreement targets, the European Green Deal, the European Climate Pact, the Sustainable and Smart Mobility Strategy and the growing interest in sustainable tourism options offer new engagement opportunities for our advocacy work. The prospects for more investments in infrastructure, cycling-friendly regulation and cycling policies in general have never been more promising than at present, and we will raise our level of ambition accordingly.

ECF's advocacy work in 2020-2021 has been geared towards ensuring that cycling is put at the heart of these many plans, budgets and strategies. And our voices are being heard. One of our early successes includes **Frans Timmermans**, European Commission Executive Vice-President and European Green Deal chief, becoming cycling's highest political supporter and declaring himself a "champion of cycling". This advocacy work continues in close cooperation with our members and stakeholders.

Thanks to our intensive lobbying efforts over several years and our Cyclists Love Trains campaign, we achieved a breakthrough in the recasting of the Rail Passengers' Rights and Obligations Regulation in 2020. For the first time in the history of the EU, railway companies will be obliged to provide dedicated **spaces for bicycles** on all new and refurbished trains.

2020 was yet another successful year for **EuroVelo**. A new EuroVelo strategy and governance were adopted, while the cycle route network continued to grow in both quantity and quality. New National EuroVelo Coordination Centres were established in Slovenia and Finland, and we ran a #RestartCycleTourism campaign to advocate for this safe,

sustainable and healthy holiday choice for pandemic times and beyond.

Like most large events in Europe, the 2020 **Velo-city** conference in Ljubljana could not proceed as planned and has been postponed to 2022. Nonetheless, we celebrated Velo-city's 40-year anniversary with Velo-citizens at a well-attended webinar in September 2020 and look forward to seeing you at the next Velo-city in Lisbon in September 2021.

The implementation of our newly adopted **ECF 2030 Strategy** continues with the development of sub-strategies that will shape our work for the benefit of our members and stakeholders for the coming years.

In early 2020, Morten Kabell and Jill Warren took the helm as co-CEOs. While the pandemic brought with it exceptional challenges for them and our entire staff, these were handled admirably with ECF also managing to take full advantage of the exceptional opportunities for cycling.

We look forward to continuing to deliver on our ambitious goals to achieve more and better cycling for all in Europe.



Christophe Najdovski

ECF President



Jill Warren

ECF CEO

1. **Advocacy:** Putting Cycling at the Heart of a Green Recovery and the European Green Deal

ECF is convinced that a truly green recovery and the ambitious targets of the European Green Deal can only be attained with significantly more cycling. With tremendous levels of new funding announced, 2020 has been a year of sowing to ensure cycling is at the heart of these plans, budgets and strategies, so that Europe can reap the benefits in future years.

IN A NUTSHELL



€672.5 billion

The size of the NextGenerationEU Recovery and Resilience Facility (RRF)



+ €1 billion

Additional funding for cycling promotion after the pandemic hit Europe



30%-37%

Earmarked for climate investments in the European Regional Development Fund and the RRF



€6 billion

Minimum cycling investments needed from EU Structural Funds to trigger real modal shift



27

ECF country guides for unlocking EU funds for cycling investments



€10 billion

The amount that should be invested in cycling from the RRF

An Historic Opportunity for Cycling

The policy context has never been more favourable for cycling in Europe than now. Important drivers for this include:

- The continued urgency of the global climate crisis and the ambitious targets of the Paris Agreement
- The COVID-19 crisis and NextGenerationEU, the EU's plan for emerging stronger from the pandemic. Its €672.5 billion EU Recovery and Resilience Facility

(RRF) is the basis on which Member States will submit their National Recovery and Resilience Plans (NRRPs)

- The European Green Deal and the European Climate Pact, the EU's signature policies for achieving climate neutrality and building a greener Europe
- The EU's Sustainable and Smart Mobility Strategy, which lays the foundation for how Europe's transport system can achieve its green and digital transformation and become more resilient to future crises.

Weathering the COVID-19 Crisis

While the COVID-19 pandemic has brought hardship to millions of citizens, it has also led to an unprecedented cycling surge as Europeans rediscovered the bicycle as a safe, convenient and reliable means of transport.

To promote cycling as a mobility solution during the pandemic and beyond, cities, regions and countries across Europe either accelerated existing plans for cycling or introduced cycle-friendly measures for the first time. ECF seized upon this historic moment to push recommendations and inspire more actors to take bold action.



Shortly after the first COVID-19 lockdowns, ECF published a set of recommendations for cycling measures to help pave the way for a safe COVID-19 recovery and presented them with policymakers in a high-profile webinar on 3 June, World Bicycle Day. We recommended to:

1. Repurpose 95,000 km of roads for cycling
2. Introduce 30 km/h or lower traffic speed limits
3. Create a centralised EU Access Fund with €5 billion for e-bikes and cargo bikes
4. Use cycle logistics for urban deliveries
5. Offer cycle tourism economic assistance packages

“We need a paradigm shift. The EU needs to fund the daily mobility of European citizens through a dedicated fund for bicycles”, said Karima Delli, MEP and Chair of the European Parliament Committee on Transport and Tourism, at the event.

On the same day, following weeks of intensive lobbying efforts by the European cycling organisations, the Commission announced that at least €20 billion would be invested in sustainable transport, including bike lanes.

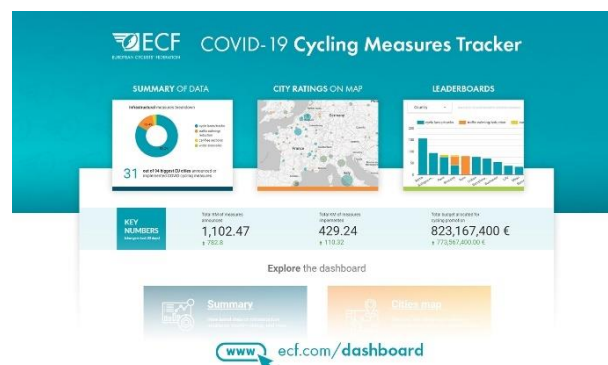
COVID-19 Cycling Measures Tracker

As the first wave of lockdowns eased, ECF developed an innovative interactive dashboard to track pandemic-related cycling investments and improvements across Europe.

The dashboard has generated unique data and insights that have since been leveraged across ECF’s advocacy work to highlight best practices and lobby for more permanent changes and investments. This exceptional resource has been cited by major media outlets and high-level policymakers alike.

“Bike lanes are exactly the kinds of investments we want to see through the Recovery and Resilience Facility”, said Céline Gauer, Head of the Recovery and Resilience Task Force at the European Commission, at the Urban Mobility Days in September, echoing ECF recommendations.

Moreover, the Commission’s new *Sustainable and Smart Mobility Strategy*, launched in December, made reference to one of the dashboard’s headline statistics and stated a target to double cycling infrastructure in the EU, the most ambitious EU public statement about cycling to date.



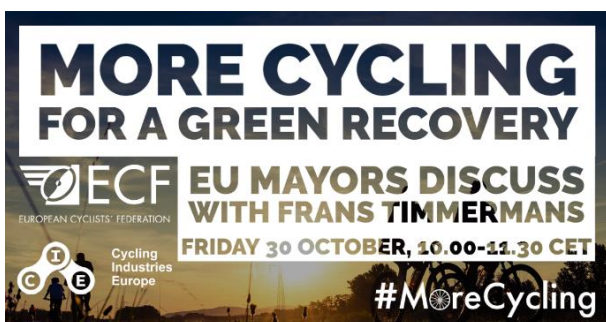
#MoreCycling for a Green Recovery

Securing high-level political support is key to achieving ECF's goal of more and better cycling for all, and in 2020 European Commission Executive Vice-President Frans Timmermans became a key ECF ally.

In an online event entitled “#MoreCycling for a Green Recovery”, co-hosted by ECF and CIE, Timmermans featured alongside mayors from Athens, Bratislava, Lisbon, Ljubljana, Marseille and Rotterdam, as well as Ireland's Transport Minister, for a discussion that highlighted the commitment and desire of European cities to invest more in cycling infrastructure. The participants called upon the Commission to commit to more cycling for the benefit of public health and the environment and to meet the European Green Deal's ambitious targets.

Timmermans, who adopted the moniker of the EU's “Champion for Cycling” ahead of the event, declared that *“cycling is by definition the best way of solving the problem of pollution in cities. Investments in safe and separated cycle infrastructure networks as part of the National Recovery and Resilience Plans would be a no-brainer and no-regret.”*

This high-level event underscored our status as a major player in the cycling world, attracted over 1,200 registrations and created additional awareness around the need to prioritise and invest in more cycling.



Funds for Cycling From the Recovery and Resilience Facility

ECF and CIE followed up on the “#MoreCycling for a Green Recovery” event by calling for €10 billion in cycling investments from the RRF's €672.5 billion fund and by issuing practical guidance on how cities can advocate for more cycling investments to be included in the national recovery plans.

ECF and CIE's recommendations highlight that investments in cycling would also help Member States meet the Commission's criteria that 37% of RRF expenditures must be climate investments and that such investments should trigger economic recovery and create jobs.



Targeting €6 Billion for Cycling in the EU's 2021-2027 Budget Cycle

We estimate that an ambitious investment target of €6 billion from EU Structural Funds is necessary if Europe is to achieve a significant modal shift towards more cycling during this budget cycle. Such funding will primarily increase and improve cycling infrastructure and could, for example, fund up to 100,000 kilometres of cycle paths in rural areas or 25,000 kilometres in urban areas.

This level of funding would represent a major increase compared to the €2.5 billion committed for EU cycling investments during the 2014-2020 budget cycle, which was already a considerable jump from the €700 million spent in the previous cycle.

Helping Member States Access EU Funds for Cycling Investments

In December, ECF released *Unlocking EU Funds for Cycling Investments*, a series of 27 country-specific guides to help local and regional authorities navigate the EU budget for 2021-2027 to identify funding opportunities for cycling.

The 27 country guides explore the possibilities for cycling in the new budget cycle's Structural Funds, particularly European Regional Development Funds and Cohesion Funds, and explain the relevant EU regulations and processes. The guides also outline examples of good practice, both in terms of concrete investments in cycling projects and references to cycling in programming documents.



Cycling as an Integral Part of Urban Mobility

The EU's new Sustainable and Smart Mobility Strategy, part of the European Green Deal, aims to achieve a 90% reduction in transport emissions by 2050 and will guide the Commission's work on mobility over the next years.

Throughout 2020, ECF and other cycling organisations provided input to public consultations on the new EU strategy. On ECF's initiative, a joint letter was signed by a coalition of 17 associations and sent to European Commission Executive Vice-President Frans Timmermans and European Commissioner for Transport Adina Vălean, calling on the Commission to commit to modal shift and providing key policy recommendations for more and better

funding for active mobility, improved road safety and the application of the user-pays and polluter-pays principles.

In a reply from Vălean on behalf of herself and Timmermans, the Commissioner declared her support for cycling and active mobility and committed to addressing ECF's policy recommendations in the revision of the EU's urban mobility policy, which is planned for the second half of 2021.



Cyclists Love Trains: Dedicated Spaces for Bicycles on Trains in the EU

Among the successes of 2020, our *Cyclists Love Trains* campaign and targeted lobbying efforts achieved a breakthrough in the recasting of the EU's Rail Passengers' Rights and Obligations Regulation, which will now compel railway companies to provide dedicated spaces for bicycles on all new and refurbished trains. This is a first in EU history.



TEN-T, EuroVelo and Cycling

Is cycling only a local issue? This claim has been used in the past to argue that cycling is not compatible with the Trans-European Transport Network (TEN-T), the EU's flagship transport policy. But a closer look at the network reveals that the majority of road and rail traffic today is local or regional and that international cycle traffic does exist, in some cases even exceeding car or rail passenger traffic.

For the European Green Deal to reach its ambitious objectives, ECF therefore continues to advocate for cycling to be included in the TEN-T. As outlined in a position paper published in October, two key measures could help ensure cycling's place in the future of European transport:

1. Integrating EuroVelo into TEN-T: As the European cycle route network is already well-established, its integration into TEN-T would be easy to achieve and generate tremendous benefits for the whole transport policy.
2. Integrating cycling infrastructure into all TEN-T infrastructure projects: The potential for cycling traffic in the area covered by a TEN-T project should always be evaluated, and cycling infrastructure should be integrated in project planning, design and construction.



A European Commission "Inception Impact Assessment" of TEN-T guidelines in November recognised the need to better integrate walking and cycling, but the problem definition and proposed solution remained too narrow. With a European Parliament report from January 2021 showing wide political support for integrating cycling and EuroVelo in the TEN-T, and the Commission set to propose a revision of the guidelines in autumn 2021, ECF will continue its strong advocacy in this direction.

More Cycling in Member States' National Energy and Climate Plans

When EU Member States draw up climate plans for the future, policies and investment commitments that increase cycling should play an integral part. To assess this, ECF has analysed the role of cycling in Member States' National Energy and Climate Plans (NECPs) for 2021-2030.

The top score is achieved by France (9.5 out of 10), which has an ambitious plan to triple the share of cycling in the transport modal split from 3% in 2018 to 9% by 2024 and a detailed toolkit to achieve this target. Runners-up are Austria (8.5) and Belgium (7.5) with substantial targets, plans and investments. But with 11 countries scoring below 4, the EU average is only 4.35 of out 10, clearly showing that cycling has yet to be recognised across Europe as an important tool to decarbonise road transport.

While this leaves a lot of room for improvement, the average score of 4.35 in Member States' NECPs is actually a significant improvement from draft NECPs submitted only a year earlier, which had an overall average score of 2.7. This increase shows the rapidly growing importance of cycling these years. The best "climber country" when comparing final NECPs with earlier drafts is Portugal (+5.5), which has developed an ambitious Portugal Cycling 2030 Programme, followed by Slovenia (+4.5), Denmark (+4), Ireland (+3.5) and Luxembourg (+3).



Explicit Support for Cycling in New EIB Climate Strategy

In 2020, ECF provided input to the European Investment Bank's (EIB) new "Climate Bank Roadmap", which was finally adopted by Member States' representatives in

November. As a result, the new strategy explicitly mentions investments in walking and cycling infrastructure as activities to support in the field of transport, while modal shift is mentioned as part of the road sector's decarbonisation pathway.

While the EIB has financed cycling-related projects sporadically in the past, we expect the new roadmap to make financing of active mobility much more systematic; to support the objectives of the European Green Deal, the EIB Group has announced that it will invest at least €1 trillion in climate action and environmental sustainability investments by 2030.

Boosting Road Safety for Cyclists

Excessive speed is one of the biggest killers on European roads, representing a major danger to cyclists while contributing to an unwelcoming road environment. In almost a third of fatal collisions, speed is an essential contributory factor. But can speeding be eliminated?

Intelligent Speed Assistance (ISA) is an in-vehicle system that provides drivers with feedback when speed limits are exceeded, and which will come into force in the EU from 2022. However, the new regulation, which is light on the technical nuts and bolts, could allow for feedback to be a simple visual warning light on the dashboard coupled with audio beeps, rather than direct feedback on the accelerator or engine.

In a joint letter sent to ministers of EU Member States, ECF and other NGOs asked them to put pressure on the European Commission to implement true ISA for European cars in the EU's updated General Safety Regulations. Only the most effective forms of ISA, as opposed to easily ignorable prompts, will help ensure a high compliance with speed limits. If applied properly, this technology has the potential to cut road deaths in Europe by 20%.



Projects That Support our Advocacy

Safer Cycling Advocate Programme (SCAP)

Safety concerns are an important factor for people's willingness to cycle; for many potential cyclists, feeling safe is a must. When societies invest in high-quality cycling infrastructure on a larger scale, safety trends improve considerably.

With the *Safer Cycling Advocate Programme (SCAP)*, ECF works to empower civil society organisations in Bosnia and Herzegovina, Croatia and Slovenia by building their capacity to advocate for safer roads and promote cycling as a transport mode. As such, SCAP represents an important tool for achieving ECF's goal of a 50% reduction in the rate of cyclists killed or seriously injured by 2030.

In 2020, ECF published a best practice guide with positive measures to promote cycling and cycling safety. Based on the experiences of the Netherlands and Denmark and written in cooperation with *Fietsersbond* and *Cyklisforbundet*, this guide seeks to collate and advocate for the adoption of best practice measures regarding road user behaviour, infrastructure design, safe vehicles, and the management of road infrastructure.



Healthy Employee, Mobile and Active (HEMA) & Promoting Active Cities Throughout Europe (PACTE)

With sedentary lives increasing due to the COVID-19 crisis, engaging with tailored programmes and projects to help bring about the abundant holistic benefits of active mobility and an active lifestyle is more important than ever. Through the *Healthy Employee, Mobile and Active (HEMA)* and

Promoting Active Cities Throughout Europe (PACTE) projects, ECF is tackling physical inactivity both at the workplace and at the municipal level across Europe, contributing to our goal of encouraging significant improvements in public health through the increase of cycling levels.

In 2020, the HEMA project launched a survey to gain an overview of sports and physical exercise at the workplace, the results of which will feed into the design of pilot programmes for companies in Belgium, France and Latvia. During the European Week of Sport, the project also launched a digital challenge to encourage active mobility among employers and employees.

The PACTE project concluded three years of research in 2020 with the *Matrix for Change*, its final and most ambitious product. This freely accessible and easy-to-use interactive tool guides and assists local authorities and municipalities in creating a tailor-made *Active City Action Plan* to help them realise their potential as providers of sport and physical activity.



Optimising Road Space to Benefit All Users

As the population and economy grow, mobility levels increase and mobility infrastructure has to accommodate more users. The *Multimodal Optimisation of Roadspace in Europe* (MORE) project establishes procedures to design urban corridor roads in ways that encourage street activity and reduce traffic dominance by considering the needs of all road users.

In 2020, ECF and Sciences Po compared the cycling infrastructure legislation of 11 European countries to understand different approaches to regulating cycling across Europe, taking a close look at definitions, signage and the rules applying to different road users and to public administrations.



The Limitless Potential of Cargo Bikes

The world's cities are facing a complex set of challenges related to urban mobility, predicted to worsen as the volume of traffic caused by commercial delivery services and private trips increases. Cargo bikes have a huge potential for tackling these challenges.

The *City Changer Cargo Bike* (CCCB) project promotes the usage of cargo bikes among cities, businesses and citizens, supporting concrete measures that offer more sustainable logistics operations, improve public spaces, engage citizens and reduce traffic congestion. As part of CCCB, ECF is co-organising a total of 100 webinars with project partners to explore cargo bikes' different uses, ranging from family logistics to running efficient and successful businesses. In 2020, 30 webinars in five different languages were held.



Collecting Data to Estimate the Value of Travel Time

How much is the time we spend travelling worth? Over the course of 33 months, the *Mobility and Time Value* (MoTiV) project helped advance research on the Value of Travel Time (VTT) by introducing and validating a conceptual framework for the estimation of VTT through a European-wide data collection campaign. The project concluded in July 2020 with a final conference featuring an ECF presentation on the wider policy implications of MoTiV.



More National and Regional Funding for Cycling

Cycling's enormous potential for slashing carbon emissions in Europe is not being leveraged properly. The "EU CYCLE" project aims to tackle this issue by improving the performance of EU policy instruments and ensuring that stakeholders know how to implement high-quality cycling projects through better access to and usage of funds.

Throughout 2020, project partners and regional stakeholders discussed good practices in urban cycling,

cycling tourism and urban-rural connections at several "EU CYCLE" webinars. At the European Week of Regions and Cities, ECF also hosted a virtual event for public authorities on how to unlock EU funds for cycling initiatives.

Cycling tourism represents another powerful opportunity to provide infrastructure and create services and employment in remote areas. As more people opt for local and sustainable holidays during the pandemic, bringing cycling and tourism together has become particularly important.

Through the ECO-CICLE project, ECF seeks to influence policies on national and regional levels to promote the bicycle as a sustainable transport mode, notably in natural areas and national parks. These topics were explored virtually at the "Interreg Webinar on Cycling Tourism" and the "European Webinar on Cycling Tourism".

2. ECF Networks: The Cycling Community Grows

From mayors and industry to scientists and employers, the ECF community takes the voice of cyclists to the heart of all areas of life. Despite being prevented from physically connecting, our networks have grown stronger and more powerful than ever in 2020.

IN A NUTSHELL



40,000,000+

Citizens represented by Cities & Regions for Cyclists (CRC)



2

New CRC members in 2020 (City of Zurich and City of Lisbon)



17

Countries Represented in the Cycle-Friendly Employer Certification Consortium



260+

Members of Scientists for Cycling

Cities & Regions for Cyclists: Bringing Together Local and Regional Authorities

In 2020, ECF welcomed the **City of Zurich** (Switzerland) and the **City of Lisbon** (Portugal) as part of **Cities & Regions for Cyclists** (CRC). The network now counts 37 members from 19 countries, each committed to improving cycling experience and safety at the local and regional levels.

The CRC network brings together local and regional authorities that work to promote cycling as a mode of transport and leisure through knowledge exchange, collective inspiration and shared practices. Facing the unprecedented circumstances of 2020, CRC members responded by encouraging and facilitating a truly pan-European cycling boom.



In **Zurich**, for instance, 70.5% of citizens voted for the “Safe cycle routes for Zurich” initiative, demonstrating wide popular support for more cycling. The initiative entails bike-friendly measures such as a 50-kilometre expansion of bicycle infrastructure and the introduction of 30 km/h speed limits.

The **City of Athens** launched the Grand Walk, one of the largest active-mobility infrastructure interventions in its

history, a complete plan for the historic city that includes the creation of safe spaces for cycling. The objective is simple: enable citizens to “live the city, as opposed to live in the city”.

Lisbon, host of the 2021 Velo-city conference, released its new strategic mobility vision for 2030, *MOVE Lisboa*, which reaffirms the city’s commitment to renew its transport options and facilitate intermodality as it continues to work towards reaching 200 kilometres of bike lanes in 2021.



The CFE Certification Consortium: Getting European Employers Into Gear

Established in 2017, the **Cycle-Friendly Employer (CFE)** Certification Consortium continues to grow, with the network welcoming **Cycling Solutions Ireland** and Turkey’s **ENVERCEVKO** as new members in 2020.

The CFE Certification Framework establishes a standard for bicycle-friendliness in the European workplace and is currently being implemented in 17 countries, so far with over 250 employers certified as cycle-friendly. The strength of the scheme comes from its pan-European character, which accounts for differences in cycling levels between countries while maintaining one standard across the continent. Going forward, public-private partnerships will be key for a larger uptake of the scheme; from certifying public bodies to teaming up with them to deliver CFE certificates to employers.



Cycling Industries Europe: The Voice of Cycling Businesses

Uniting the voices of cyclists and cycling businesses, ECF and Cycling Industries Europe (CIE) joined forces on numerous occasions in 2020 to amplify our impact and put cycling at the heart of a safe, healthy and green COVID-19 recovery and of the European Green Deal.



ECF and CIE also worked closely together to launch CIE’s Expert Group on Market Impact and Intelligence, which collects data on industry-related indicators such as bicycle usage, sales and cycling policy, helping strengthen our evidence-based advocacy work.

Women in Cycling: More Gender Diversity in the Cycling Sector

In 2020, ECF co-founded Women in Cycling, a new initiative aiming to help women get more visibility, impact and leading roles in the cycling sector, in collaboration with CIE, Velokonzept, Mobycon and CONEBI. As first steps, the network launched a survey to gain first-hand insights on gender diversity within the cycling sector and an online database, the Expertise Portal, to help increase the visibility and influence of women in the sector. The initiative supports ECF's strategic goal of encouraging people of all genders, ethnicities, ages and abilities to cycle more often.

WOMEN IN CYCLING.

The Women in Cycling network was officially launched on 24 February 2021. In addition, a dedicated session entitled "Not Another Gender Session" will be held at ECF's Velo-city conference in Lisbon on 6-9 September 2021.

Scientists for Cycling: Delivering High-Quality Research

In 2020, ECF welcomed 17 new members to its Scientists for Cycling network, which seeks to connect the latest cycling research and evidence with cycling advocacy and policymaking. To foster knowledge-sharing at international conferences, the network submitted a total of 113 abstracts for Velo-city 2020 Ljubljana before it was postponed. Preparations to feature an academic track at Velo-city 2021 Lisboa, in partnership with the University of Lisbon, are in full swing.

Hackathon: Building the Cycling City of the Future

ECF convened over 50 cycling enthusiasts from around the world for its first-ever "Hackathon", organised in association with EIT Urban Mobility. The goal was to present innovative solutions on how to build the cycling city of the future, and the first-prize winner was Cycle AI, who proposed an AI-based model to automatically analyse objects in an image and estimate a score of perceived cycling safety. Using Google Street View, this will create a map showing the safest cycle routes for entire cities, enhancing urban planning and policies in an affordable way.

Powering Cycling Around the Globe

Seizing upon the soaring global interest in cycling in 2020, the **World Cycling Alliance** (WCA) held an international webinar entitled "Promoting Cycling in a Post-COVID World", featuring ECF President Christophe Najdovski and ECF Vice-President Raluca Fiser along with other high-level speakers from around the world.



ECF also represented the voice of cyclists in prominent global groups and events such as MobiliseYourCity, Sustainable Mobility for All, SLOCAT, International Transport Forum and the World Bank/WRI Transforming Transportation conference, among others.

3. ECF Members: Selected Success Stories

The resounding successes achieved by ECF members in 2020 boosted cycling to record levels across Europe. Responding to the realities of the global pandemic, our members effectively targeted local, regional and national authorities to increase cycling levels, helping trigger a continent-wide cycling boom with new funding and measures such as pop-up cycling infrastructure, reallocated public space and reduced traffic speeds.

IN A NUTSHELL



69

Full and Associate members by December 2020



44

Countries represented by ECF members



Excellent

Contributions from our members to the COVID-19 cycling measures tracker



2

New ECF members in 2020

More Funding for Cycling

Austria: After years of advocacy, [Radlobby](#) welcomed the announcement by the Austrian government of a €40 million investment to promote cycling in 2020. This marks a tenfold increase in cycling investments compared to 2019, and priority will be on building high-quality, 4-metre-wide cycle highways in Austria's city regions.

Denmark: The national COVID-19 recovery package includes funding for [Cyklistforbundet](#) to create a centre of expertise on how to increase cycling to work.

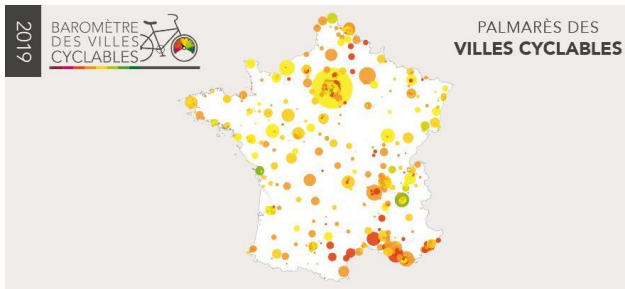


Ireland: The Irish government announced that it will allocate 10% of its transport capital budget to cycling, a long-standing ECF demand in Europe. Welcoming the new investments, [Cyclist.ie](#) stressed the need for different government departments and all 31 Irish local authorities to be aligned in their policies around walking and cycling promotion.

Creating Bike-Friendly Environments

France: In early 2020, shortly before the French municipal elections, [FUB](#) published its 2019 “*Parlons vélo des villes cyclables*” barometer, including for the first time a unique mapping of the challenges cyclists in France encounter on a daily basis. Later that spring, FUB's dedicated bike-shop

platform became the reference point for the French government's €50 bicycle-repair vouchers for citizens.



The Netherlands: In late 2020, the Dutch slammed the brakes on speeding. **Fietsersbond** achieved one of its cornerstone goals when 30 km/h became the default speed in all built-up areas in the Netherlands.

Portugal: **FPCUB** and **MUBi** welcomed the introduction of Low Emission Zones in Lisbon, the latest European city to implement such an initiative.

Scotland: Cycling levels increased by 77% during the first COVID-19 lockdown. In response to this, **Cycling Scotland** successfully launched the Give Cycle Space campaign to encourage respect for the safety of cyclists.

Shaping a Sustainable Future

Germany: **ADFC** initiated a broad alliance of mobility, environmental and consumer organisations to call for a sustainable mobility premium that prioritises and helps finance sustainable mobility options for consumers.



Greece: **Cities for Cycling** joined the Greek government, interest groups and other stakeholders in co-signing the historic "Green Agreement for the Promotion of Electromobility" which aims to help Greece become a climate-neutral economy.

4. EuroVelo: Continued Growth in Landmark Year

With the opening of a new route and significant achievements recorded nationally in areas such as infrastructure developments, new signage and promotional and marketing activities, 2020 was another successful year for EuroVelo. Meanwhile, the impact of COVID-19 on international travel conversely boosted domestic leisure cycling and cycle tourism across Europe.

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90,000+

Kilometres of EuroVelo routes in Europe



1,640,000

Visitors to the EuroVelo web platform



France

Most visited country on www.EuroVelo.com



Waters of Central Europe

New EuroVelo cycle route

The EuroVelo Strategy 2030 and New EuroVelo Governance

To mark the start of a new decade, the ECF Board adopted the “EuroVelo Strategy 2030” and the new “EuroVelo Governance”. The Strategy presents an ambitious plan with four key objectives for the continuing development of EuroVelo towards 2030, while the Governance supports its delivery and describes how EuroVelo activities on the European level will be steered, managed and influenced by different stakeholders

#RestartCycleTourism: Advocating for Cycling Tourism in 2020

The pandemic was a catalyst for change in many facets of life, not least in travel and tourism. EuroVelo and ECF recognised that the 2020 summer holidays would be a great opportunity for cycle tourism and **launched the #RestartCycleTourism** campaign during the lockdown in spring, compiling and sharing a list of EU-wide and national campaigns for domestic tourism, running the “2020 EuroVelo Summer Photo Contest”, listing available GPS bicycle routes for all EU countries, sharing stories of EuroVelo members’ own “Staycations” and promoting the #RestartCycleTourism slogan extensively on social media.

EuroVelo 14 – Waters of Central Europe

Crossing Austria and Hungary, **EuroVelo 14 – Waters of Central Europe** joined the cycle route network in June 2020, providing an important link between East and West and connecting several existing EuroVelo routes. The name refers to its connection of several important waterways in Central Europe, including rivers, lakes and spas, and the route is already demarcated with EuroVelo signage and ready to be explored.



Concluding the MEDCYCLETOUR and AtlanticOnBike Projects

Ending in August 2020, the **MEDCYCLETOUR** project was based on the EuroVelo 8 – Mediterranean Route and aimed to develop cycle tourism in the region by providing transnational tools to attract visitors. Achievements in the project's last year include the signing of a "Charter for Sustainable and Responsible Cycling Tourism in the MED Area", the collection of 15 good practices on cycling tourism infrastructure and a Long-Term Management Agreement to keep improving the route going forward.

The **AtlanticOnBike** project, based on the EuroVelo 1 – Atlantic Coast Route, concluded with an online project meeting and seminar that gathered over 70 participants. This project surveyed and monitored major sections of the EuroVelo network's longest route and developed a tourism website and other communication materials, helping increase visits, boost the local economy and create new tourism-related activities and jobs along the route. The partners also signed a Long-Term Management Agreement to continue collaboration.

New EuroVelo Centres in Slovenia and Finland

Two new organisations joined the network of **National EuroVelo Coordination Centres and Coordinators (NECC/Cs)** during 2020. Led by the Ministry of Infrastructure, the Slovenian NECC consists of 10 organisations including public bodies, NGOs and a public transport company. In Finland, Pyörämatkailukeskus (Finnish Centre for Cycling Tourism) was established with support from ECF members Pyöräliitto and Pyöräilykuntien and joined our network in November, bringing the total number of NECC/Cs to 22.

The NECC/Cs ensure the implementation, operation and quality assurance of EuroVelo at a national level. They also communicate EuroVelo nationally, providing accurate and up-to-date information on their route sections and ensuring the integration of routes into new publications.

New EuroVelo Map and New Website Milestone

40,000 copies of the new **EuroVelo Overview Map** packed full with useful information on the cycle route network arrived in March 2020. All EuroVelo routes are illustrated on a scale of 1:5,000,000 with accurate tracks based on GPX data from our NECC/Cs.

Meanwhile, the **EuroVelo website** reached a milestone with more than 1.64 million visits in 2020, a new record and a 21.5% increase compared to 2019. Once again, the EuroVelo 15 – Rhine Cycle Route was the most visited route online, while France was the most visited country page.



5. Velo-city: A 40-Year Success Story

Given the unprecedented circumstances of COVID-19, Velo-city 2020 Ljubljana, set to take place from 2-5 June 2020 under the theme “Smart Cycling Inclusion”, was postponed to 14-17 June 2022. But to celebrate Velo-city’s 40th anniversary in 2020, we convened the global cycling community for a virtual roundtable event with high-level participants instead.

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40

Years Since the First Velo-city Conference in Bremen, Germany



480

Participants for Velo-city’s Anniversary Webinar “Cycling as the New Normal”

40 Years of Velo-city

The Velo-city conference series took off in 1980 in Bremen, Germany. 40 years and 26 conferences later, it has established itself as the premier worldwide annual cycling summit, attracting thousands of high-level participants each year.

On the occasion of the 40th anniversary, we showed testimonials from Velo-citizens around the world and sat down at a virtual roundtable with Bremen State Councillor for Mobility **Ronny Meyer**, Brussels Mobility Minister **Elke Van den Brandt** and Deputy Mayor of the City of Lisbon **Miguel Gaspar** to discuss how we can adapt our cities to a post-pandemic world with cycling as the new normal.

Next Stop: Lisbon

Velo-city 2021 Lisboa will bring the global cycling family to Portugal from 6-9 September 2021, before the conference is held in Ljubljana, Slovenia, in 2022. Following the submission of 585 abstracts from 44 countries in 2020, it is clear that the pandemic did not slow down interest in the cycling summit but rather underlined the global community’s interest in a knowledge-exchange platform for creating inclusive and resilient cycling cities of the future.



6. ECF Outreach and Communications

With ever-increasing website traffic, press coverage and social media engagement, ECF is stimulating discussions across Europe and putting cycling in focus. Our communications and outreach efforts in 2020 raised awareness of ECF positions on key policy topics and helped amplify our advocacy work.

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Website

- **120** professional articles published
- **388,437** website pageviews (3.6% increase from 2019)



Social Media

- **900+** posts across all ECF accounts
- **5,800,000** total impressions
- **57,000** total followers
- **8,000+** new followers in 2020



Newsletter and press

- **30+** newsletters
- **4800+** ECF newsletter contacts
- **280** ECF mentions in the press



Events

- **16** public events hosted or co-hosted by ECF
- **5,000+** participants and viewers
- **30+** high-level speakers

7. Finance and Staff Organisation

The ECF Board produces a separate Financial Report which provides more detail on the sources and uses of income in the organisation. The category breakdowns of our income and expenditures are provided below. ECF wishes to use the Annual Report to acknowledge our major contributors.

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European Commission

ECF gratefully acknowledges financial support from the European Commission which funded part of our work in 2019: EASME Life + NGO Program; Horizon2020; Interreg; Erasmus.



Cycling Industries Europe

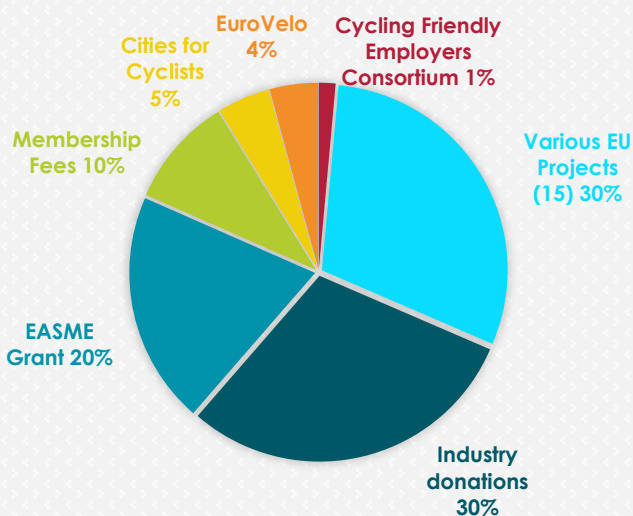
We are also grateful for financial support from Cycling Industries Europe, which provides important co-funding for our advocacy projects and related projects and activities.



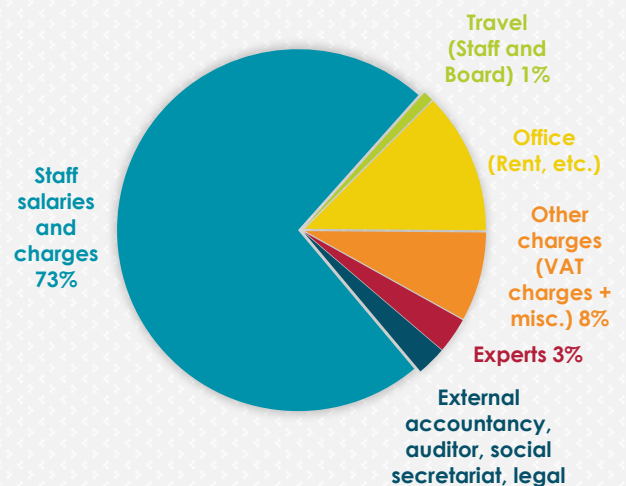
Memberships and fees

ECF gratefully acknowledges support from our ECF Full and Associate Members, from members of the Cities and Regions for Cycling Network, National EuroVelo Coordination Centres and Coordinators and from Velo-city host cities.

2020 Sources of Income



2020 Expenditures: Where the Money Went



Staff and Interns

In 2020, the ECF Board was composed of:

Raluca Fiser, Christophe Najdovski, Luigi Passamonti, Lars Strömngren, Henk Swarttouw, Camille Thomé, Damien Ó Tuama, Alessandro Tursi

ECF was served by the following staff members:

James Armstrong*, Aleksander Buczynski, Caroline Cerfontaine*, Froso Christofides, Cristina Cortejoso*, Caterina Dada*, Izabela Dumoulin*, Ernst Fahrenkrug, Jesus Freire, Florence Grégoire, Holger Haubold, Morten Kabel*, Fabian Küster, Ed Lancaster, Goran Lepen, Serkan Lokmacioglu*, Omer Malak, Eva Malovrh, Agathe Marie*, Niccolò Panozzo, Lilia Raicu, Alex Rankin*, Anna-Karina

Reibold, Cristian Stoica*, Alberto Vela*, Jill Warren*, Ceri Woolsgrove

*part of the year.

ECF was supported by the following interns:

Caoilte Bashford, Cian Delaney, Thessa Gebhardt, Nolwen Graver, Jonathan Hirschhäuser, Magdalena Kolczyńska, Luisa Miguel, Anna Reyneri, Ronja Vonderbank, Maya Watson

European Cyclists' Federation asbl

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