



ECF gratefully acknowledges financial support from the European Commission.



All powerful bike lobby?

Kevin Mayne, Development Director ECF



Wall Street Journal editorial board member Dorothy Rabinowitz



"The bike lobby is an all-powerful enterprise."

"The most important danger in this city is not the yellow cabs... it is the cyclists, empowered by the city administration."

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Who's driving EU policy?

The car lobby is one of Brussels' most powerful, spending more than €18 million in 2014 to influence EU climate, energy, trade and transport policy

Top 3 Spenders:



Source: Corporate Europe Observatory

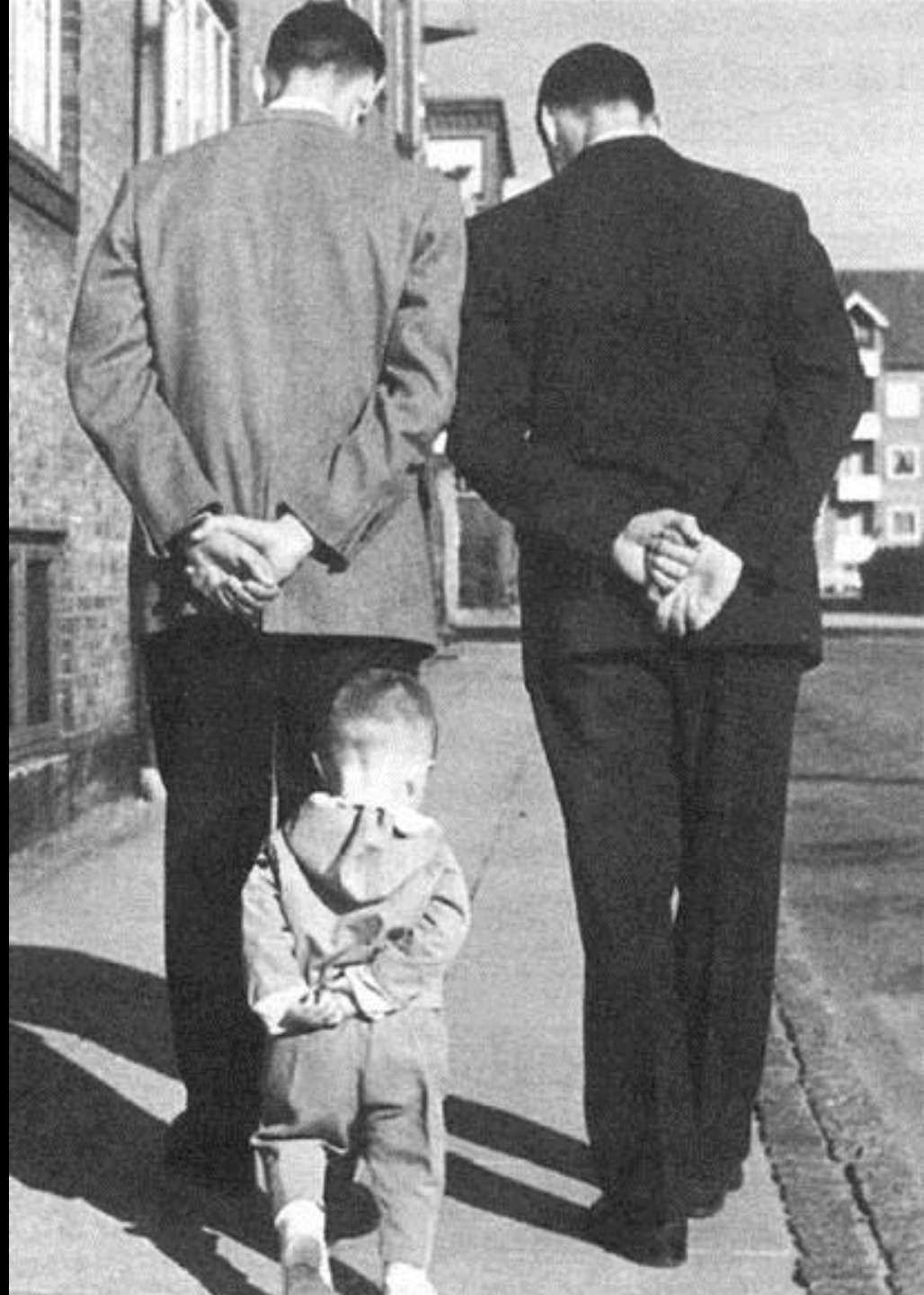




WORLD
ECONOMIC
FORUM

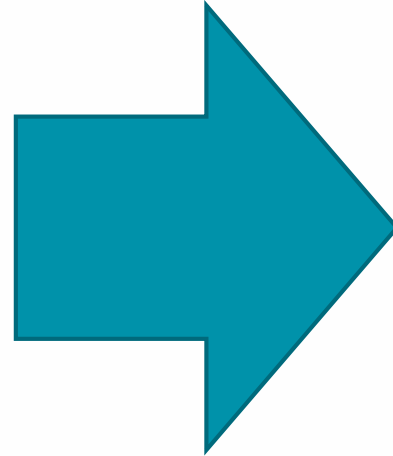
In Europe alone, 655,000 people are directly employed in cycling production, services, tourism, and other facets of the industry—more jobs than in mining and quarrying and almost twice as many that work in the steel industry. The European

EU-27 economic benefits of cycling	2010
Health	€121 bn
Congestion-easing	€ 24 bn
Fuel savings	€6 bn
Reduced CO2 emission	€3 bn
Reduced air pollution	€ 1 bn
Reduced noise pollution	€ 0.3 bn
Tourism industry	€ 44 bn
Bicycle manufacture	€ 18 bn
Combined total	€ 217 bn



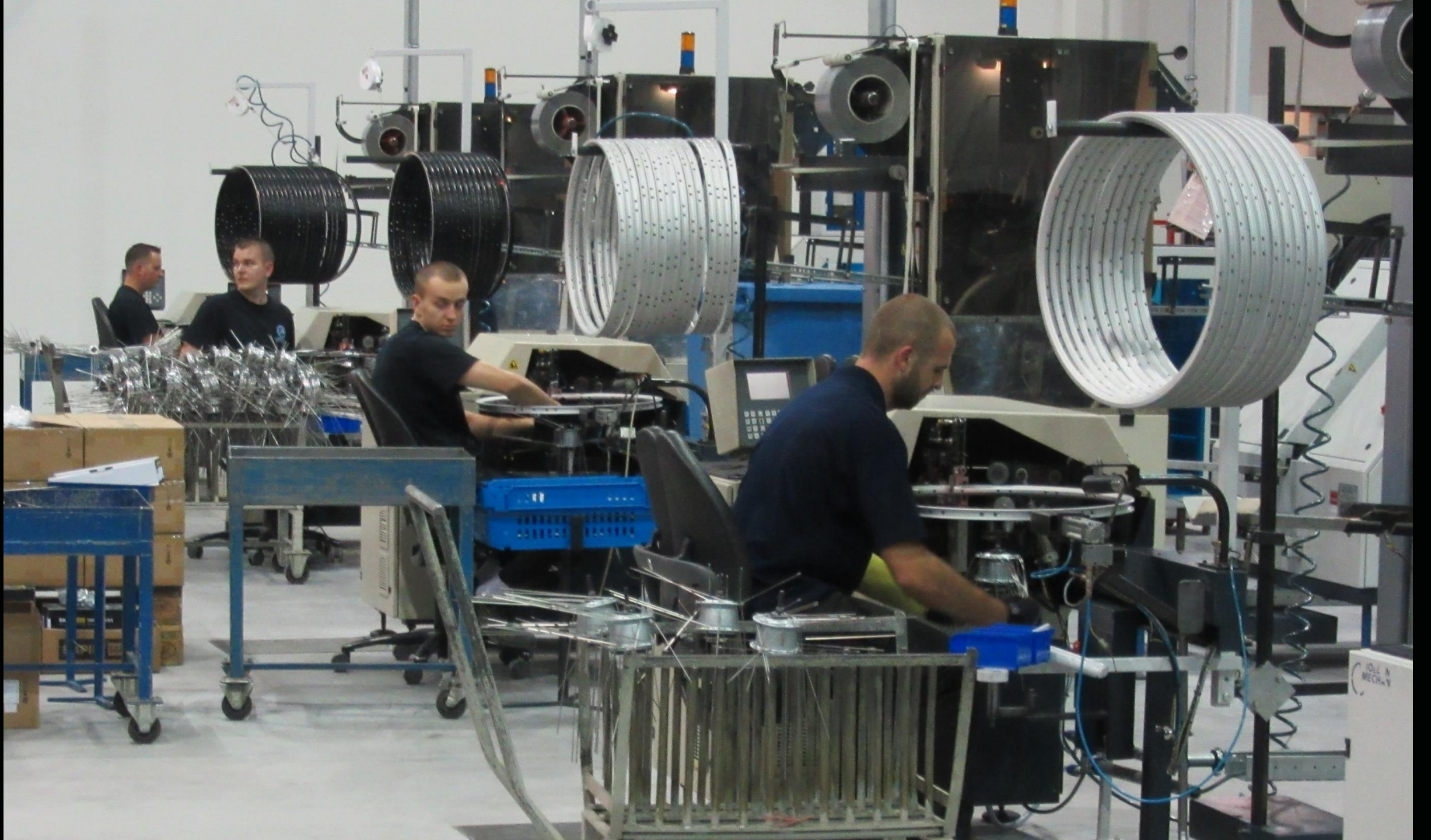
ECF Leadership

- Advocates
 - “Leadership Programme”
 - “Active Voice project”
 - “FLOW Project”
- Industry
 - “Cycling Industry Club”
 - “Smarter Cycling Initiative”
 - “PEBSS”
- **Cities and Regions for Cyclists**



- Framing
- Policy influencing
- Networking
- Building coalitions
- Stakeholder mapping
- Selecting and designing winning campaigns
- **Policy entrepreneurs**







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All powerful bike lobby? It doesn't come unless you build it!



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