

**Cycling
Industries
Europe**

MEMORANDUM OF UNDERSTANDING (MoU)

between

EUROPEAN CYCLISTS' FEDERATION (ECF)

and

THE FOUNDING MEMBERS OF CYCLING INDUSTRIES EUROPE (CIE)

CIE and ECF have entered into this Memorandum of Understanding (MOU) on the basis of mutual trust and in the spirit of friendly cooperation, acknowledging the current successful collaboration of ECF with the members of the ECF Cycling Industry Club, based on the common vision that cycling delivers on the achievement of the Sustainable Development Goals for Europe and the world, and that organizations and institutions from the civil society, business and public sector need to work together to use the potential of cycling for sustainable mobility for all.

WHEREAS:

The founding members of CIE have committed to create an international association with the non-profit purposes, within the European Union and worldwide, to:

- Represent, promote and defend in the broadest sense of the word the common interests of its Members in particular, and those of the Association in general;
- Improve business environment for the Association and promote the Cycling Industry's contribution to economic growth in the European Union;

- Bring benefits to the Cycling Industry in a broad sense, including enhancing the status of cycling and to promote the recognition of its benefits;
- Provide common means and services to its Members to improve the activities of its Members in particular, and to improve synergies, joint actions and projects between the Members in general.

The activities of CIE include:

- Exercise, alone or in collaboration with third parties, directly or indirectly, all activities related, directly or indirectly, to its purpose, and
- Support the work of other organisations having a purpose similar to the purpose of the Association, as well as other regional and/or international initiatives and/or organisations

WHEREAS:

- ECF is the leading European international cycling advocacy and promotion organization and a positive partner for the EU and institutions and for organizations from all sectors (civil society, business, public sector) and is one of the leading cycling advocacy and promotion organizations in the World Cycling Alliance (WCA).
- ECF is an independent international consumer organization.
- The overwhelming majority of ECF`s income comes from its members, from donations, EU subsidies (linked to projects and grants). These diverse and unaffiliated income sources allow ECF to maintain full independence from any and all governments, political ideologies, economic interests or religions.
- ECF`s members are Civil Society Organizations from mainly Europe, with an interest in promoting cycling that are not political party related, not representing the government, the public sector or the commercial sector.
- ECF envisions a sustainable Europe and world for current and all future generations, works on better and more cycling for sustainable mobility in Europe for all and wants to work

harmoniously together with organizations and institutions from the civil society, business and public sector.

- ECF works on better and more cycling for sustainable mobility in Europe for all.
- ECF main goals are to support through cycling the achievement of the Sustainable Development goals in Europe and sustainable mobility systems in European cities and regions, to grow cycle use in Europe for all, including all ages and gender balance, to improve public health and road safety for cyclists, and to increase investments and improve regulations for more and better cycling in Europe.
- ECF's Statutes include the purposes to promote and encourage cycling in the countries of Europe and beyond as an economic, effective, healthy, and environmentally respectful means of transport and recreation, to provide information and expertise and to raise the awareness of specific groups –international institutions and organisations, politicians, organisers, industrial and commercial groups, agencies for bicycle trips, tourism offices, environmental groups, and transport linked to cycling – of the benefits and needs of cycling, and that ECF may perform all acts related directly or indirectly to its purposes, in particular, lend its support and engage in all activities similar to its purposes.

THEREFORE

CIE & ECF are committed as international Non-Profit Associations to future collaboration. This collaboration includes:


- ECF collaborates with CIE on a smooth transition of the ECF Cycling Industry Club into the legal entity "Cycling Industries Europe AISBL", based on an "Transition Agreement", co-created by ECF & CIE.
- CIE & ECF work on the agenda of the "EU Cycling Strategy" (published in 2017) as independent partners. Based on the different roles of the associations in advocacy for cycling they will respect the agreed approach regarding who leads and who follows in the different work areas and work areas of common working (see Appendix 1).
- CIE & ECF using their own resources will co-create a structure (work title: European Cycling Sector Organization) for European independent stakeholders with an interest in cycling and with the purpose of common cycling advocacy and promotion for more and better cycling in Europe.

- CIE understands the importance of donations from the CIE for ECF's work on the current (2018) level and an increased level for the future. The donations are co-funding for ECF's annual work plans, given by CIE freely and free of charge and not considered as supplies of services. The donations can be used as co-funding of EU-co-funded programmes, projects and activities.
- From the membership fees CIE collects annually CIE will give donations to ECF for the years 2019 - 2021, based on the agreed approach, according the table in Appendix 2.
- Delegations from the boards of CIE & ECF meet and evaluate on an annual bases the collaboration, the implementation of this MOU and give insight into each others' proposed annual work plans and financial reports.
- In the 3rd year after the founding of the CIE the delegations will meet on the review of this MoU to agree on a MoU for a period beyond the year 2021.

in Brussels, on October 11th, 2018



Christophe Nadjovski
ECF President



Tony Grimaldi
Founding President of CIE

Appendix 1

CIE will align itself with ECF as a main partner in the delivery of the EU Cycling Strategy. The development of the separate roles between ECF and CIE will take place over time and the organisations are committed to developing the relationships and partnerships in a collaborative way. This appendix notes the broad approaches that will guide this development.

1. Areas of Support by CIE

CIE supports and follows ECF's leadership and expertise in its main areas of current expertise – where it makes sense that a consumer led NGO leads and where there is no added value in a transfer to industry.

2. Areas of common working but with separation of CIE and ECF roles

There are some topics where ECF current leads advocacy action, but it is clear that the EU and member states expect industry to have an opinion and a voice. By adding a clearly visible industry lobby to the EU it will strengthen access and enable better policy in favour of cycling.

Therefore CIE will develop the capacity to work on these topics alongside ECF – sharing some resources and expertise, but adding an industrial voice at the table.

3. Leadership by CIE

The areas where CIE will take a leading role are based around advocacy for industrial, investment and innovation policies and their associated funding streams. This capacity does not exist at present and will be areas of development for CIE

The schematic below acts as an illustration of the agreed approach

EUCS chapter	ECF	CIE
1. Overall leadership on EUCS	Lead – no change to the current work	Support
2. Objectives, growth	Lead – no change to the current work	In general support ECF Lead in – e-bike and technological growth of cycling
3. Behaviour change	Lead – increased work compared with current work	Support ECF Lead in showing the role of technology

		for behaviour change
4. Infrastructure	Lead	Support
5. Vehicles	Lead – Motorised vehicles regulation – no change to the current work Follow – bike regulation – no change to the current work	Support ECF’s work and the work of other industry associations working on regulation
6. Multimodality and ITS	Lead – Passenger rights – no change to the current work Co-lead ITS – user perspective only (partly moved to CIE)	Co-lead – industry perspectives
7. Financial, fiscal	Funding (in general) – lead – no change to the current work Fiscal, financial incentives + insurance – lead – increased work compared with current work	Funding for industry – lead
8. Industry		Lead– main new work area
9. Global	Follow – no change to the current work in short term, in mid-term WCA takes over	-
10. Governance	Lead on clearing house only – increased work compared with current work	Follow
11. Monitoring and evaluation	Lead – increased work compared with current work	Lead some subjects linked to the industry such as industrial indicators

APPENDIX 2

From the membership fees CIE collects annually CIE will donate from the year 2019 to ECF according the following table (figures are gross figures):

	For CIE		For ECF	
From the first 275,000	100%	275,000	0%	0
From the next 725,000	7.6%	Max. 55,000	92.4%	Max. 670,000
From the next 200,000	30%	Max. 60,000	70%	Max. 140,000
Total max.		390,000		810,000

In the case CIE collects more than 1,2 million in membership fees the delegations from both boards will discuss on what base CIE will share with ECF the next 500,000 Euro.