



ECF lobby for cycling: 10 key issues for the years 2009 and 2010

ECF is committed to the lobbying plan
submitted by ECF and ETRA to the SRAM Cycling Fund on 13 March 2009.
ECF submits now a version of that plan focussing on *ECF* lobby.

Overall expected result: more people cycling more in Europe, thus increase of the share of cycling in the European modal split

EC = European Commission - EP = European Parliament - MEPs = Members of the European Parliament

Issue	Content	Action	Expected Result
<p>1. <u>Establishment of an Intergroup "Cycling"</u></p>	<p>An Intergroup is an officially recognised and registered cross-party coalition on a specific issue of interest in the EP. The objective of an Intergroup is consensus building on a specific issue, i.e. cycling, within the EP. Working with an Intergroup "Cycling", it will be a lot easier to get cycling on the European political agenda. In June 2008, there are elections for the EP. After the elections the main political groups have to reach an agreement upon which Intergroups will be established. The overall objective of an Intergroup is to make lobbying for cycling better structured, more efficient and effective.</p>	<p>1) ECF will lobby candidate MEPs of the main political groups for an Intergroup on cycling 2) Feedback to ECF members and partners</p>	<p>1) Parliament's decision on official Intergroups expected in October 2009. 2) Failing the necessary support for an official Intergroup, ECF will lobby for the establishment of an informal all-party group. 3) Anticipated activities of the Intergroup: - determination of the work programme - 4 to 6 meetings a year - dedicated website 4) ECF members and partners become better informed on cycling in the European legislative process. This in turn, allows them to improve their national lobbying activities.</p>
<p>2. <u>European elections and cycling</u></p>	<p>The elections of the MEPs take place in June 2009, a few weeks after the Velo-city Conference in Brussels. This is an opportunity to bring cycling to the candidates' attention and to request them to include cycling in the policies.</p>	<p>1) ECF asks and supports his members to address the candidates in their countries on cycling issues. 2) At Velo-city 2009, ECF presents the Charter of Brussels to be signed by cities. 3) ECF develops a memorandum for the elections and officially present it to the main political groups. 4) ECF members present the memorandum to the candidate MEPs in their country.</p>	<p>1) More then 50 cities sign the charter, showing commitment and addressing the EU on cycling. 2) Publication and distribution of ECF's memorandum for the new legislature. 3) More attention in the new EP cycling.</p>

<p>3. <u>Monitoring the European legislative process for the benefit of cycling.</u></p>	<p>While cycling matters are most often part of the remit of DG TREN in the EC and the Committee on the Transport and Tourism in the EP, several other DG's and Parliament Committees also deal with issues that concern cycling. These DG's and committees are: DG Economic and Financial Affairs, DG Enterprise and Industry, DG Environment, DG Health and Consumers, DG Internal Market and Services, the Joint Research Centre, DG Research, DG Taxation and Customs Union, the Environment, Public Health and Food Safety Committee, the Internal Market and Consumer Protection Committee, the Industry, Research and Energy Committee, the Economic and Monetary Affairs Committee.</p> <p>As a result of this spread across several DG's and Committees, it is often very difficult to ensure that Commission staff and MEPs are well-informed on cycling promotion opportunities in dossiers such as taxation, environment, public health, research, ... Therefore, it is important to have the aforementioned Intergroup within the EP. The work programme of the Intergroup needs to be based on a daily monitoring of the activities of relevant DG's and Parliament Committees with a view to determining the opportunities for the cycling-lobby.</p>	<ol style="list-style-type: none"> 1) ECF will monitor the activities of relevant DG's and Parliament Committees with a view to determining the opportunities to lobby for cycling. 2) ECF will research the relevant Commission working groups and apply for membership. (These are made up of the EC, the member states and interested parties and are aimed at negotiating draft legislation before the EC submits a proposal.) 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) Easier and better determination of opportunities to lobby for cycling. 2) Expansion of lobby activities and more effective lobby. 3) ECF members and partners become better informed on cycling in the European legislative process. This in turn, allows them to improve their national lobbying activities.
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<p>4. <u>European Urban Transport and cycling</u></p>	<p>Until recently, the European Union has left urban transport policy to the national, regional and local governments on the basis of the subsidiarity principle¹. However, with 80% of European citizens living in urban areas, and close to 80% of the EU's GDP generated in towns and cities, urban transport has a major effect on environment, public health, quality of life, ... in the European Union. As a result, the European authorities can no longer keep aloof from this issue. They need to develop a policy that offers European-wide solutions. The EC took a first step in September 2007 with the publication of the Green Paper on Urban Transport². From the start, ECF has been closely monitoring this legislative process. ECF has also actively participated in the consultation process. The objective of the lobby work is to convince the European authorities to adopt an approach that significantly reduces the levels of private motorised transport in urban areas and that increases the proportion of journeys made by bicycle. The EC has announced an action programme for urban transport. It is expected in the course of this year.</p>	<ol style="list-style-type: none"> 1) ECF will analyse the urban transport action programme. 2) They will determine, on the basis of that analysis, how to continue the lobby for their essential demands. 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) Appointment of a European bicycling officer in the EC. 2) Harmonised data collection on cycling with a view to producing useful statistics 3) A serious review of financial resources for the benefit of cycling. 4) If these measures are not part of the EC's action programme, review of ECF's strategy to achieve the set objectives. 5) ECF members and partners become better informed on cycling in the European Urban Transport Policy. That will allow them to improve their national lobby and it will facilitate applications for EU funds.
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¹ The principle of subsidiarity is defined in Article 5 of the Treaty establishing the European Community. It is intended to ensure that decisions are taken as closely as possible to the citizen and that constant checks are made as to whether action at Community level is justified in the light of the possibilities available at national, regional or local level.

² Green Papers are documents published by the European Commission to stimulate discussion on given topics at European level. They invite the relevant parties (bodies or individuals) to participate in a consultation process and debate on the basis of the proposals they put forward.

<p>5. <u>European Transport Policy and cycling</u></p>	<p>In 2010, the White paper – ‘European transport policy for 2010: time to decide’ expires. The EC has launched the consultation for the renewal of their transport policy.</p>	<ol style="list-style-type: none"> 1) ECF will participate in the consultation. 2) Based on the EC’s intended procedure, ECF will determine a position and a lobby strategy. 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) EC and EP become aware of and take into account ECF’s position on the future of transport policy. 2) More attention for cycling in the European Transport Policy. 3) ECF members and partners become better informed on cycling in the European Transport Policy. That will allow them to improve their national lobby and it will facilitate applications for EU funds.
<p>6. <u>European Road Safety Policy and cycling</u></p>	<p>In 2010, the 3rd Road Safety Action Programme expires. In April 2009, the EC launches the consultation process for the 4th Road Safety Action Programme</p>	<ol style="list-style-type: none"> 1) ECF will participate in the consultation. 2) Based on the EC’s intended procedure, ECF will determine a position and a lobby strategy. 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) EC and EP become aware of and take into account ECF’s position on the future of road safety policy. 2) More attention for cycling in the European Road Safety Policy. 3) ECF members and partners become better informed on cycling in the European Transport Policy. That will allow them to improve their national lobby and it will facilitate application for EU funds.
<p>7. <u>Fiscal incentives for cycling</u></p>	<p>Some EU member states have fiscal incentives for cycling commuters, i.e. Holland, Belgium, UK, ... Research shows that the incentives work. To date, there is no European harmonisation of these incentives. Everything depends on the courtesy of the national governments. At fiscal level, the EU does allow member states to apply a reduced rate for servicing and repairing bicycles. Belgium, Luxembourg, the Netherlands, Poland and Greece are making use of the measure, which will be reviewed at the end of 2010. So far, ECF has</p>	<ol style="list-style-type: none"> 1) ECF will strive for a harmonisation of fiscal incentives for cycling commuters, based on best practise in the member states 2) As for the VAT-rate, ECF will lobby for maintaining the reduced rate on repairs and for expanding the reduced rate to all bicycle products and services. 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) Establishment of an overview of existing fiscal incentives for cycling commuters in the member states. 2) Analysis of the feasibility of harmonisation of fiscal incentives for cycling commuters. 3) On the basis of that analysis, decision on whether to address the EC with a request for a European strategy on harmonisation of fiscal incentives for cycling commuters. 4) As for VAT, ECF’s lobby should result in at least maintaining the reduced VAT rate on repairs and possibly in the extension of the

	supported ETRA s and COLIBI s / COLIPED s lobbying for a general reduction of VAT on all bicycle products and services for environmental reasons.		application of the reduced VAT rate to all bicycle products and services. 5) More cycling-friendly taxation policy in the member states.
8. <u>Public Health and cycling</u>	In 2005, the EC has established the EU Platform on diet, physical activity and health . In this Platform, the Commission wants to gather all those who are capable of committing themselves on the issues of diet, physical activity and health. The Platform is a unique basis to forge new alliances with a view to promoting cycling as a healthy physical activity. ECF has recently joined the Platform.	1) ECF will strive to develop new alliances with a view to promoting cycling as a healthy physical activity. 2) Feedback to ECF members and partners.	1) The development of new alliances with a view to promoting cycling as a healthy physical activity. 2) ECF members and partners will become better aware of the health potential in cycling.
9. <u>Sustainable tourism and cycling</u>	The EP has recently commissioned a study on long-distance cycle routes in the European Union, more specifically on the EuroVelo network, and on the accessibility of these routes by rail. The EP has consulted ECF on the content of the study. For the very first time, the EP has adopted a new budget line, for 2009 € 300,000, specifically aimed at developing cycling tourism.	1) ECF will analyse the study, which is expected end of March 2009. 2) ECF will contribute to the distribution and the publication of the study results. 3) ECF will address the EC about the allocation of the cycling tourism budget line for the benefit of EuroVelo , a network of currently 12 long-distance cycle routes throughout Europe. 4) Feedback to ECF members and partners.	1) Optimum distribution and publication of the study results in the cycling community. 2) A boost to cycling tourism in Europe. 3) Allocation of the cycling tourism budget line to EuroVelo 4) ECF members and partners will become better aware of the cycling tourism potential.

<p>10. <u>Mobility Week and cycling</u></p>	<p>The European Mobility Week is an annual event, initiated by the EC and aimed at promoting sustainable mobility. It takes place in the 3rd week of September. It is a unique opportunity to make European decision-makers (better) aware of the state of the art in the field of bicycles as well as of what bicycles can do for their policies.</p>	<ol style="list-style-type: none"> 1) ECF will be involved in promotional actions for Mobility Week in 2009 and 2010. 2) ECF will apply for the status of Pledge Signatories for Mobility Week. 3) Feedback to ECF members and partners. 	<ol style="list-style-type: none"> 1) Promotion of cycling in the European institutions 2) More attention in the EC Commission and the EP for cycling. 3) Formal acknowledgement as Pledge Signatories will have a positive effect on ECF's image, will enhance the associations' visibility and credibility and will contribute to the lobby work. 4) ECF members and partners will become better aware of and possibly participate themselves in the European Mobility Week.
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