Valuing Cycling:
€ 200,000,000,000 Today
1,000,000 jobs Tomorrow

Randy Rzewnicki, PhD, Policy Officer
ICTH
London, 8 July 2015
Contents

• Who are we and what do we do?
• Valuing cycling
• The New Cycling Economy
• Jobs, Jobs, & new Jobs
• More cycling
Introducing the ECF

• Founded 1983
• World’s largest and best known international cyclists’ advocacy and umbrella organisation
• Based in Brussels
• Representing
  > 80 organisations
  > 40 countries
  > 500,000 individuals
ECF mission
Ensure bicycle use achieves fullest potential, ... ... sustainable mobility and public well-being.

ECF goals

- 2 X cycling modal split (trips) = 15% 2020
- 50% fewer serious casualties
- Increasing funding for cycling to 10%
Sustrans infrastructure programme
public health outcomes 2011

• over 3 million users
• over 2 million more physically active
• cycling trips health benefit £286 million
• walking trips health benefit £156 million

calculated using WHO HEAT
www.heatwalkingcycling.org
economic effects of UK Cycling Delivery Plan

Goal: double cycling trips
=> cycling modal share in 2025 2.5% & 2050 => 5%

Increased physical fitness (HEAT)
• decongestion
• casualties from car usage
• workplace absenteeism due to improved health;
• greenhouse gas emissions
• noise
• air quality
• improvements in journey quality

Benefits
• £ 7.6 billion (2025) & £ 46.5 billion (2050)

(Fiona Crawford & Robin Lovelace, U Leeds)
economic benefits of cycling in England 

increasing cycling modal share to 25% by 2050 could result in £250 billion in economic benefits due to cycling

- CTC (Cyclists’ Touring Club)

08 JULY 2015, London, ICTH Twitter @ecfHEALTH
NL: Health benefits > 5% GDP

€ 31 bn/yr

infrastructure for cycling cost
€0.5 bn/yr

27% of all trips by cycle

Dutch adults 20 - 90 yrs
74 minutes per week

Ca 50% the total life expectancy increase in those aged 65 +

Fishman, Schepers & Kamphuis 2015
Dutch Cycling: Quantifying the Health and Related Economic Benefits”
online, AmJ Pub Heal June 11, 2015
The New Cycling Economy: € 200 bn /year

All internal and external benefits of cycling together

7.4% bicycle use (Eurobarometer 2010) + turnover of related industries

> € 200 bn annually

> € 400/person EU
The new cycling economy

<table>
<thead>
<tr>
<th>Economic benefits of cycling in EU-27</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>€121 bn</td>
</tr>
<tr>
<td>Congestion-easing</td>
<td>€24 bn</td>
</tr>
<tr>
<td>Fuel savings</td>
<td>€6 bn</td>
</tr>
<tr>
<td>Reduced CO2 emission</td>
<td>€3 bn</td>
</tr>
<tr>
<td>Reduced air pollution</td>
<td>€1 bn</td>
</tr>
<tr>
<td>Reduced noise pollution</td>
<td>€0.3 bn</td>
</tr>
<tr>
<td>Tourism industry</td>
<td>€44 bn</td>
</tr>
<tr>
<td>Bicycle manufacture</td>
<td>€18 bn</td>
</tr>
<tr>
<td>Combined total</td>
<td>€217 bn</td>
</tr>
</tbody>
</table>
Economic benefits of cycling in the EU-27 (2010, in bn €)

- Health benefits: 120
- Congestion-easing: 20
- Fuel savings: 40
- Reduced CO2 emissions: 60
- Reduced air pollution: 80
- Reduced noise pollution: 100

Minimum and Maximum values.
Economic benefits of cycling in the EU-27 (2010, minimum values in bn €)

- Health benefits: 24.2 bn €
- Congestion-easing: 1.4 bn €
- Fuel savings: 0.9 bn €
- Reduced CO2 emissions: 2.7 bn €
- Reduced air pollution: 0.3 bn €
THE NEW CYCLING ECONOMY
EUROPEAN CYCLISTS FEDERATION

34,000,000
Europeans had the bicycle as their preferred mode of transportation in 2010.

200 Billion €
is the annual value of their cycling’s contribution to the EU.

That equals 100%
of the GDP of Denmark.

www.ecf.com
JOBS, JOBS, & more JOBS

EUROPEAN CYCLING means JOBS

TODAY  650,000
TOMORROW  >1.000.000

Subsector (FTE)
Bicycle retail (mainly sales & repair)
Bicycle industry (manufacture & wholesale)
Bicycle infrastructure
Bicycle tourism (525000 =>850000)
Bicycle services

AUTHORS
Thomas Blondiau & Bruno van Zeebroeck
Transport & Mobility Leuven
www.tmleuven.be
JOBS IN THE EUROPEAN CYCLING SECTOR

Number of jobs per € million of turnover in the manufacture industry in the EU

- €1 Million → 4.89 jobs
- €1 Million → 4.07 jobs
- €1 Million → 3.9 jobs
- €1 Million → 1.63 jobs

Per € million of turnover, a bicycle manufacturer employs 3 times more people than a car manufacturer.
3. More cycling is a realistic option

© Rob Huibers
Encouraging a SWITCH from car-based to active mobility using personalised information and communication technology approaches
Duration: 36 months

The project is co-funded by the Intelligent Energy Programme of the European Union. The sole responsibility for the content of this project lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use that may be made of the information contained therein.

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WHO & ECF HEAT webinars

08.12.2014
ECF/WHO Europe webinar on the HEAT
More

WHO/Europe and ECF join forces for a training webinar on the updated WHO HEAT!
The World Health Organization Regional Office for Europe and the European Cyclists’ Federation are collaborating to provide a free training webinar that will present the updated WHO HEAT (Health Economic Assessment Tool) with a focus on cycling. The webinar will take place on the 12th November at 1pm CET. Our goal is to present
More

27.10.2014
Free training webinar on the updated World Health Organisation HEAT
The World Health Organization Regional Office for Europe and the European Cyclists’ Federation are collaborating to provide a free training webinar that will present the updated WHO HEAT (Health Economic Assessment Tool) with a focus on cycling. The webinar will take place on the 12th November at 1pm. Read more here or get in contact with
More

11.12.2013
HEAT online training (German)
More

22.08.2013
Free online training on HEAT
More
The World Health Organization Regional Office for Europe and the European Cyclists’ Federation are collaborating to provide a free training webinar that will present the updated WHO HEAT (Health Economic Assessment Tool) with a focus on cycling.

The webinar will take place on the 12th November at 1pm CET.

Our goal is to present the latest version of this online resource that estimates the economic value of the health benefits of regular cycling. Specifically, HEAT translates changes in mortality resulting from more cycling and walking into financial benefits.

Cycling advocates, scientists, local or national officials and everyone else who wants to make the case for new investments in cycling are invited to participate. Results from HEAT can be used in the context of cost-benefit analyses and health impact assessments.

The host of the webinar is Dr Nick Cavill, a Public Health expert with extensive experience in national policy approaches to the promotion of physical activity.

Over 400 people have participated in the trainings so far and HEAT has been used over 23,000 times since its launch in 2011.

Sign up now for this free online training on how to use the updated HEAT!
Thank you for listening

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www.ecf.com

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The types of measures required
How do we achieve this?

1) Provide information, suggestions and advice to public authorities, organisations, international institutions and industry representatives.
How do we achieve this?

2) Disseminate information to our Members and the media.
How do we achieve this?

3) Lobby for the interests of cyclists in international and European institutions.
How do we achieve this?

4) Deliver projects on key subjects like route infrastructure, managing successful cycle campaigns, and EuroVelo, the European Cycle Route Network.
Our Members

• Over 80 in >40 different countries.
• Two types of Membership: Full and Associate.
• Their organisation, size and influence varies.