



EUROPEAN CYCLISTS' FEDERATION

Cycling to university – best practices and the Cycle Friendly Employer Certification

Holger Haubold, Director Intellectual Property + Data Collection

III European Conference on Sustainable Mobility at Universities



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union



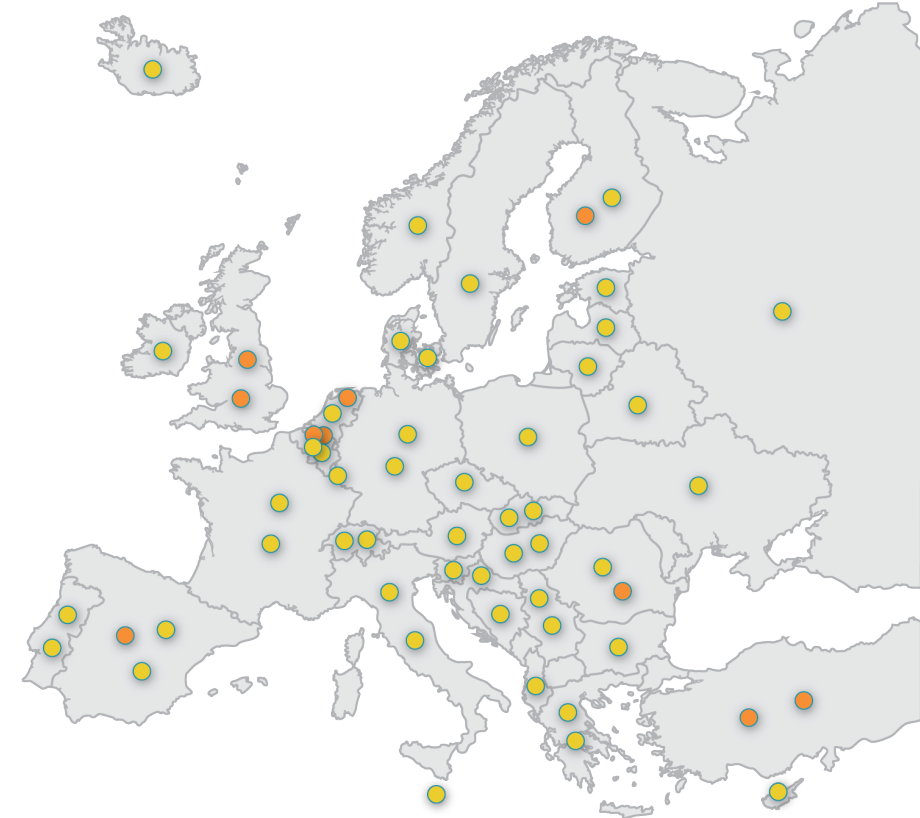
Cycling
Industries
Europe

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

www.ecf.com

The European Cyclists' Federation

- We are the European umbrella federation of member-based **civil society organisations** advocating and working for more and better cycling.
- We promote cycling as a **sustainable** and **healthy** means of transport and leisure.
- With more than 60 member organisations from over 40 countries, we **harness the power** of the European cycling movements.
- We are based in Brussels and our roots are in Europe, but the challenges we face are **global**.



- **More cycling:** Increase cycling levels in Europe by at least 50%
- **Safer cycling:** Reduce the rate of cyclists killed or seriously injured in road collisions by at least 50%
- **Stronger political support:** Cycling to be prioritised by policymakers at all levels as a sustainable and healthy part of the mobility mix
- **Higher investment:** EU funding for cycling to increase to at least €6 billion in the 2021-2027 budget cycle



Annual benefits of cycling in the EU

CO2 emission savings: 16 m tons

Cycling saves emissions equaling more than 16 million tons of CO2 equivalents per year in the EU. This corresponds to the annual emissions of a country like Croatia.

Reduced sickness absence: 5 bn €

Cycling directly benefits EU businesses.

Congestion easing: 7 bn €

Cycling frees up space in European cities, both moving and parking.

Longer and healthier lives: 73 bn €

Cycling prevents cardio-vascular diseases, diabetes, mental health problems, and more than 18,000 premature deaths per year.

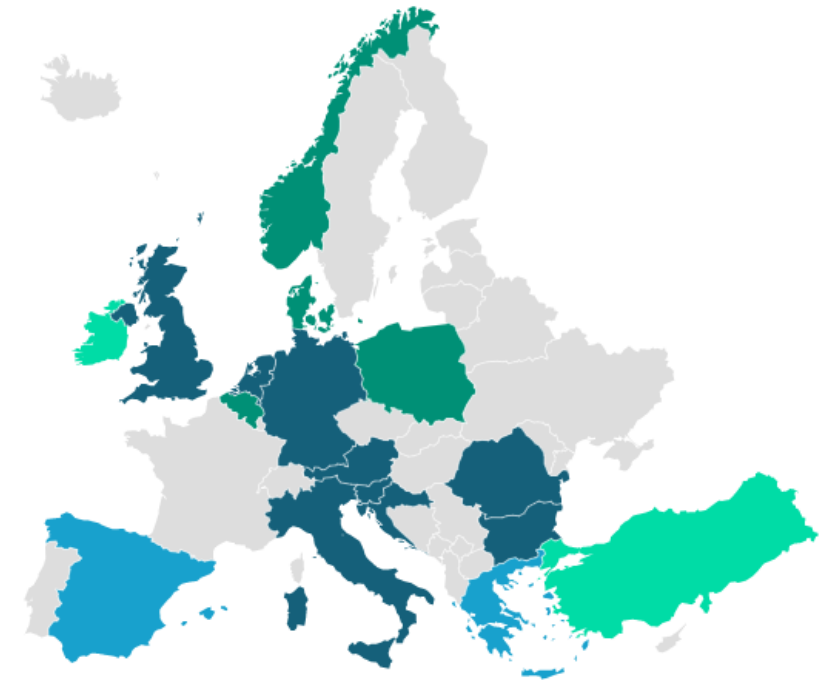
Cycle tourism: 44 bn €

Cycle tourism also benefits rural areas, which are not classic tourist destinations. Cycle tourism creates more than 500,000 jobs in the EU.

Total: 150 Billion €

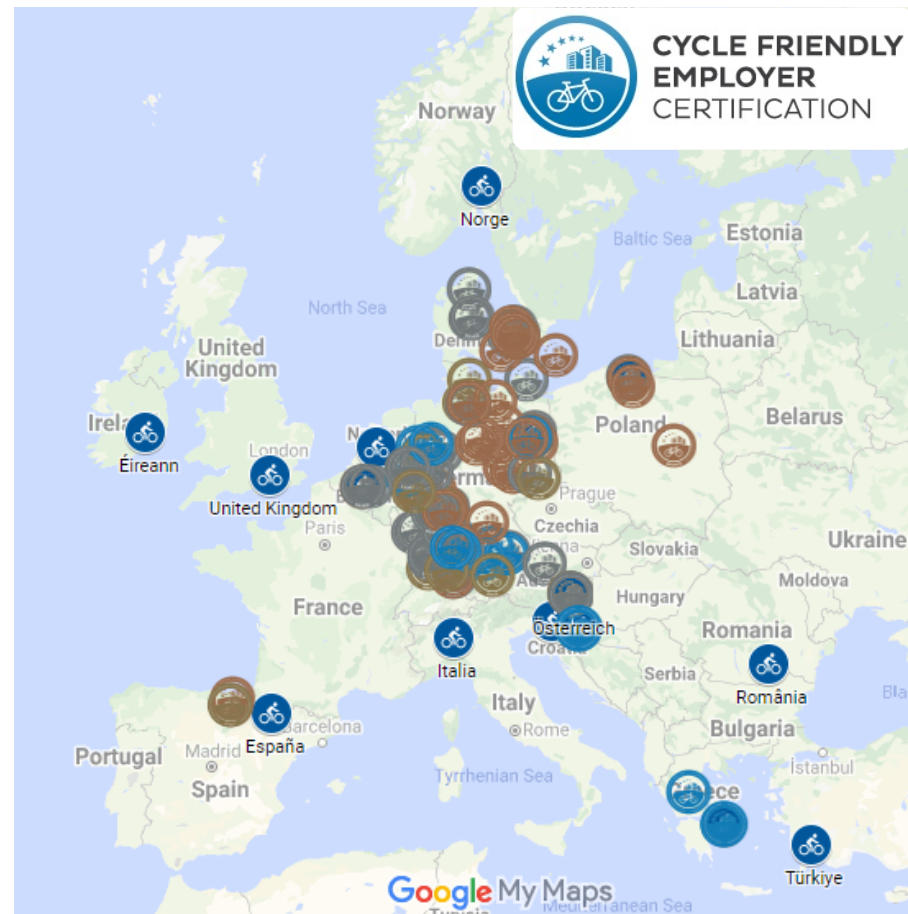
The Cycle-Friendly Employer Certification

- In 2017, organisations from 12 countries building on the legacy of the Bike2Work project, led by ECF, decided to establish the **Cycle-Friendly Employer Certification Consortium** in order to implement the CFE Certification Framework at national level.
- The aim is to facilitate, improve and standardize the certification process for employers at European level.

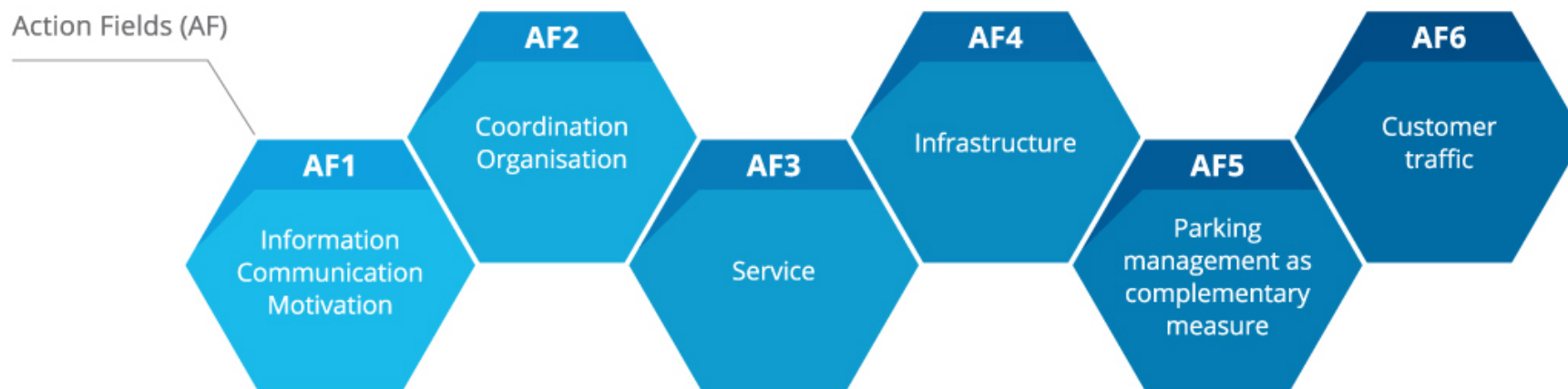


The Cycle-Friendly Employer Certification

- Currently over **300 employers** in **14 countries**
- all sectors, from multinationals to SMEs, private, public, universities...



The Cycle-Friendly Employer Certification



- Individual actions per employer for each action field are rated
- Ratings and thresholds can be adopted per country

The Cycle-Friendly Employer Certification

3 steps to get CFE certified

1st
STEP

Self-evaluation

Sign up for national audit CFE certification
Company recorded on the certification
website makes online a check
whether enough points can be achieved
for a positive evaluation.

→ show graph

2nd
STEP

Sign up for national audit

In any B2W partner country, there is a
national focal point that will make the
audit at the national level. get an overview
of the national focal points here.

→ show graph

3rd
STEP

CFE certification

Receiving the CFE label and get
the certificate. Certification is valid for
3 years. Each year the company has
to make a self-evaluation report.

→ show graph



Best practice example: University of Bergen/Norway

- Goal: climate-neutral by 2030 – need to cut emissions by 89%
 - Environmentally friendly travel important part of the efforts
 - In addition: goal of increasing students' and staff's health
- Cooperation with Norwegian Cyclists' Federation:
 - Upgrading/building facilities for making cycling safe and comfortable
 - Internal fund for students/staff to propose projects
 - Annual cycling day
 - Discounts for bike purchases and repair
- Positive feedback from students and staff
- Challenges:
 - Different age and ownership of buildings
 - Infrastructure leading to the university



Best practice example: Technical University of Graz

- Goal of being CO2 neutral by 2030, with the expansion of the cycling infrastructure playing a key role
- Measures:
 - Covered bike parking, self-service bike stations
 - Annual bike maintenance service
 - Discounted TU Graz bicycles + incentives to switch to cycling
 - Bicycle safety training
- Impacts:
 - Parking permits reduced from 1343 to 740 parking spaces
 - 450 people use the annual bike maintenance service
 - 1710 TU-designed bikes are on the road
- Challenge: convince staff + students of the benefits of cycling

