



**Cycling
Industries
Europe**

**THE VOICE OF CYCLING
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Bike Sharing to fast track recovery in Europe

We encourage all cities to urge their regional and national governments to include bike sharing (new schemes and expanding existing fleets) in their National Recovery and Resilience Plans. Bike sharing schemes are fast to deploy and provide a rapid way for the member states to start delivering the goals of the EU Green Deal from climate to new green jobs and kick-starting the economy.

Why every city in Europe should have its own bike share scheme.

- *Affordable access to cycling for everyone*
- *Improved air quality*
- *Considerable reduction in CO2 emissions*
- *Reduction in congestion and noise*
- *Improves public health (€3bn annual health benefits in Europe)*
- *Brings new local jobs and boost for the economy*
- *Provides natural social distancing during the pandemic*
- *Fast to deploy*
- *Provides flexible cycling – short and long term*
- *Reduced need for bike parking*
- *Ideal to combine with public transport*

Bike sharing is the fast track to delivering EU Green Deal goals.

Active mobility and bike sharing play an important role in accelerating Europe's shift to green and digital zero emission mobility.

The EU has an ambition to become the world's first climate-neutral continent by 2050. Transport accounts for a quarter, and growing, of the European Union's greenhouse gas emissions. More than 70% of Europeans live in cities and therefore transforming the way we move is critical in achieving the goal. We have a momentum of to reduce greenhouse gas emissions in our cities and maintain the improved air quality we experience in our urban areas today.

Providing citizens with greener, more affordable, accessible and healthy alternatives to their current mobility options plays a central role. This is where bike share comes in. Bike share is key in achieving the shift to inclusive sustainable urban mobility. Well-connected urban transport systems combining bicycles, public transport and trains need to be implemented and combined with measures that actively deter private car use, to make our cities green, citizen-oriented and liveable.

A shift to sustainable and active urban mobility in cities can achieve important steps in the EU Green Deal quickly, effectively and cost-efficiently. Frontrunning European cities are already paving the way

and building new bike lanes to ease overcrowding of public transport, improve air quality, provide a safe alternative for getting around and stop coronavirus from spreading.

How to implement a successful bike share city?

- Bike share should be an integral component of cities' mobility strategy and a long-term investment for the public good.
- Bike share should be integrated with transit smart access and subscriptions. Mobility as a Service – where applications can be used to manage a user's entire journey throughout different transportation modes, including payment modalities, is a great opportunity to integrate bikeshare as a means to expand the reach of public transit.
- Cities need to rely on data to deliver meaningful outcomes around what kind of public infrastructure (i.e. bike-lanes) are needed and where.
- Bike-share, whether docked or dockless, must have dedicated spaces within cities. In terms of bike-parking, this means provisioning of public bike racks at the capacity and quality required for both shared and private use. Additionally, continuous bike lanes and low speed shared urban streets are necessary to form a safe bicycle network.
- Bike share data should be used and shared appropriately to improve interoperability, Mobility as a Service initiatives, and planning of city infrastructure. This should be done in compliance with GDPR, which is the overarching principle for data sharing between Cities and Bike Share operators in Europe.

What are we asking for?

- As a high impact action to help deliver the goals of the European Green Deal and to unleash full potential bike sharing should be expanded to cover all European cities and existing fleets should be expanded from the current 250.000 shared bikes to 500.000 by 2025.
- A common European data standard is needed to help providers seamlessly integrate their systems with public transit without having to adapt their systems to each member state.
- Regulation standards should be included in the Strategy on Sustainability and Smart Mobility.
- Public transit budgets of European cities should include a percentage for bike share based on the percentage this mode occupies in said city to ensure affordable user fees and project economical sustainability.
- To increase cycling and bike sharing in cities it is essential that more funds are made available to invest in cycling infrastructure.
- Funds to be made available to cities to subsidise operation of bike share schemes.
- Support for ebike charging stations on the public way.
- More funds for research and innovation to further develop the sector, boost innovative and smart solutions and enhance European leadership.

Bike share offers a natural social distancing transport option and is becoming an essential part of the emergency transport planning in cities in the post-pandemic era. The pandemic challenges us, but it also offers a once-in-a-lifetime chance to change course and repair the damage from a century of car-focused streets. It gives us a chance to redefine 'normal'. For this we need urgent policy action at the EU level to drive the right behaviour: quickly create new bike lanes across European cities and boost incentives for zero-carbon active mobility.

About CIE's Bike Sharing Expert Group

CIE Expert Group on Bike Share represents the leading European Bike Share Operators and Suppliers: Donkey Republic, Moventia, nextbike, Smoove, PBSC, Ride On, Urban Sharing, Dott, Pony, Beryl, EbikeLabs, Qucit and MobilityData. The group was launched at the Velo-city conference on 27 June 2019 in Dublin.

Providing bike share services in more than 300 cities with 63 million rides in 2018 in Europe the Expert Group forms a powerful advocacy for the sector.

The leading investors in the cycling industry create innovative transport solutions and thousands of green, sustainable jobs. CIE's Expert Group looks forward to working with cities and policy makers to support them in the rapidly changing active mobility landscape.

