



**Cycling
Industries
Europe**

**THE VOICE FOR CYCLING
BUSINESS IN EUROPE**

As an association representing the cycling business sector CIE welcomes the opportunity to comment on the EU Data Strategy.

The members of Cycling Industries Europe come from across the globe and represent the entire supply chain, from bicycle and parts makers to bike sharing, cycle logistics, online services, financial services, infrastructure, tourism and consultancy. As such we have a broad understanding of the impact of data and data policies across a sector that is helping the EU become both a digital economy and a green economy.

Within the EU Data Strategy we place particular importance on the role of data in building a sustainable mobility for Europe. We welcome the statement “A Common European mobility data space, to position Europe at the forefront of the development of an intelligent transport system, including connected cars as well as other modes of transport. Such data space will facilitate access, pooling and sharing of data from existing and future transport and mobility databases”

We believe this plan can only be delivered with collaboration across sectors, academia, public bodies and business. This approach is entirely in line with the needs of the cycling sector because we are perhaps not large enough for any one company or sector to fund a complete eco-system, but we will benefit if we can ensure we have opportunities to coordinate as a sector and with other industries.

We already work in this coordinated manner in the INTEREG North Sea region co-funded project [BITS](#). BITS is a multi stakeholder project on Bicycle and ITS (Intelligent Transport Systems) aiming to reduce CO2 emissions by 9% and increase bicycle use by 10% within target groups! Under the BITS project ten partners from top cycling countries (NL, DK, BE) or those about to become (UK, DE) came together in a consortium to raise awareness of best practices of “Smart Cycling”, and to provide implementers with ready-to-use information and evidence from different regions. This project is believed to be the only one of its kind in the world. The BITS project, co-funded by the North Sea Region (NSR) Programme, has a budget of 5 million of euros over 3 years (2019 to 2022).

What we therefore expect in the European Strategy for Data is a clear commitment from the EU to enable industries like ours to operate on a level playing field in terms of policy development. This means ensuring that all modes of transport are represented in the Expert and Research processes that will research and implement the EU Data Strategy and it means funding to enable our industry to be on a level playing field with sectors such as automotive and public transport which have historically attracted large EU and Member State financial support.

This includes supporting the transformative role of SMEs in creating new data sets and new data tools as well as the wider sector.

We welcome further opportunities to share these thoughts with the EU Commission and other stakeholders in the implementation of the EU Data Strategy.

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