

# From zero carbon mobility to world-class industry

The European Cycling Industries' call to the next Commission

We believe cycling is the solution to some of the most pressing challenges Europe is facing today, from providing zero carbon mobility to our cities to bringing 2 million green jobs and economic growth by 2030. This manifesto aims to put the European Declaration on Cycling's commitments into action.



## Why Europe needs to leverage cycling in all relevant policies?

Cycling is one of the most sustainable, accessible, and inclusive, low-cost and healthy forms of transport and recreation, and has a key importance for European society and the economy. More cycling is essential to help achieve EU mobility, climate, environmental, health, economic, industrial and social objectives, the use of cycling in the EU should increase substantially.

### Net-zero can only happen with more cycling.

- Road transport emissions account for a quarter of all GHG emissions in the EU. Cycling is a fast and existing solution for decarbonising our cities.
- E-bikes are a game-changer for urban mobility, enabling people of all ages and ability to cycle and make longer commutes even in hilly and hotter cities, increasingly replacing car trips.
- Cycling offers immediate outlets for the tourism and logistics sectors' decarbonisation efforts.
- A typical e-bike battery only uses 0.5% of the raw materials of an electric car battery.

### A partner for the re-industrialisation of Europe.

- 80% of all e-bikes sold in Europe are assembled in Europe.
- E-bike sales are expected to create 200,000 new jobs in Europe that can directly absorb engineering jobs and skills lost in the automotive supply chain due to electrification.
- Portugal is the leading producer of bicycles in Europe thanks to cluster-building and EU innovation policies, paving the way for other member states to follow suit.

### Cycling creates new local economies.

- The broader cycling ecosystem, including services such as bike sharing, tourism and logistics can deliver an additional 1 million jobs by 2030, reaching a total of 2 million jobs.
- More than 90% of the cycling ecosystem is local jobs, supporting SMEs.
- More than 2 billion annual cycling tourism trips in Europe create value in excess of €44 billion, bigger than cruise shipping.
- The digitalisation of road infrastructure is unleashing new business models for connected vehicles, data processing and mapping services.

### Cycling policies are predictable: when and where deployed, they deliver the expected results.

- Ridership data shows that where safe and coherent cycling infrastructure is built, more people cycle.
- E-bike purchasing premiums schemes enable affordable access to bikes for everyone, enhance inclusivity and ease transport poverty.
- Bike sharing schemes effectively address decongestion of roads and public transport and accelerate the uptake of cycling.
- Cycling improves health and helps cutting public health budgets. The indirect financial benefits alone largely outweigh the costs of building infrastructure.

# 10 policy asks to go from zero carbon mobility to world class industry

How do we unlock cycling industry's full potential for the wellbeing of people and the EU economy? We need a framework to reap the benefits of cycling to the European society and for the economy. Here are 10 concrete actions for the EU to ensure that the right policy and regulatory framework is in place by 2030:

**1. Double cycling infrastructure in Europe by 2030:** the growth of cycling hinges upon the availability of safe, coherent, separate, well-connected infrastructure, backed by parking options.

**2. Invest in cycling at all levels of governance:** cycling needs to be featured in all relevant policies, measures and funding, at EU, member state, regional and local levels.

**3. Access to bikes should be available and affordable for everyone** to enhance inclusivity and ease transport poverty. The EU Social Climate Fund should be used to support universal availability of bike sharing, bike leasing, reduced VAT on bike purchase and rental and fiscal support for small businesses to buy commercial bikes.

**4. Maintain global leadership over bicycle standards and trade defence:** Europe's capacity to grow a world-class bicycle manufacturing industry relies on a predictable and solid regulatory framework for placing e-bikes on the market and preventing dumping in international trade.

**5. Support the development of consistent data on cycling:** key indicators and harmonised statistics are necessary to measure the impact and development of cycling, accelerate the transfer of best practices across the EU and facilitate the ecosystem's transition towards a data-driven industry.

**6. Accelerate the sector's digitalisation efforts:** the cycling industry is digitalising to become more resilient, sustainable, and circular. Establishing product passports and leveraging data spaces require substantial investment and technical expertise for which support is required.

**7. Foster the development of a LMT battery value chain:** the deployment of e-bikes in Europe hinges upon a predictable and stable supply of battery cells. An updated Net Zero Industry Act should place focus on developing research capacity and predictable access to raw materials for 'Made in Europe' light means of transportation (LMT) batteries.

**8. Integrate cycling to Europe's network of clusters and industrial support structures:** cycling SMEs need support, capacity and knowledge to engage effectively and successfully with EU and national support schemes. The EU's network of clusters and public-private partnerships need to be easily accessible for cycling companies to build a world-class industry.

**9. Create a European cycling sector skills' alliance:** the cycling industry can be a key partner for the Just Transition by re-skilling automotive sector workers to bicycle manufacturing. New skills and diversity also need to be blended in to underpin digitalisation, circularity and the growth of services.

**10. Reap the benefits of innovation and new business opportunities:** the development of cycling is spurring a host of new business models for tourism, logistics, connected mobility and intermodally that deliver positive change. The European Innovation Council is in a prominent position to provide more targeted policy support for cycling start-ups.

# The future is cycling, be part of it!

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## About Cycling Industries Europe

Cycling Industries Europe represents leading companies and technology providers within the cycling industry that are powering a world-leading mobility transition in Europe, from manufacturing components and full bikes, e-bikes and, cargo bikes and, crucially, developing and growing new business models such as bike sharing, bike leasing, last mile deliveries and digital services.