

Cycling  
Industries  
Europe

**THE VOICE OF CYCLING  
BUSINESS IN EUROPE**



**A QUICK ACTION GUIDE FROM  
CYCLING INDUSTRIES EUROPE**

**3 STEPS TO GET MORE EU  
FUNDS FOR CYCLING IN  
NATIONAL AND REGIONAL  
PLANS**

**NOVEMBER 2021**

# OUR VISION

## CYCLING IN EUROPE BY 2030

- 50 million NEW European Cyclists
- An additional €15 billion for EU funded cycling infrastructure and services such as sharing
- €500 million per year for cycle purchasing & use incentives
- Bike & Ebike sales in Europe > 30 million units by 2030
- A smart and sustainable industry, representing leading European companies and global investors in Europe



# CAN WE MAKE A DIFFERENCE?



**IN THE LAST EU BUDGET WE RAISED  
THE FUNDING FOR CYCLING BY €1.5  
BILLION**

*In many countries this was the only budget for cycling infrastructure.*

**THIS TIME WE ARE GOING FOR €3  
BILLION – AND MOMENTUM IS WITH  
CYCLING:**

**DURING THE PANDEMIC OVER €1  
BILLION WAS SPENT IN 12 MONTHS**

*A new wave of cycling started*

**BECAUSE OF OUR CAMPAIGNS €1.7  
BILLION FOR CYCLING WAS ADDED  
TO EU RECOVERY PLANS**

*Many national plans were improved because we acted - this money is now in the pipeline*

**UP TO 60% OF ALLOCATED FUNDS  
MUST BE SPENT ON INDUSTRY  
PRIORITIES**

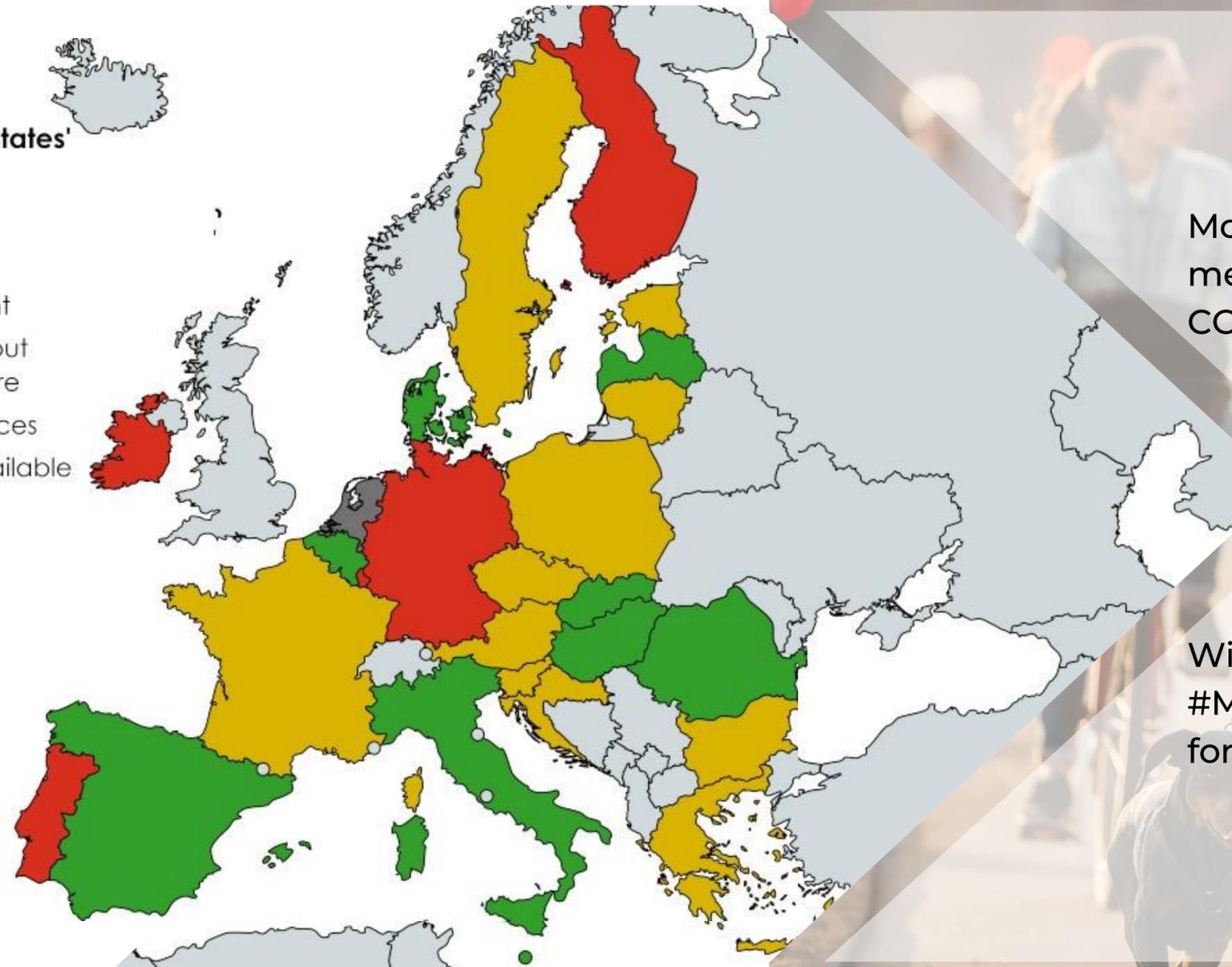
*Cycling industries are green, innovative and growing*

# YES: 1.7 BILLION EUROS SECURED FOR CYCLING IN EU RECOVERY PLANS



Cycling in EU member states' National Recovery and Resilience Plans (Status: 18 August)

- Good cycling content
- Cycling mentioned, but potential for a lot more
- No (relevant) references
- Plans not publicly available



Most EU member states now mention cycling in their COVID19 Recovery plans.

**CYCLING IS BECOMING MAINSTREAM!**

With €1.7 billion earmarked, #MoreCycling will be crucial for Europe's green recovery.

Some countries marked as Red and Amber on this chart have indicated that they will use other EU funds for cycling





**GET THOSE EU  
FUNDS WORKING  
FOR OUR VISION**

**3 QUICK STEPS TO TAKE IN NOVEMBER  
2021 FOR CYCLING IN NATIONAL AND  
REGIONAL EU FUNDING PLANS**

- 1. SUPPORT THE CYCLING LOBBY  
EVERYWHERE YOU DO BUSINESS**
- 2. BE PART OF YOUR LOCAL INDUSTRY  
MASTERPLAN**
- 3. CYCLING IS GROWTH – LET THE KEY  
PEOPLE IN EVERY COUNTRY KNOW**

# KEY MESSAGES

## WHY EVERY REGION SHOULD CONSIDER CYCLING BUSINESSES IN THEIR MOBILITY AND INDUSTRIAL PLANS

- *This industry is forecast to grow by 50% by 2030.*
- *E-bikes are the fastest growing e-mobility solution in Europe.*
- *Over €2.7 billion of EU, national and local funds are already committed to cycling infrastructure and projects before 2024 – so growth will come*
- *94% of cycling industry companies say that they will take on more staff in the next two years*
- *European manufacture is growing, with over 60% of e-bikes already made in Europe and huge opportunities for local production of components*
- *SMEs and innovators exist in every sector of cycling – supported by an EU-wide network*

## What to include in local industry plans:

- *If you have a detailed growth plan for your company – make sure industry planners in your region know about it – it could attract EU funding in the future*
- *Any existing plan to support transport industries is a chance to include cycling industries – so try to add cycling, or get wording changed from “automotive”, “e-car”, “rail” “aviation” to talk about support for “mobility” “e-mobility” or “sustainable mobility”.*
- *Offer cycling as part of “smart-specialization” and “value-chains” with increasing links between cycling, automotive, electronic and digital suppliers. Cycling needs metal industries to collaborate with us to support our component supply chain too.*
- *If there are several cycling businesses in your region ask for support to create a “cycling cluster” or a “innovation platform” to support SMEs and encourage new investors – follow the examples of [Portugal](#), [Flanders](#), [Scotland](#), [Berlin](#), [Milan](#)*

# STEP 1: SUPPORT THE EU FUNDS CAMPAIGN EVERYWHERE YOU DO BUSINESS

**CIE supports our partners European Cyclists' Federation and their networks in the campaign for more EU funding for cycling infrastructure and tourism.**

*ECF's network of members and EuroVelo coordination centres have led successful campaigns for more EU funds in national and regional plans since 2012.*

*ECF's website has comprehensive guidance on which funds to target and which messages they are sending in every EU country.*

*Support from business helps every local campaign, local planners like to support local industry. Use our "key messages" to show your value*

## **Quick actions:**

*Read the ECF article on how to release funds for cycling [here](#) and check out the extensive resources including 27 country guides*

*Find your local ECF member association [here](#) or national EuroVelo coordination centre [here](#) and ask how you can support a campaign for more EU funds.*

*If you are a bike sharing company or any other business with city customers and contacts get in touch with your city partners and check that they are aware of the EU funds that could grow cycling in your city. Download and send them the ECF guide for your country - [here](#)*

*Ask your national cycling industry association what they are doing to support these campaigns – list [here](#)*

# STEP 2: BE PART OF YOUR LOCAL INDUSTRIAL PLANS

**MANY COUNTRIES, REGIONS AND INDUSTRIES ALREADY HAVE EXPERIENCE OF CLAIMING EU FUNDS. HAVE THEY INCLUDED CYCLING INDUSTRIES IN THEIR PLANS?**

*Priority 1 funding calls for: A smarter Europe through innovation, digitisation, industrial change and support for small and medium-sized enterprises*

*(i) enhancing research and innovation capacities and the uptake of advanced technologies;*

*(ii) reaping the benefits of digitisation for citizens, companies and governments;*

*(iii) enhancing growth and competitiveness of SMEs and*

*(iv) developing skills for smart specialisation, industrial transition and entrepreneurship;*

## **Quick actions:**

*Find anyone who is coordinating EU funds for industry in your city, region or country and tell them your key messages*

*Typically this will be:*

- Council or regional EU funding teams*
- Council or regional economic development departments*
- Chambers of commerce and business associations*
- Universities, training institutions and innovation centres*

*In particular look out for industrial clusters or innovation centres - but they support the industries of the future, such as new manufacturing, green technologies or digital innovation. These are your allies, even if they are not focused on cycling*

# STEP 3: NATIONAL PLANS

## **NATIONAL PARTNERSHIP AGREEMENTS ARE THE OFFICIAL FUNDING PLANS AGREED BETWEEN THE EU AND GOVERNMENTS – COULD CYCLING INDUSTRIES BENEFIT?**

*Regional and local industrial plans are possibly the easiest way for companies to get cycling listed for EU funds, especially if you don't have experience in this sort of advocacy (see Step 2).*

*But for some countries and some priorities the plans are coordinated nationally and cycling industries can be included.*

*For example, many countries are preparing national plans to support automotive industries, including production, innovation, electrification and digitalization. Battery production is also in many plans. Cycling industries should be part of these plans too, we have higher growth potential, but the authorities have to know that we are there!*

### **Quick actions:**

*Go back to Step 1 and get familiar with the way the programmes are organised.*

*Find the relevant national authorities – either ask your local associations (See Step 1) or check out the EU lists [here](#). To identify relevant authorities, you can research who prepared the partnership agreement and operational or regional development programmes for the previous financial period.*

*Identify any consultations about your national priorities and see where your business fits. If consultations are still open make sure you respond actively and promote your aims.*

*Tell your relevant authorities about the benefits of cycling as an industrial sector (Key Messages) and your business plans.*

*Align with other companies, business groups and cycling associations – it gives power to your arguments.*

# THE FUTURE IS CYCLING

MAKE SURE IT IS  
WELL FUNDED

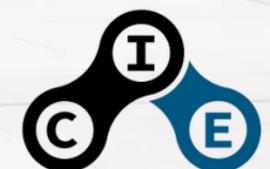


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stories!**

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