

Press Release
For Immediate Release

Cargo Bikes roll into EU parliament



Hard evidence for the economic and environmental benefits of cargo bikes rolls into the EU Parliament during a round table meeting that precedes the upcoming International Cargo Bike Festival in Nijmegen. EU politicians, business representatives and NGOs took part in Brussels to discuss future greener transportation of goods in Europe's congested inner cities

Brussels, April 3, 2014 — Far too many people, consumers and business owners alike, still don't seem to realize that, potentially, 50% of motor vehicle trips moving goods about in our cities could be switched to bikes. And that over 90% of trips to the supermarket could also be accomplished by bicycle.

This was the core statement that was delivered on Wednesday to members of the European institutions, NGO's and business representatives of the logistics and cycling industry at the round table meeting held at the EU parliament building in Brussels.

Hosted by Green MEP Michael Cramer and organized by the European Cyclists' Federation, the focus group discussed realistic ways to integrate and develop cycle transport into a new promising business model. Apart from political and NGO representatives, top EU officials such as Mark Major, Policy Officer for Sustainable Urban Mobility at the European Commission, CEO's of the cycling industry, as well as major logistics players such as DHL were present.

Mark Major expressed the need to define national frameworks and highlighted that urban logistics need to be a core element of Sustainable Urban Mobility Plans. "Even though city logistics constitute a massive part of the economic life it is highly neglected," he added. "Cities need to understand that by creating better access conditions they nurture the right environment for new business models to grow". The Commission is working on recommended guidelines on access regulation for cities which will be published next year.

In terms of successful business case studies, DHL Express presented their pilot projects that are currently underway in various European cities. Arne Melse, OPS Field Support Specialist for DHL, resumed: "Cycling in the inner city actually saves time and money and DHL has plans to expand its pilot programs in more cities and more countries. In the Netherlands alone there are 33 cargo bike run services in 19 different cities. New pilot programs in Athens, Luxembourg, Vienna and Milan have been put in place." But how does it work? "Reduced costs, employees that are less stressed, saving time and distance covered - all these economically viable arguments increase our commitment", Melse highlighted.

He made it clear that cycling delivery meant better business: DHL saves around 20,000 km per bicycle due to easier access of bikes in the cities in comparison to trucks. Another plus is that public perception has changed completely".

For the cycling industry Raymond Gense, Director Future Technology & Public Affairs of PON Bicycle Group, and Moreno Fioravanti, representing COLIBI, the ACCELL Group and EBMA (European Bicycle Manufacturers) were present. In his intervention, Fioravanti said: "COLIBI represents 600 companies with over 60.000 jobs producing bikes and parts in over 20 countries within the EU. If we could identify the perfect business models based on the experience of DHL and launch pilot programs in various countries, then the cycling industry can start to mass-produce. "

Gense supported that argument: "Be it through pilot delivery programs, coordination of national and local access policies and/or technical requirements for the bike production – all players and the legal pre-conditions need to be synchronized", he said.

Dr. Randy Rzewnicki, project manager for CycleLogistics explains: "During the past three years, we initiated and executed many projects to raise awareness with regard to the clean transportation of goods. This round table discussion in the European Parliament shows that we managed to initiate a new line of thought with regard to the use of bicycles moving goods in daily inner city life".

The project will be concluded at the end of April at the International Cargo Bike Festival in Nijmegen (Netherlands). The April 12-13 event also features the second European Cycle Logistics Conference, as well as the formal founding of the "European Cycle Logistics Federation" (ECLF).

For the full programme please take a look at www.cargobikefestival.com

Notes to the editor:

Images

Royalty free images of cargo cycles are available at:
<https://www.flickr.com/photos/eucyclistsfed/sets/72157643353421943/>

About the CycleLogistics Project

Running from May 2011 until April 2014 and spanning 12 countries, the EU-funded project Cycle Logistics aims to reduce energy used in urban freight transport by replacing unnecessary motorised vehicles with cargo bikes for intra-urban delivery and goods transport in Europe. The project has helped establish the Cycle Logistics Federation after recognising a demand for such an organisation.

The official inauguration meeting will happen at the upcoming Cargo Bike Festival in Nijmegen April 12-13. Information about the federation will be available at www.cyclelogistics.eu
The project receives funding from European Commission's Intelligent Energy program.

About the International Cargo Bike Festival

The International Cargo Bike Festival is the biggest event for cargo bikes and CycleLogistics in the world. Organised by the municipality of Nijmegen and Fietsdiensten.nl, the Festival celebrates its third edition at Cultuurspinnerij de Vasim Nijmegen (Netherlands). This year's festival includes the second European Cycle Logistics Federation Conference and the formal inauguration of the Federation (ECLF) as a membership organisation for cycle logistics operators.

More information on <http://www.cargobikefestival.com/>

About the European Cyclists' Federation (ECF)

With over 70 members across nearly 40 countries, the European Cyclists' Federation (ECF) unites cyclist' associations from across the globe, giving them a voice on the international level. Our aim is to get more people cycling more often by influencing policy in favour of cycling. ECF is a partner in the Cycle Logistics project.

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