

ECONOMIC BENEFITS OF CYCLING

Trends and importance:

- A Flash Eurobarometerⁱ published in March 2011 revealed that the bicycle is the primary means of transport for more than 35 million Europeans or 7.4% of the total population.

Examples:

Forerunners	Average	Work to do
The Netherlands (31.2%)	Austria (8%)	UK (2.2%)
Hungary (19.1%)	Latvia (7.5 %)	Cyprus (0.3%)

- One of the aims of the ECF is to increase cycling's modal share in Europe from 7.4% to 15% by 2020ⁱⁱ.
- The available evidence suggests that the number of people in Europe using cycling as their primary means of transport is growing, as demonstrated by 3 very different cities:

Budapest, Hungary	Copenhagen, Denmark	Seville, Spain
Number of cyclists doubled between 2010 and 2011 according the installed automatic counter in the city center ⁱⁱⁱ .	Percentage of people that cycle to work or education increased from 30% in 1998 to 37% in 2008 ^{iv} .	The number of daily cyclists increased from 6,000 to 66,000 between 2006-2010 ^v .

Direct economic impact of the cycling economy

- In 2010, 12,266,000 bicycles were produced in the EU27 and the European bicycle parts and accessories production industry is worth €1.2 billion^{vi}. Approximately 20,200 people are employed directly in the production of European bicycles and bicycle parts and accessories^{vii}.
- In the UK alone it is estimated that 23,000 people are employed in the wider cycling economy (i.e. production, retailers, repair shops etc.) generating over €600 million in wages and over €100 million in taxes^{viii}. If this was applied to the EU27 then it is likely that over 100,000 people are employed in the wider cycling economy, generating billions in wages and half a billion in taxes.
- If the scope is widened further to include the catering, accommodation and other services connected to cycling tourism sector, it is calculated that 2,795 billion cycle tourism trips take place in Europe every year with a value in excess of €54 billion per annum^{ix}.
- Such figures are supported by the Draft German National Cycling Master Plan 2012 – 2020^x, which estimates that the current economic impact of 'cycling' is €16 billion annually (this includes bike sales, cycling tourism, etc.), which translated into full-time jobs equates to: 278,000.

Indirect economic impact via health and environmental benefits

- In socioeconomic terms, a recent Austrian study has concluded that every km cycled generates a health benefit of about €0.90. If multiplied with the current levels of cycling in Europe, cycling generates a health benefit of €94 billion annually^{xi}.
- If levels of cycling in the EU27 were equivalent to those found in Denmark, bicycle use would help achieve 12 to 26% of the 2050 target reduction set for the transport sector, depending on which transport mode the bicycle replaces^{xii}.

Cost and return of investment

- For the cost of 1km of urban freeway, you could build 150km of bicycle paths, mark 10,000 km of bicycle lanes or 100 well designed 30km/h zones^{xiii}.
- Bicycle parking is up to 300 times cheaper than car parking, with one space fitting 10-20 bicycles^{xiv}.
- Constructing bicycle infrastructure uses fewer materials but requires more manpower (proportionally) compared with motorways and highways; and therefore has a higher impact on employment.

References

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- ⁱⁱⁱ Taken from Magyar Kerékpárosklub, <http://kerekpárosklub.hu/szamlalo/cimlap> and Bicyclis forradalom Budapest: http://fenteslent.blog.hu/2012/05/14/biciklis_forradalom_budapest
- ^{iv} City of Copenhagen, *Copenhagen City of Cyclists – Bicycle Account* (2010)
- ^v City Council of Seville, *Director Plan for Bicycles in the City* (2010)
- ^{vi} COLIPED, *European Bicycle Market and Industry Profile* (2011)
- ^{vii} COLIPED, *European Bicycle Market and Industry Profile* (2011)
- ^{viii} LSE, *The British Cycling Economy: 'Gross Cycling Product' Report* (2011)
- ^{ix} Institute of Transport and Tourism, University of Central Lancashire and Centre for Sustainable Transport and Tourism, Breda University, *The European Cycle Route Network, EuroVelo: Challenges and Opportunities for Sustainable Tourism* Requested by the European Parliament's Committee on Transport and tourism (2009)
- ^x Bundesministerium für Verkehr, Bau und Stadtentwicklung, *Nationaler Redverkehrsplan 2020 (Entwurf)* (2012)
- ^{xi} Trunk G., *Gesamtwirtschaftlicher Vergleich von Pkw- und Radverkehr: Ein Beitrag zur Nachhaltigkeitsdiskussion*. Masterarbeit am Institut für Verkehrswesen der Universität für Bodenkultur, Wien (2011)
- ^{xii} ECF, *Cycle More Often 2 Cool Down The Planet!: Quantifying CO2 savings of cycling* (2011)
- ^{xiii} Institut Fédératif de Recherche sur les Économies et les Sociétés Industrielles, *Vélo urbain: Dossier Special Couts*, *Vélocité* no. 88(2006)
- ^{xiv} World Watch Institute, *Power to the Pedals*, <http://tinyurl.com/ecf-itf5> (2010)