



# Sustainable Asset Development by Active Mobility – The global state of cycling

Manfred Neun – ECF/WCA president  
'The Development Trend of Green Transportation'  
Plenary Session 3 – Sept 4, 2014



# cycling

in this growing world



the global state? – embedding design in city governance!

# cycling



impact

# impact of cycling – 1

# cycling

1

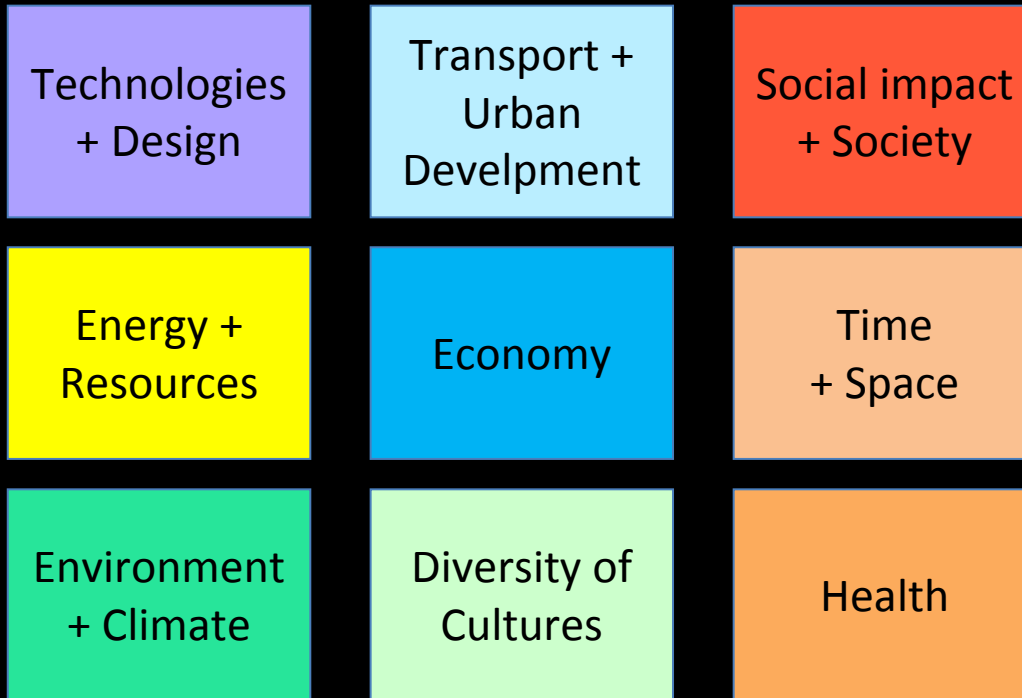
TRANSPORT  
+ URBAN DEVELOPMENT

Environment  
+ Climate

Economy

Health

# cycling



more  
people  
cycling  
more  
often!

# cycling

investments into cycling  
budgets from ...

Transport  
Urban planning

Technologies  
+ Design

Transport +  
Urban  
Development

Social impact  
+ Society

Social affairs

Economics  
Energy supply

Energy +  
Resources

Economy

Time  
+ Space

Smart mobility  
development

Technologies  
development

Environment  
+ Climate

Diversity of  
Cultures

Health

Environment  
+ climate  
protection

Culture ...

Health ...



# cycling

investments into cycling

return on investment  
in numbers

Economic benefits of cycling	2010
Health	€ 121.0 bn
Congestion-easing	€ 24.0 bn
Fuel savings	€ 6.0 bn
Reduced CO2 emission	€ 3.0 bn
Reduced air pollution	€ 1.0 bn
Reduced noise pollution	€ 0.3 bn
Tourism industry	€ 44.0 bn
Bicycle manufacture	€ 18.0 bn
Combined total	€ 217.3 bn

Figures  
for  
Europe  
-  
means a  
GDP like  
Ireland!

means  
for  
ASIA ?

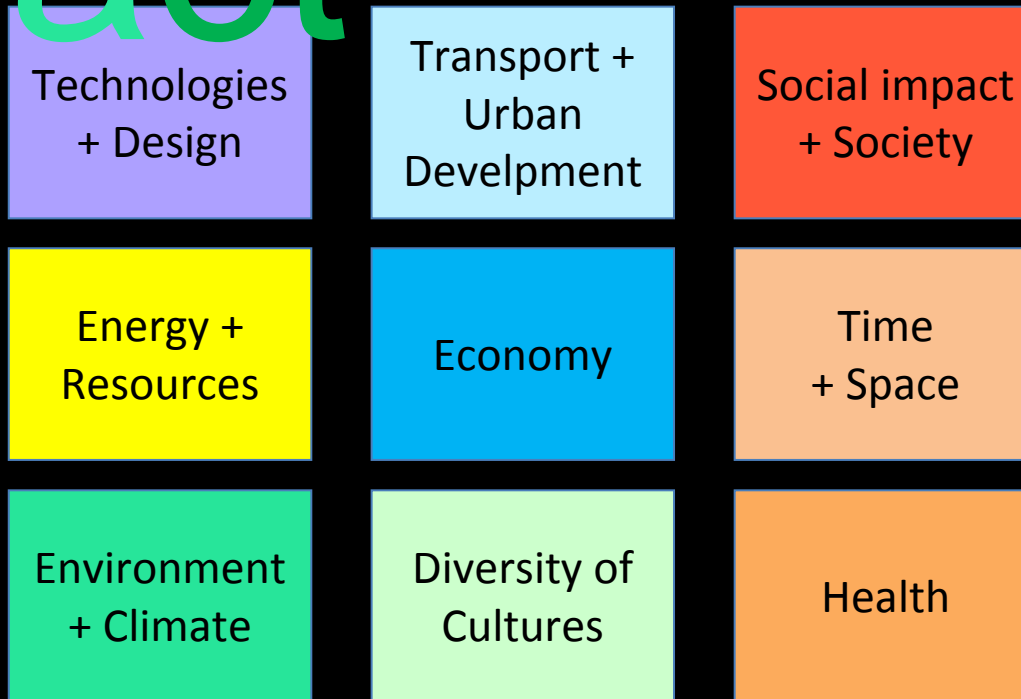
ONE  
TRILLIO  
N + PLUS



investments into cycling

# cycling impact

return on investment  
by opportunities



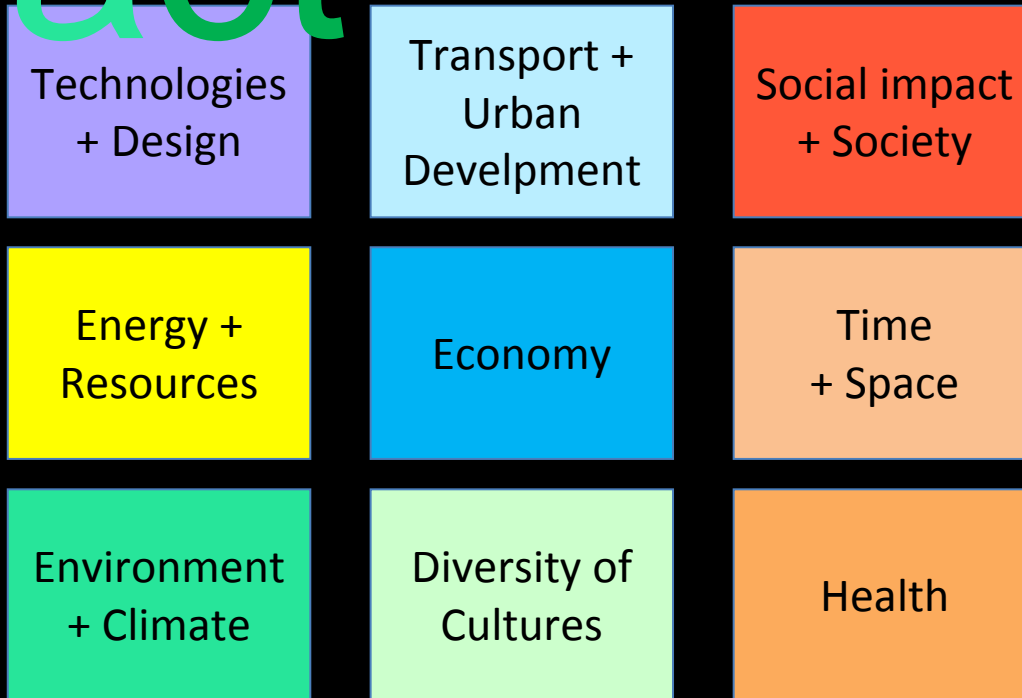


# cycling impact

investments into cycling

budgets from ...

Take your own budgets – the city budgets – and go for the national budgets as well!



invest in one = get 8 for free !



investments into cycling

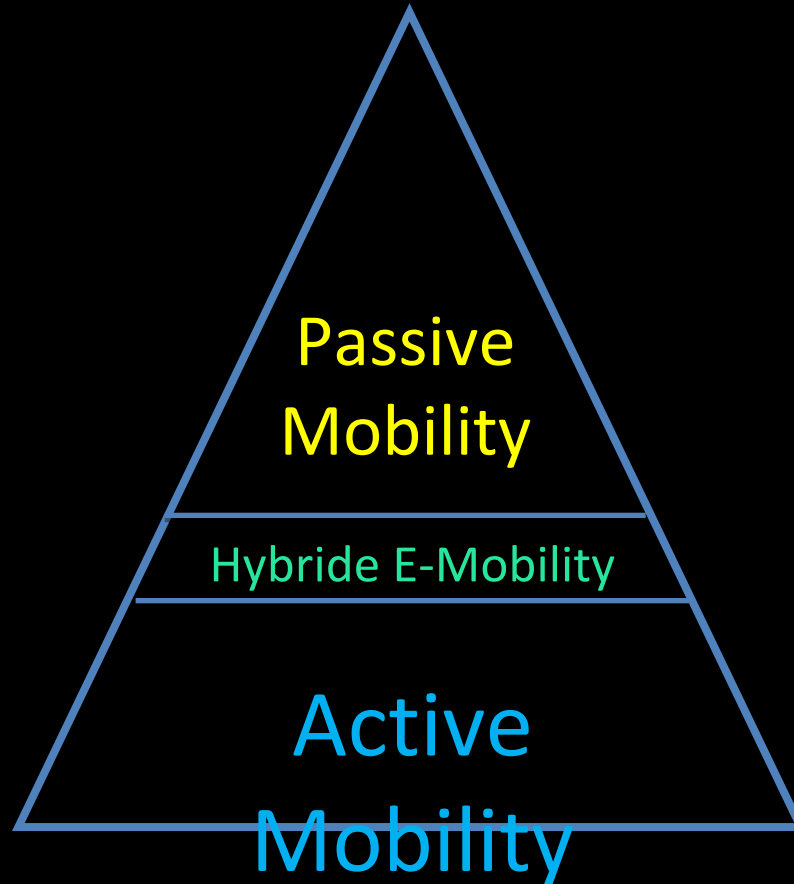
# impact

1



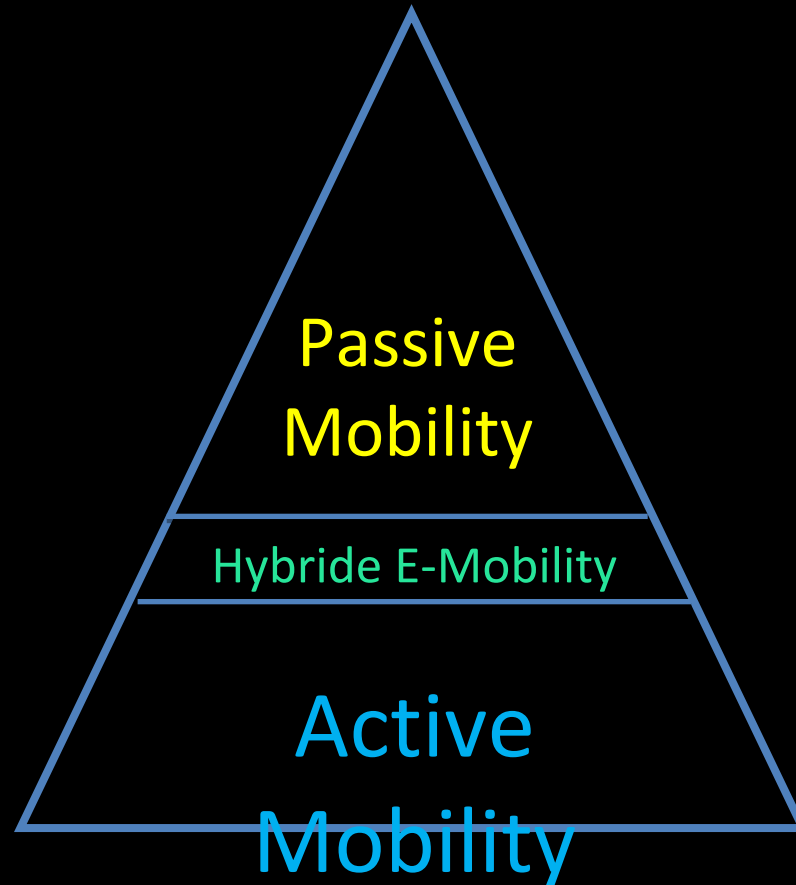
# active mobility in this world

2



the fossil power – the people's power

# active mobility in this world



the mobility pyramid – a complementary system  
for integrated transport!

# cycling

➔ ECF/WCA and the UN agenda



ECF signed April 2014 agreement with UN-Habitat on advocacy for cycling in urban areas

# cycling



## UN Sustainable Development Goals

Rio+20: to establish an intergovernmental process to develop a set of "action-oriented, concise and easy to communicate" sustainable development goals (SDGs) - goals to be coherent with the United Nations development agenda beyond 2015



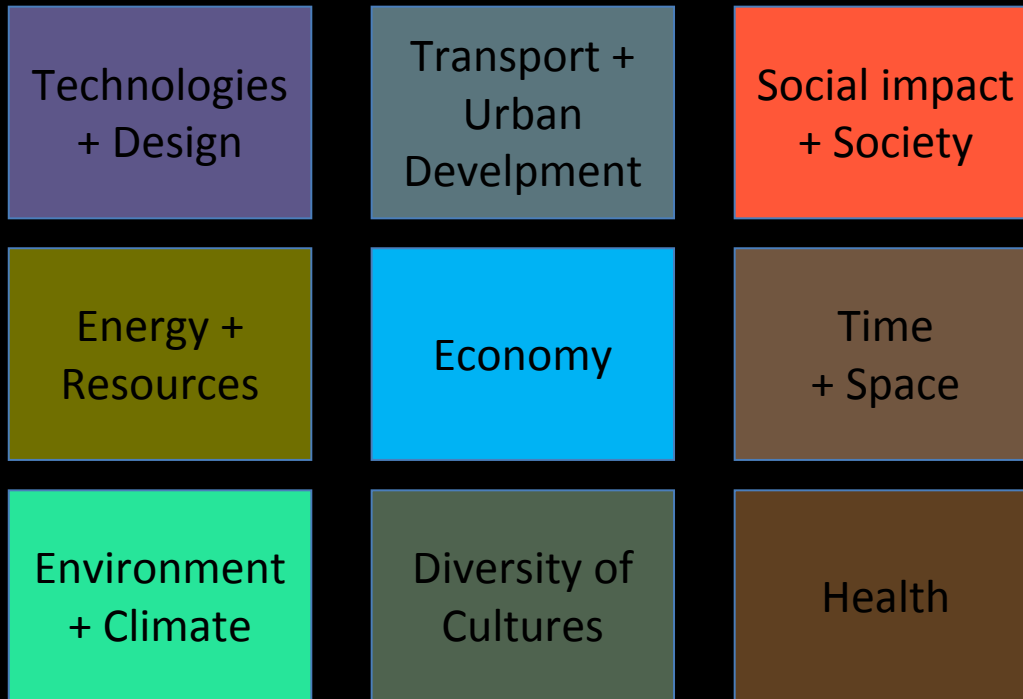
# cycling sustainability

Environment

Economy

Society

# cycling





# cycling sustainability

Environment

Economy

Society

# sustainability

2

cycling – 4 – urgency

cycling

nice-to-have

3

urgency



the role of governments

# cycling

These are the three parties involved to make cycling happen:

- people
- industry
- and
- governments

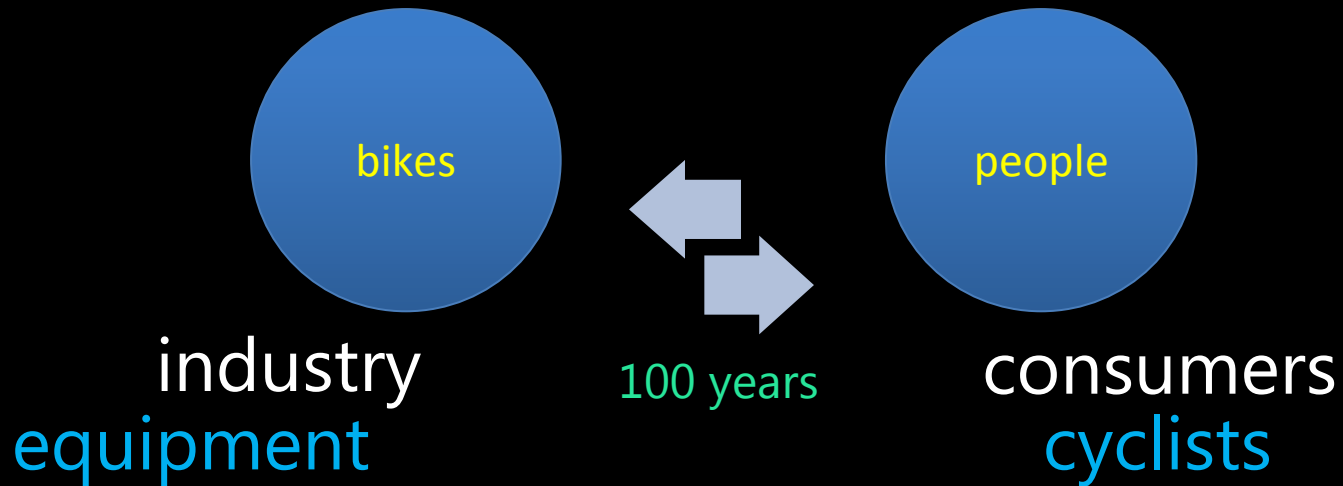


# responsibility

# cycling

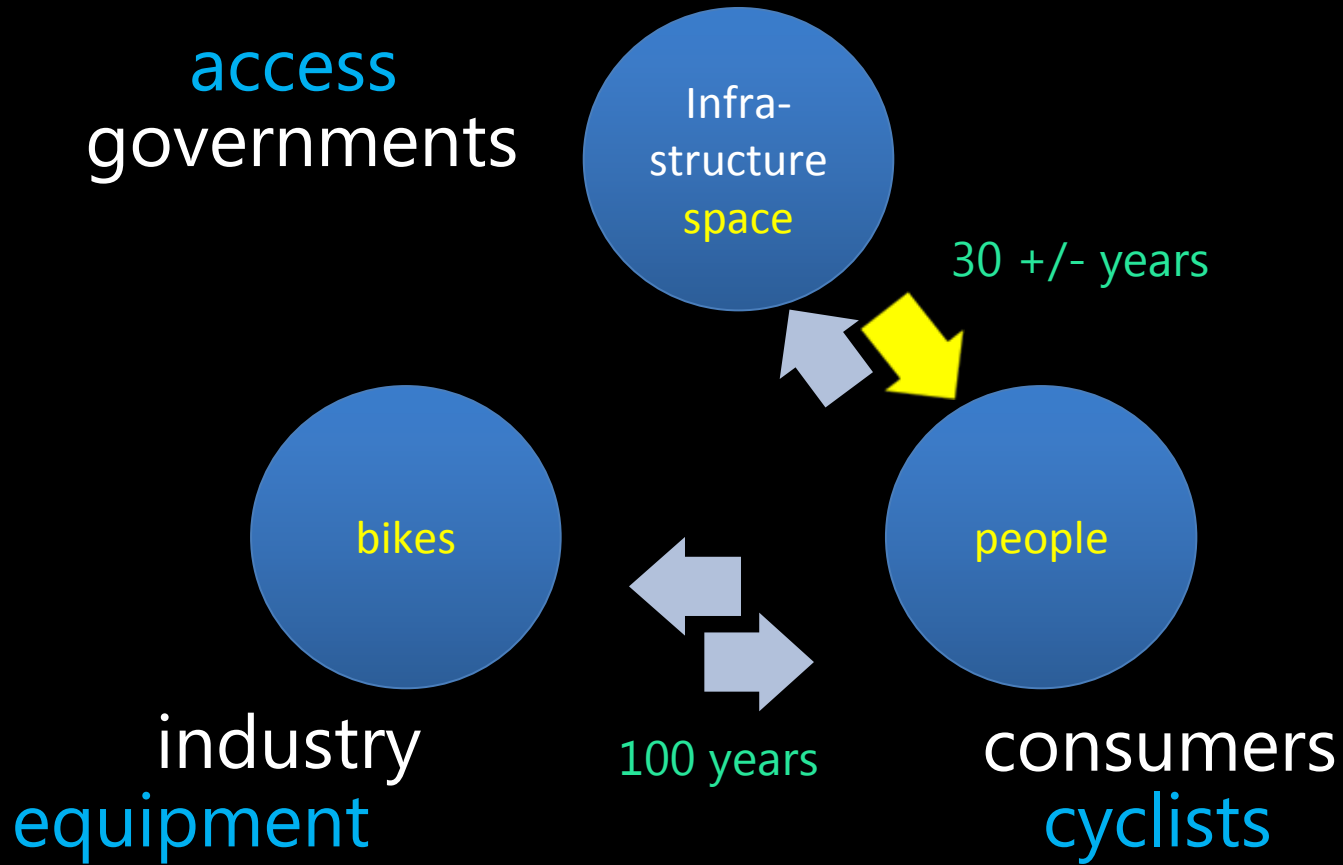
the role of governments

There are three parties?



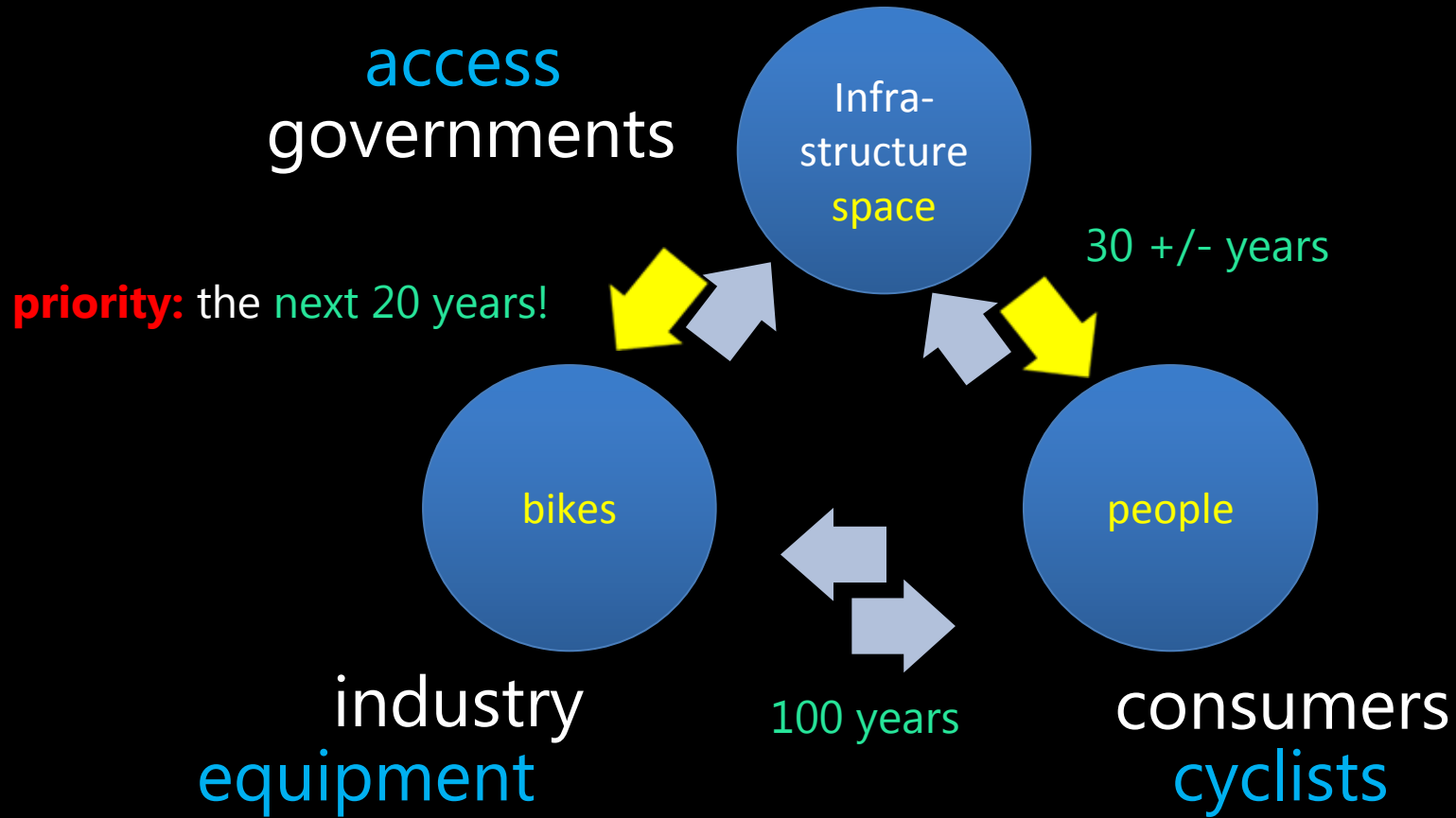
# cycling

the role of governments



# cycling

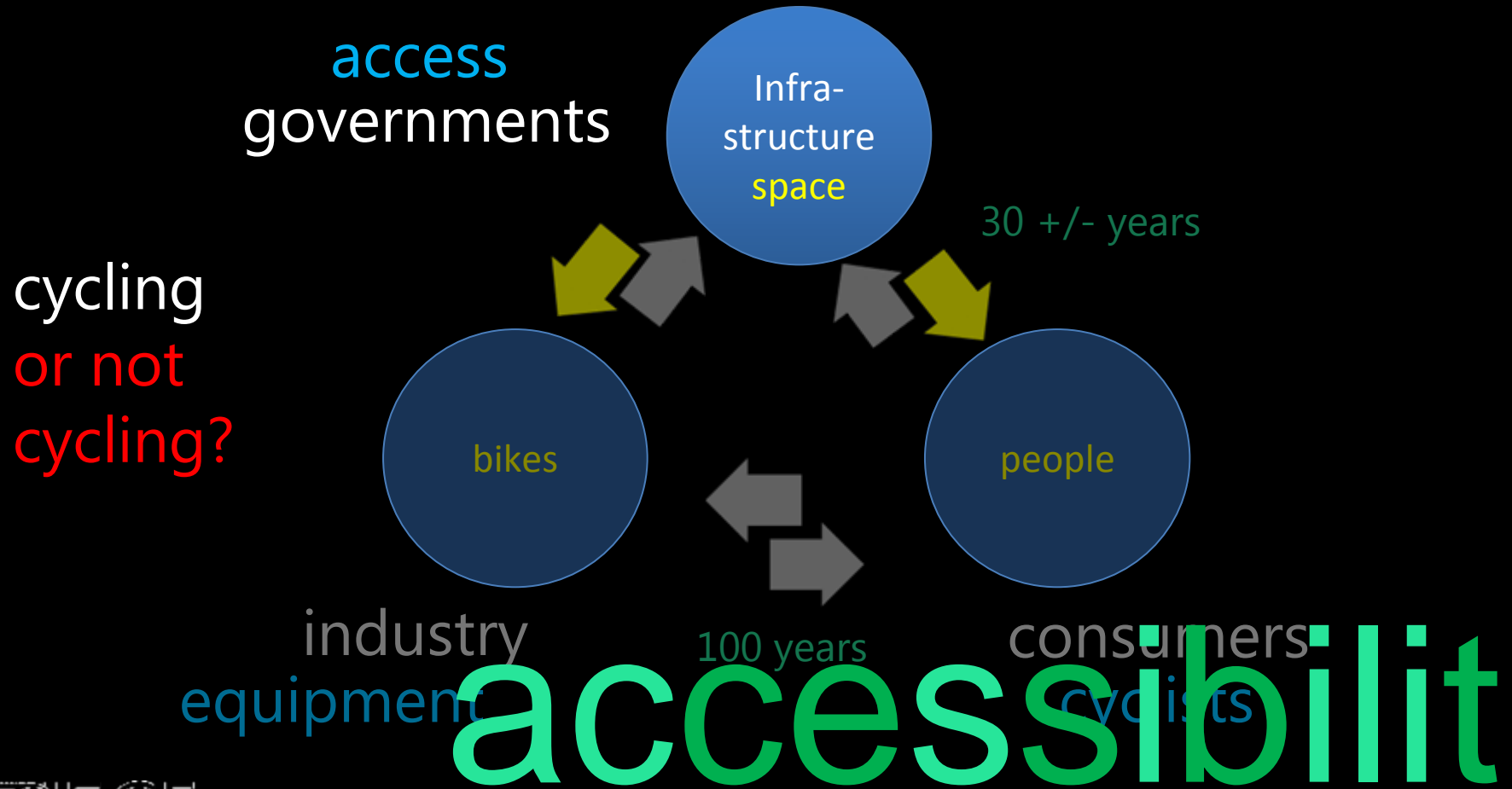
the role of governments





the role of governments

# cycling

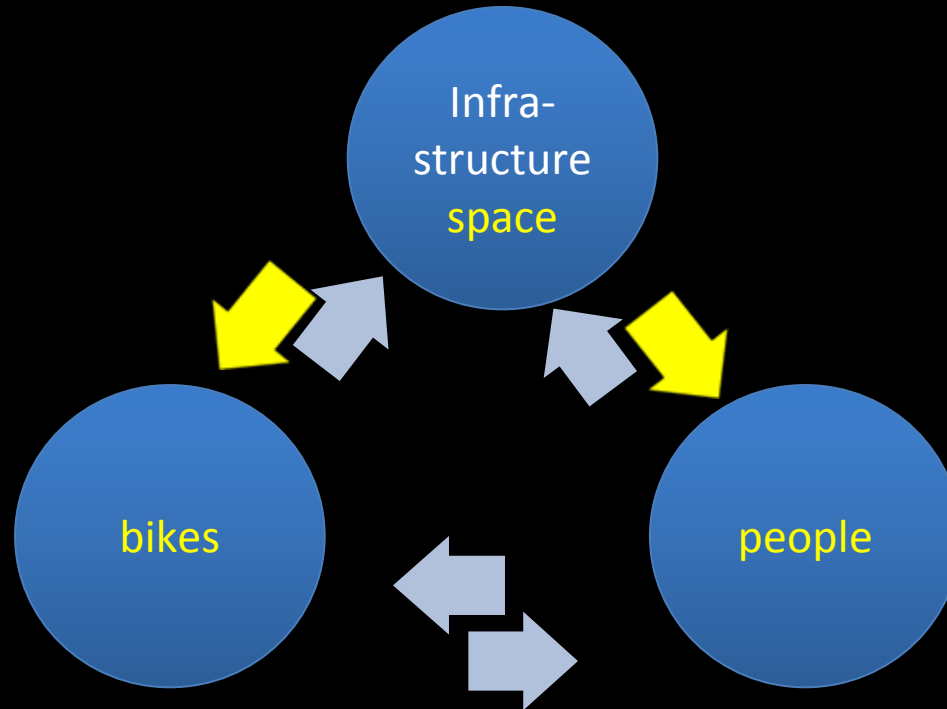


the role of governments

# cycling



embedding  
design in  
city  
governance



# liveability



the role of governments

# cycling



3

embedding  
design in  
city  
governance

# liveability



cycling economy

# cycling

4



# investments

cycle highways: great success with good investments!



source: <http://www.archdaily.com/463363/norman-foster-designed-scheme-aims-to-transform-london-into-cycling-utopia/>

cycling economy

# cycling



<http://en.30kmh.eu/>

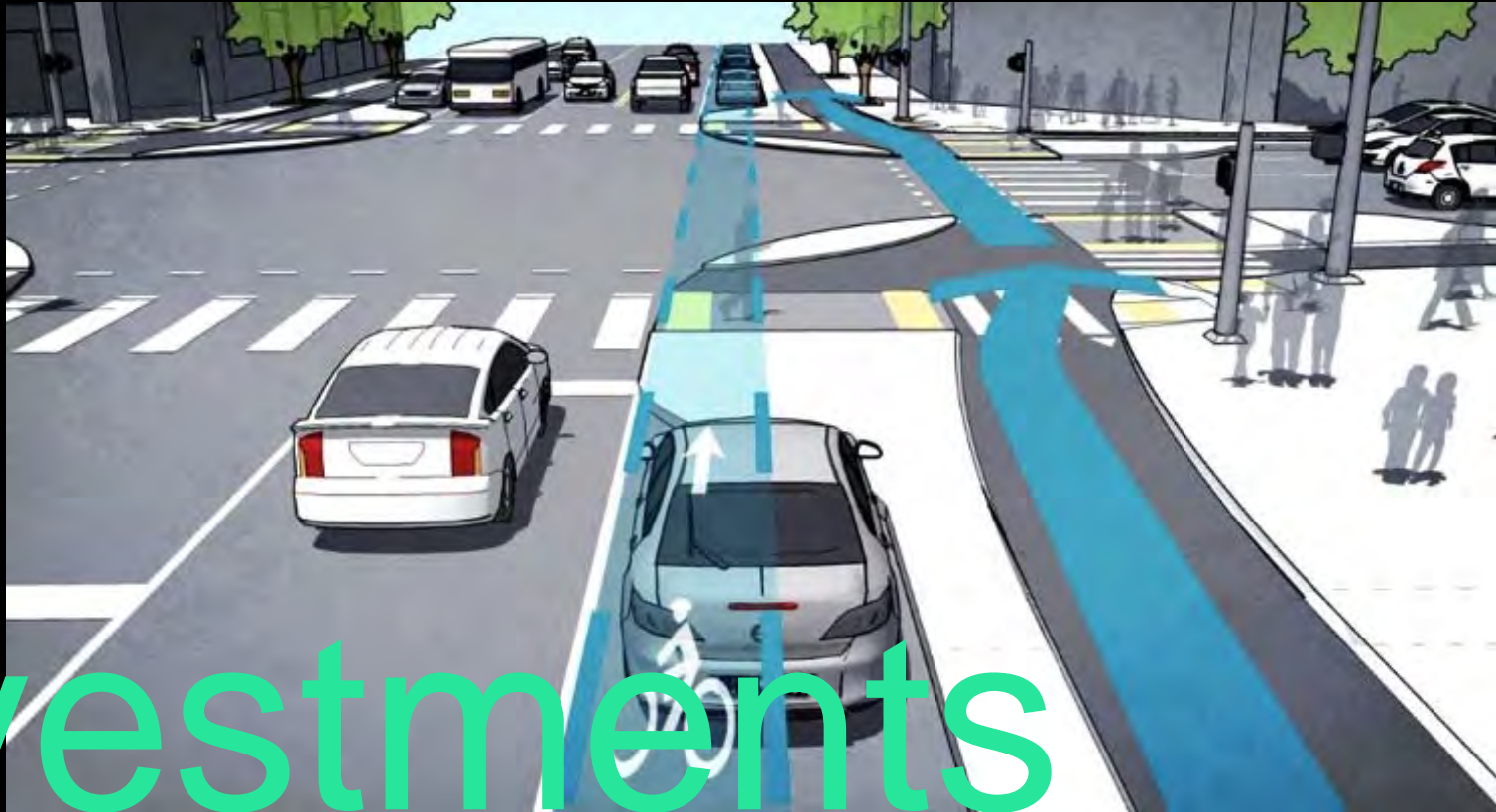
# investments

30 km/h – a human scale **investment!**



cycling economy

# cycling



# investments

cycle infrastructure: great success with real investments!



Nick Falbo [2014]: Protected Intersections For Bicyclists  
Alta Planning + Design > <http://vimeo.com/86721046>

# cycling

## Investments in ...

- cycle highways
- smart human scales
- brilliant infrastructure
- E-cycling
- Intermodal transport
- kids' development
- cargo cycling
- cycle capacity building
- ....
- and 100 more!



most dynamic world of cycling!

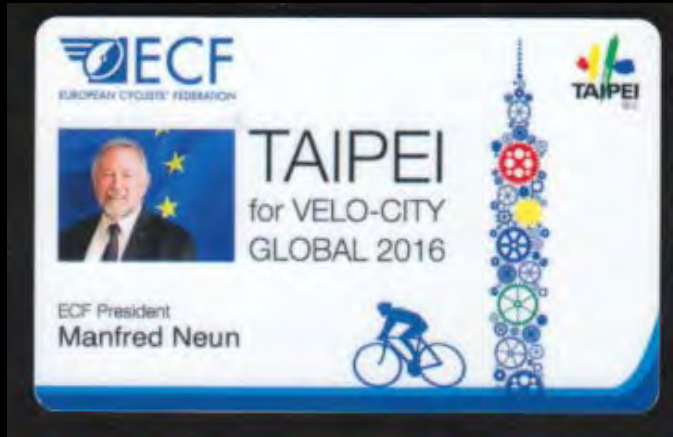
cycling economy

# cycling

public bike schemes



most dynamic world of cycling!





cycling economy

# cycling

4

# investments

where can you get the **best knowhow to invest?**



cycling expertise

# cycling

learn more about –  
come back for more ...

5



adelaide nantes taipei

adelaide 2014 – nantes 2015 – taipei 2016

[www.velo-city2015.com](http://www.velo-city2015.com)



# cycling

cycling expertise  
Velo-city conferences



best access to the most dynamic world of cycling!



cycling economy

# cycling

the importance of Velo-city

5

adelaide nantes taipei

adelaide 2014 – nantes 2015 – taipei 2016

best practice exchange with Velo-city – be invited!



in this growing world

cycling  
cycling  
cycling



the global future – embedding design in city governance!

*"Every time I see a city build itself around its people,  
I see it flourish"*



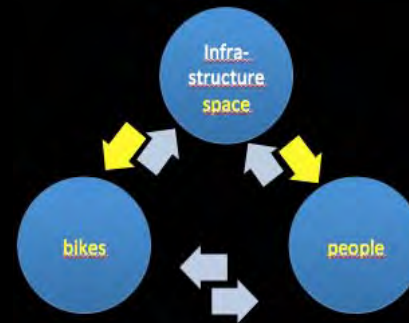
Manfred Neun, ECF President in Our World in 2014

<http://www.neurope.eu/article/2014-year-global-cities-return-human-values>

in this growing world

# cycling cycling cycling

Technologies + Design	Transport + Urban Development	Social impact + Society
Energy + Resources	Economy	Time + Space
Environment + Climate	Diversity of Cultures	Health



*"Cycling is good because ...*

*Please remember!"*

Manfred Neun, ECF President

in this growing world

cycling  
cycling  
cycling



the global future – embedding design in city governance!

*“Cycling is NOT for the POOR LIFE –  
it is FOR the PURE LIFE!”*

Manfred Neun, ECF President





An Adaptive City: Embedding Design in City Governance  
The 5th UCLG ASPAC Congress – Taipei



# THANK YOU

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