



ECF gratefully acknowledges financial support from the European Commission.



ABCs of international cycle promotion: *EUUCS, PEMP & GAPPA*

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ABCs promoting cycling

- Intro ECF & theme:
 - 3 commonalities in 3 international promotion plans
 - EUCS, PEMP & GAPPA
- 1. Action Now: we know enough & we know what works.
- 2. Health: Necessary, but not sufficient.
- 3. Economics: Valuing Cycling



European Cyclists' Federation



- International NGO: 91 members in 46 countries around the world
- **Objective:** More people cycling more often
- **How:**
 - Making policies more cycling friendly
 - Enabling exchanges between cycle minded people and organisations



ABCs promoting cycling*



- EUCS

- European Union Cycling Strategy (EU28)



- THE PEMP

- Transport Health & Environment Pan-European Master Plan promoting cycling (UNECE 53)



- GAPPA

- Global Action Plan for Physical Activity (WHO 150+)



* THEPEMP & GAPPA are still under development and final texts may differ.

Handover to Violeta Bulc EU Transport



A. Act Now. We Know Enough

- 1. In-Activity is a leading health risk**
- 2. Daily cycling can save lives**
- 3. Air pollution small risk VS benefits of daily cycling**



Physical inactivity: A leading health risk factor

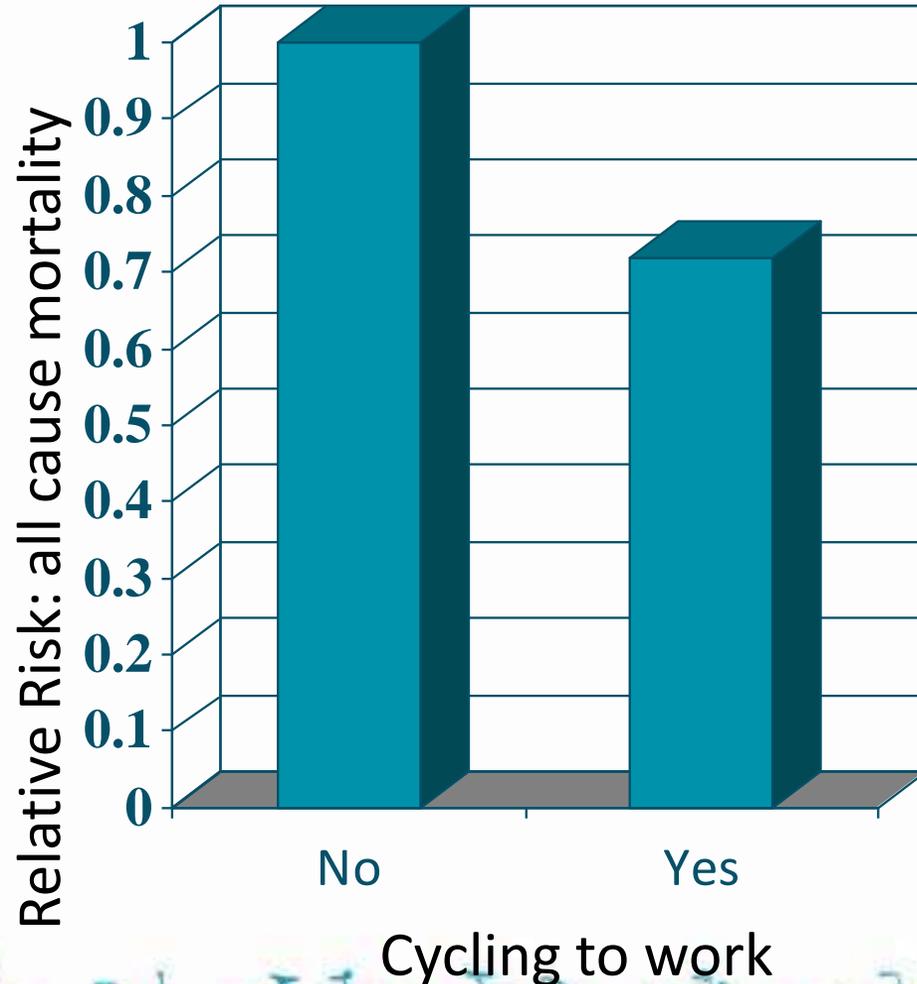
In Europe:
More deaths due to
'physical inactivity & overweight / obesity'
than due to
'tobacco & alcohol'

Source: Global Health Risks. Geneva, World Health Organization, 2009

http://www.who.int/healthinfo/global_burden_disease/global_health_risks/en/index.html



Cycling to work can save lives



Adults cycling to work have less risk of dying prematurely.

Results consistent with other cycling & physical activity studies.



HEAT estimate

Reduced mortality as a result of changes in walking behaviour

The walking data you have entered corresponds to an average of 30 minutes per person per day.

This level of walking provides an estimated protective benefit of: 14 % (compared to person

From the data you have entered, the number of individuals who benefit from the

Out of this many individuals, the number who would be expected to

The number of deaths per year that are

Economic value

APPLYING HEAT TO THE EUROPEAN UNION POPULATION

If all citizens in the EU aged 20-74 cycled or walked an additional 15 minutes per day, 100,000 premature deaths could be prevented each year

17,620,000

88,100,000

Please note that the risk reductions for individual persons but an average across the population should not be misunderstood to represent individual risk reductions. Also note that the value to the life of one particular person but refers to an average value of a "statistical life".

It is important to remember that many of the variables used within this HEAT calculation are estimates and therefore liable to some degree of error.

Cycling for Transport: More Benefits than risks (1)



Increased exposure to air pollution & traffic crashes is small

Compared to the much greater benefits of more physical activity

Source: Johan de Hartog J, Boogaard H, Nijland H, Hoek G.: Do the health benefits of cycling outweigh the risks? Environ Health Perspect. 2010 Aug;118(8):1109-16. Epub 2010 Jun 11.



Cycling for Transport: Benefits > risks



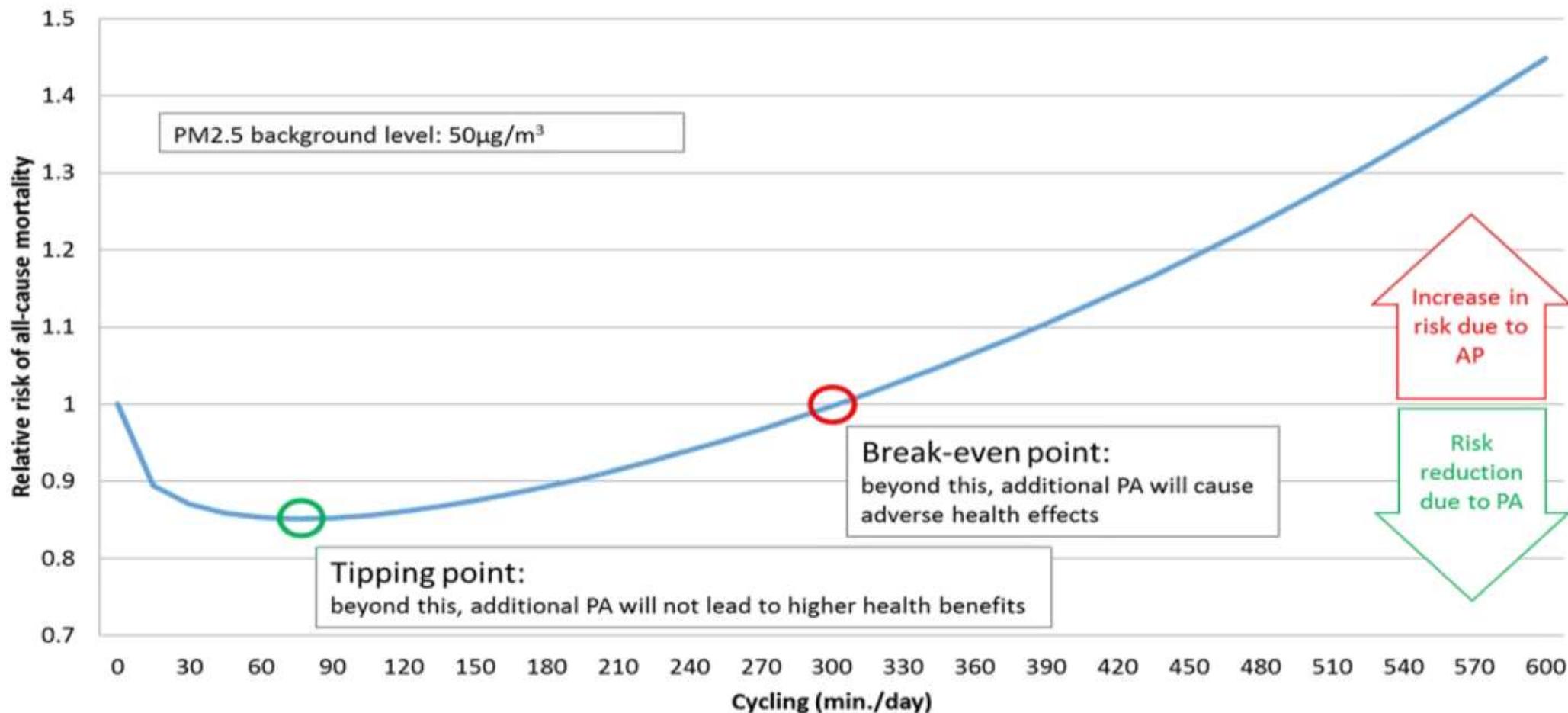
Bicycle sharing scheme Barcelona

Health benefits of physical activity large compared with *risks* from air pollutants & road traffic incidents.

Source: Rojac-Rueda, D et al „The health risks and benefits of cycling in urban environments compared with car use: health impact assessment study“ BMJ 2011; 343: d4521 doi: 10.1136/bmj.d4521



Can air pollution negate the health benefits of cycling and walking?



Marko Tainio^{a*}, Audrey J de Nazelle^b, Thomas Götschi^c, Sonja Kahlmeier^c, David Rojas-Rueda^{d,e,f}, Mark J Nieuwenhuijsen^{d,e,f}, Thiago Hérick de Sá^g, Paul Kelly^h, James Woodcock^a. *Prev Med* 2016 (accepted)

What works: “Best Buys”

1. Community wide education and awareness campaign for PA:
 - mass media campaign with community based education, motivational and environmental programs supporting PA behaviour change

A. PA counselling & referral via routine primary health care services



DAILY CYCLING FOR ALL AGES



B. Be Together, because Health is not enough

- THE: Transport, Health, Environment
- + plus Education, Sports,
- Multi-stakeholder:
 - **Public** and private



Why do we need an EU Cycling strategy?

To achieve a level playing field for cycling in Europe, in the EU 28!



A level playing field for cycling means:

More people will cycle, more often!

Number of cycling trips per day

2017



160
million

2030



240
million



A level playing field for cycling means:

Cycling will be safer!

Number of cyclists killed per 100 million km cycled

2014:

1.6 

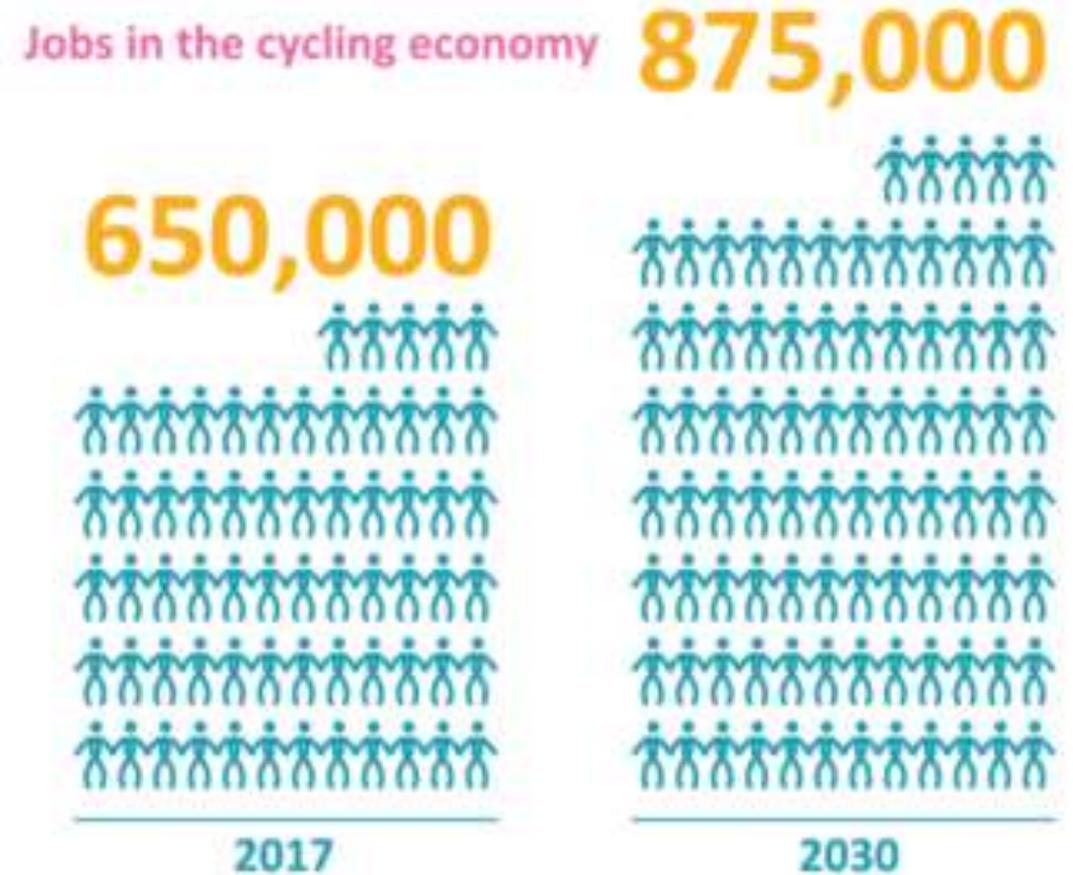
2030:

0.8 



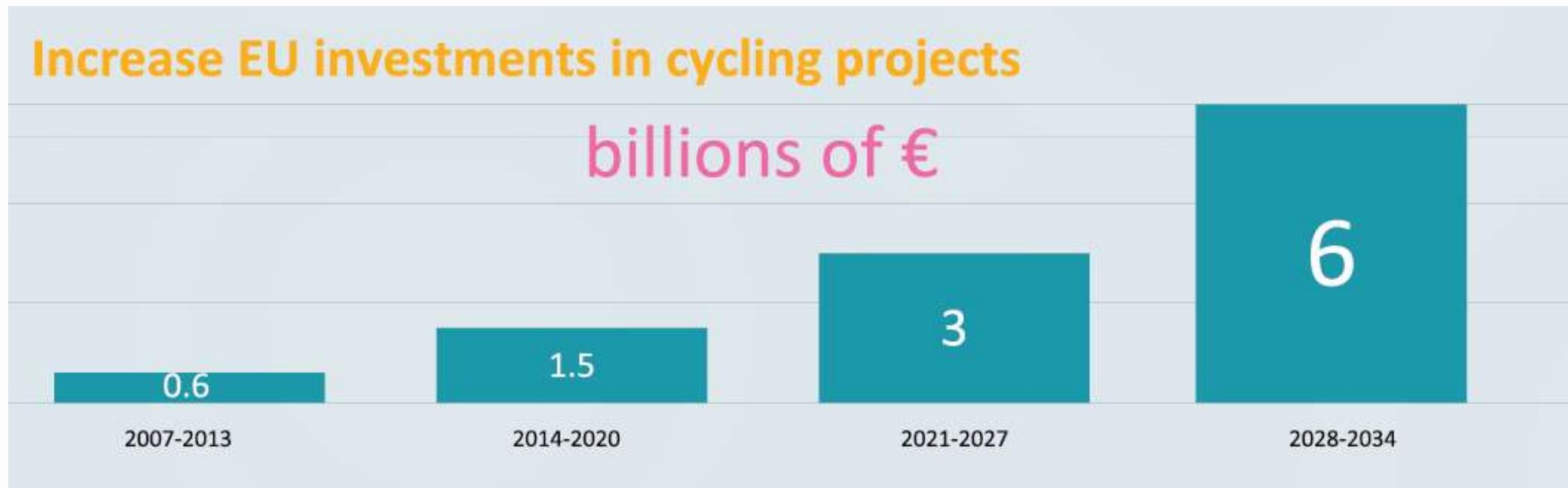
A level playing field for cycling means:

Even more jobs!



What is in the EU cycling strategy?

Financial & Fiscal Level Playing Field



C. Cycling Economics or Valuing Cycling

- Jobs
- People living healthier and longer: What's it worth?
 - EU : 200 billion euro per year
 - NL: 3% of GDP, 31 billion euro / year vs investment 0.5bn



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Thank you!

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