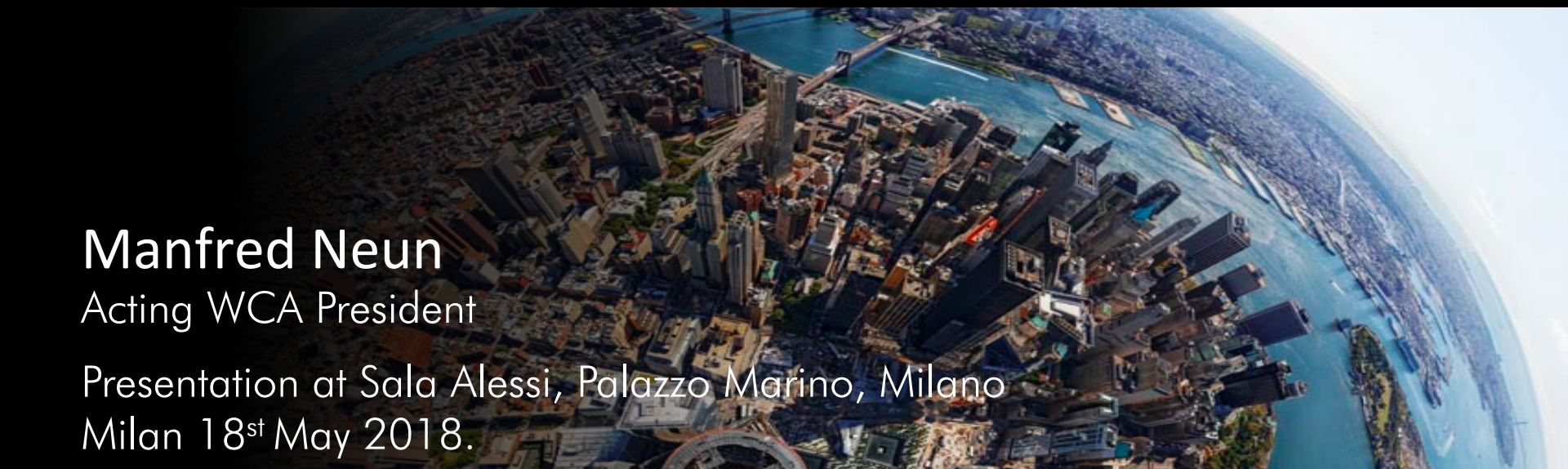


Convegno in ricordo di Gigi Riccardi – “La bicicletta ci salverà... e ci sta già salvando”

milestones ? — by cycling ?

Le politiche per la mobilità ciclistica in Italia ed Europa negli ultimi 10 anni: evoluzione e prospettive



Manfred Neun

Acting WCA President

Presentation at Sala Alessi, Palazzo Marino, Milano

Milan 18st May 2018.

content

milestones ? — by cycling ?



1. Ten years to the present – **10 best practices**
“La bicicletta ci sta già salvando”
2. **Milestones**
 - *ECF Charters, declarations, visions*
 - *ECF – a European and global address*
 - *ECF members development + successes*
3. **Paradigms for success**
 - *The human scale of Active Mobility*
 - *The Active Mobility Agenda*
 - *Framing Cycling Economy*

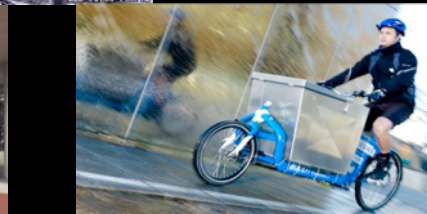


what's in?

a brief overview – una breve panoramica

10 best practice examples categories

10 anni - 10 categorie di esempi di buone pratiche



ANCH'IO VADO
AL LAVORO
IN BICICLETTA!



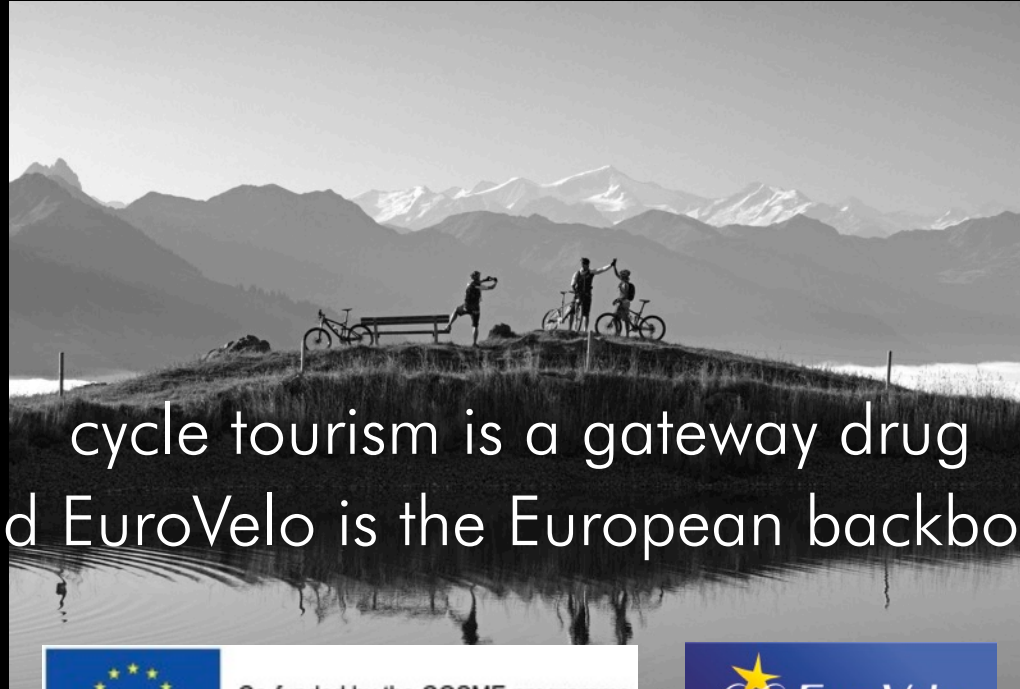


– best practice 1 –
cycle tourism



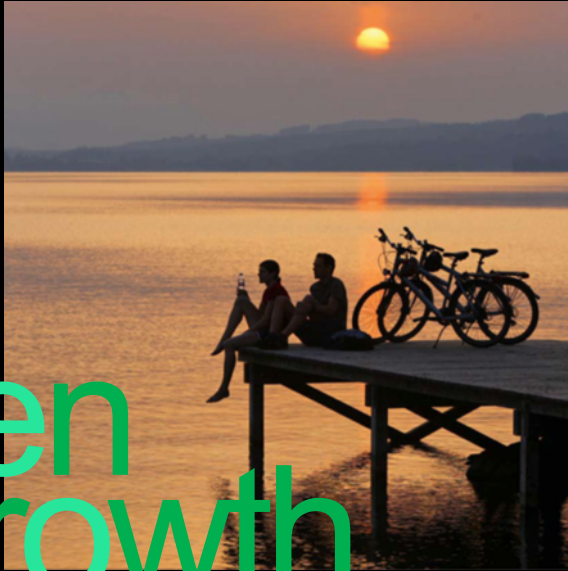
cycle tourism is a gateway drug

– best practice 1 –
cycle tourism



cycle tourism is a gateway drug
and EuroVelo is the European backbone!

– best practice 1 –
cycle tourism

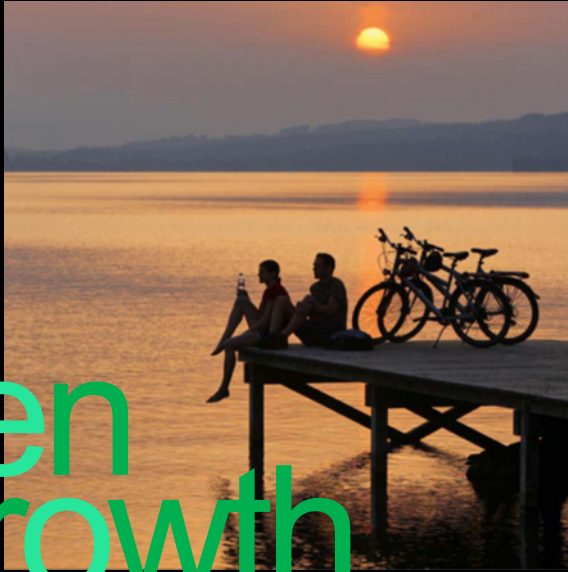


**green
growth**

1.
1
mneun

facts + figures

– best practice 1 –
cycle tourism



**green
growth**

1.
1
mneun

facts + figures





– best practice 2 –

daily cycling – to work and school



Bike2Work - In bici al lavoro

BIKE2WORK
smart choice for commuters

– best practice 2 –

daily cycling – to work and school



ANCH'IO VADO
AL LAVORO
IN BICICLETTA!

Vincenzo Nibali

1. **2**
mneun

3^ Giornata Nazionale BikeToWork

16 settembre 2016



www.fiab-onlus.it

– best practice 2 – daily cycling – to work and school

BIKE2WORK
smart choice for commuters

FLOW – Quick Fact 14



6.47 million daily journeys made by motorised modes could be cycled in less than 20 minutes

1. **2**
mneun



FLOW – Quick Fact 15

School Streets programme keeps over **4,000 cars** off the road during peak period



Vincenzo Nibali

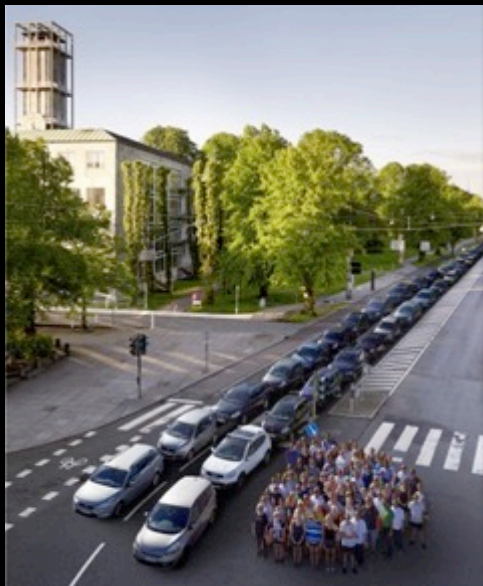
facts + figures

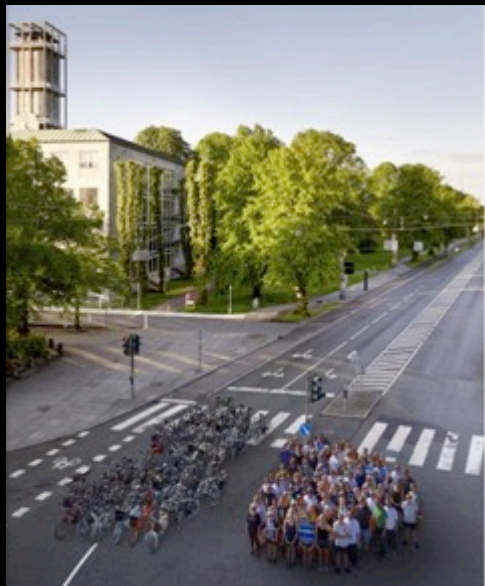
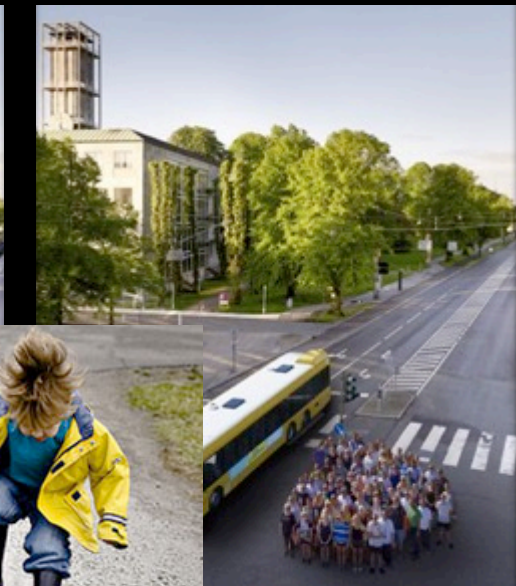
3^ Giornata Nazionale BikeToWork

16 settembre 2016



www.fiab-onlus.it






– best practice 3 –
cycling friendly cities – and ...



– best practice 3 – cycling friendly cities – and



Cycling improvements
lead to

45%
less car traffic and
faster public transport

facts + figures

FLOW – Quick Fact 5

1. **3**
mneun

... place making





1. **4**
mneun

– best practice 4 – cycling infrastructure, parking, service ...

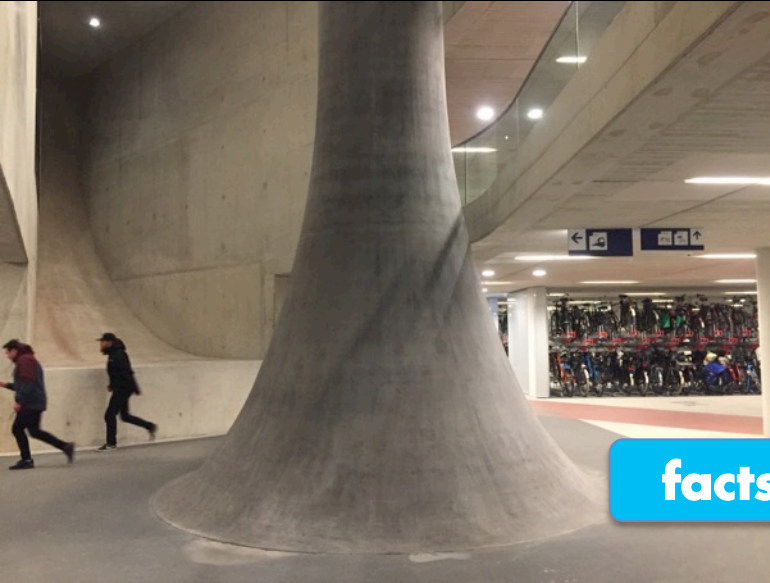


1. **4**
mneun



– best practice 4 –

cycling infrastructure, parking, service ...



facts + figures

1. **4**
mneun

... capacity building ...





– best practice 5 –
cycle highways

1. **5**
mneun



– best practice 5 – cycle highways



Cycle highway
network reduces
the need for
50,000
motor vehicle
journeys daily



FLOW – Quick Fact 7

facts + figures

1. **5**
mneun



FLOW – Quick Fact 6

Cycle highway
reduces time spent
in congestion by
3.8
million hours



- best practice 6 - public cycling - PBS



1. 6
mneun



SUCCESS ?

PBS are part of public transport and Public authorities are responsible for public space



facts + figures

– best practice 6 – public cycling - PBS



facts + figures

FLOW – Quick Fact 9



SUCCESS

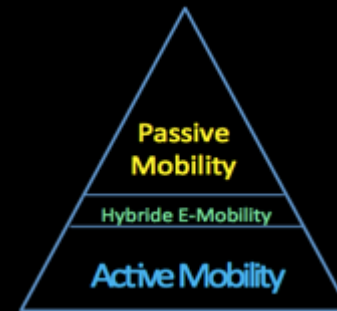




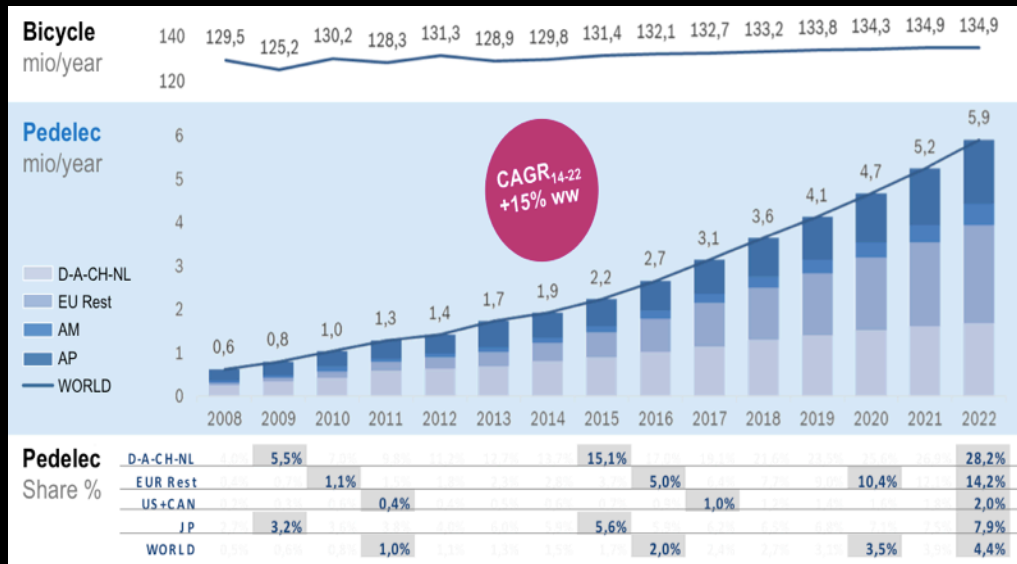
– best practice 7 – active E - mobility



1. **7**
mneun



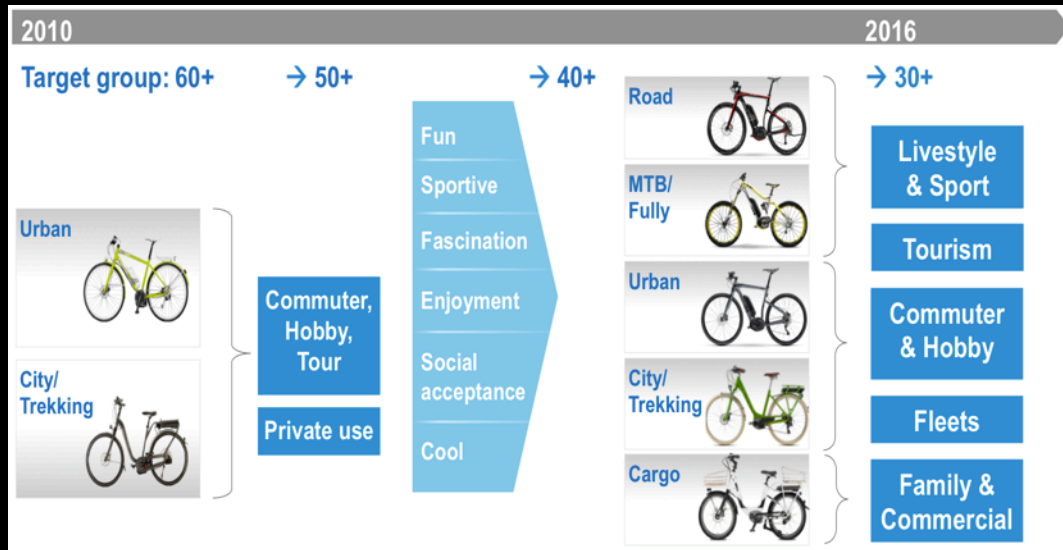
– best practice 7 – active E - mobility



facts + figures



– best practice 7 – active E-mobility





– best practice 8 –

cycle logistics – cargo cycling



– best practice 8 – cycle logistics – cargo cycling



25% of all urban goods could be delivered by bicycle. This figure rises to 50% when we are referring to light goods.



– best practice 9 –
integrated cycling



– best practice 9 – integrated cycling

2018 Year of Multimodality

- *All modes of transport*
- *EU campaign*

Bike + Train

- *The big challenge + opportunity*
- *On the move*

Successful developments

- *ADFC: folding bikes*
- *Italy: Law + Investments*

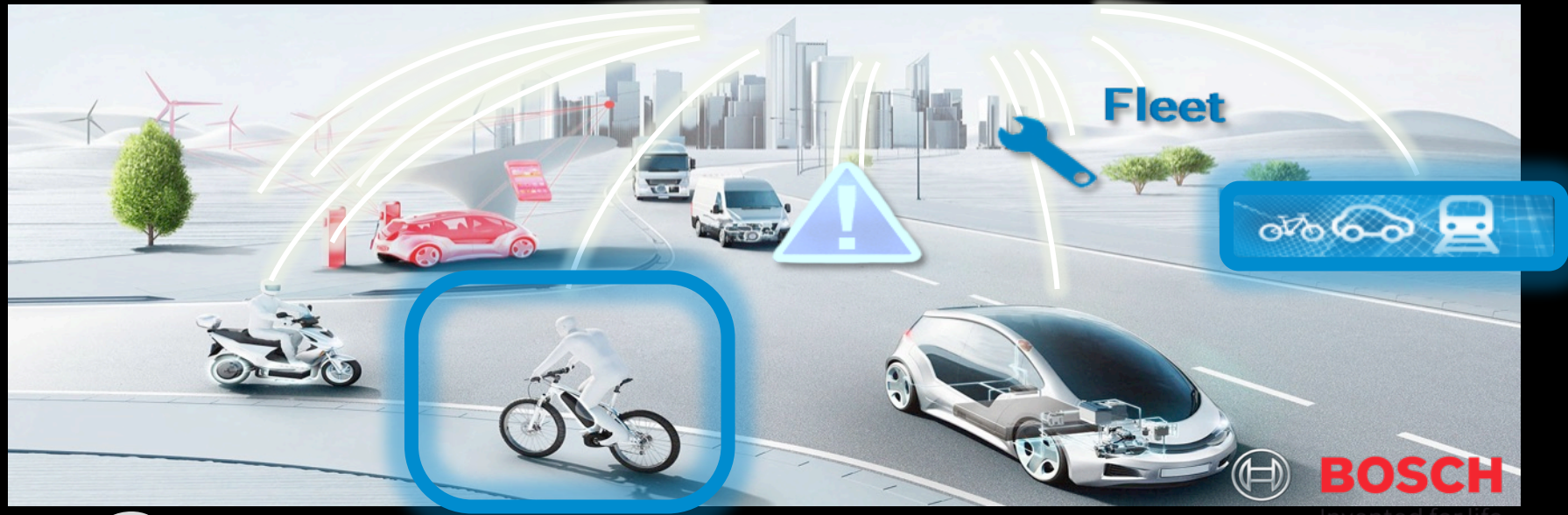
facts + figures



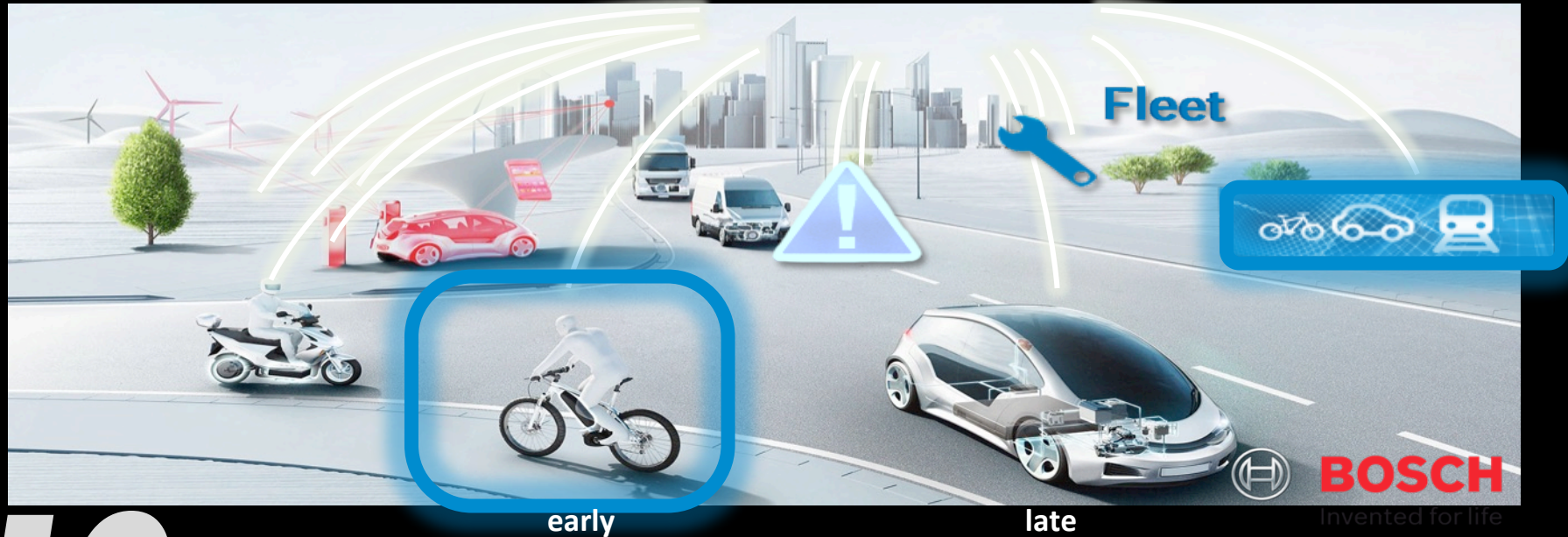


1. **10**
mneun

– best practice 10 –
connected cycling



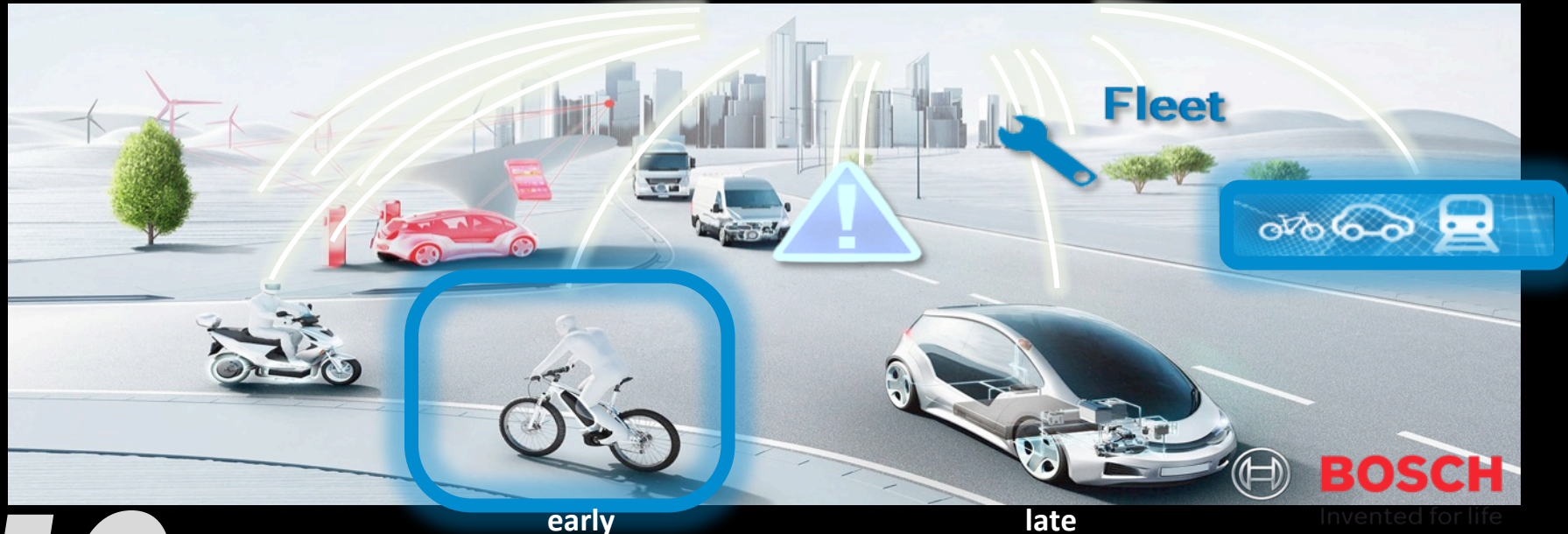
– best practice 10 – connected cycling



1. **10**
mneun

facts + figures

– best practice 10 –
connected cycling



1. **10**
mneun

'smarter cycling'

facts + figures
BIG DATA

a brief overview – una breve panoramica

milestones

3 categorie di pietri milliari

- charters, declarations, visions
- ECF – a European . . . address
- ECF members development +++



milestones

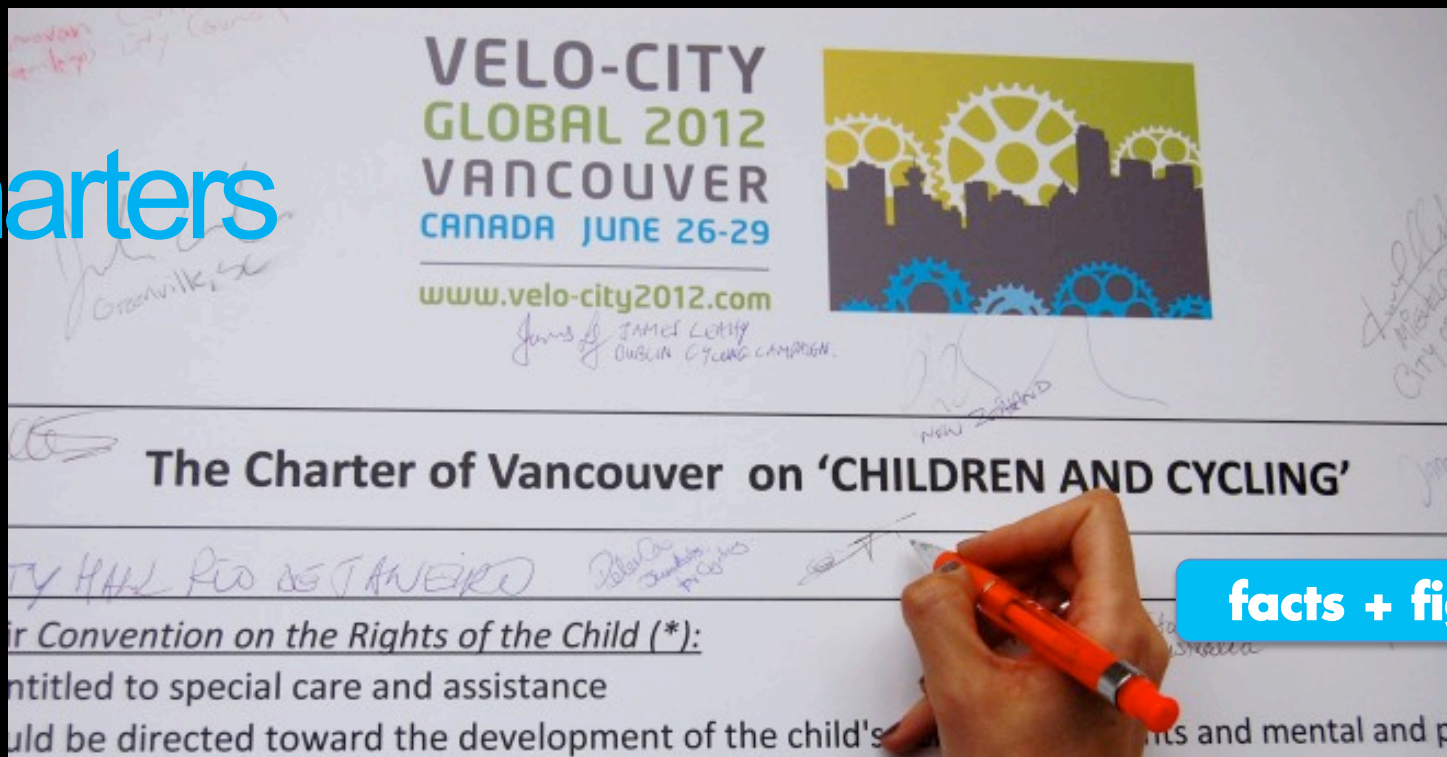
1. categorie di pietri milliari

charters ...

- ECF declaration of Berne
- Charter of Brussels
- Charter of Seville
- Charter of Vancouver
- ECF visions

milestones

charters



facts + figures

2. **1**
mneun



Velo-city 2013 Wien





milestones

2. categorie di pietri milliari

ECF – an ... address


- ECF for the commission
+ DGs in Brussels



milestones

2. categorie di pietri milliari


ECF – an ... address

- ECF for the commission + DGs
- ECF for projects 
- ECF for networks
- ECF for

milestones

2. categorie di pietri milliari

ECF – an ... address

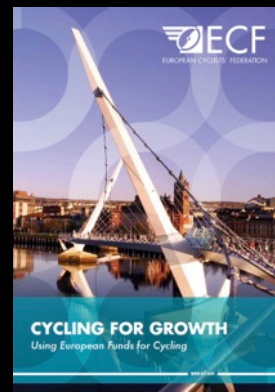
- ECF for the commission + DGs
- ECF for projects 
- ECF for networks
- ECF for
- ECF for members

facts + figures

milestones

2. categorie di pietri milliari

ECF – an ... address



milestones

2. categorie di pietri milliari

ECF – an ... address



milestones

3° categoria di pietri milliari



ECF – member development + member's success

milestones



the stronger the ECF member,
the more cyclist are on the road!

facts + figures

milestones

success in Italia



ECF – member FIAB *****

milestones

success in Italia



ECF – member FIAB *****



paradigms for success

3 esempi di ...

- *The human scale of Active Mobility*
- *Framing Cycling Economy*
- *The Active Mobility Agenda*

A group of people are running outdoors in a park-like setting. The background shows green trees and a clear sky. The runners are in various stages of their stride, and their shadows are cast on the ground. The overall scene conveys a sense of active movement and health.

What is Active mobility?



A wide-angle, rear-view shot of a crowded city street. In the foreground, several cyclists are riding away from the camera. One person in the center has a large green backpack. To their right, a person in a bright blue t-shirt is also cycling. Further ahead, a dense crowd of people is walking and cycling down the street. The street is lined with tall buildings and has traffic lights visible in the distance, some showing green. The overall atmosphere is one of active, busy urban life.

Active Mobility



Active E-Mobility Active Mobility

facts + figures

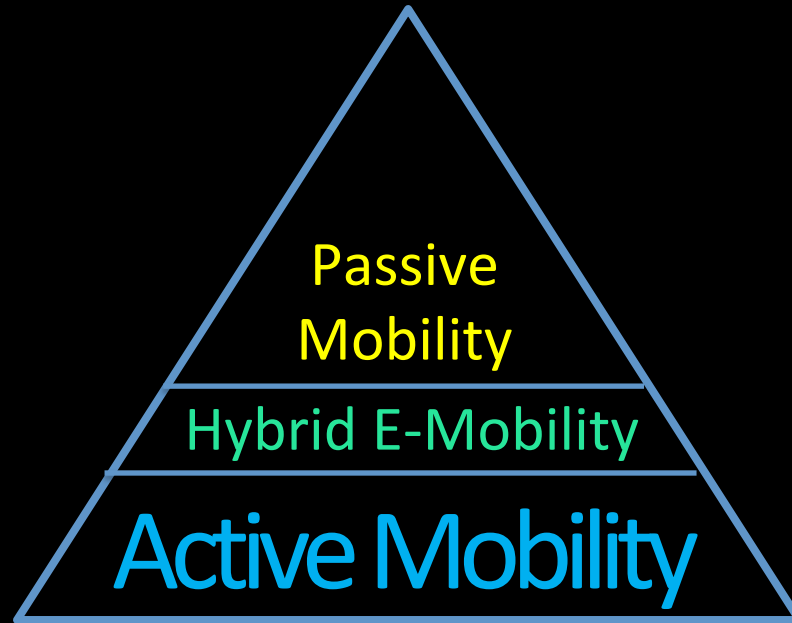
passive mobility



active mobility pyramid



active mobility



~~NMT~~

Lots of disadvantages as

- Negative term
- Not normal
- Only about transport
- Neglecting all other benefits

active mobility

transformative value

3. **1**
mneun

facts + figures



paradigms – 2

the active mobility agenda

Environment + Climate	Economy	Social Benefits
Energy + Resources	Technology + Design	Mobility
Health	Time + Space	Diversity of cultures

facts + figures

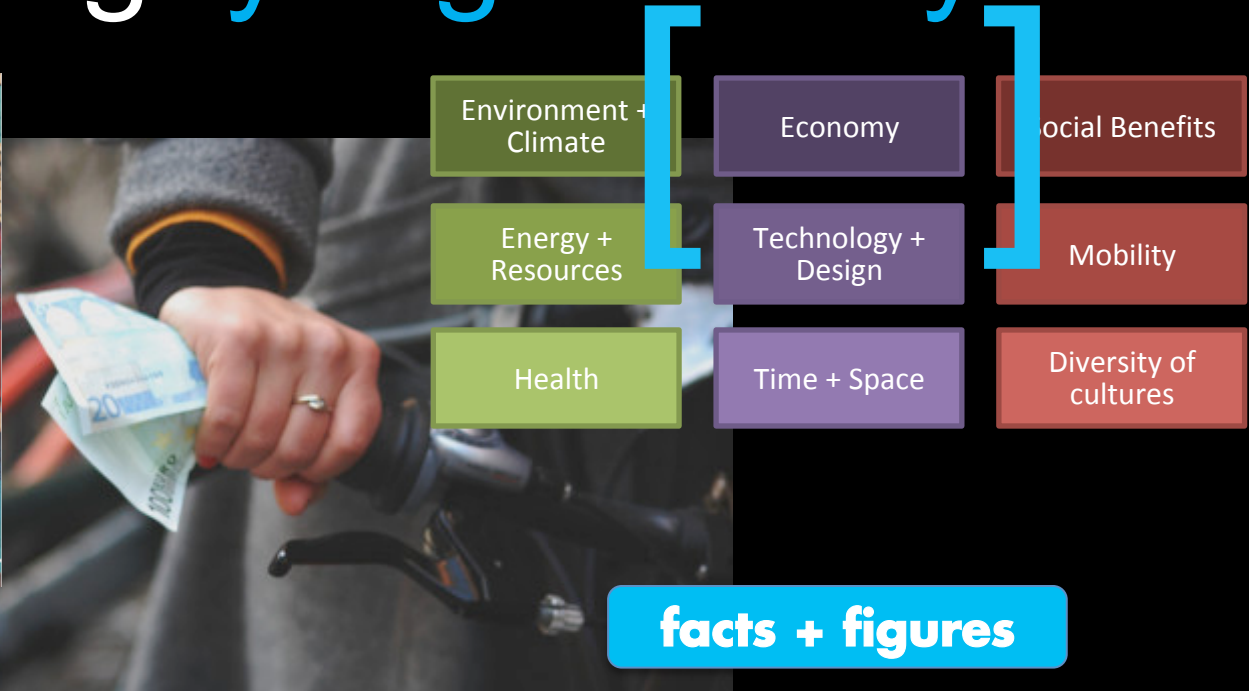
paradigms – 2

framing cycling economy

framing [cycling economy]

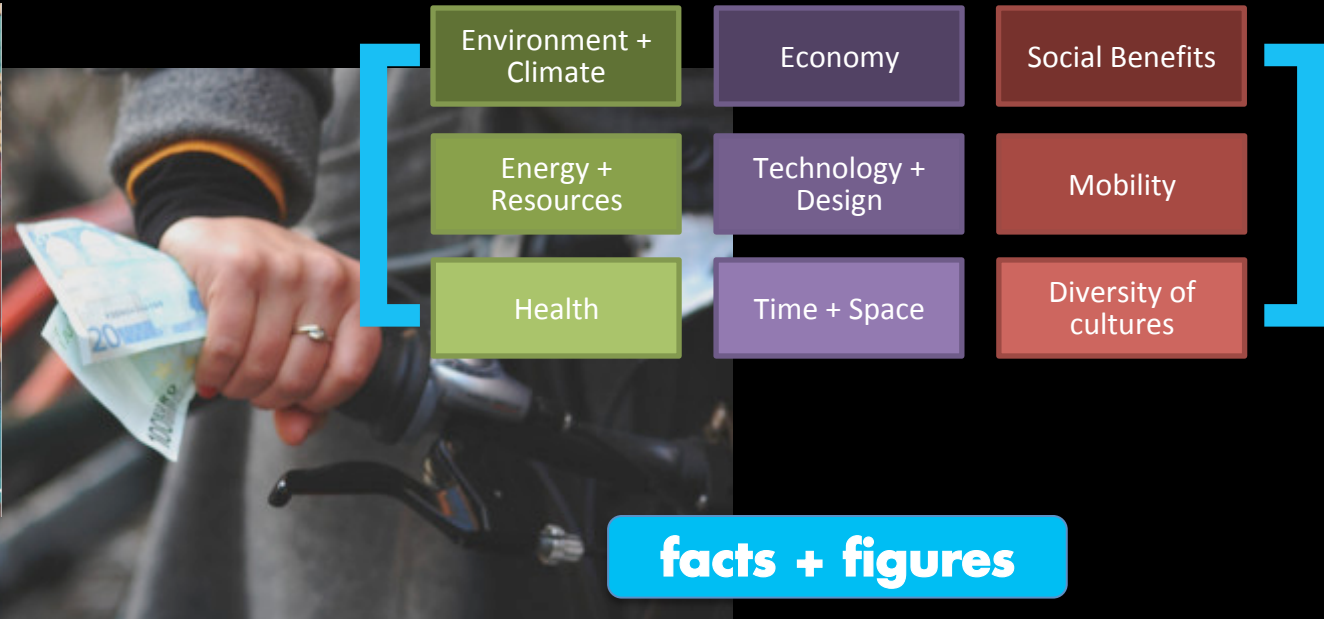
- benefits of cycling in a macro-economic approach

framing cycling economy



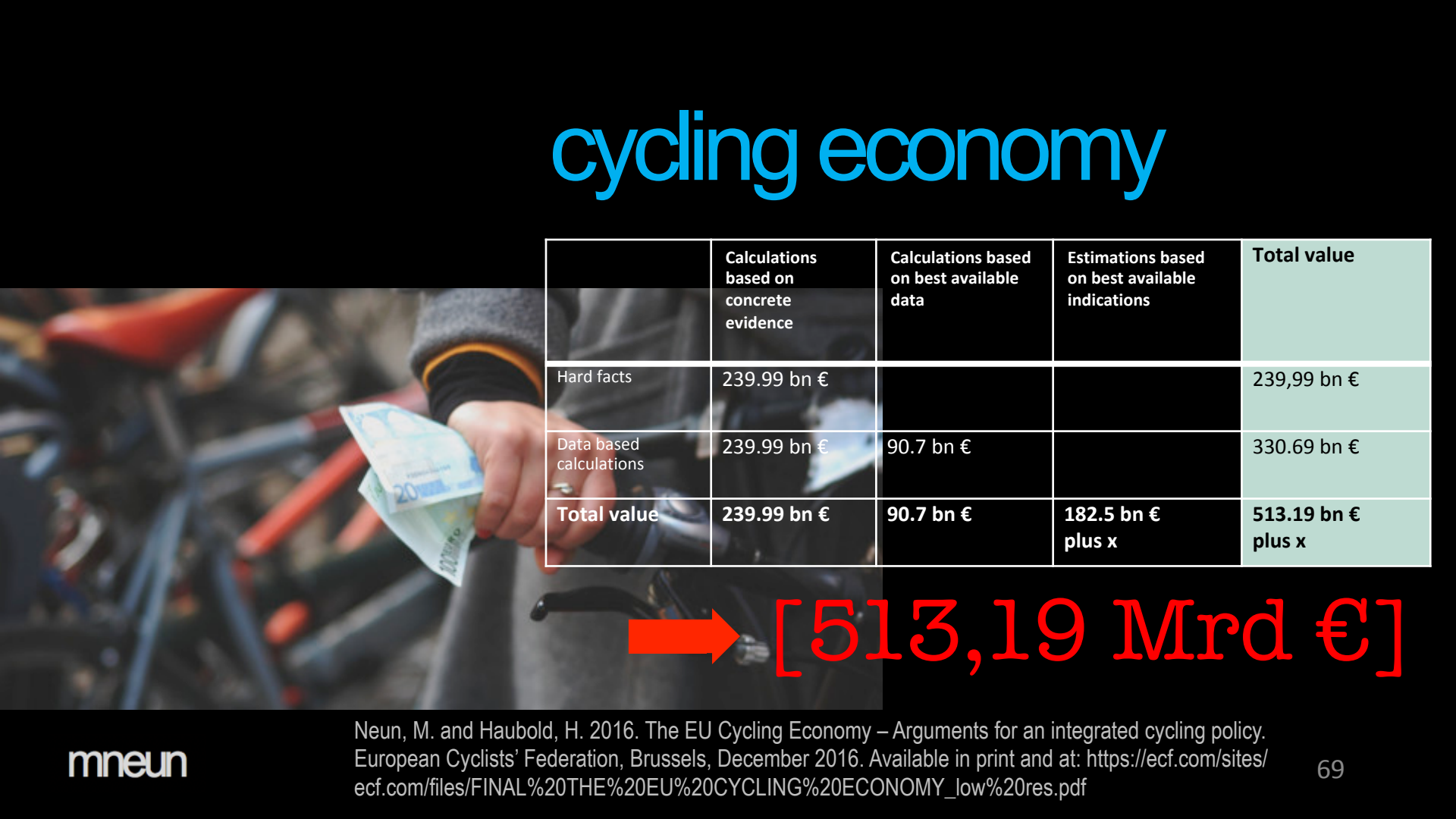
Neun, M. and Haubold, H. 2016. The EU Cycling Economy – Arguments for an integrated cycling policy. European Cyclists' Federation, Brussels, December 2016. Available in print and at: https://ecf.com/sites/ecf.com/files/FINAL%20THE%20EU%20CYCLING%20ECONOMY_low%20res.pdf

framing cycling economy



Neun, M. and Haubold, H. 2016. The EU Cycling Economy – Arguments for an integrated cycling policy. European Cyclists' Federation, Brussels, December 2016. Available in print and at: https://ecf.com/sites/ecf.com/files/FINAL%20THE%20EU%20CYCLING%20ECONOMY_low%20res.pdf


cycling economy



	Calculations based on concrete evidence	Calculations based on best available data	Estimations based on best available indications	Total value
Hard facts	239.99 bn €			239,99 bn €
Data based calculations	239.99 bn €	90.7 bn €		330.69 bn €
Total value	239.99 bn €	90.7 bn €	182.5 bn € plus x	513.19 bn € plus x

➔ [513,19 Mrd €]

cycling economy



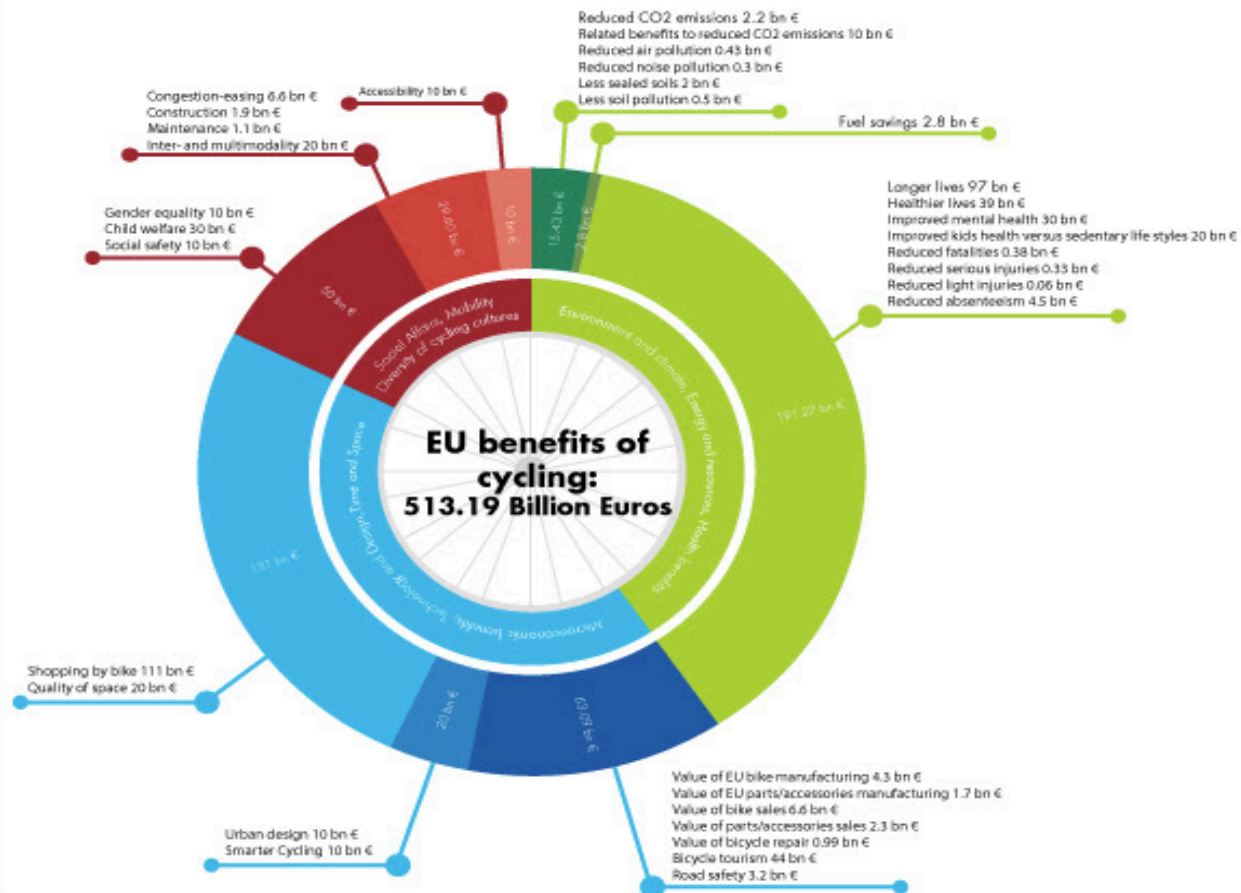
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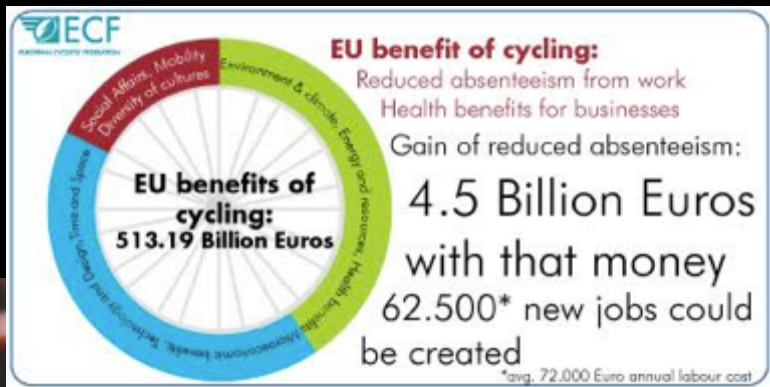
results

Neun, M. and Haubold, H. 2016. The EU Cycling Economy – Arguments for an integrated cycling policy. European Cyclists' Federation, Brussels, December 2016. Available in print and at: https://ecf.com/sites/ecf.com/files/FINAL%20THE%20EU%20CYCLING%20ECONOMY_low%20res.pdf

EU benefits of cycling

513.19 Billion Euros





cycling economy

jobs green growth



TODAY

~7% of urban trips, globally, are taken by bicycle and e-bike.

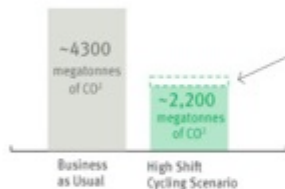
If we shift to a modest

23% of trips taken by bicycle

or e-bikes by 2050 as part of a comprehensive shift toward sustainable transport (mass transit, walking, and biking), and away from cars, then...

cycling economy

2050 EMISSIONS
FROM URBAN TRANSPORT



We could avoid

~300 megatonnes of global CO2 emissions,

a 7% reduction in urban transport emissions over BAU due to cycling, as part of a 47% total reduction in the comprehensive HSC scenario



2015-2050 CUMULATIVE
COSTS OF TRANSPORT



And save cities

\$25 trillion^{USD}

over the next 35 years due to cycling



ITDP and UC Davis

A global high-shift cycling scenario.

The potential for dramatically increasing bicycle and e-bike use in cities around the world, with estimated energy, CO2 and cost impacts, 2015. Report commissioned by ECF and UCI.

http://ecf.com/files/wp-content/uploads/A-Global-High-Shift-Cycling-Scenario_-Nov-2015.pdf

conclusion

best achievements – best for future

1. Ten years to the present – 10 best practices

“La bicicletta ci sta già salvando”

2. Milestones

- *ECF Charters, declarations, visions*
- *ECF – a European and global address*
- *ECF members development + successes*

3. Paradigms for success

- *The human scale of Active Mobility*
- *Framing Cycling Economy*
- *The Active Mobility Agenda*

10 years' progress?

conclusion

best achievements – best for future

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10 years' progress!

best achievements – best for future

years to the present – 10 best practices
“bicicletta ci sta già salvando”

stones

ECF Charters, declarations, visions

ECF – a European and global address

ECF members development + successes

digms for success

The human scale of Active Mobility

Framing Cycling Economy

The Active Mobility Agenda

1. Promising perspectives for
cycling advocacy
2. Vision for **Sustainability**
3. Concrete concept for sustainable
development – **Fusion Mobility**

what a great future!

Perspectives for cycling advocacy – 1

cycling like kings



Photo credit: Velo-city 2017.

Perspectives for cycling advocacy – 1

cycling for all



Perspectives for the future – 2

our vision for sustainability

1. ECF vision 2030
2. ECF vision 2030
3. Motto: Inspiring + encouraging people cycling more often!!!

Vision for the future – 1

our vision for sustainability

1. ECF vision 2030

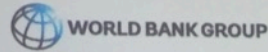
2. The cultural adaptation to ...

[... ECF member countries
• “La bicicletta ci salverà...”
• “... e ci sta già salvando!”]

3. Motto: Inspiring + encouraging
people cycling more often!!!

active mobility 4 sustainability

SUSTAINABLE
mobility™
FOR ALL



TRANSFORMING >>
TRANSPORTATION™

Washington, DC | January 11 – 12, 2018 | #TTDC18

Realizing Sustainable Mobility for All in the Digital Era



Davis Wang/Mobike, Melinda Crane, Enrique Pendosa, D.S. Mishra, Robin Case/Zipcar, Philipp von Hagen/Porsche

active mobility 4 sustainability

cycling delivers
to the
United Nations
Sustainable Development Goals
SDGs



SUSTAINABLE
mobility™
FOR ALL

sustainable mobility – needs cycling?



cycling delivers sustaina[ble mo]bility – needs cycling!



future mobility – sustainable mobility

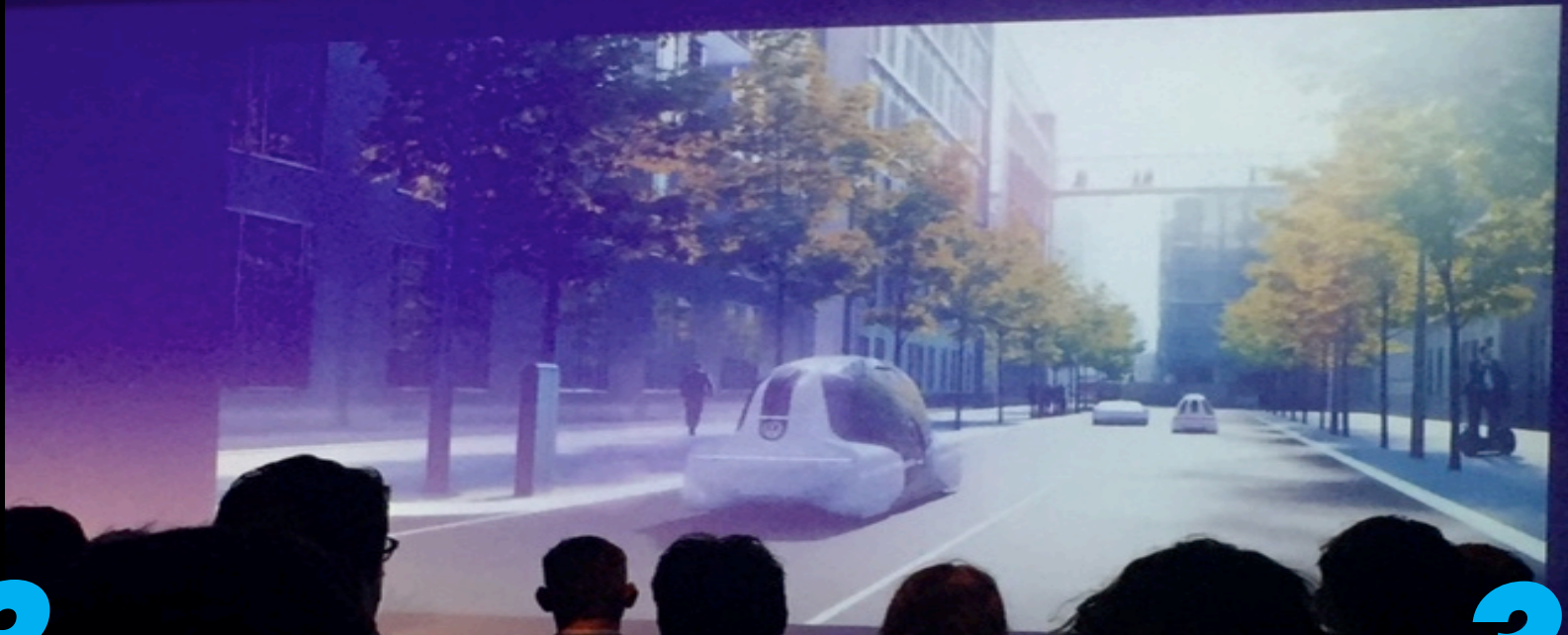
Why we need Fusion Mobility as a concept:

- 1. Realising multi-modality and future transport solutions (AVs etc.)
- 2. Transport investments for 'Energy efficiency and supply of clean energy'
- 3. 'Green mobility' and accessibility for all



Challenges and opportunities in Urban and Transport Planning

future mobility – mobility for all



AV > AI – artificial intelligence



concept

future mobility – integrated mobility

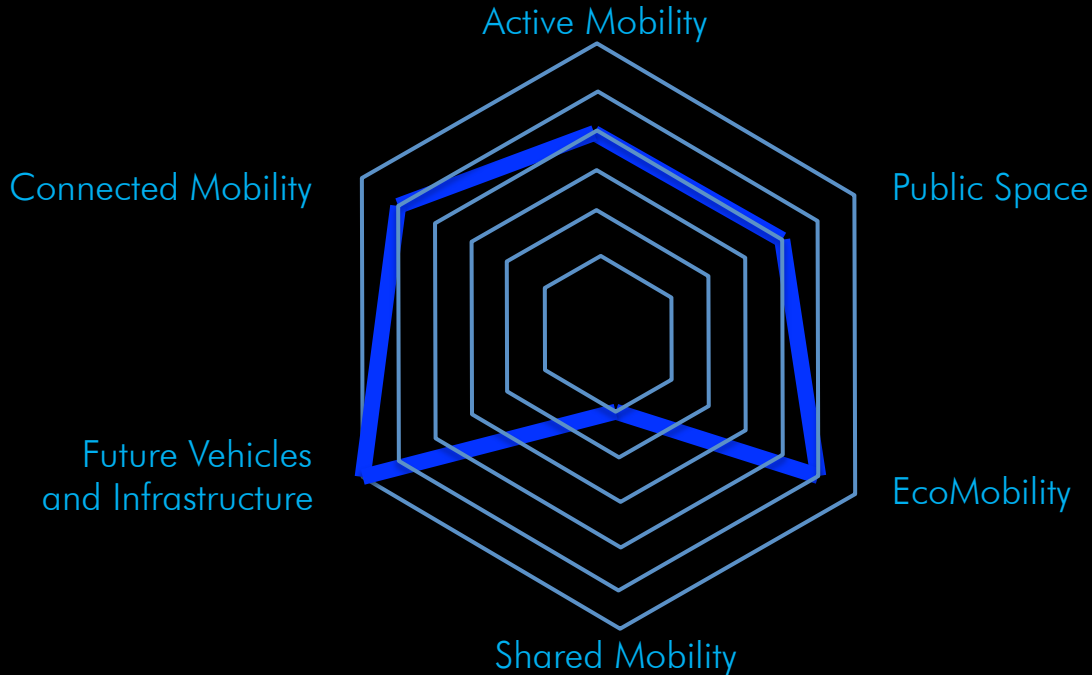
Six building blocks:

- 1. Prioritising Active Mobility
- 2. 'Placemaking' – democratising PUBLIC SPACE
- 3. Facilitating the Mobility hierarchy
- 4. Enabling SHARED MOBILITY
- 5. Integrating future vehicles & interlinked infrastructure
- 6. Developing CONNECTED MOBILITY



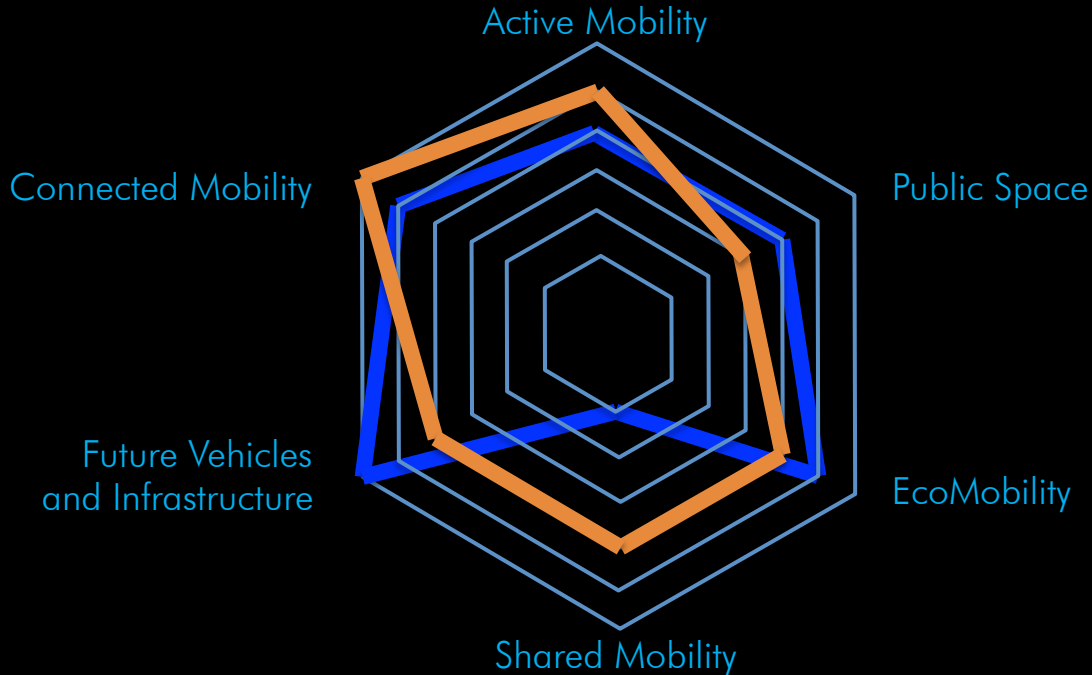
'fusion mobility' – how it works

Assessment tool for sustainable urban mobility taking all 6 building blocks into reconsideration and in systemic interaction – in particular for the human approach in ITS systems



'fusion mobility' – how it works

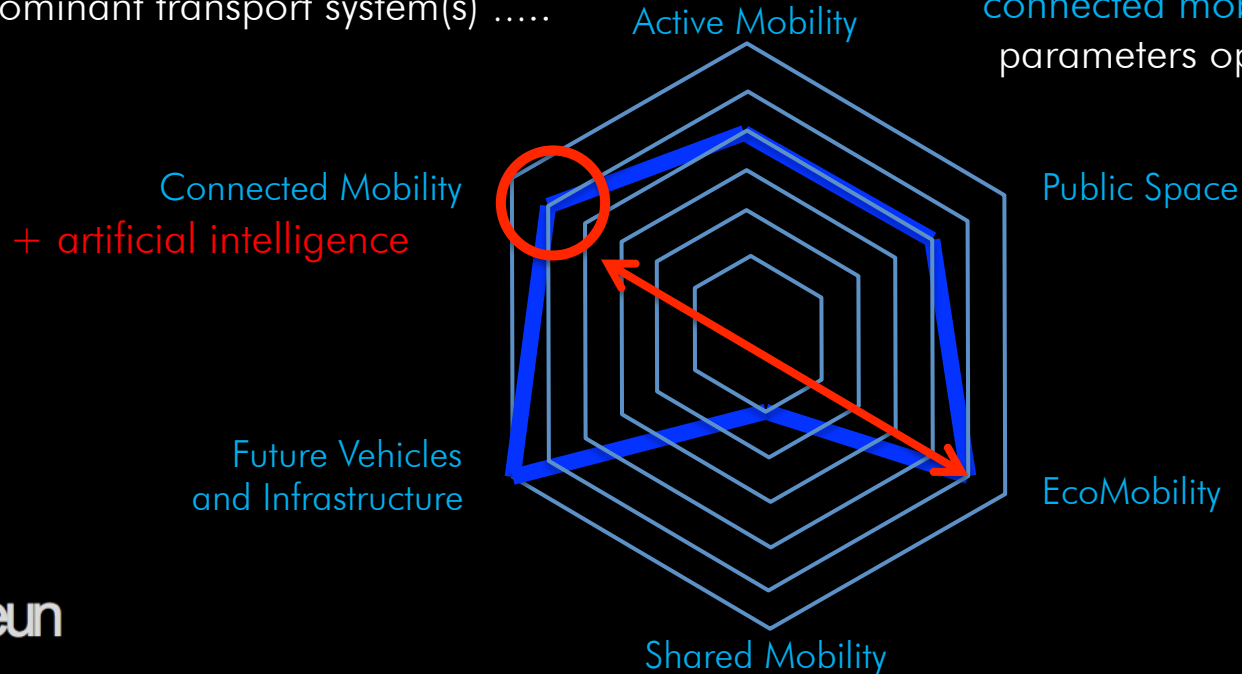
Assessment tool for sustainable urban mobility systems: an example how it can be used for evaluation and audits – here comparing to different situations or sites.



'fusion mobility' – how it works

(1) AI: Inside **connected mobility** the self generating parameters will optimise just the dominant transport system(s)

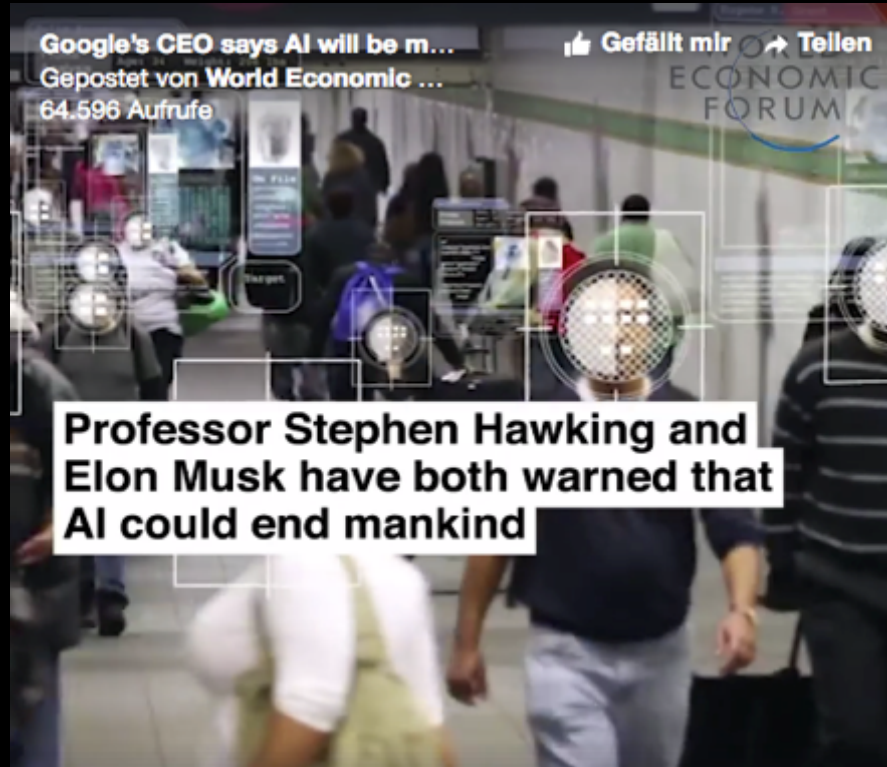
(2) ... while facing all the other elements in permanent systemic interaction with **connected mobility** this will generate parameters optimised for the whole system.



‘fusion mobility’ – and AI ?



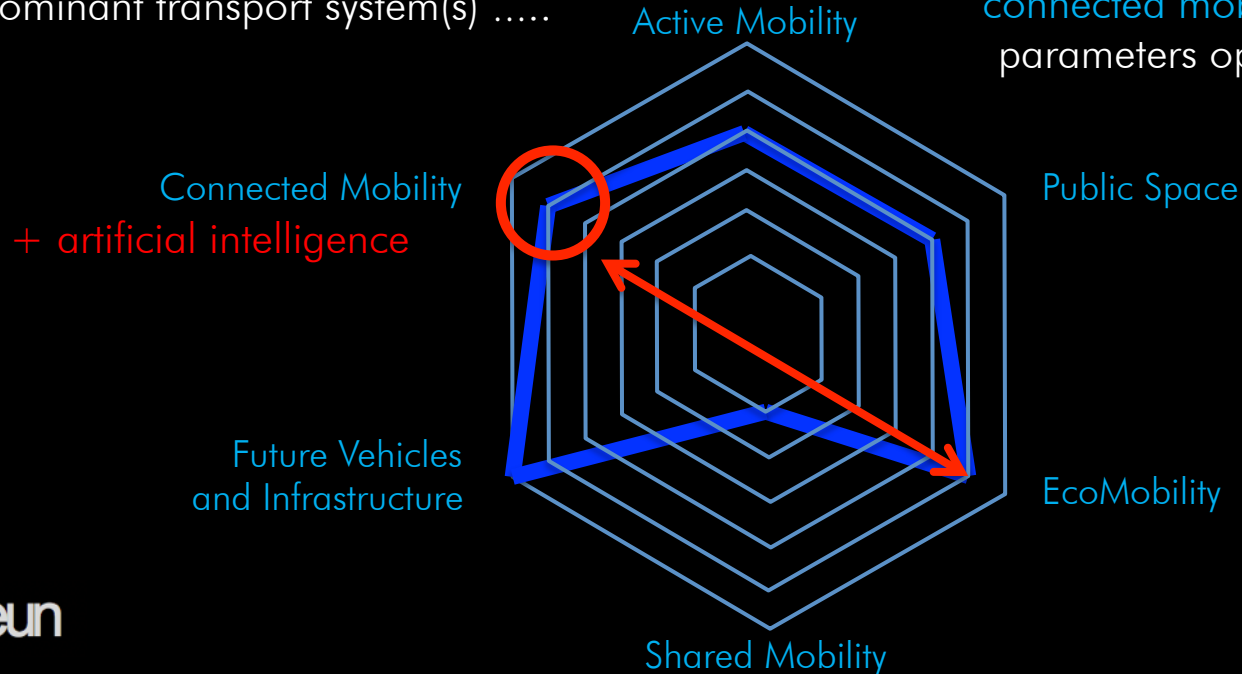
'fusion mobility' – and AI ?



'fusion mobility' – the impact

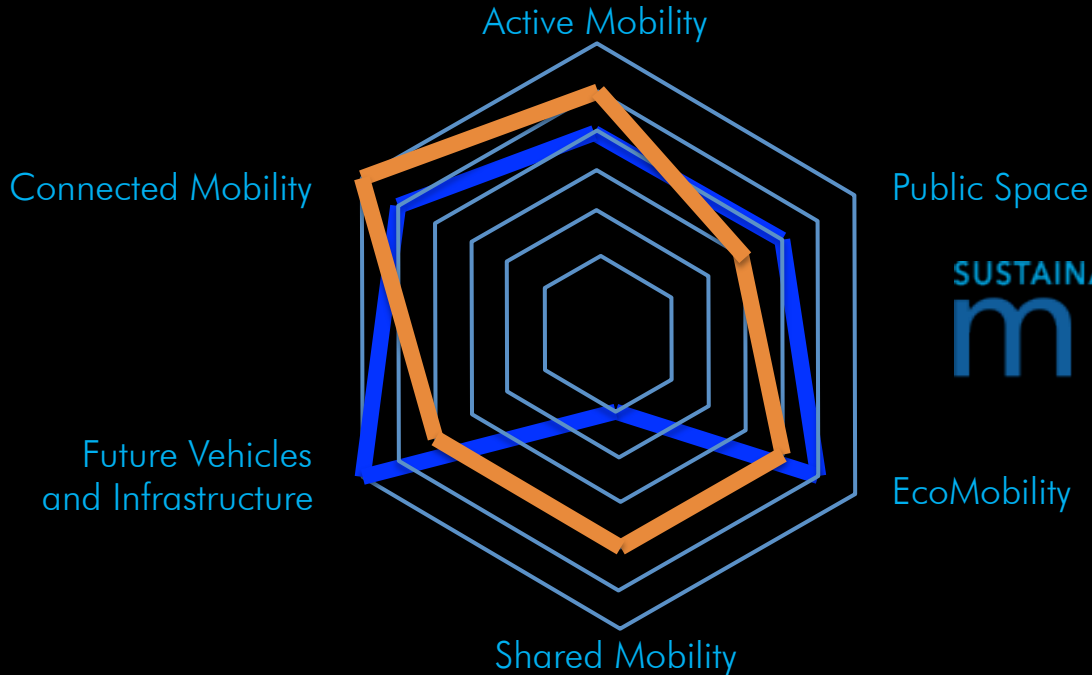
(1) AI: Inside **connected mobility** the self generating parameters will optimise just the dominant transport system(s)

(2) ... while facing all the other elements in permanent systemic interaction with **connected mobility** this will generate parameters optimised for the whole system.



'fusion mobility' – the impact

Assessment tool for sustainable urban mobility systems: an example how it can be used for evaluation and audits – here comparing to different situations or sites.

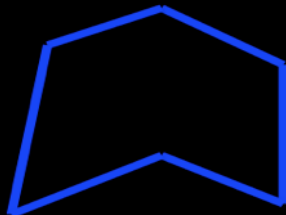


SUSTAINABLE
mobility[™]
FOR ALL

future mobility – integrated mobility

Six building blocks:

- 
1. Prioritising Active Mobility
 2. 'Placemaking' – democratising PUBLIC SPACE
 3. Facilitating the Mobility hierarchy
 4. Enabling SHARED MOBILITY
 5. Integrating future vehicles & interlinked infrastructure
 6. Developing CONNECTED MOBILITY

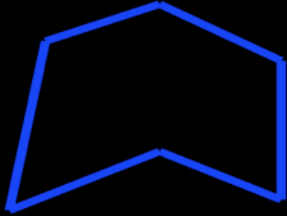


benefits fusion mobility – mobility for all



case study invitation!

fusion mobility – mobility for all



3
mneun

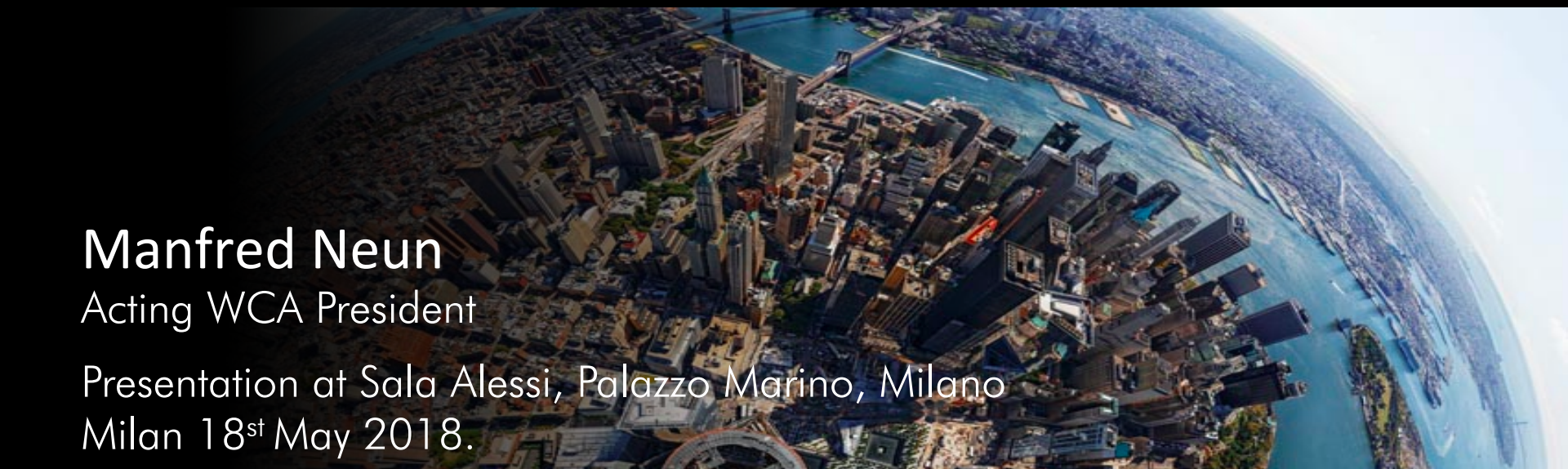
invitation for cities!



Convegno in ricordo di Gigi Riccardi – “La bicicletta ci salverà... e ci sta già salvando”

milestones ! — by cycling !

Le politiche per la mobilità ciclistica in Italia ed Europa negli ultimi 10 anni: evoluzione e prospettive

An aerial, wide-angle photograph of a city skyline, likely New York City, showing a dense cluster of skyscrapers and a large body of water with a bridge. The image is tilted slightly to the right.

Manfred Neun

Acting WCA President

Presentation at Sala Alessi, Palazzo Marino, Milano

Milan 18st May 2018.

Convegno in ricordo di Gigi Riccardi – “La bicicletta ci salverà... e ci sta già salvando”

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thank you

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