

COLIBI-COLIPED Press Release

For immediate release
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**COLIBI & COLIPED ask European Commission to appoint a
European Bicycle Officer**

In January 2007, the European Commission started with the preparations of their new Green Paper "Towards a European Policy for Urban Transport".

Being actively involved as stakeholders in the preparations of the Green Paper, **COLIBI** and **COLIPED** presented to Commissioner Barrot (DG Transport) a Position Paper in which the necessity to fully integrate the bicycle in European transport and other policies is emphasised.

In their Position Paper, the European industry associations also give a number of recommendations to the European Commission. They ask the EC to:

1. appoint a **European Bicycle Officer**. This request has already been launched by **COLIBI** and **COLIPED** in the past. By appointing a European Bicycle Officer, the EC would confirm to policy makers on all levels, civil society and the public at large their true believe in the potential of the bicycle as a sustainable, proper and individual means of transport and not just as a possible 'alternative' mode;
2. produce and introduce reliable and comparable statistics (e.g. on bicycle use and the capacity of bicycle lanes), measurements and surveys (e.g. costs & benefits of bicycle use). **COLIBI** and **COLIPED** feel that bicycle figures and surveys are necessary to understand the (potential) role of cycling in contemporary mobility patters and to encourage local, regional and national policy makers to include the bicycle in their transport plans;
3. remove barriers and facilitate easier access to financial means for all transport 'players' and to fight the current imbalance in the allocation of financial means by introducing effective criteria that serve sustainability and by closely monitoring their application;
4. set clear objectives. Taking into account the wide range of benefits resulting from (an increased) bicycle use, while also considering its potential in contributing to the realisation of European policy objectives, the European Commission should define unambiguous goals related to the modal shift towards and thus growth of sustainable modes.

COLIBI and **COLIPED** firmly believe that the bicycle can effectively contribute to the realization of many European objectives. Moreover, promoting bicycle use is very cost effective and has a very high return on investment.

The European Commission can and should play a leading role and set an example. As an encouragement to those countries, regions and cities that have already acknowledged the benefits of an increased bicycle use but certainly also to those who yet need to discover the added value of cycling.

The full position paper can be consulted at the websites of COLIBI (www.colibi.com) & COLIPED (www.coliped.com).