

# BOOSTING EUROPEAN BUSINESSES: *It starts with cycling!*



## About the European Cyclists' Federation

With over 80 members across more than 40 countries, the European Cyclists' Federation (ECF) unites cyclists' associations from across the globe, giving them a voice on the international level. Our aim is to get more people cycling more often by influencing policy in favor of cycling.

We stimulate and organise the exchange of information and expertise on bicycle related strategies as well as the work of the cyclists' movement.

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# INTRODUCTION

**Bike2Work is a European project aiming at a significant modal shift from motorized commuting to cycling.**

**B**ike2Work is highly effective in achieving modal shift because it works in two parallel directions to convince more people to cycle to work. This project connects Bike2Work campaigns and employer bicycle-friendliness and achieves a mutual reinforcement of effects. Existing Bike2Work campaigns are highly effective in changing the behaviour of participants because they are based on proven methodologies taken from other sectors such as public health and energy saving. They are also extremely cost effective because they focus on key target audiences, susceptible to change.

Similarly, the bicycle-friendliness of employers has a proven effect on the number of employees cycling to work. It has been demonstrated that these two approaches reinforce each other – employer support and behavior change campaigns are each becoming more successful if implemented in a complementary manner.

With fourteen partners operating in thirteen countries, the Bike2Work project offers an unparalleled diversity of behavior-change campaign methodologies; from experienced and well-established to new and innovative, all campaigns provide transferable examples that can be adapted in every local context.

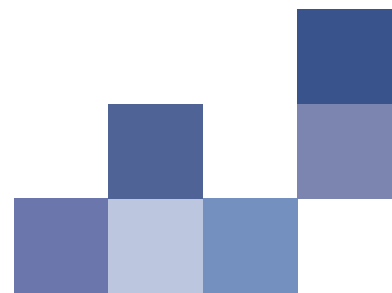
In parallel to Bike2Work campaign collection, the project developed the

first European standard for cycle-friendly companies. The European Cycle-Friendly Certification Framework (CEF) provides a clear process for endorsing new companies or improving existing systems to a common level.

Last but not least, a menu of effective public policies complements actions and frameworks for the proliferation of Bike2Work schemes around Europe. These policies are meant to inspire decision-makers at every government level and empower advocates and companies in their quest for more Bike2Work schemes – and, in the long term, for a larger cycling modal share.

Smart technologies and big data played an important role in successfully shifting travel habits. The development of light electric vehicles and new generation infrastructure made cycling a realistic option for longer commuting distances.

After three years of working closely with every aspect of Bike2Work around Europe we can say in confidence that it is a powerful tool to grow sustainable mobility, boost business productivity and make employees healthier and happier in the workplace. We hope that you find these lessons useful.





# EXECUTIVE REPORT

The two-year campaigns brought outstanding results for the European Bike2Work project. Across all Europe, a whopping half million commuters selected cycling over any other transport mode to reach their workplace. With over 148 million km cycled – approximately 3620 times the equator – the Bike2Work project contributed, only last year, to save a total of 20,916 tons of CO2 emissions.

Moreover, campaign results went far beyond impressive emissions savings; across the board, employers endorsed Bike2Work schemes as one of the most cost-effective ways to improve staff engagement and boost productivity. The project launched the first European Framework for recognizing cycle friendly employers, with benefits for both Small and Medium Enterprises

and larger Corporate Social Responsibility programmes.

Last but not least, the project targeted not only behavioural change among employees and employers, but also aimed at gaining support from local, regional and national authorities by providing advocacy tools and encouraging policy changes in a number of participating countries. In a course of the project, around 200 participants representing local, regional and national governments and administration participated in trainings and workshops. They were informed about benefits of commuting by bike for citizens, environment and business productivity. Being large employers, local administrations encouraged their own employees to cycle to work and in some cases even

triggered significant policy changes in favour of cycling. In Italy and France, new tax breaks and reimbursement schemes were introduced for cycle commuters whereas advocates in Croatia leveraged the campaign to get political commitment for better policies and more infrastructure in cycling.

As expected, geographical differences as well as cultural perception of cycling painted a diverse picture of Europe. From the experienced Danish campaigners to the passionate Romanian newcomers, the project brought forward a variety of activities tailored to different cycling levels. Through the Bike2Work project, we pushed employers to promote cycling among their employees, provoke behaviour change and convince more people to bike to work every day.

 <p><b>ECF</b> European Cyclists' Federation BELGIUM</p>	 <p><b>DCF</b> Cyklistforbundet (associated partner) DENMARK</p>	 <p><b>FGM-AMOR</b> Forschungsgesellschaft Mobilität AUSTRIA</p>
 <p><b>CTC</b> Cycling UK UNITED KINGDOM</p>	 <p><b>ADFC</b> Allgemeiner Deutscher Fahrrad-Club GERMANY</p>	 <p><b>UIRS</b> Urbanisticni Institut Republike Slovenije SLOVENIA</p>
 <p><b>PARAGON</b> Paragon Europe MALTA</p>	 <p><b>BCA</b> Nacionalna Velosipedna Asociacija BULGARIA</p>	 <p><b>NMCU</b> Nantes Métropole FRANCE</p>
 <p><b>SINBIC</b> Udruga Sindikat biciklista CROATIA</p>	 <p><b>AGR</b> Asociatia Green Revolution ROMANIA</p>	 <p><b>FIAB</b> Federazione Italiana Amici della Bicicletta ITALY</p>
 <p><b>FIETTERS BOND</b> Fietzersbond THE NETHERLANDS</p>	 <p><b>FINPROJECT</b> Finproject ITALY</p>	

# CAMPAIGNS THAT WORK:

## Ideas for successful behaviour change

The campaigns that took place during Bike2Work project were hugely successful and garnered support from over half a million commuters around Europe. National contexts differ and each campaign has unique characteristics; however, we attempted to break down the experience we collected and draw some common guidelines that can be transferred and inspire new, effective and even more ambitious campaigns.

### 1. Countries' specifics

#### Austria

Organised by FGM AMOR and Radlobby Österreich, the Austrian Bike2Work project registered more than 41.000 participants, which is almost more than 9.000 compared to last year. The campaign stands out with attractive prizes and the support of big companies as well as SMEs.

[www.radeltzurarbeit.at](http://www.radeltzurarbeit.at)

#### Bulgaria

The Bulgarian Cycling Association is in charge of the national Bike2Work campaign and saw a lot of new additions like workshops, a new app and Bike2Work trainings which resulted in winning an award for best Educational Idea and Innovative Idea at the B2B Media Annual Awards.

[www.bulgaria-cycling.org](http://www.bulgaria-cycling.org)

#### Croatia

Thanks to the great work of Sindikat Biciklista and the extension of the campaign at national level, actual participants registered were double than expected. A short movie about the campaign and benefits of cycling to work was produced to reach even more people.

[sindikاتبiciklista.hr](http://sindikاتبiciklista.hr)

#### Denmark

Cyklistforbundet has been organising the Bike2Work campaign since 1997 and in 2016 a new element was added to the campaign: nominations. Participants could nominate the most motivated and dedicated colleague.

[www.cyklistforbundet.dk](http://www.cyklistforbundet.dk)

#### France

The French partner for the Bike2Work project is Nantes Métropole. Looking for real behaviour change, the campaign

focused and registered only new cyclists in 2015 while they almost quadrupled the number of participants in 2016.

[www.nantesmetropole.fr](http://www.nantesmetropole.fr)

#### Germany

With 154,000 nation wide participants, ADFC ran a record breaking campaign. A powerful promotional campaign involved several organizations such as companies and municipalities, showing how an effective national communication plan has the potential of making greater impact at local level. The new partnership with „Telekom“, one of the biggest telecommunication companies in Germany with over 225.000 employees, will convince even more people to bike to work.

[www.adfc.de](http://www.adfc.de)

#### Italy

FIAB and FINPROJECT are the responsible organisations for the Italian Bike2Work campaign - and they did a great job. In Italy cycling has a 5% modal share, but the project managed to involve more than 700 companies from all around Italy, with a particular focus on big cities such as Milan, Turin and Rome. FIAB got professional cyclists on board and the campaign "I go to work by bike, too!" with Vincenzo Nibali was launched to promote the National Bike2Work Day with a great success

[fiab-onlus.it/bici](http://fiab-onlus.it/bici) | [gianfrancosanchi.wixsite.com/fin-project-italia](http://gianfrancosanchi.wixsite.com/fin-project-italia)

#### Malta

Following up on a pilot test in 2015, Paragon Europe, the Maltese partner, launched the nation wide bike2work campaign in 2016 with a well-planned communication campaign and the support of companies and various national and international organisations.

[www.paragoneurope.eu](http://www.paragoneurope.eu)

#### Romania

Ran by the Green Revolution Association, the Romanian Bike2Work campaign has been an absolute leader. In 2016 the campaign focused on workshops and actions on the street which attracted a lot of media attention and resulted in reaching twice the number of participants planned. Bonus: almost all were new cyclists (624% above target), boosting cycling as a habit at a national level.

[www.greenrevolution.ro](http://www.greenrevolution.ro)

#### Slovenia

Organised by the Urban Planning Institute of Slovenia, the 'Bring happiness to work' campaign managed to have 80% of all participants being new cyclists. That is 126% more than expected in 2015! The 2016 campaign consolidated that figure and registered a high increase in participants. The initiative encouraged employees to start their day actively and do something good for their mood, physical fitness levels, their wallet and ultimately the environment even before arriving to work.

[www.vtroje.si](http://www.vtroje.si)

#### The Netherlands

The Dutch Bike2Work campaign was designed by Fietsersbond and focused on long distances and e-bike usage. In first 5 days, the campaign reached almost 2,000 participants for a total of 120 thousands km cycled on the way to work and back!

[www.fietsersbond.nl](http://www.fietsersbond.nl)

#### United Kingdom

Included in a wider campaign organised by four different cycling associations with more than 437,000 participants, in 2016 the British Bike2Work campaign involved a total of 18,000, 2,200 of them were new cyclists!

[www.cyclinguk.org](http://www.cyclinguk.org)

## OVERVIEW OF THE CAMPAIGNS:

■ 2015
 ■ 2016
 | (new participants)

TOTAL:



TOTAL 2015 AND 2016:

**575,962**

**20,916 tons of CO2 saved in 2015**



(the number has even increased in 2016 due to increased number of participants and more km cycled)

**145,636,213 km cycled: 3,600 times around the Earth!**



**Almost 300 companies became cycle-friendly in 2015-2016**



(this is an approximate estimation based on the best available data and concrete numbers of 2015)

## OVERVIEW OF THE CAMPAIGNS IN PROJECT COUNTRIES:

Participants	2015	Of which	2016	Of which
Project countries	Total	New cyclists	Total	New cyclists
DE	150,000	n.a.	154,000	n.a.
DK	71,706	3,219	65,690	3,598
NL	133	n.a.	1,899	138
UK	18,004	2,208	8,810	1,709
AT	32,093	8,000	41,082	6,983
SI	565	451	1,298	117
FR	333	333	1,230	38
IT	2,150	215	6,575	657
HR	2,909	237	5,342	443
MT	33	33	415	n.a.
BU	800	56	900	54
RO	1,988	1,872	1,027	186
<b>Total</b>	<b>289,669</b>	<b>18,126</b>	<b>297,462</b>	<b>14,422</b>

## 2. What makes a Bike2Work campaign successful?

Gamification, competition and rewards are key elements in every successful Bike2Work campaign. What differs is the campaign duration and statistics used to table a competition among peers or cities.

### 2.1 New technologies and software applications

To achieve high visibility and participant engagement it is important to keep track of basic statistics like number of participants, kilometres/days cycled, CO2 saved etc. Such figures serve a number of purposes: they help build advocacy arguments, create attractive press pieces and convince all interested parties on the effectiveness of Bike2Work.

Looking at campaign methodology, the online real-time display of statistics encourages competition, boosts motivation (specially by keeping personal track records) and helps identify winners and give away prizes. Some campaigns developed their own online platforms but others used third party applications were customised to their specific needs.

#### [www.lovetoride.net](http://www.lovetoride.net)

The "lovetoride" application is easy to setup and register, plus it doesn't need any approval from the workplace. It provides great tips on comfortable and confident cycling. This application has been used by 14.000 companies worldwide, including 3 Bike2Work partners.

#### [www.cyclingchallenge.eu](http://www.cyclingchallenge.eu)

The "cyclingchallenge.eu" is an app that helps identify the best cycling city in the EU. Register with your city, let the app count cycling kilometres and help your city to win the Cycling Challenge!

#### [ivelo.ro](http://ivelo.ro)

An app delivered by Bike2Work campaign in Romania. This interactive app is all what cyclist might need: it tracks statistics (speed, kilometres travelled, etc.), navigates and searches for optimal routes, has a list of 'points of interests' set by users, informs about route incidents.

### DO...

- 👍 Make it easy, fun and simple for potential participants to join in
- 👍 Try out gamification and competition
- 👍 Seek sponsors for prizes; remember that individual prizes motivate more than team prizes
- 👍 Build strong support from local and national partners, both corporate and public
- 👍 Make it possible to participate without company approval
- 👍 Organise inclusive events like picnics, bike parade, free repair of bicycles & kick-off events
- 👍 Work on good media coverage and clear arguments tailored to each target audience

### DON'T..

- 👎 Create long campaigns that discourage people to participate
- 👎 Measure participant performance in cycling days rather than kilometers cycled
- 👎 Invest in overly complicated tools: Find the right medium for your target audience
- 👎 Work in isolation: stronger alliances mean better results
- 👎 Start doing without planning. Make sure objectives are defined before you get to work
- 👎 Be discouraged if the first campaign does not bring maximum results.
- 👎 Go small: A well-known participant company can build your reputation and boost your campaign

and allows to track your cyclist friends on a real-time map!

#### [www.radeltzararbeit.at](http://www.radeltzararbeit.at)

Easy-to-use application providing all relevant statistics: you register, cycle and track kilometres, measure calories burned, CO2 emissions saved... As a cherry on the top – you can win some prizes for your team!

### 2.2 Communication and dissemination

Bike2Work aims to increase cycle modal share use by inspiring commuters to change travel habits. Communication and dissemination plays an integral role in every behavior change campaign and the project delivered a wide variety of activities and approaches to boost participant engagement. Three key groups were targeted: commuters, employers and policy-makers. Each Bike2Work campaign developed a respective communication and dissemination strategy to ensure maximum and long-term impact.

All communications campaigns had common objectives:

- Extending and intensifying existing

nation-wide campaigns for consumers and employers

- Enabling small scale campaigns to be successful on a bigger scale
- Replication of campaigns, tools and technologies in more countries, cities or regions
- Introducing of new technologies into Bike2Work campaigns such as IT tools, public bike sharing and e-bikes.
- Increasing the number of bicycle-friendly employers in Europe and
- Ensuring the sustainability of all these measures after the end of the project

Despite common objectives, each partner had to develop a unique approach tailored to their own national context and specific needs. Every partner was encouraged to utilise all instruments available to design an impactful campaign, including visual identity and own logo. For this reason, the general Bike2Work visual identity was modest and simple, in order to allow national logos to be more impressive and serve the communications purposes of different campaigns. As the coordination point, the project leader (ECF) collected and monitored all national dissemination activities, aggregated results to develop strong arguments at European and international level and extracted transferable lessons that could be applied in different contexts.





### 2.3 Transferable lessons from national dissemination activities

Despite common objectives, each partner had to develop a unique approach tailored to their own national context and specific needs. Every partner was encouraged to utilise all instruments available to design an impactful campaign, including visual identity and own logo. For this reason, the general Bike2Work visual identity was modest and simple, in order to allow national logos to be more impressive and serve the communications purposes of different campaigns. As the main coordination point, the project leader (ECF) collected and monitored all national dissemination activities, aggregated results to develop strong arguments at European and international level and extracted transferable lessons that could be applied in different contexts.

**Invest in flagship targets:** Choose high profile targets such as large companies with many employees, ministries of transport and any other target with strong existing profile that can amplify your message.

**Encourage participants** to recommend Bike2Work participation to their

peers – i.e. other companies, ministry departments etc.

**Create alliances with stakeholders** from different sectors through workshops and seminars. Invest time in training and building bonds that will give your campaign leverage and sustainability.

**Be responsive, targeted, timely and efficient** by standardizing campaign “packages”. In Germany, interested companies receive packages with flyers, posters, merchandising and general information about the campaign.

**Use existing networks.** Ask partner organisations to include Bike2Work information on their communications channels: websites, magazines, newsletters and social media.

**Remember the “one click” rule.** Make sure that campaign information is as accessible as possible to interested targets.

**Behavioural communication:** Create images and narratives identifiable by your target audiences while always promoting your message and brand. The region of Nantes developed specific

visual imagery: for example, the poster of a father bringing his baby to the Kindergarten offered a relatable image while highlighting a cargo bike and, subsequently, the grant subsidy allocated by Nantes Métropole for its purchase.

**Spot the opinion influencers** for your target audience: Apart from traditional media, the Romanian campaign spotted cycle-friendly bloggers and organized dedicated workshops and activities to get them on board.

**Organise social events** such as bicycle breakfasts and reward ceremonies to gather old participants and invite new ones. Identify cycling ambassadors that carry the message in their workplace or field and offer them visibility and promotion.

**Use the opportunity to put cycling on the agenda.** Successful Bike2Work campaigns in Romania, Croatia and Italy became powerful tools to advocate for more and better cycling conditions – both in terms of policies and infrastructure.

# CYCLE-FRIENDLY EMPLOYERS:

## A Framework that works from SMEs to multinational corporations

Involvement of commuters in Bike2Work campaigns is only one key element in achieving significant modal shift from motorized modes to cycling. Making companies, both big and small enterprises, more cycle-friendly is another one. Since the beginning of the project, company consultations were organised to effectively increase the bicycle-friendliness of workplaces and also to complement Bike2Work campaigns.

Based on successful experiences of Bike2Work campaigns and CFE consultations in 2015, the consortium shared the idea of designing and implementing a European certification framework on Cycle Friendly Employers (CFE). The aim was to facilitate the certification process for employers in newcomer countries or improve and standardise frameworks for those countries that are already running a similar system.

### 1. Context

Cycle-Friendly Employer certification was already developed in several European countries such as Germany, Denmark and Austria. In order to give European companies a special incentive to increasingly focus on bicycle friendliness, Bike2Work developed an EU-wide certification framework for bicycle-friendly companies, based on six main criteria. Each bicycle-friendly measure would contribute to define the CFE level of a company. A minimum number of measures must be achieved per action field in order for employers to receive certification.

The CFE Certification Framework is also an effective instrument to ensure the project sustainability beyond its lifetime. This tool is implemented at national level and it contributes at increasing the value of the companies undertaking cycle-friendly measures in terms of energy efficiency.

### 6 STEPS TO BECOME BICYCLE FRIENDLY EMPLOYER



### 2. CFE certification procedure for “Bicycle-friendly employers”

The central elements of the CFE certification process are:

- A dedicated website [www.cfe-certification.eu](http://www.cfe-certification.eu) where companies can express interest and take a “cycle-friendliness” self-assessment test.
- A list of criteria, which consists of six different action fields plus a category for the company’s own ideas.

Each bicycle-friendly measure has a corresponding number of points, depending on implementation effort, cost and employer acceptance. A certain number of points must be achieved per action field in order to be eligible for the certification process.

As part of the CFE certification process, employers can also request advice from their respective national contact point (NCP) or a designated consultant. National contact points (NCP) coordinate the CFE certification process in case that a company registers for an on-site audit.

More information can be found at [www.cfe-certification.eu](http://www.cfe-certification.eu)



### 3. Why should a company get certificated?

Several benefits can come from getting a CFE certification. Certification is intended to help European companies improve the situation for employees that cycle to work and to offer acknowledgement and reward for their efforts. Businesses get benefits too, as they enjoy:

- **Reduction of illness costs:** Employees that cycle to work throughout the whole year have one third less sick days than those who travel by car. A company can save more than 200 € per employee with one sick day less in a year.

- **Cost savings in infrastructure:** Bicycles require less space and less complex infrastructure: Production costs and maintenance for bike storage facilities are far lower for companies than car parking. Up to 6 to 7 bikes can be parked on one single car parking space (12 m<sup>2</sup>).
- **More productive hours (otherwise spent in traffic jam):** Employees traveling by bike have better accessibility to their company, they have less problems finding a parking space and therefore also tend to arrive at work earlier. Cyclists decompress the entire transport system and thereby reduce costs of traffic jams and delays.
- **Better environment to run business in:** Bike2Work contributes in climate protection – and there is no business without climate protection.

#### 4. Why should an organization implement the CFE certification framework at national level?

Many of the ongoing successful Bike2 work campaigns all over Europe were organised by NGOs such as cycling associations. These organisations usually have an in-depth knowledge of the needs of cycling commuters and a highly-motivated staff complimented by volunteers and supporters who act as workplace champions within businesses.

To strengthen the European value of the Bike2Work project, the consortium designed and developed a **CFE Certification Framework** aiming at introducing a certification framework for employers in new comer countries or improvement guidelines for those countries that are already running a CFE certification. The framework had a European approach, it was



developed to introduce similar processes and procedures in different countries while taking into consideration their differences.

Implementation of the CFE Certification Framework offers a clear opportunity to empower NGOs and cycling associations. The certification process will be managed at national coordinators with the support and guidance of the Bike2Work European consortium.

The CFE Certification Framework is definitely the main legacy of Bike2Work project, it ensures its sustainability beyond the project lifetime. It makes Bike2Work campaigns sustainable by integrating them into the workplans of NGOs and employers' networks around Europe while creating a powerful business model to ensure sustainability of such campaigns.



# POLICIES MATTER:

## European regulatory analysis



**D**espite the numerous known advantages of commuting by bicycle, fiscal systems and existing policies in Europe still favour commuting by car. Clearest example? In most countries, the provision of a company car to employees for private use is taxed at very advantageous rates, resulting in an artificial boost of car use which accounts to about 50% of cars on the streets of EU today.

Although the European Commission has also stated the need to 'revise company car taxation to eliminate distortions and favour the deployment of clean vehicles', limited action has been taken at national or regional level.

Based on existing studies as well as best practices among European countries, the following policy recommendations have been identified as fiscal enablers for cleaner transport.

### 1. Mode-neutral fiscal incentives:

Existing national fiscal incentives for reimbursement of transport costs should at the least be mode-neutral. That is, they should be created in such a way that does not favour any mode of transportation and offer strong and attractive alternatives for the use of (company) cars.

A great example of mode neutral policy is the so-called 'mobility budget' where

a certain amount is allocated to each employee for commuting to work and the employee is given a choice whether to use all of their mobility budget for a company car or other modes of transport. In this way, the employee is incentivised to reconsider their commuting behaviour and potentially choose cheaper (and more sustainable) modes of transport.

### 2. Fiscal incentives for active modes of transport:

Fiscal incentives to use active modes of transport (cycling, walking) should be introduced, or empowered where they already exist.. That could be done by providing company bikes or/and paying a reimbursement to an employee. For



example, in some countries, voluntary cycling allowances has been introduced.

In Belgium, a cycling reimbursement of € 0.22/km free of taxes and social security contributions is in place since the 1990s. Additionally, if an employer provides an employee with a company bike, the latter is not counted as a taxable advantage. Meanwhile, for employers, 120% of the costs are deductible from taxable profits (in this case this is not only tax exemption, but even a 20% subsidy). This is also valid for installations making it easier for employees to get to work by bike, e.g. bike parking spaces or showers and changing rooms. During the course of Bike2Work project, France has also adopted a voluntary kilometeric reimbursement of € 0.25/km.

### 3. Combined tax breaks

It should be possible to add tax breaks for commuting by bike or by foot in schemes pertaining to public transport in order to support sustainable intermodality on long(er) distances alone.

### 4 Abolishing hidden tax subsidies for company cars

Hidden tax subsidies for company cars should be abolished in order to create a level playing field among different transport modes. Taxation of company cars should reflect the real value of using the car, both for the employer and the employee. That is, existing taxation should incentivise companies to only provide company cars to their employees if this is necessary for business (not for commuting purposes!), AND taxable benefit for an employee should be

around 50% of the car's list price per year in order to reflect the real value.

As a comprehensive study executed by Copenhagen Economics on behalf of the European Commission shows,<sup>2</sup> company cars are largely under-taxed in Europe, with direct revenue losses of € 54 billion per year in the EU and losses from distortions of consumer choices of € 12 to € 37 billion. Therefore, such subsidies are harmful for the state budgets, environment, and provide unnecessary incentives for car use.

As of today, the highest actual tax rates in the countries studied (such as Denmark, United Kingdom and the Netherlands) only reach half of the suggested value of 50% of the car's list price. For instance, in Denmark costs are only deductible for proven business use while VAT is not deductible. Although these countries are ahead of others, it still means that there is a large subsidy for company cars and the taxed benefit value is substantially lower.

### 5. Abolishing income tax reduction for commuting

Ideally, income tax reductions for commuting should be abolished, as it has already been done in the United Kingdom, Spain and Italy. Where this is not feasible, they should at least be mode-neutral (like in Germany) or prioritise cycling, walking and public transport over individual motorised transport.

On the EU level, in the framework of the European Semester, the European Commission should continue its efforts to make recommendations for sustainable and environmental tax reforms in Member States. In these recommendations, more attention should be paid to fiscal regimes for commuting.



# WRAP UP:

## Epilogue

**H**ow the Bike2Work project convinced 500 thousand commuters to use bicycle for their daily trip and achieved a shift from motorized to non-motorized daily habits for many of them?



- Light electric vehicles are taking over car journeys up to 20 kilometres.
- Tax breaks and fiscal incentives get commuters on bikes and out of company cars.
- Smart technologies and big data are dynamic tools for successful Bike2Work campaigns.
- SMEs and multinationals, companies of all sizes are turning the benefit of cycling into internal policies and measures, considering cycling as a key factor for having healthier, more punctual and more productive employees.
- Municipalities and NGOs are increasingly involved in transforming travel habits as a way to reduce congestion or high CO2 emissions, recognising the negative impact on public health.
- Business leaders prove that investing in smarter choices for commuting boosts corporate reputation.
- A European standard for cycle-friendly employers creates a long-term structure for the future. The CFE Certification Framework, as the main project legacy, is developed to overcome market barriers by providing a structured package that is easy and cost effective to implement with the collaboration of employees.

The Bike2Work project is the proof of how these lessons can be carried forward to the EU level by becoming part of a wider European Cycling Strategy. Bike2Work confirmed how commuting, technology and behaviour change are strongly connected. We expect that lessons learnt will impact commuter habits, future vehicles, new mobility technologies and the way innovative leaders will choose to do business: with smart choices for their company and their employees.

Several elements played an important role in the previous three years. During the Bike2Work project organisations, companies and local governments collaborated to design and implement transferrable and effective initiatives that ensured a behavioural change in all countries involved.

The Bike2Work methodology, taken from existing campaigns and adapted in newcomer countries, was highly effective in changing commuter behaviour. With European coordination, common standards for businesses and the addition of new technologies, Bike2Work gained new dynamic for future achievements. Here are a few elements for future consideration:

Read more about Bike2Work project in its website:  
[www.bike2work-project.eu](http://www.bike2work-project.eu)

VISIT OUR PROJECT PARTNERS:

**FGM-AMOR (Austria)**  
[www.radeltzararbeit.at](http://www.radeltzararbeit.at)

**ECF (Belgium)**  
[www.ecf.com](http://www.ecf.com)

**Paragon (Malta)**  
[www.paragoneurope.eu](http://www.paragoneurope.eu)

**BCA (Bulgaria)**  
[www.bulgaria-cycling.org](http://www.bulgaria-cycling.org)

**NMCU (France)**  
[www.nantesmetropole.fr](http://www.nantesmetropole.fr)

**CTC (United Kingdom)**  
[www.cyclinguk.org](http://www.cyclinguk.org)

**SINBIC (Croatia)**  
[sindikاتبiciklista.hr](http://sindikاتبiciklista.hr)

**ADFC (Germany)**  
[www.adfc.de](http://www.adfc.de)

**UIRS (Slovenia)**  
[www.vtroje.si](http://www.vtroje.si)

**DCF (Denmark)**  
[www.cyklistforbundet.dk](http://www.cyklistforbundet.dk)

**AGR (Romania)**  
[www.greenrevolution.ro](http://www.greenrevolution.ro)

**Finproject (Italy)**  
[gianfrancosanchi.wixsite.com/fin-project-italia](http://gianfrancosanchi.wixsite.com/fin-project-italia)

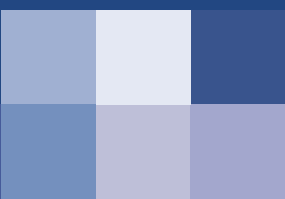
**Fietserbond (The Netherlands)**  
[www.fietserbond.nl](http://www.fietserbond.nl)

**FIAB (Italy)**  
[fiab-onlus.it/bici](http://fiab-onlus.it/bici)

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<sup>2</sup> [http://ec.europa.eu/taxation\\_customs/resources/documents/taxation/gen\\_info/economic\\_analysis/tax\\_papers/taxation\\_paper\\_22\\_en.pdf](http://ec.europa.eu/taxation_customs/resources/documents/taxation/gen_info/economic_analysis/tax_papers/taxation_paper_22_en.pdf)



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