

# Cycling safety and promoting cycling

Moral questions, facts & figures, trends and  
recommendations

Guest Lecture ITF OECD-KOTI Joint International Seminar  
on 'Cycling Safety' – Seoul, Korea, April 7, 2011

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# Content of the lecture

- 1) The importance of safety for promoting cycling
- 2) International trends
- 3) The role of cities versus countries
- 4) The need for evidence based knowledge
- 5) What's next?

# 1) The importance for promoting cycling

Cyclists will get on their bikes, if the routes are ...

1. safe
2. direct
3. coherent
4. attractive
5. comfortable

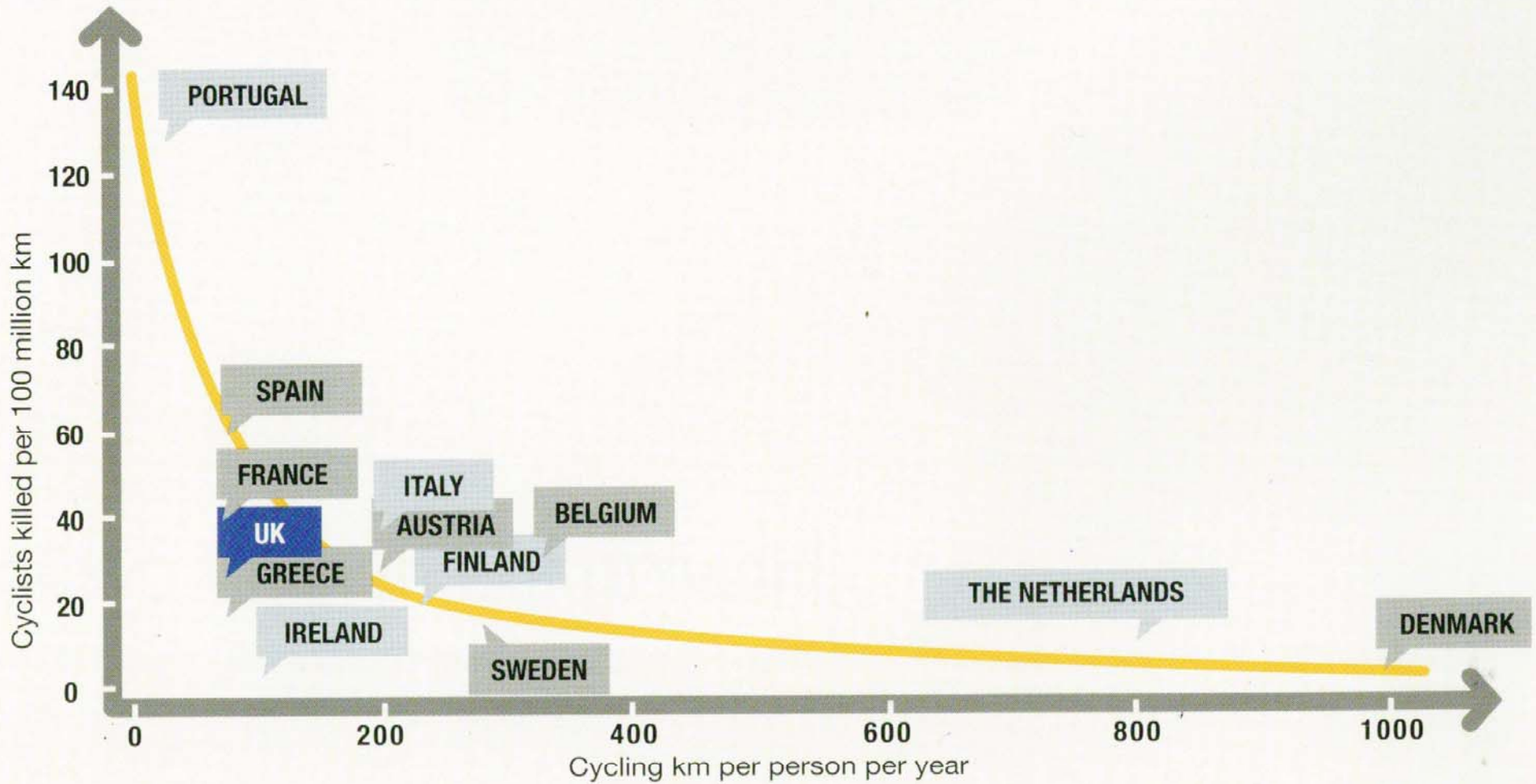
Safety of the route is the nr. 1 priority for daily & recreational cycling !

Utility cycle route network	Recreational cycle route network
1. Safety	1. Safety
2. Directness	2. Attractiveness
3. Cohesion	3. Cohesion
4. Comfort	4. Comfort
5. Attractiveness	5. Directness

A moral question is:

“May we allow and promote cycling (via soft measures) where and when it is not safe (enough), even if we have evidence that ‘more cyclists’ means more safety for cyclists on an average (‘Safety in numbers’) ?”

# Safety in numbers



Another (moral) question is:

“May we go on with allowing individual motorized transport where and when this is evidently not safe (enough) for other road users (pedestrians; cyclists) ?”

A third (moral) question is:

“If the danger evidently comes from individual motorized transport, what does this mean for the measures to take? Do we have to take measures at the side of ‘individual motorized transport’ or at the side of ‘pedestrians and cyclists’ ?



## 2) International trends

### Cycling forbidden !?

Helmets for cyclists mandatory !

Reflection vests for cyclists mandatory !

**= Negative for promotion of cycling**

### Separated comfortable infrastructure for cyclists

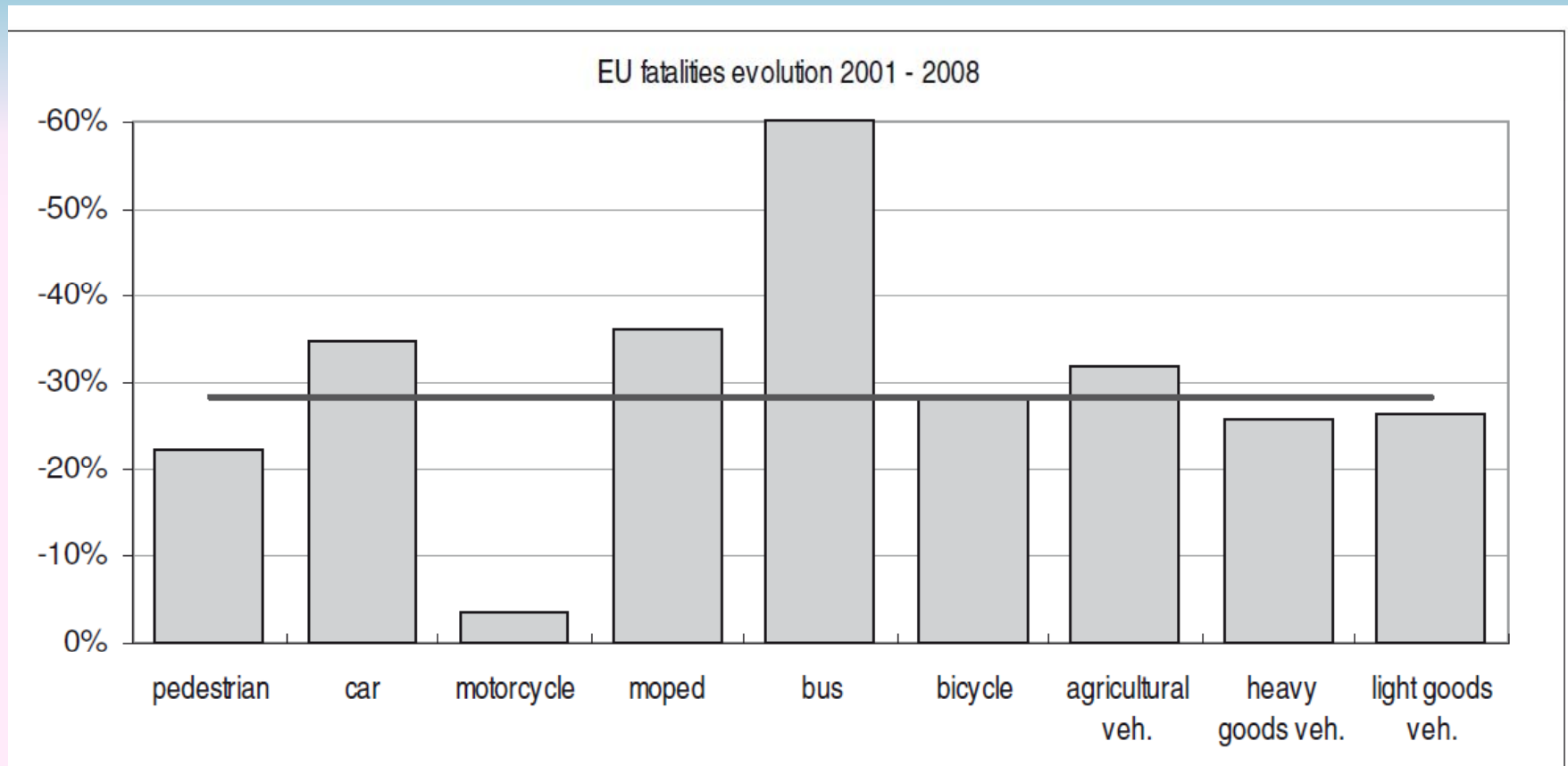
New concepts of shared space

Hard measures (infrastructure; technical) and soft measures against unsafe individual motorized transport

**= Positive for promotion of cycling**

# EU fatalities evolution 2001 – 2008

## Trend: relative (to bicycles): safer cars?



Source: Towards a European road safety area, Policy orientations on road safety 2011-2020

# 3) The role of cities versus countries (examples)

## Countries: road codes, regulations, directives and re-allocation of funds

No mandatory helmets and reflection vests!

Hard (technical) measures against unsafe motorized transport (Intelligent speed adaption; external air bags)

Allowing contra flow cycling; cycling on bus lanes; cycling on roads (if there is no or a poor cycle path)

Only bicycles and no faster and heavier vehicles (mopeds, E-motorized vehicles) on bicycle infrastructure

Investments (parking facilities at stations) and regulations (tax incentives) for cyclists

Financial incentives for cities (and regions) to take hard and soft measures in favor of cycling

## Cities:

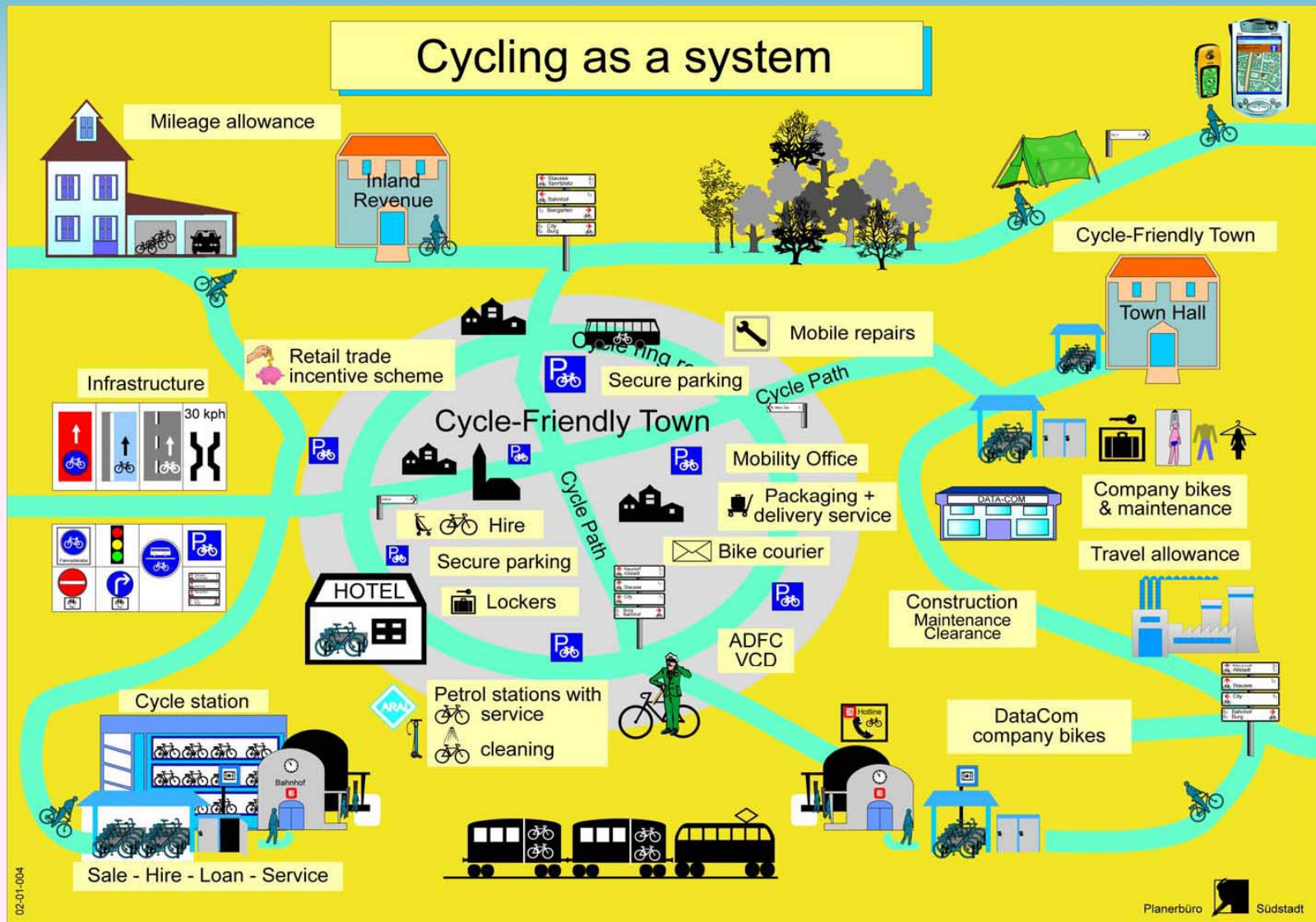
Changing cities (from car oriented) to cities for the people

Hard measures (infra) against unsafe motorized transport

New concepts of shared space

Implementing contra flow cycling and cycling on bus lanes

# Countries and cities should invest together in ...



## 4) Do we need more research and scientific based evidence for measures to take?

Yes !

- advisors and decision makers need it
- it helps to avoid wrong investments
- it helps improving measures

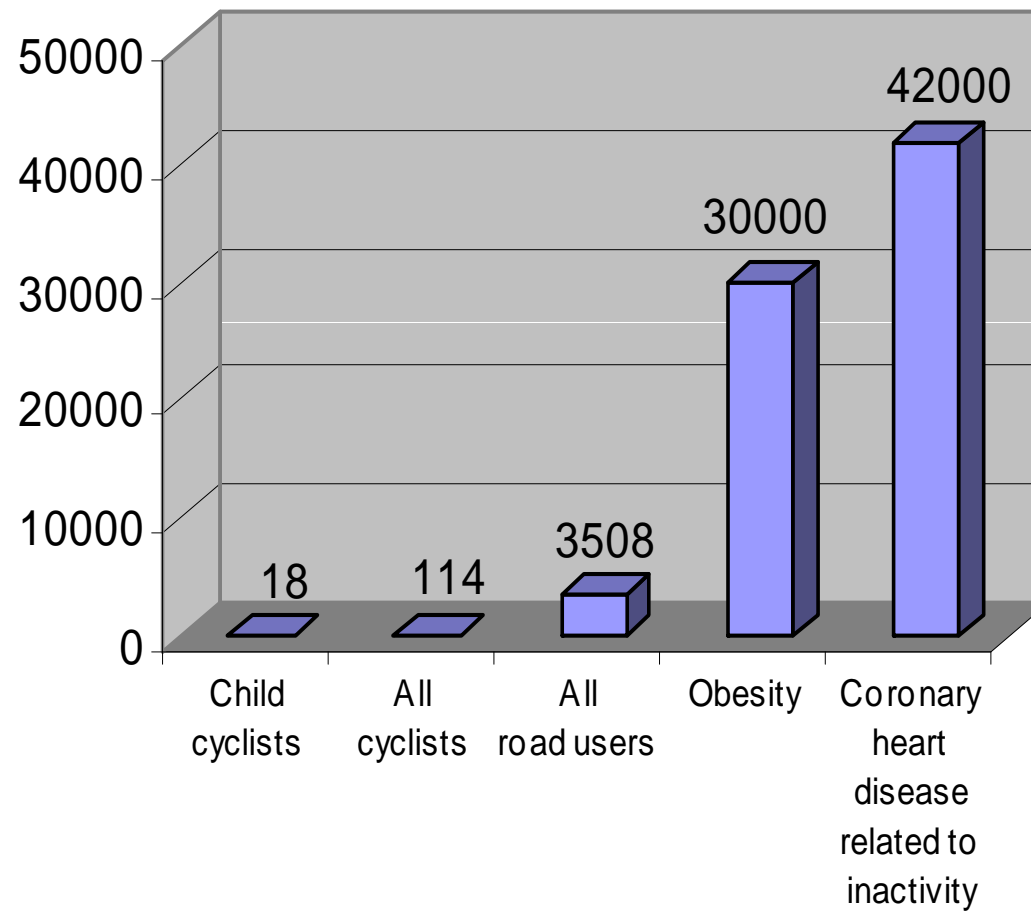
**But: please with internalization of external costs; e.g. take in account general health effects!**

Take in account external costs, e.g. the public health effects of cycling

The Austrian Ministry of Life (“Lebensministerium”) uses a calculator to assess health impacts of cycling, the “Health Economic Assessment Tool for Cycling” (HEAT) and concluded:

**Cycling generates a surplus of €0.90 per kilometre cycled.**

## Deaths in Britain 2003



# More contributions on 'Cycling economy' and the economic impact of cycling ...





# 5) What's next ?

## International Transport Forum

From 2004 ...



European Conference of  
Ministers of Transport

**NATIONAL  
CYCLING POLICIES  
FOR SUSTAINABLE  
URBAN  
TRANSPORT**  
Policy Note and  
Declaration

to 2010 ITF ...



... to the 2011 ITF





# CHARTER OF SEVILLE

## CHARTER OF SEVILLE

On the occasion of the Velo-city 2011 conference in Seville, the ECF and the city of Seville address this document to all Ministers of Transport, especially those who will meet at the International Transport Forum on 'Transport for Society' in Leipzig in May 2011.

Whereas:

- the International Transport Forum 2011 focuses on the benefits of transport for individuals and societies.
- the Velo-city 2011 Seville conference showed (as all former Velo-city conferences since 1983 have done) the huge potential and the numerous benefits of cycling.

The signatories of this declaration ask all Ministers of Transport to acknowledge the following advantages of cycling as a daily mode of transport and for leisure activities:

1. Cycling offers affordable access to transport for most people, ensuring equitable inclusion.
2. More cycling helps meet society's demand to cater for tighter budgets.
3. More cycling improves the impact of transport on the environment and on people's physical and mental health.
4. Cycling (like walking) is a zero-emission mode of transport which avoids the by-products of individual motorised transport: air pollution, noise pollution, greenhouse gas emissions, etc.
5. Cycling reduces the human costs of transport as it causes less danger on the roads than individual motorised transport.
6. More cycling reduces traffic congestion and leads to a more efficient use of space for transport. Cycling cities have higher quality public space in general.
7. Modern public bicycle sharing systems improve the quality of public transport in cities.
8. Cycling in cities, towns, villages and other urban areas, in combination with public transport for long distances (between cities, towns, villages and other urban areas) is a sustainable way to meet people's mobility needs.
9. Safe and comfortable infrastructure for cycling enables young and elderly people to be mobile by using a healthy and environmentally friendly mode of transport.
10. Electrically assisted bicycles (variously known as pedelecs, e-bicycles, e-velos) give more people access to sustainable e-mobility than any other means of transport;
11. The potential of bicycles for transporting goods within cities and towns is often underestimated; a huge range of transport bikes could be used much more if the authorities were to create better conditions for this mode of transport.
12. Cycling is a resilient and robust mode of transport. This is an advantage in the event of breakdowns in energy supply networks and oil supply shortages; more cycling makes society less dependent on oil.
13. It is cheaper to invest in cycling infrastructure than in infrastructure for individual motorised transport. Integral cost calculations (including the health, environmental, social and economic costs and benefits) show that there is a high return on investments in cycling.
14. Bicycle user associations are ready to organise and to improve the role of individuals in the transport planning process.
15. Nowadays many cities are moving away from car-oriented transport policies and towards the concept of 'cities for people' by prioritising walking, cycling and public transport. Now they need the support of their national authorities.

The undersigned therefore call on all Ministers of Transport to promote cycling at international level and to invest substantially in cycling in their own countries during the years to come.

For the city of Seville

For the ECF

**NO SDO** Infraestructuras  
Ayuntamiento de Sevilla para la Sostenibilidad

**ECF**  
EUROPEAN CYCLISTS' FEDERATION

Charter of Seville  
Addressing especially  
the 52 ministers of  
Transport at ITF May  
2011 in Leipzig:

“9. Safe and comfortable infrastructure for cycling enables young and elderly people to be mobile by using a healthy and environmentally friendly mode of transport.”



## Velo-city

World's premier cycling  
planning conference

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1984 London	2000 Amsterdam
1987 Groningen	2001 Glasgow/Edinburgh
1989 Copenhagen	2003 Paris
1991 Milano	2005 Dublin
1992 Montreal	2007 Munich
1993 Nottingham	2009 Brussels
1995 Basel	2010 Copenhagen
1996 Perth	2011 Sevilla
1997 Barcelona	2012 Vancouver



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Thank you for your  
attention !

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