

cargobike .jetzt



European Cyclelogistics Federation Conference
San Sebastián, 15.-17. October 2015

Arne Behrens, cargobike.jetzt

Politics Around Cargo Bikes

Personal cargo bike carrier

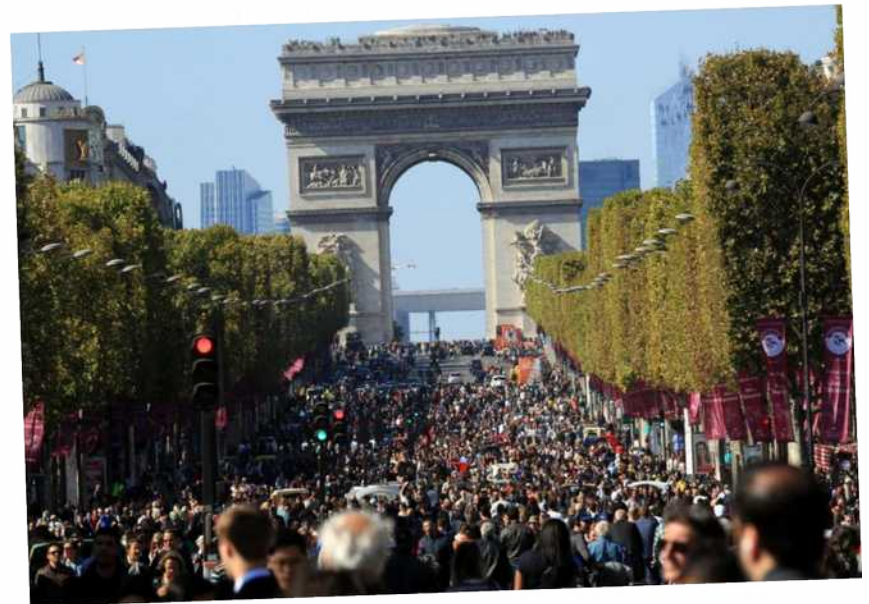
- Political scientist, worked for German MPs and for NGOs mainly on foreign policy
- First private cargo bike in late 2010, co-founder of activist group Cargo Bike Fans Berlin
- June 2013: Project manager cargo bikes at German NGO for sustainable transport VCD, now freelancer



Key question and assumption

What will bring the major breakthrough for cyclelogistics in Europe?

- improving cargo bike technology, new business models, more effective logistics concepts, more information, ...
- political decisions and changing political frameworks in the context of
 - climate change
 - urban air quality
 - a growing desire for more liveable cities



Politics around cargo bikes

- **climate policy**
- **urban air quality**
- **more liveable cities**
- **regulations on the use of cargo bikes**
- **R&D funding and subsidies**
- **procurement policy for public institutions**
- **urban freight policy**
- ...

Climate policy

- EU objective: 40% less CO2 emissions in 2030 compared to 1990
- 2013 EU White Book on Transport: „achieve essentially CO2-free city logistics in major urban centres by 2030“
- 7. Oct. 2015: EU transport ministers' „Declaration on Cycling as a climate friendly Transport Mode“ endorses cargo bikes
- Also national and local strategies and action programmes



Urban air quality

- European Air Quality Directive (2008) has been integrated into national law
- Nitrogen dioxide (NO₂) and particulate matter (PM) remain a serious health danger in urban areas
- Cities need Air Quality Management Plans (AQMP) and can be sued by citizens to take effective measures
- The EU can impose fines for constantly breaching the Air Quality Directive



More liveable cities

„Cities for People“ - new paradigm for urban planning:

- less space for cars
- more space for pedestrians, cyclists and children

Example Basel:

- Since January 2015 cars are banned in the city centre after 11am
- In March courier companies reported up to 40% increase in deliveries by bike



Regulations on the use of cargo bikes

- EU pedelec regulation on 25 kmh and 250 Watt
→ progress for countries with previously, more restrictive regulations
→ 250 Watt not enough?
- Health and safety regulations for workers
→ working group of German insurances + work councils on cargo bikes
- Negative example Royal Mail in UK:
Restrictive pedelec regulation + health and safety concerns -> replacement of postal bikes by vans and e-trolleys



R&D funding and subsidies

- Billions of tax payer money for emobility R&D programmes
→ Europea Green Vehicle Initiative and German emobility law exclude bikes
- Subsidies for electric cars in many EU countries: tax exemption and buyer's premium > 3000 Euro
- Buyer's premium for cargo bikes so far only in a few cities like Graz and Nantes



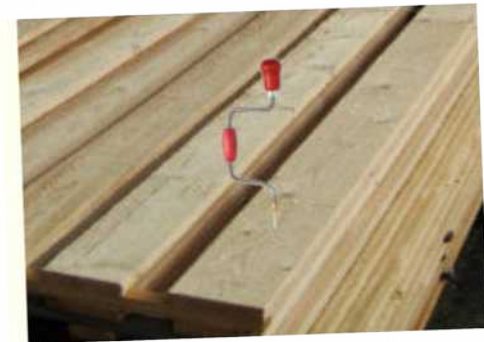
An die
Stadtgemeinde Hartberg
Referat für Umwelt und Energie
Hauptplatz 10
8230 Hartberg



Antrag auf Gewährung einer Förderung
für den Ankauf von Lastenfahrräder/Fahrradanhänger

The way forward to the cyclelogistics revolution

- Many policies on the EU, national and local level with major implications for cyclelogistics.
 - "Politics is a strong and slow boring of hard boards. It takes both passion and perspective."
(Max Weber)
 - Politics is also about winning „cultural hegemony“
(Antonio Gramsci): changing the dominant thinking, perceptions and values in a society
- Political success requires building institutions!



Let's strengthen the European Cycle Logistics Federation!



Arne Behrens | cargobike.jetzt
Sonnenallee 27 | 12047 Berlin
+49 30 896 212 38 | +49 178 2 843743
arne.behrens@cargobike.jetzt
www.cargobike.jetzt