

PRESS RELEASE - For Immediate Release

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"International Transport Forum" Misses Bigger Picture

Summit Programme discusses bizarre solutions for "Seamless Transport", as bicycle advocates talk sense.



53 Transport Ministers were supposed to discuss seamless transport last week in Leipzig, Germany (May 2-4). Participants were perplexed when they discussed "Sea Piracy", "Cruise Ship Safety" and went on luxury car factory tours at the International Transport Forum. Thankfully, Europe's bicycle lobby offered some real, workable solutions to improve global transport.

"Once again we brought public cycling, e-cycling and cargo-cycling onto the agenda of Transport Ministers of the leading industrial countries at the International Transport Forum," says Manfred Neun, President of the European Cyclists' Federation (ECF).

"We definitely made a huge impression," adds Neun, "but we'll need to work harder if we're going to take on the multi-million dollar lobbying campaigns of the shipping, car and airline industries."

Shifting 10% of traffic from cars to bicycles reduces travel times by more than a fifth and saves OECD economies €615 billion in congestion annually. Highlighting the bicycle industry's ability to innovate, ECF also promoted the use of cargo bicycles in cities to deliver goods for the last mile, gaining unique coverage from business media such as Forbes magazine.

Cycling also showed that it has solutions ready now. The electric bicycle industry sold 30 million units globally in 2011 according to Electric Bikes Worldwide Report. Despite the summit giving a lot of attention to electric cars, only 11,563 units were sold in Western Europe last year.



Moreno Fioravanti (right), Chairman of COLIPED, (the European Association of Bicycle Parts Manufacturers) with ECF Secretary General, Bernhard Ensink (left)

“It was good to see all the efforts ECF does to get cycling on the agenda of the ITF,” says Moreno Fioravanti, Chairman of COLIPED, (the European Association of Bicycle Parts Manufacturers) who supported ECF at the summit.

Fioravanti adds: “We can see even more why industry and ECF have to work together to highlight the real solutions offered by cycling. The bicycle industry as a whole needs to invest more resources to counter balance the lobby campaigns of the other transport industries.”

ECF’s presence at ITF was supported by the Cycle Industry Club that was launched at Eurobike last year and by other companies that supplied staff and equipment. These included GobaX, Winora, Colipi/Coliped, Velobility, Paper Bicycles, EcoPostale, Outspoken Delivery, Urban E and Rad3.

Notes to the editor:

About the European Cyclists’ Federation

With over 70 members across nearly 40 countries, the European Cyclists’ Federation unites cyclist’ 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 favour of cycling.

About the International Transport Forum

The International Transport Forum took place from May 2-4, gathering 53 National Transport Ministers, the world’s leading thinkers, CEOs, politicians and academics to discuss transport. ECF had a booth at the summit, and engaged in constructive dialogue with ministers, policy makers, and transport experts during the three-day event. ECF president Manfred Neun presented at the forum during a plenary session on “Rethinking the Last Mile, New Approaches to Urban Logistics” on Wednesday, May 02.

- For royalty free downloadable images visit:
<http://www.flickr.com/photos/61204891@N03/sets/72157629662806382/>
- A video interview with ECF President Manfred Neun is available here:
<http://www.youtube.com/watch?v=FS14s9wML2c>
- The conference website can be seen at:<http://2012.internationaltransportforum.org/>

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