



European Funds – 6billion campaign 2nd Webinar

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Purpose of this webinar:

- To wrap up (EU periods, funds, why should act now, objectives, strategic planning) and to check what`s the situation in your country
- How to plan a campaign
- How to run a campaign

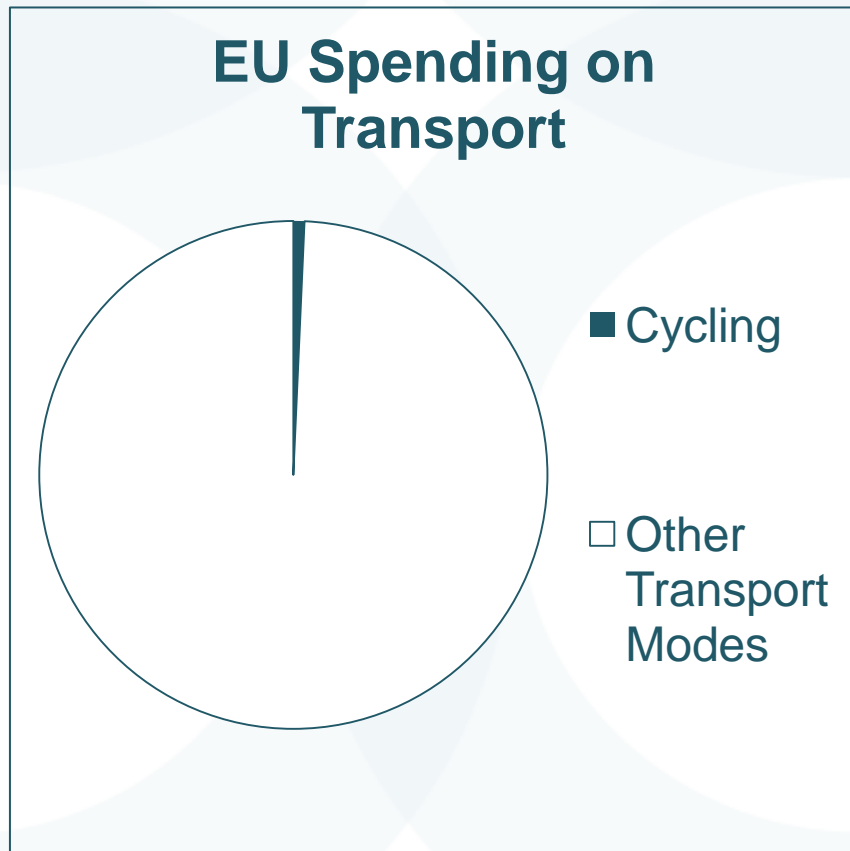


ECF'S KEY GOAL & APPROACH



Doubling cycling to 15% by 2020.

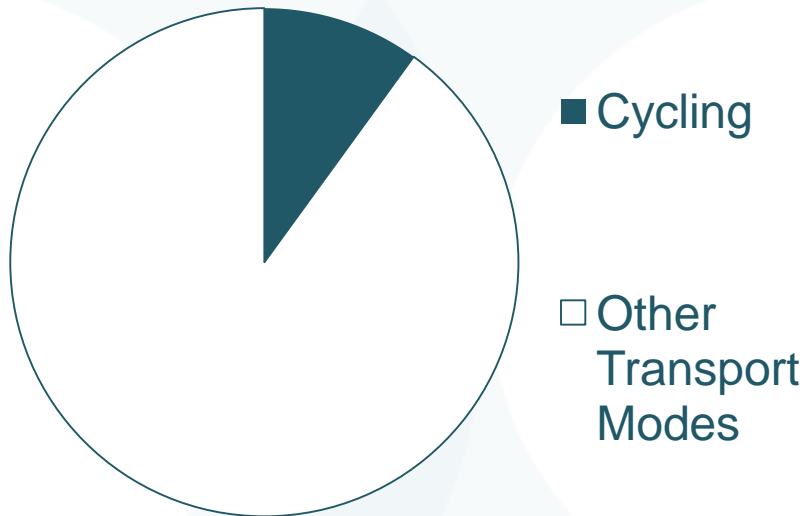
How much does the EU spend on cycling currently?



- EU resources for cycling between 2007 – 2013 were 0.6 billion Euro
- Hungary, Poland, Czech Republic and Germany all spent over 100 million Euro

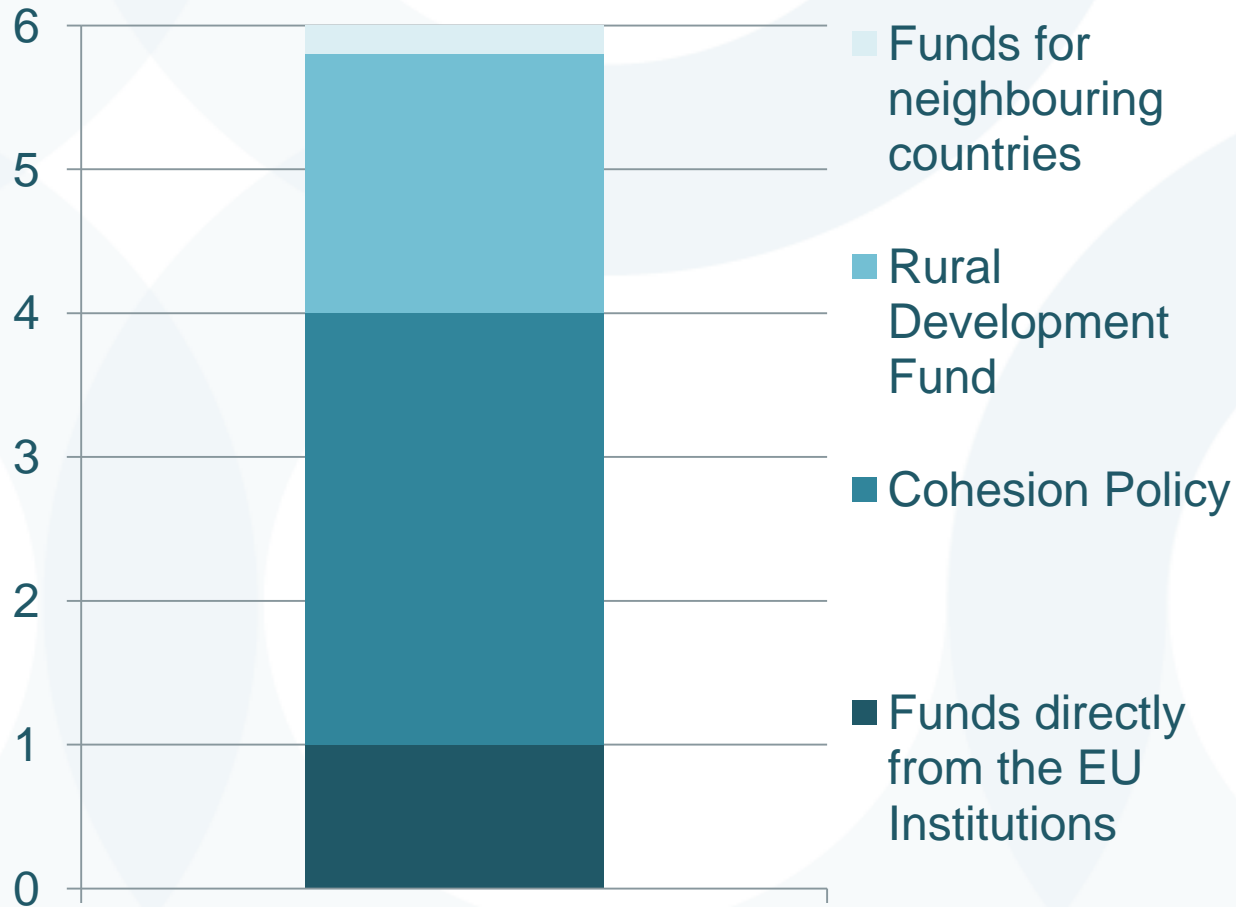
How much do we need?

EU Spending on Transport



The ECF is targeting **6 billion Euro** for cycling between 2014 - 2020!

Where can the money come from?



How to capture some of these resources?

We need a clear reference to cycling in all relevant Frameworks and Operational Programmes!

At a national level:

- National Strategic Reference Frameworks.
- Operational Programmes for Transport, Tourism, Environment etc.

At a regional level:

- Operational Programmes for each region.

Why do we have to act now?

EU prepared regulations and guidelines that will form framework

New funding period starts (calls for proposals etc.)

2012

2013

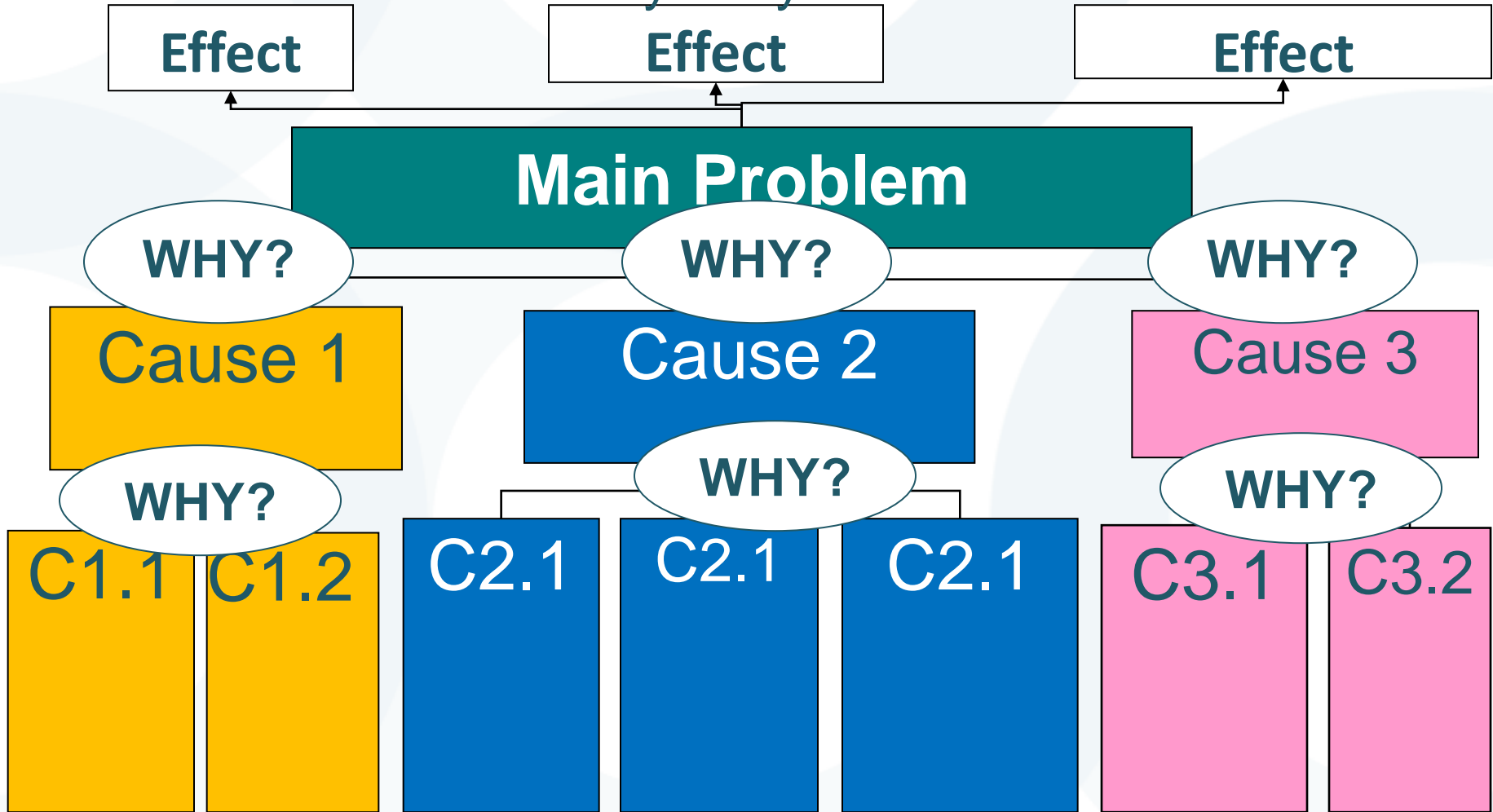
2014

European, national and regional bodies confirm priorities for funding

What do you want to achieve?

- To ask for “money” is not enough....
- You need a strategy or 2😊:
 - For the actions you want to get financed, actions which are solving problems regarding cycling and help to achieve your objectives
 - For your campaign to influence the decision makers

To plan your objectives to achieve and actions to
finance –
Why-Why Tree



To plan your campaign – Stakeholder analysis

	Institutions		Potential target groups			Others
STAKE-HOLDER						
Issues						
Interests						
Potential						
Interaction						
Other's action						

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What is the situation in your country?

What do you want to achieve?

- What is the current situation? What are your objectives regarding cycling? Example: to reach 10% by 2020 (from 5% now)
- What kind of actions do you need? Example: to construct 1.000km new bike path, training for 100.000 school kids
- How much EU money do you need between 2014-2020? Example: 250million Euro (instead of 25million 2007-2013)

What is the situation in your country?

What do you want to achieve?

- Do you have any reference on cycling in the current (2007-2013) programming documents? Are there any national (cycling) strategy you can refer on?
- Do you know the time plan for the planning of the next period? Example: they plan to publish the first drafts in September 2013
- Do you know who does the planning / decides regarding the next period (2014-2020) in your country? Example: National Planning Institute, Nandor Horkay planning, Zoltan Csefalvay minister of state for economy (tourism), Pal Volner transport.



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