

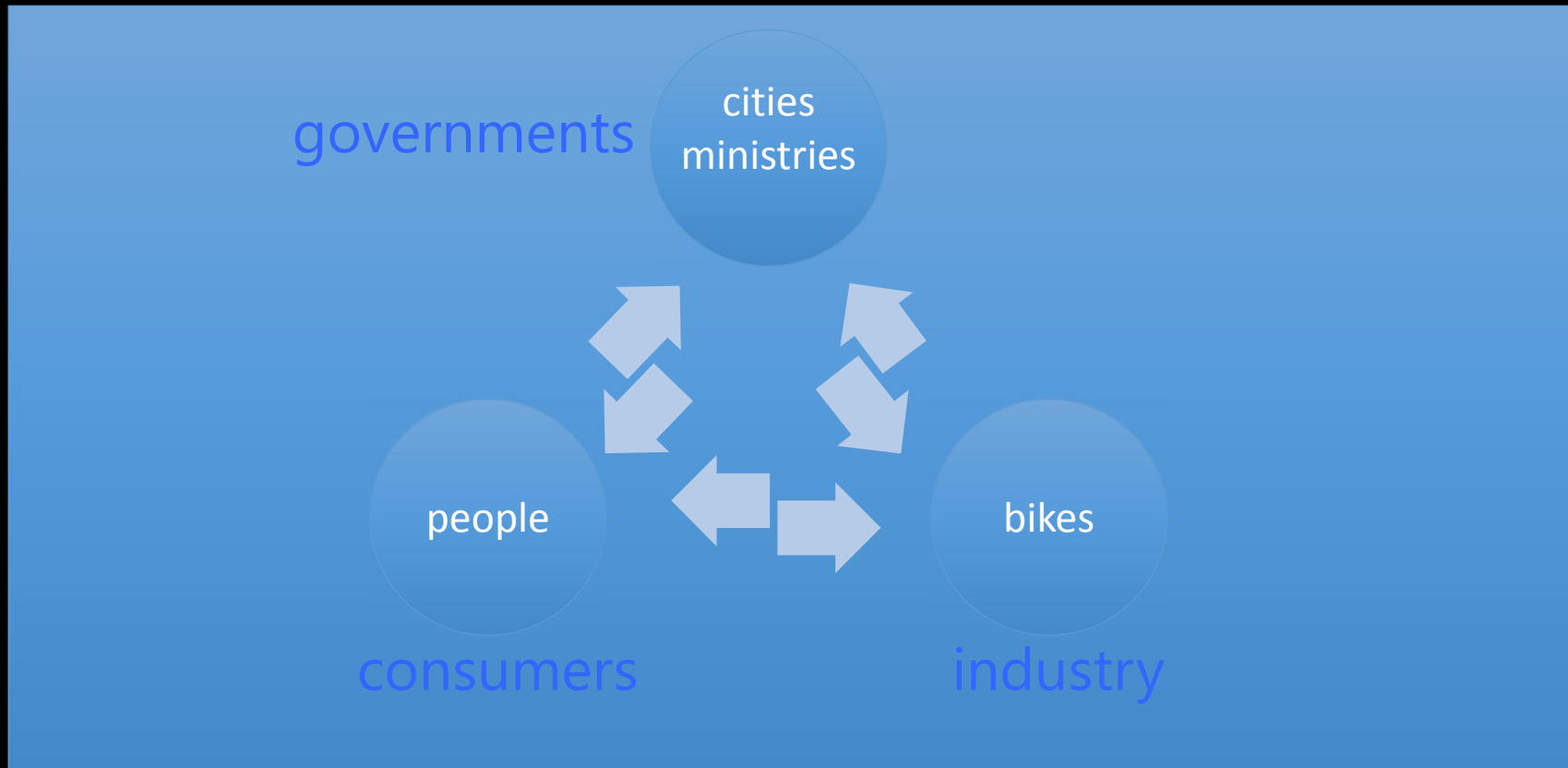
# Velo-city global 2016 taipei

manfred neun  
ECF/WCA  
president  
opening

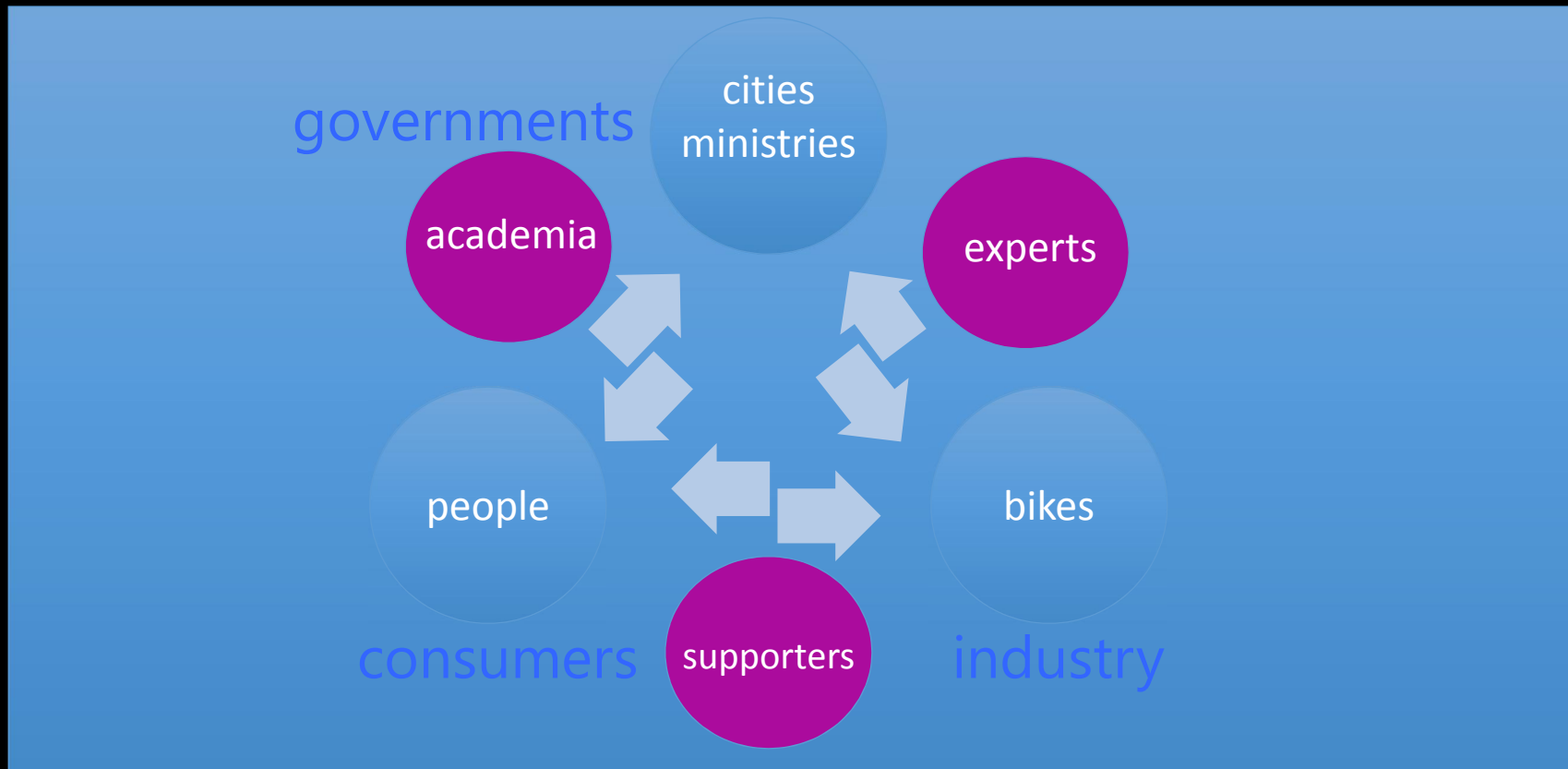


SCAN QR CODE FOR MORE INFO.

# Velo-city family



# Velo-city family



# Velo-city family



**and you and me**

**less = more**





# EVOLUTION OF CYCLING



# Urban Transition

**less cars = more quality of life**



**The way we move  
determines the place  
we live in**





VELO-CITY  
GLOBAL 2016  
EVOLUTION OF CYCLING  
FEB 27-MAR 1 TAIPEI, TAIWAN

# Urban Transition



**less time = more active mobility**



# Moving Lifestyles

**less time = more active mobility**



**Behavior change:  
more active, less  
passive mobility**

# Moving Lifestyles



 ECF



What city do we want?

**less = more**



# Sustainable Economies

**less = more**



**Cycling  
is catalyst for jobs  
and growth**

# Sustainable Economies

**less = more**



**SHOPPING BY BIKE: BEST  
FRIEND OF YOUR CITY CENTRE**

*Cycling and Local Economies*

# But what about Entrepreneurs?

**less = more**



**YES**  
they can



# YES – Entrepreneurs can!

## less = more



**Investing in small  
but beautiful  
products  
and a big idea  
– can become  
a formula of  
Success**

$$\begin{aligned} &1.000 \times 1.000.000 \\ &1.000.000 \times 1.000 \\ &= 1 \text{ bn} \end{aligned}$$



# YES – Entrepreneurs can!

**less = more**



**less ownership = more access**



# Sharing Societies

**less ownership = more access**



**Idea  
of sharing societies  
keeps expanding**

# Sharing Societies

**less ownership = more access**



Idea  
of sharing societies  
keeps expanding

**less cars = more people**



# Design in Motion

**less cars = more people**



**Urban design:  
from present to future**

# Design in Motion

## less cars = more people



**Product design:  
for future markets**



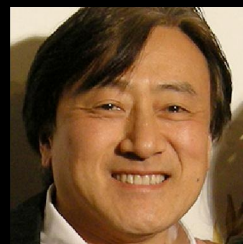
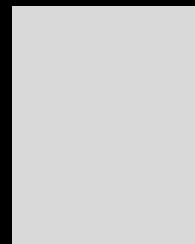
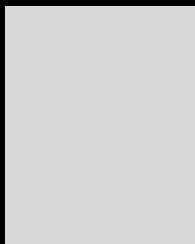


# Cycling Design Exhibition

**less cars = more people**



# Leaders of the Evolution of Cycling



and you and me

# leading evolution

Futur  
e.

- ✓ Velo-city uniqueness – by the V I S I O N
- ✓ The evolution of cycling is part of a bigger picture, a global story

# cycling delivers



# cycling delivers

- ❖ to 11 out of 17 Sustainable Goals
- ❖ SloCaT, PPMC, ITF
- ❖ voluntary commitment to the UN
- ❖ see the results



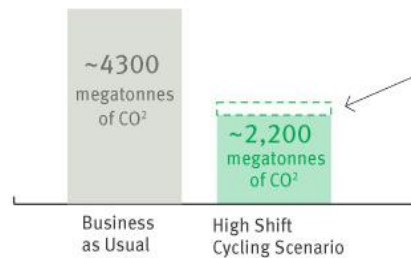
# cycling delivers



TODAY  
~7% of  
urban trips,  
globally, are taken by  
bicycle and e-bike.

**If we shift to a modest**  
**23% of trips taken by bicycle**  
or e-bikes by 2050 as part of a comprehensive shift toward  
sustainable transport (mass transit, walking, and biking),  
and away from cars, then...

## 2050 EMISSIONS FROM URBAN TRANSPORT



**We could avoid**  
**~300 megatonnes**  
**of global CO<sub>2</sub> emissions,**

a 7% reduction in urban transport emissions  
over BAU due to cycling, as part of a 47% total  
reduction in the comprehensive HSC scenario



## 2015-2050 CUMULATIVE COSTS OF TRANSPORT



**And save cities**  
**\$25 trillion<sup>USD</sup>**  
over the next 35 years due to cycling



# leading (R-)evolution

Futur  
e.

- ✓ A planet for everyone
- ✓ Climate change and sustainable development



# Be part of the evolution of cycling!



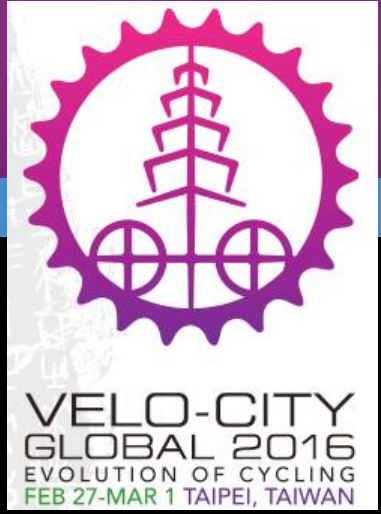
Taipei international cycle show  
**TAIPEI CYCLE** 2016  
March 2-5, 2016  
TAIPEI NANGANG EXHIBITION CENTER, HALL 1  
TWTC EXHIBITION HALL 1

臺北設計獎   
Taipei International Design Award 2015



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# Let's celebrate the evolution of cycling!





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# “Evolution of Cycling”

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ECF gratefully acknowledges financial support from the European Commission.





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THANK 😊 YOU

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