



**VELO-CITY  
SEVILLA 2011**  
EL CYCLO DE LA VIDA  
THE CYCLE OF LIFE  
MARZO 23-25

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

**ECF**  
EUROPEAN CYCLISTS' FEDERATION

# CYCLING ECONOMY // OPENING

Manfred Neun // ECF President

# WELCOME TO VELO-CITY 2011 IN SEVILLE

Calling for Sustainable Investments



**NO SDO** Infraestructuras  
para la Sostenibilidad  
AYUNTAMIENTO DE SEVILLA

**ECF**  
EUROPEAN CYCLISTS' FEDERATION

# CYCLING ECONOMY

What are Sustainable Investments?



# CYCLING ECONOMY

## Constraints:

1. Market volume
2. Cycling is too cheap
3. Political classification
4. Status of cycling



# CYCLING ECONOMY

Big assets  
related to these  
challenges:

1. Fossil Energy & other resources
2. Transport efficiency
3. Climate change
4. Health
5. Growing cities & quality of urban living



# PRESS THE BUTTON – INVEST NOW!

## The economic approach to cycling

1

4

5

2

9

6

3

8

7

# PRESS THE BUTTON – INVEST NOW!

## The economic approach to cycling

Integrated  
Transport

# PRESS THE BUTTON – INVEST NOW!

Public Cycling

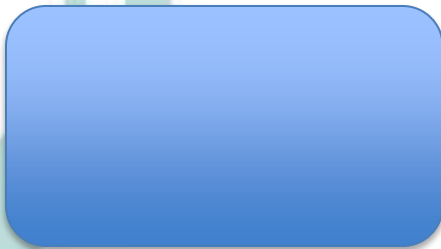
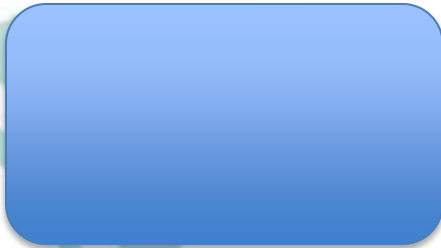




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**Public cycling**



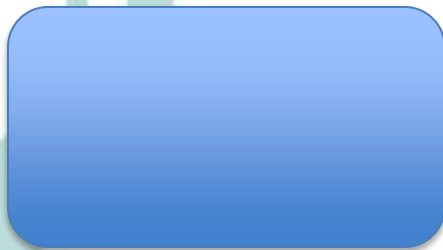
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**Public cycling**



**Saving & Invest...**



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**Public cycling**



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Positioning  
of cycling



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**Public cycling**



**Saving & Invest...**

E-Cycling



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**Public cycling**



**Saving & Invest...**



**E-cycling**



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**Public cycling**

Cycling 4 export



**Saving & Invest...**

**E-cycling**



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Cycling 4 export



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**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**





# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**

Changemaking



**Saving & Invest...**

**E-cycling**



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**Public cycling**



**Cycling 4 export!**

Changemaking



**Saving & Invest...**

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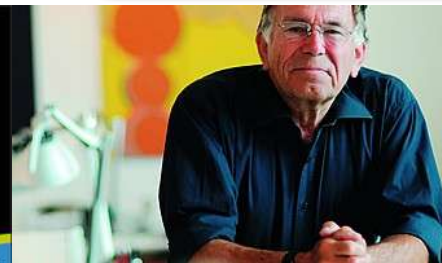
Issue 1, 2011 March

**cyclingmobility**  
Urban Planning - Cycling Policy - Research & Development

The circle of life

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Welcome to the 50th Issue! Thank you to all those who have supported the journal's development for over 50 years already. Best regards, Editorial: ICF



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**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**



# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**



# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Saving & Invest...**

**E-cycling**



**Cycling  
Tourism**



# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**



**Cycling Tourism**

# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**



**Cycling Tourism**

Energy efficiency

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# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**E-cycling**



**Cycling Tourism**

**Energy efficiency**



# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**



**Cycling Tourism**

**E-cycling**



**Health**

**Energy efficiency**



# PRESS THE BUTTON – INVEST NOW!



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**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**



**Cycling Tourism**

**E-cycling**



**Cycling & Health**

**Energy efficiency**



# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**

**Cycling 4 Society**



**Cycling Tourism**

**E-cycling**



**Cycling Tourism**

**Energy efficiency**



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# PRESS THE BUTTON – INVEST NOW!



**Public cycling**



**Cycling 4 export!**



**Saving & Invest...**



**Cycling 4 society**



**Cycling Tourism**

**E-cycling**



**Cycling Tourism**

**Energy efficiency**





# WHAT DO SOCIETIES NEED?

Paradigm  
of growth?



# WHAT DO SOCIETIES NEED?

Paradigm  
of growth?



# WHAT DO SOCIETIES NEED?

Paradigm  
of growth?



Sustainable  
growth?

# WHAT DO SOCIETIES NEED?



Cycling for  
Society

Vadana Shiva at Velo-city Global 2010 in Copenhagen:

- “For me, the bicycle is really a deep celebration of our freedom and democracy.”
- “The bike builds local economies, it builds local communities.”

# CYCLING ECONOMY THE BUSINESS FOR CULTURE\*



\*Cycling for Society – Cycling for Nature – Cycling for Peace  
Cycling for Sustainability



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Manfred Neun // ECF President  
Thank you very much // muchas gracias!