

Advocacy in Belgium

Making cycling super normal



Who is Fietsersbond?

Fietsersbond is an independent non-profit organization



Lobby



Services



Members



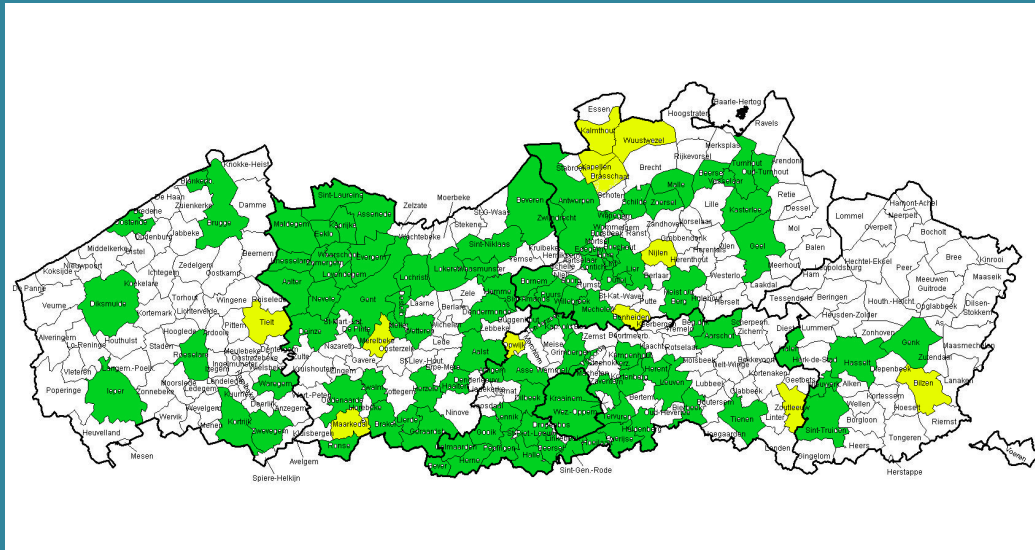
**Bike to
Work**



**Commu-
nication**

Fietsersbond

- 11 paid staff members, in Brussels
- 500 local volunteers
- 80 local groups



What about mobility in Belgium?

Belgium:
11 million inhabitants
30.506 km²

Flanders

6,5 million inhabitants

13.500 km²

Density 481 inh./km²

South Korea Netherlands

Brussels Region

1,2 million inhabitants

162 km²

Density 7200 inh./km²

Hong Kong Singapore

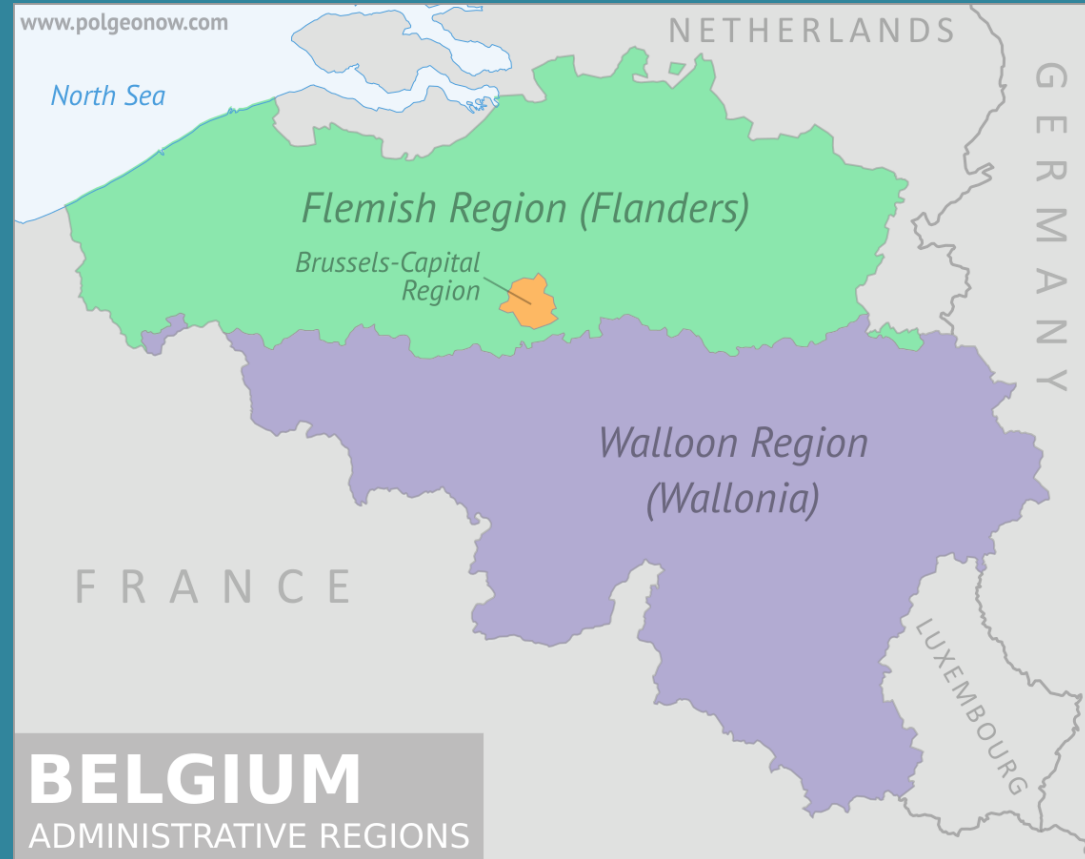
Wallonia

3,3 million inhabitants

16.844 km²

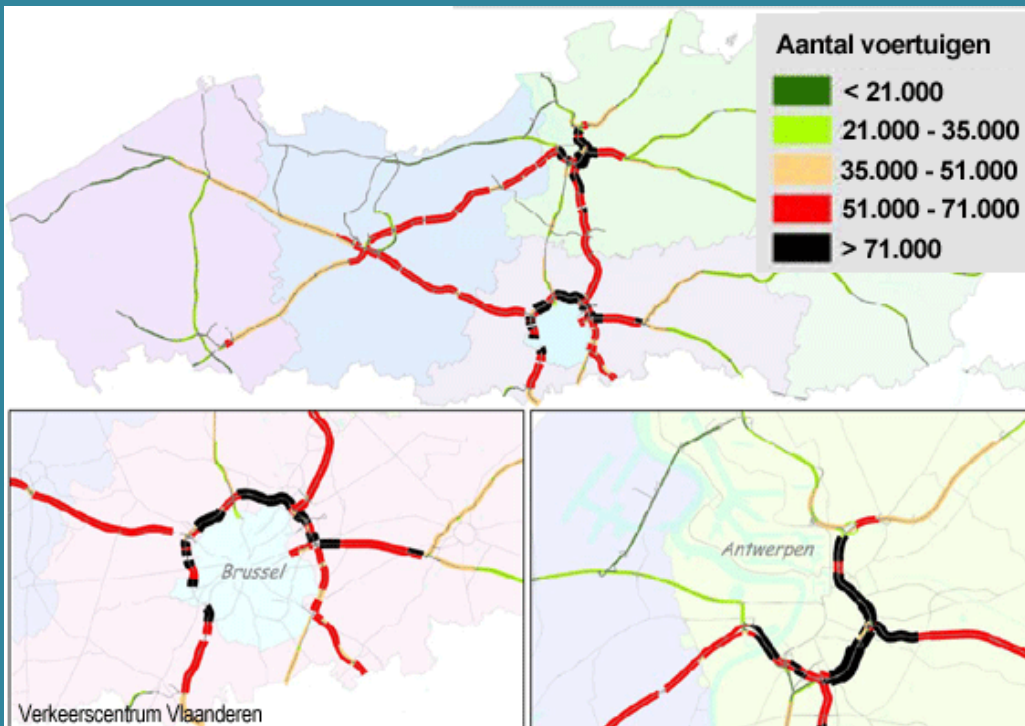
Density 212 inh./km²

Switzerland Italy



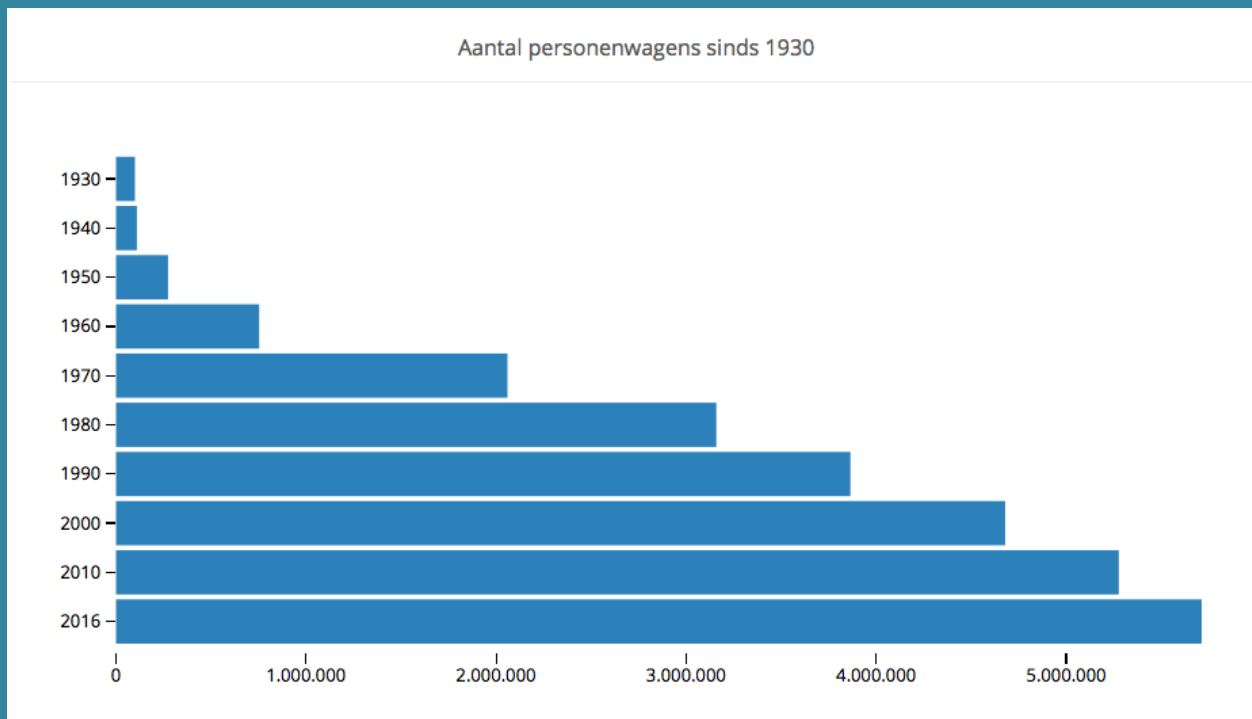
What are the 5 most critical mobility issues in Belgium?

1) Brussels-Ghent-Antwerp-area is congestion champion



What are the 5 most critical mobility issues in Belgium?

2) Car culture becomes car addiction



2000: 4.680.000

2010: 5.280.000

2016: 5.712.000

What are the 5 most critical mobility issues in Belgium?

3) Fiscal incentives make car ownership and driving cheap



get 5.000€
fiscal refund!



What are the 5 most critical mobility issues in Belgium?

4) Urban sprawl leaves few place for new cycling infra.



What are the 5 most critical mobility issues in Belgium?

5) 4 ministers of mobility, 4 visions



What about cycling in Belgium?

Overall cycling in Flanders: decrease

2000: 14,60% ↘ 2015: 12,41%

Bike to work Flanders: poor increase

2000: 12,90% → 2015: 15,40%

Bike to school Flanders: critical decrease

2000: 38,30% ↘ 2015: 28,90%

Overall cycling in Brussels: huge increase

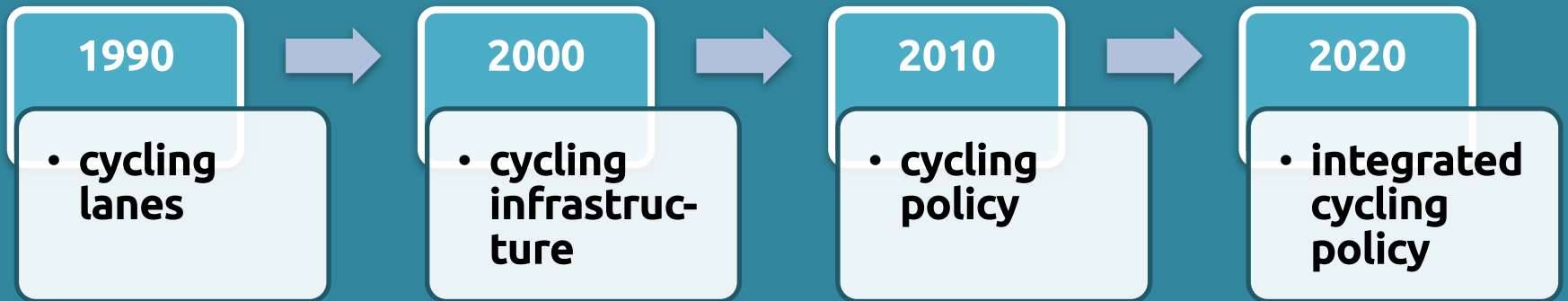
+30% more cyclists in 2016 → Modal split: 6,5%

Electric bikes sales: 40% of sales in 2016

We want to make cycling
just super normal.

**So, how does Fietsersbond
will achieve this?**

Evolution of our advocacy fields



Our fields of work

Urban planning

- proximity is the best mobility
- densification
- reshare our public space

Cycling infrastructure

- safe
- comfortable
- coherent
- attractive
- direct

Regulation & Tax System

- Fiscal incentives and rewards
- Road safety
- Tailor made regulation

Positive Cycling Culture

- Improve image of cycling
- Making cycling super normal

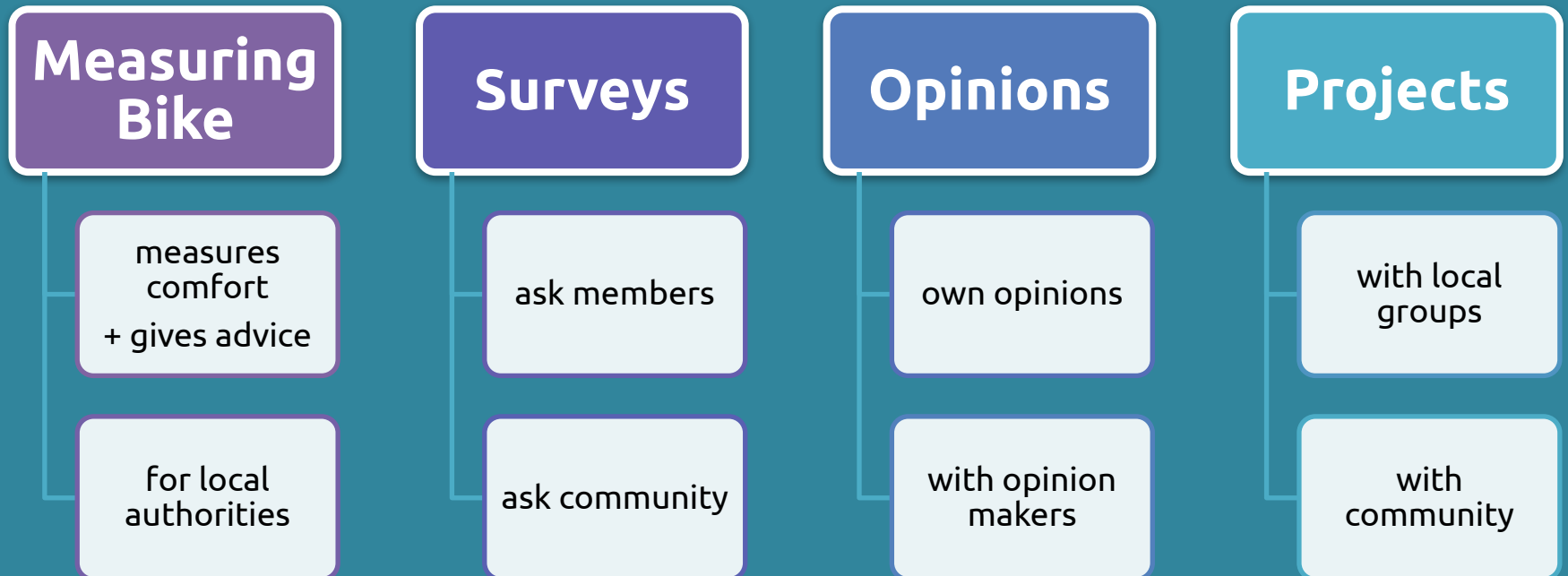
Bikenomics

- return on investment for society
- for economy
- for user

Our classical advocacy approach



Our complementary advocacy approach



**Let's focus on
a community project...**



MYBIKEWORLD

- Design your cycling future ! •

What is My Bikeworld?

An online platform
for innovative cycling ideas

Positive
By cyclists for cyclists
Solution oriented
Community based

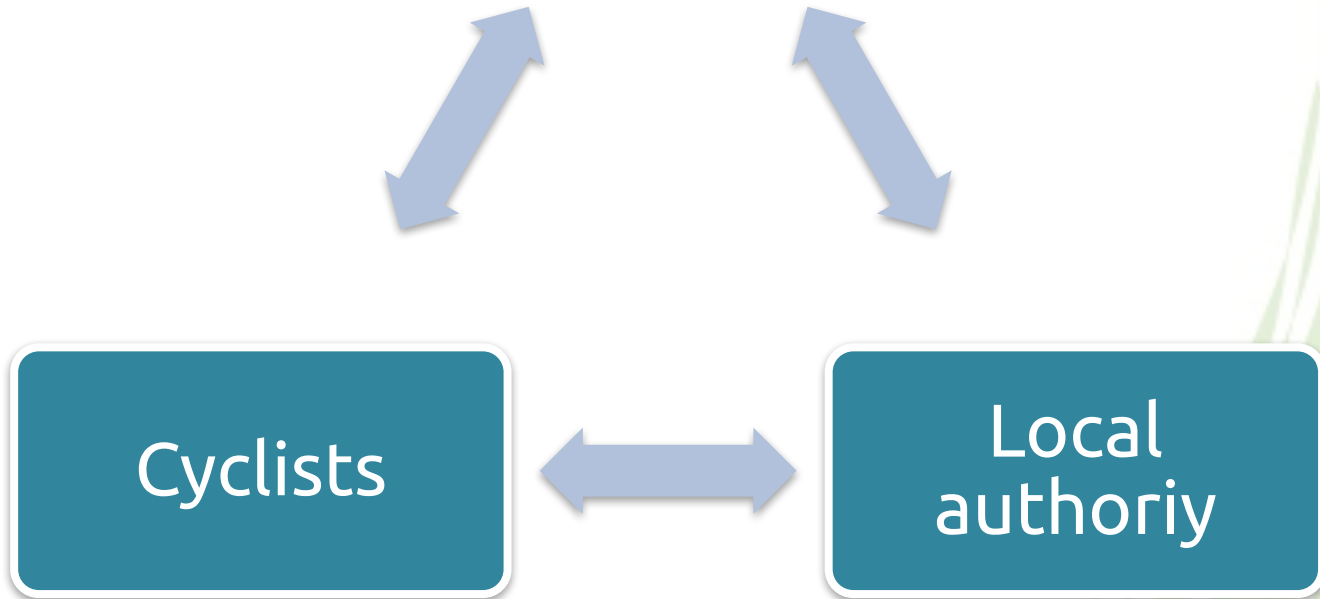
It's not
For complaining
For bashing politics

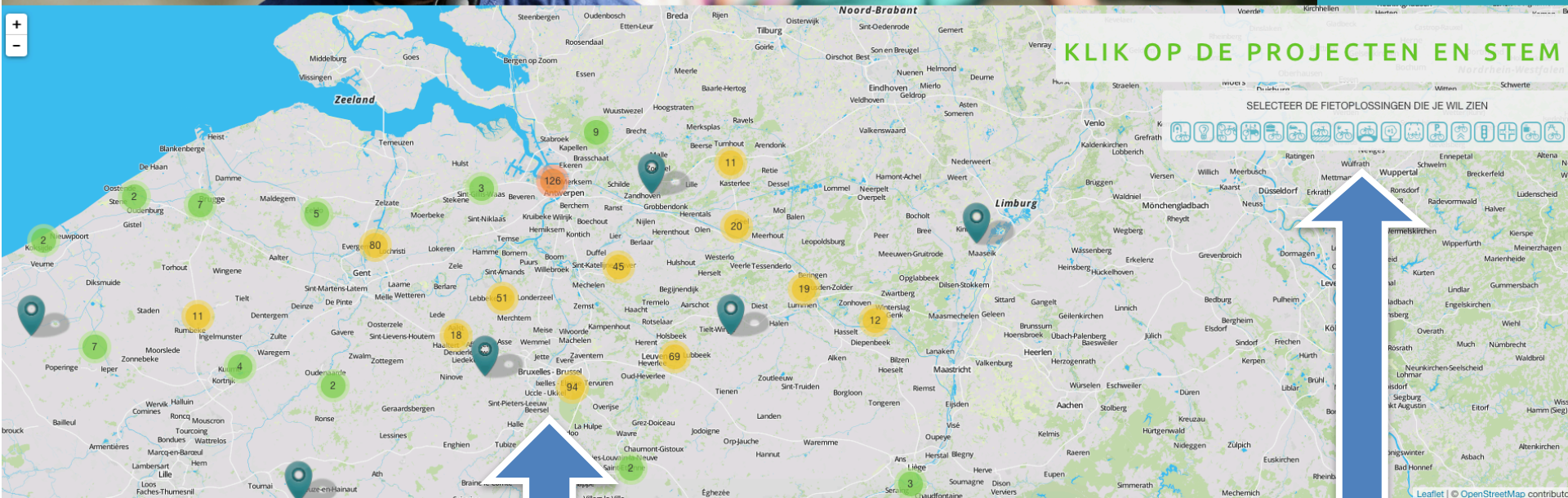
How does it work?



MYBIKEWORLD

• Design your cycling future! •





Your project on the map

19 types of projects





City's projects

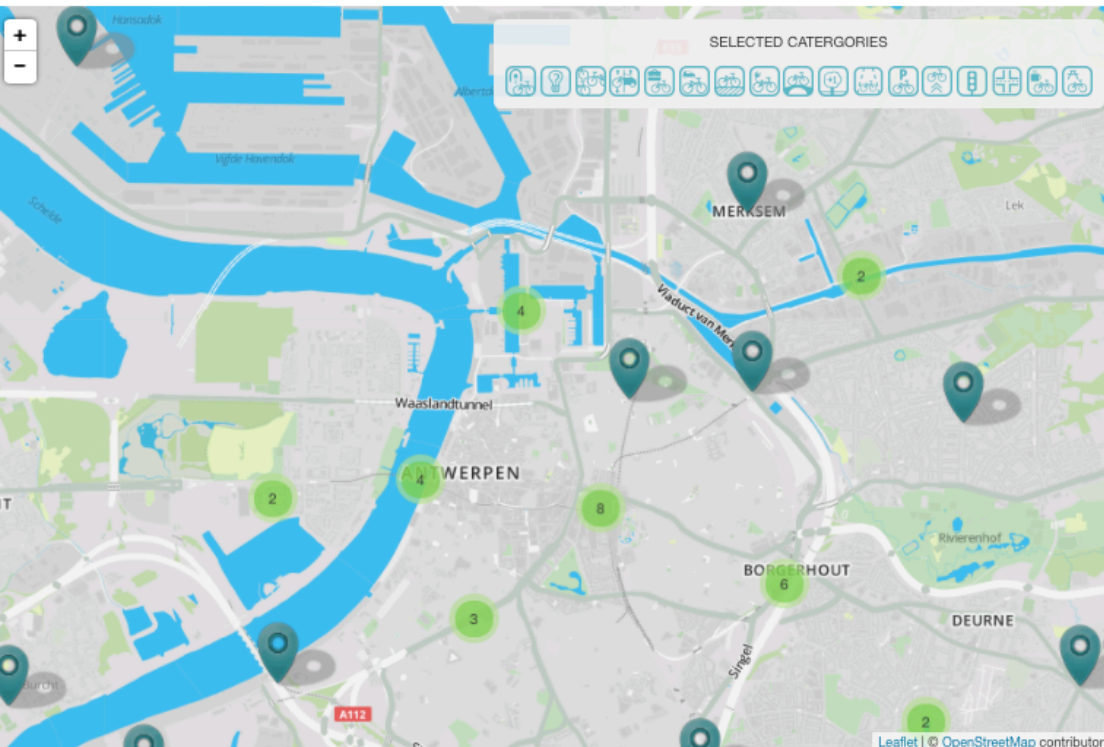
A city can give feedback on cyclists' projects

Cyclists' projects

KLIK

Create + Vote + Share

Fietsen rond de Nationale Bank



Wanneer je van de Mechelsesteenweg de stad wil in fietsen, dien je momenteel eerst rechtsaf te slaan op de Frankrijklei, om deze dan ter hoogte van de Maria-Henriëttalei over te steken. Zo passeer je maar liefst 4 verkeerslichten. In de praktijk steken de fietsers de Frankrijklei over aan het zebrapad ter hoogte van de Mechelsesteenweg en rijden ze op het (wel erg brede) voetpad achter de Nationale Bank om vervolgens de tramsporen over te steken naar de Leopoldstraat. Zo passeer je slechts 2 verkeerslichten (leien oversteken in 2x). De hele aanleg rond de Nationale bank schittert in het ontbreken van degelijke fietsinfrastructuur. De verkeerssituatie zou daar moeten aangepast worden aan de praktijk, waardoor er aan elke kant van de Nationale Bank een fietspad in beide richtingen zou moeten worden voorzien en een deftige oversteekplaats ter hoogte van de Mechelsesteenweg.

by Elien Keyser



I vote for this project!

You are identified as Mikael Van Eeckhoudt (mikael.vaneekhoudt@gmail.com). If you are not this person click [here](#).



Put your project on the map

- create
- share
- vote



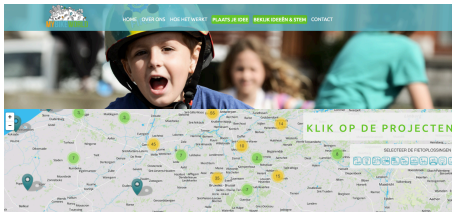
Professional jury

- based on people's vote
- Innovative, technically OK, fills a gap



Award

- One project per Region
- One project per Cycling City



**What will we do
with the results?**

We know where the needs are
We keep projects top of mind

What's next?

A tool for
Cyclists → give ideas
Local groups → keep their lists updated
Local authorities → communicate

**Is this the
new way of advocacy?**

Classical advocacy remains needed

**Services, surveys, opinions and projects
strengthen our position and visibility.**

Questions? Answers!

mikael.vaneeckhoudt@fietsersbond.be
[@mikaelvaneeck](https://twitter.com/mikaelvaneeck)



Exclusive Measuring bike workshop
Thursday 15/06 at 10:30-12:45