Global and European Cycle Tourism – the Socio-economic Scale of the Opportunity

Photos: Füssen tourism, TurismoFVG, ECF

Manfred Neun

Honorary President of the European Cyclists' Federation

"Cycle Tourism Workshop – Trieste"; Keynote 1

on the occasion of the Shiga Delegation visit – hosted by FVG/ Medcycletour EV8, and thanks to all supporters!

Trieste, Thursday, 25 October, 2018

Scientists for cycling

Cycling Economy and Tourism chapter 1

green growth

Cycling Economy and Tourism
facts + figures

green growth

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Cycling Economy and Tourism
facts + figures

€44 billion
green growth

€39,4 billion

INPUT

This 'INPUT' logo you will meet several times in this presentation – telling: There is much more background information available to this issue.

economy-01

Cycling Economy and Tourism impact

economic benefits

- small entrepreneurs
- start-ups
- local economy
- grassroots based
- social inclusion
- no environmental costs
- sustainable growth
- stimulating everyday cycling
- .....

Cycling Economy and Tourism impact

green growth

economic benefits

- small entrepreneurs
- start-ups
- local economy
- grassroots based
- social inclusion
- no environmental costs
- sustainable growth
- stimulating everyday cycling
- .....

Cycling Economy, Tourism + more

let's talk economics - 01

green growth

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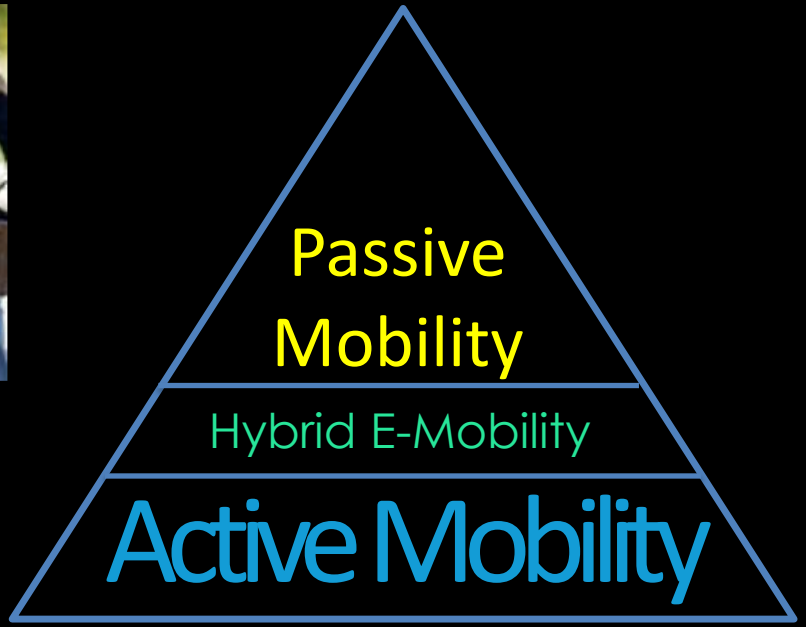
The wider frame of Cycling Economics was outlined in:
https://ecf.com/sites/ecf.com/files/Manfred-Neun_The-Cycling-Economy-2013.pdf

Cycling Economy, based on Active Mobility

active mobility



1 **active mobility**

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About 'Active Mobility' see: Held e al. 2015 and Neun 2015 (Preface); in: Gerike, R. and Parkin, J. 2015 (Eds.). *Cycling Futures – From Research into Practice*. Ashgate, Surrey (UK) and Burlington (US).

Cycling Economy, based on Active Mobility

active
mobility

active + healthy society

1 active mobility

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"Regular cycling reduces the risk of death by 28 per cent"

See also WHO studies – this is from a most recent Copenhagen study 2018 – cited from: http://www.ln-online.de/Lokales/Luebeck/Luebeck-Wer-nicht-Rad-faehrt-stirbt-

Cycling Economy and Future Society

photo: EC Collection

active mobility

active + healthy society

vs.

passive + sedentary society

1 **active mobility**

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Cycling Economy and AM benefits

Environment + Climate	Economy	Social Benefits
Energy + Resources	Technology + Design	Mobility
Health	Time + Space	Diversity of cultures

active mobility

let's talk economics - the EU cycling economy

Scientists for cycling

1 **active mobility**

mneun agenda

About the 'Active Mobility Agenda' see: Neun 2015 (Preface); in: Gerike, R. and Parkin, J. 2015 (Eds.). *Cycling Futures – From Research into Practice*. Ashgate, Surrey (UK) and Burlington (US).

Cycling Economy and AM benefits

Environment + Climate	Economy	Social Benefits
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cycling assets

INPUT

the measurable socio-economic benefits

1

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Cycling Economy:
The Active Mobility Agenda
to frame the socio-economic benefits of cycling

The value to be measured:

1. In the EU cycling Economy with 500+ bn €/year
2. Currently published for Brasil – Velo-city 2018 Rio

on the approach

- Neun, M. and Haubold, H. 2016. 'The EU Cycling Economy – Arguments for an integrated cycling policy'. ECF (eds), Brussels, 6 December 2016.
- Andrade, V. and Rodrigues, J.M. 2018. A Economia da Biciclea no Brasil. LABMOB (UFRI), Rio de Janeiro. http://economiadabicicleta.org.br/

The results in detail

1

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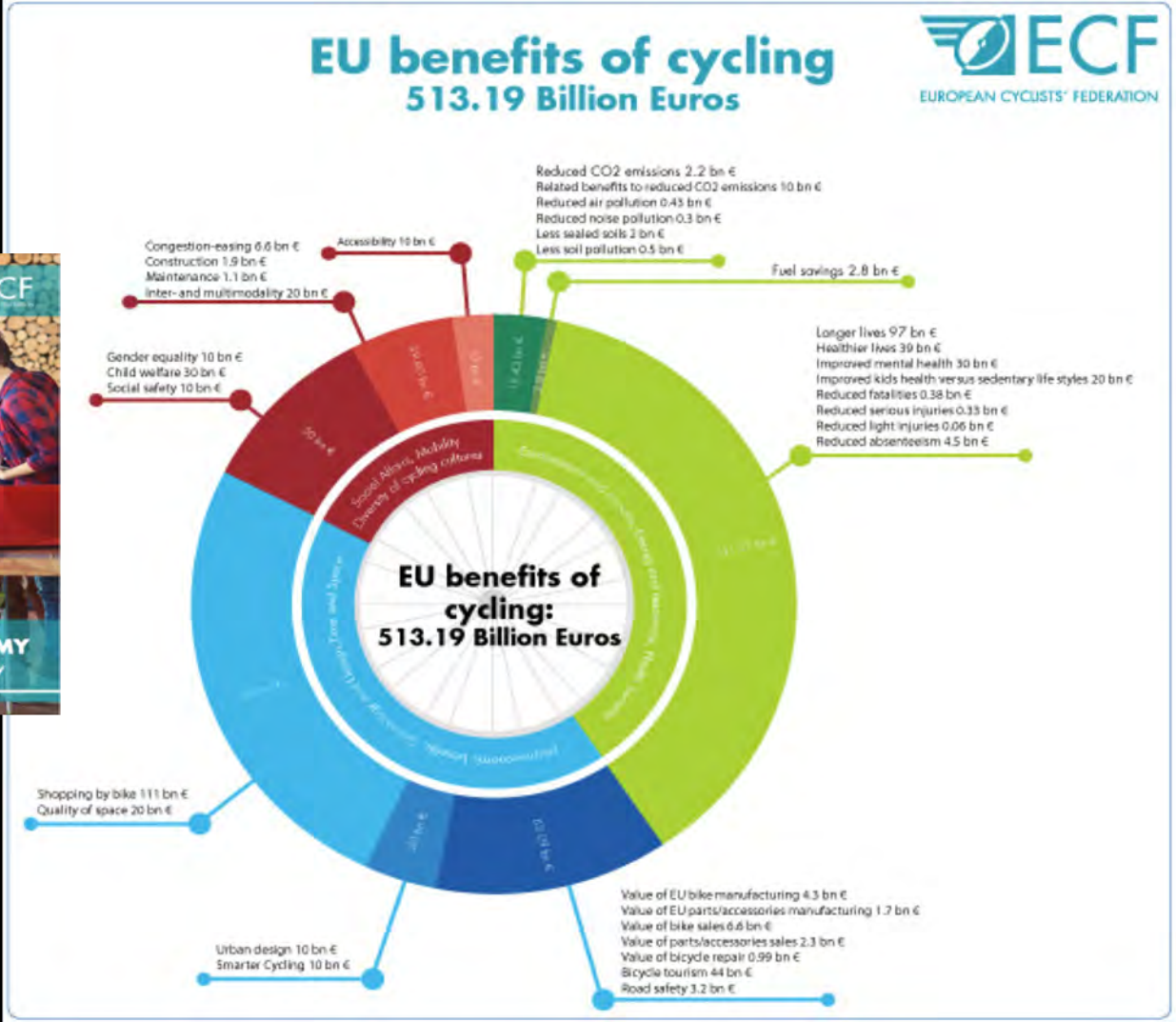

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Neun, M. and Haubold, H. 2016. 'The EU Cycling Economy – Arguments for an integrated cycling policy'. ECF (eds), Brussels, 6 December 2016.

The results in detail

1

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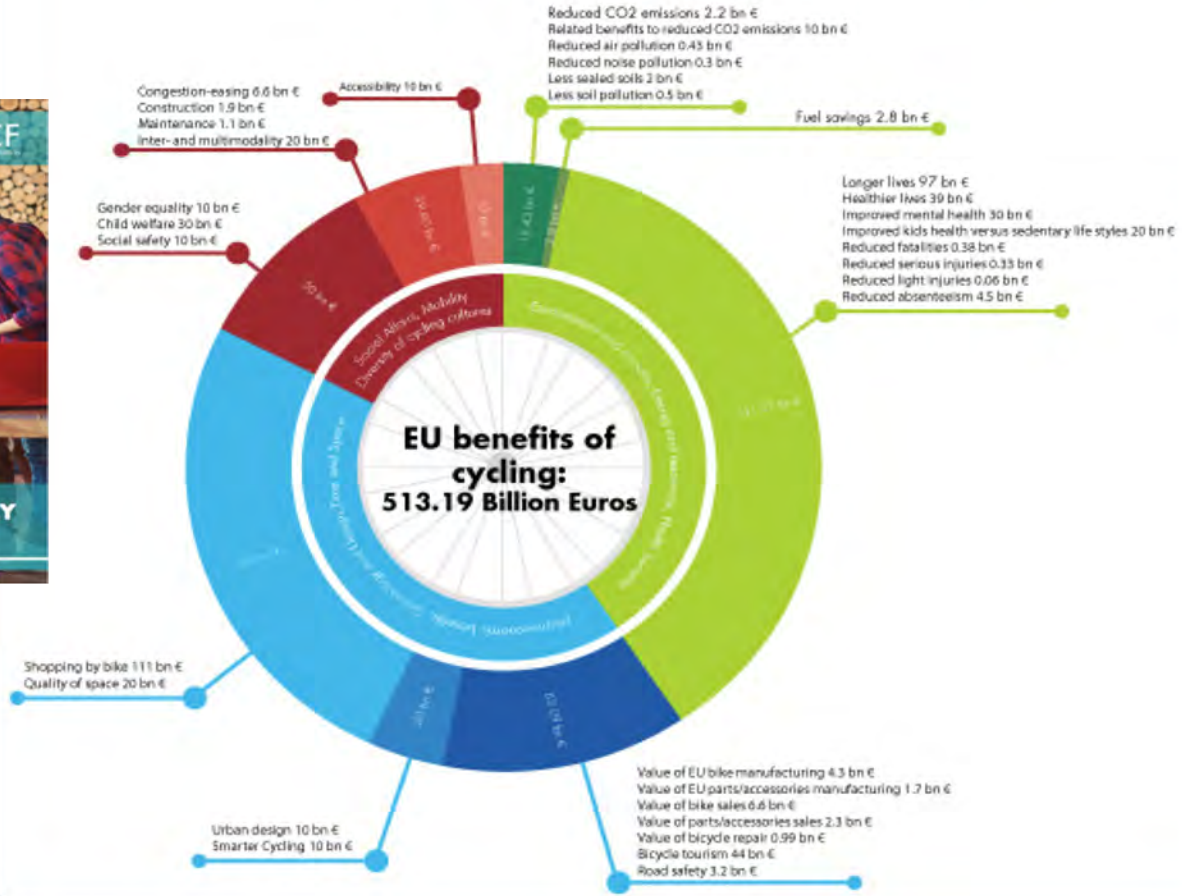
EU benefits of cycling
513.19 Billion Euros

ECF
EUROPEAN CYCLISTS' FEDERATION



Share of tourism: € 44 bn

Neun, M. and Haubold, H. 2016. 'The EU Cycling Economy – Arguments for an integrated cycling policy'. ECF (eds), Brussels, 6 December 2016.

EU Cycling Economy

– 1st advises for cities and regions

Some results in detail

- Health 160.5 bn €
- Shopping 111.0 bn €
- Tourism 44.6 bn €

Questions and consequences

1. shall we invest separately in the 2 infrastructures and beyond – city or tourism – , or shall we **invest all in one?**
2. shall we take the opportunity for

1 results + **advises**

Cycling Economy, Sustainability and Tourism

let's talk
economics
+ sustainability

cycling
delivers

INPUT

UN-HABITAT

SUSTAINABLE DEVELOPMENT GOALS

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Active Mobility:
The UN Sustainable Development Goals to frame the sustainability benefits of cycling

2 Active Mobility benefits on Global Goals

Active Mobility:
The UN Sustainable Development Goals to frame the sustainability benefits of cycling

Will be published soon in the UBA/ICC publication "Framing the Next Century of Cycling"

LOCKFLAG

Neun, M. 2019 (forthcoming). "Framing sustainable mobility in practice and research – and rethinking 'Reverse Innovation' in the case of Active Mobility"

UN-HABITAT

Active Mobility: The Human Scale + Economic Value

Re-thinking all these Benefits …

Fundamental Benefits

The socio-economic value … the Human Rights … the UN Global Goals (SDGs) … better cities … the human size … the transformative values – …

Due to that we really have to do a step forward – as many cycling friendly cities and regions already did:

prioritising

active mobility

2 Active Mobility

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Active Mobility: The Human Scale + Transformative Value

The socio-economic value … the Human Rights … the UN Global Goals (SDGs) … better cities … the human size … the transformative values – …

Fundamental Benefits

… there are additional benefits like

Additional Benefits

- Integrated, seamless transport works better
- Reducing external costs as congestion etc.

prioritised

active mobility

… and cities for people are on this way ahead!

2

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As a beneficiary program for the future invest in Prioritized Active Mobility for quality of life and sustainability

2

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Prioritising Active Mobility is essential for our

FUTURE

but – listen – it is not enough …

Prioritising Active Mobility is essential for our

FUTURE

but – listen – it is not enough …

3

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VISION

3

We must have an idea, how future works

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Fusion Mobility

3 Fusion

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Mobility

Fusion Mobility

3 Fusion Mobility

…how future works

how future works

fusion mobility

a pre-view!

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Neun, M. 2018. "Fusion Mobility – Discovering the Mobility-DNA of Inclusive Cities". Technical paper delivered to Scientist for Cycling Sessions at Velo-city 2018, Rio de Janeiro.
Available at: https://ecf.com/sites/ecf.com/files/180615_MNeun_FM4VC.pdf

fusion mobility

intentions

Fusion Mobility was introduced to prioritise Active Mobility and respect the systemic interaction of all modes of transport in future scenarios like from ITS, and to match the ambitious requirements of sustainable development in this context, in particular of the UN Global Goals (SDGs) – and by that – to become essential for any kind of smart mobility, (1) stimulating the engineers and IT-people to use cycling for a human and social development, (2) guiding decision makers to accept their responsibility for mobility and public realm, and (3) the industries to use these fantastic opportunities for sustainable growth.

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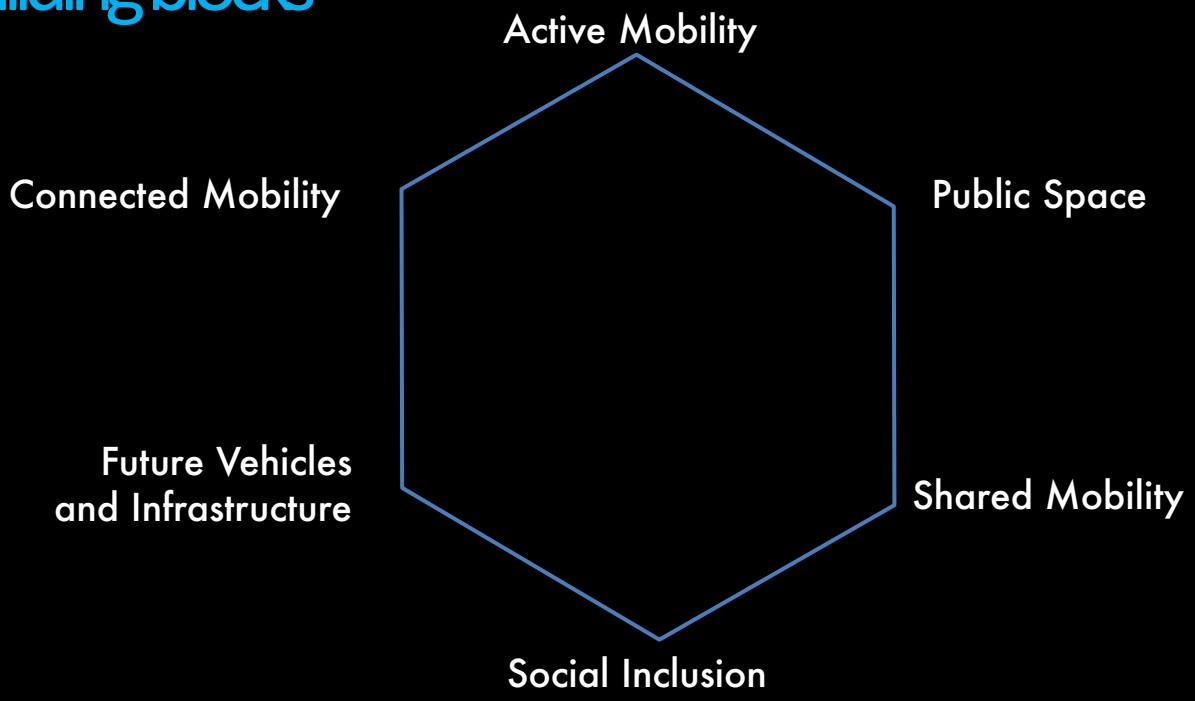
The Fusion Mobility approach was introduced since the Travel Demand Management 2017 Symposium in Taipei with many other presentations and discussions in the follow up,
as for example at the ITS World Congress 2018 in Copenhagen.

fusion mobility

6 building blocks



3 Fusion

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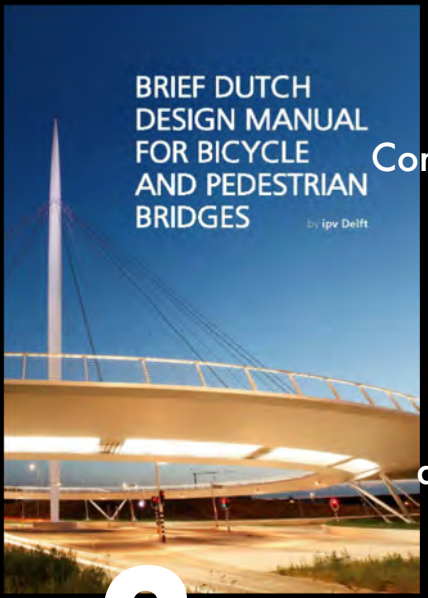
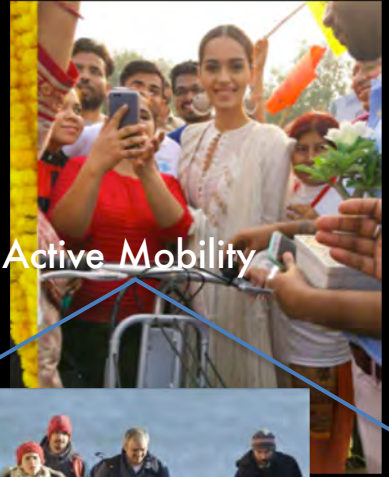
Mobility

fusion mobility

allies + witnesses



Connected Mobility



Active Mobility

Public Space

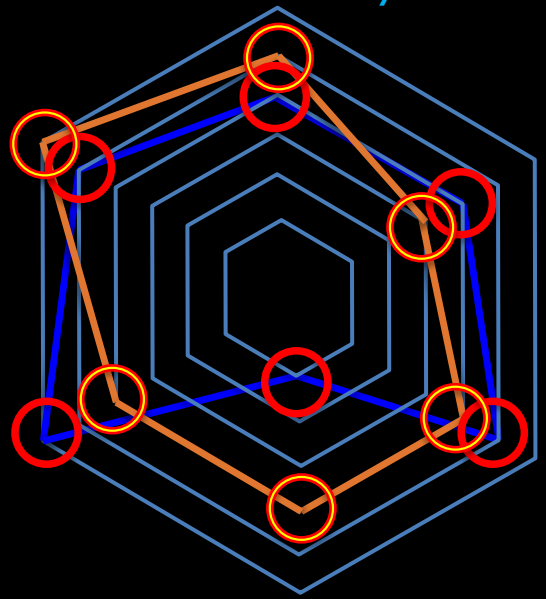
Social Inclusion

Future Vehicles
and Infrastructure

Shared Mobility

3 Fusion Mobility

systemic interaction

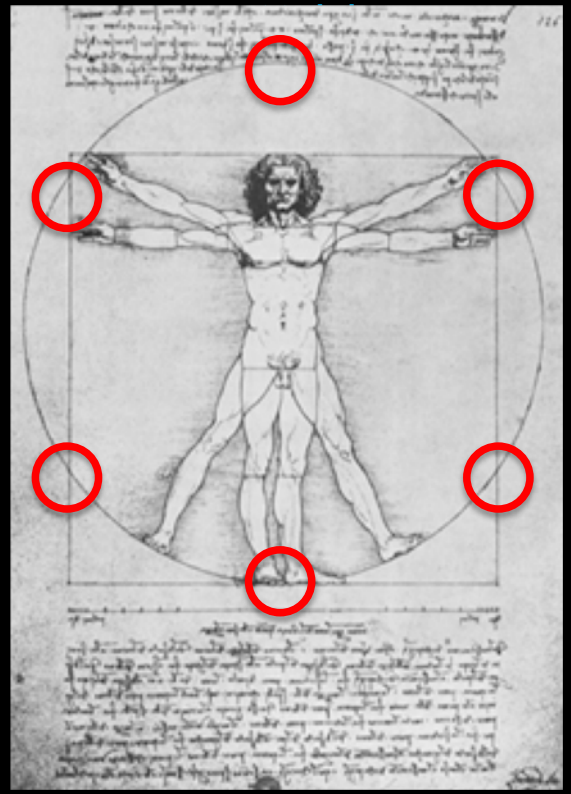


3 Fusion

mneun Mobility

The radar plot is showing a fictitious example of two situations
(two cities, before-after, or similar)

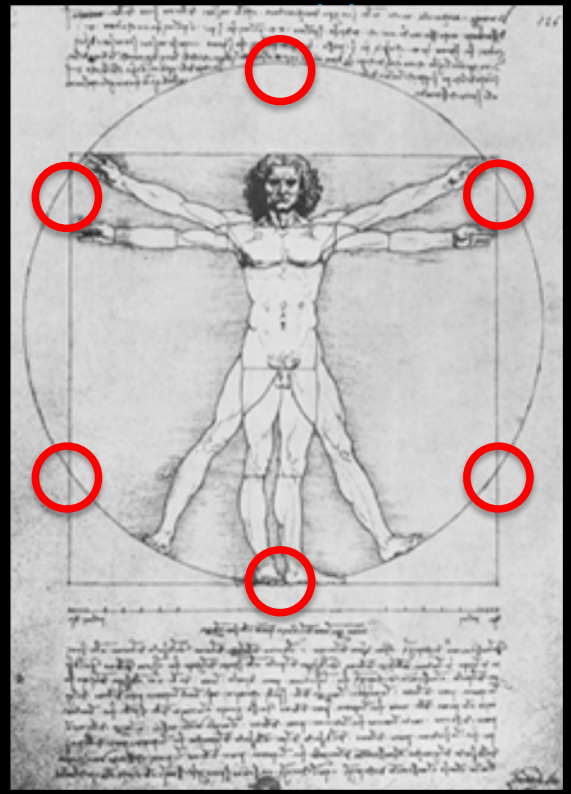
systemic interaction



The Vitruvian Man
of Leonardo da Vinci

systemic interaction

Cycle tourism & everyday cycling boost transport capacities of cities and regions when Intermodality development happens.



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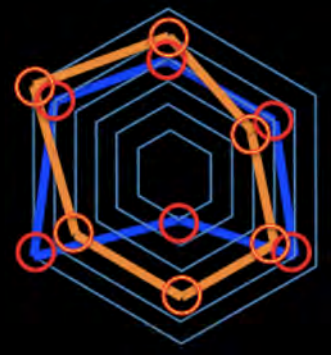


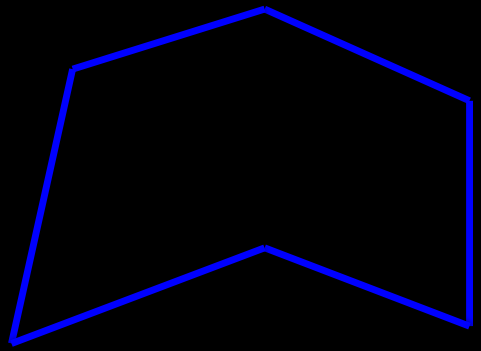
‘the fusion mobility outline’

future perspectives for future audits

Let’s call it the ‘Fusion Mobility Outline’ – the radar plot diagram analysing e.g. two different situations to be compared.

1. As guidelines to overcome a segre-gated world of transport and beyond.
2. A tool for audits - thereby also a step forward in “New mobility policies: from transport departments to mobility networks” will be supported significantly.
3. A tool to improve sustainable development by future investments.

future challenges



future

challenges

from AI

artificial intelligence

future

challenges

from AI

artificial intelligence

future

challenges

from AI

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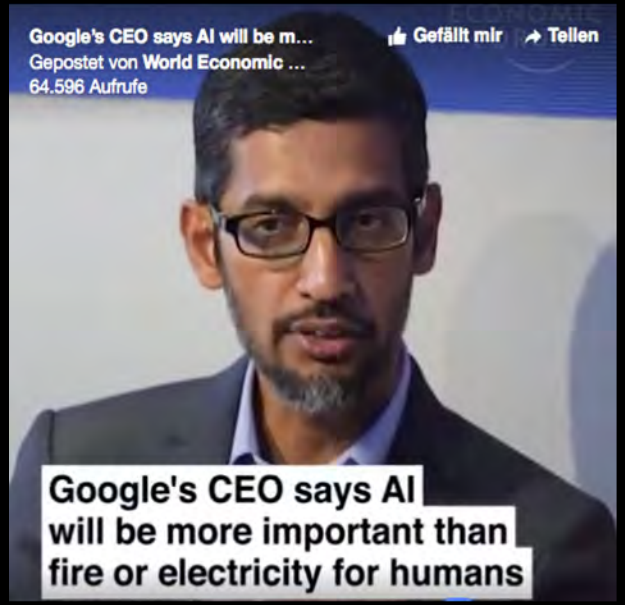
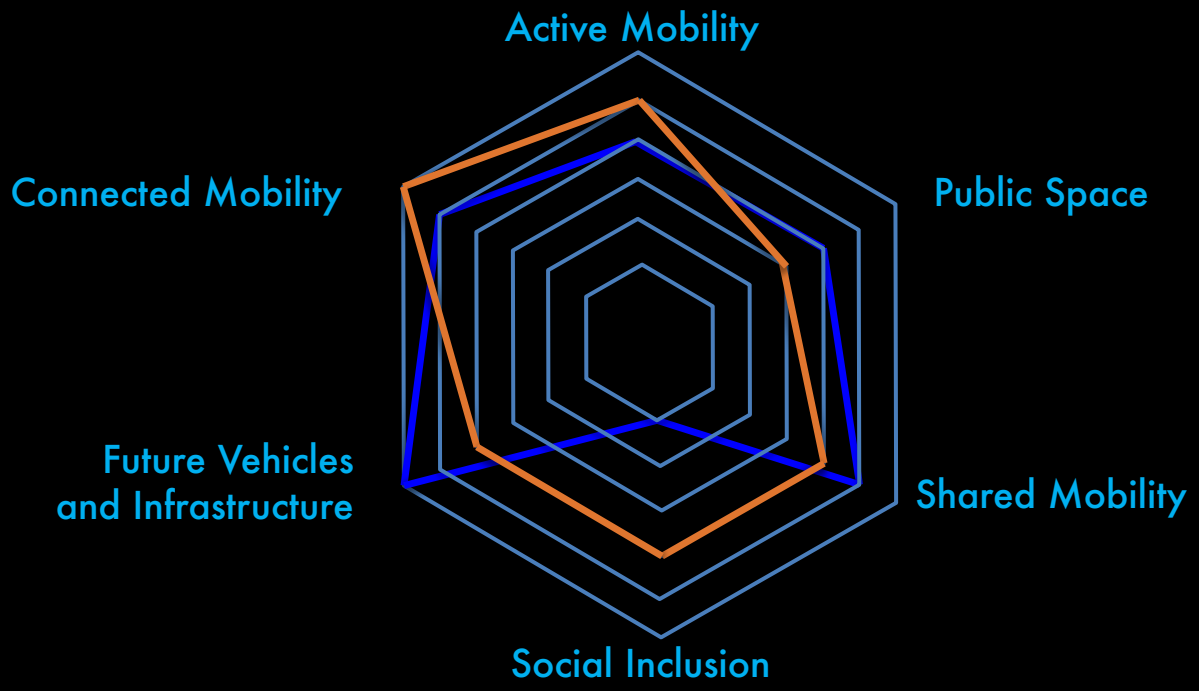


future challenges from AI

artificial intelligence



future perspectives for research

Can the Fusion Mobility concept help contributing to this challenging constellation?

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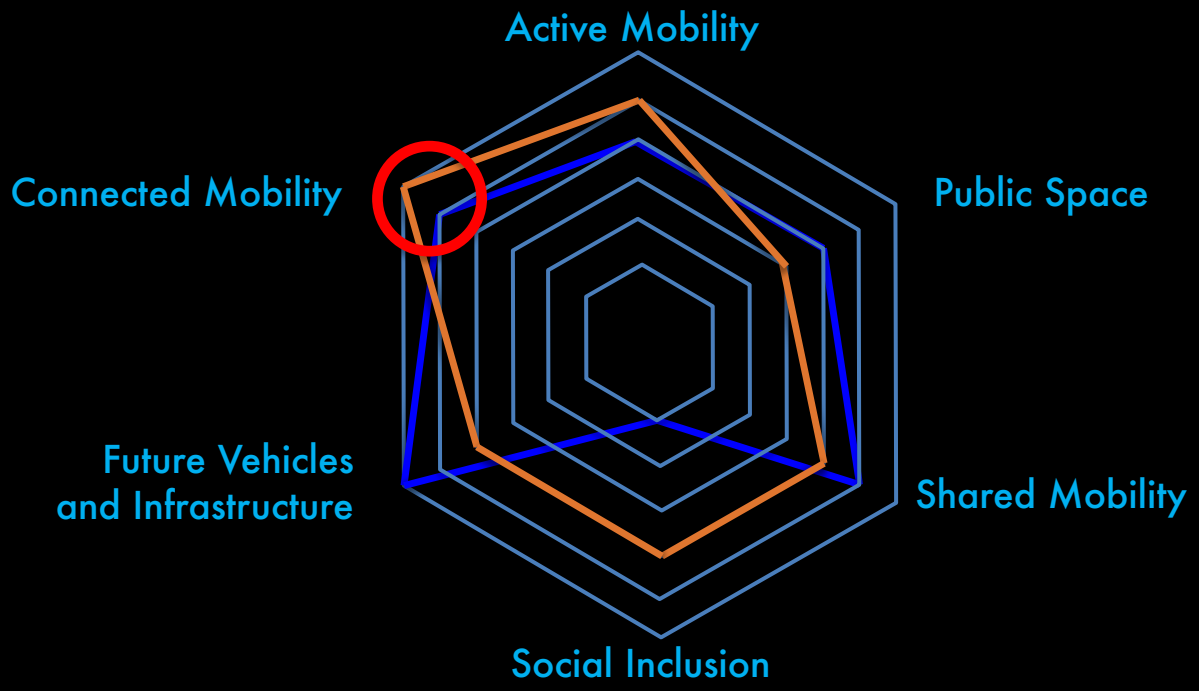
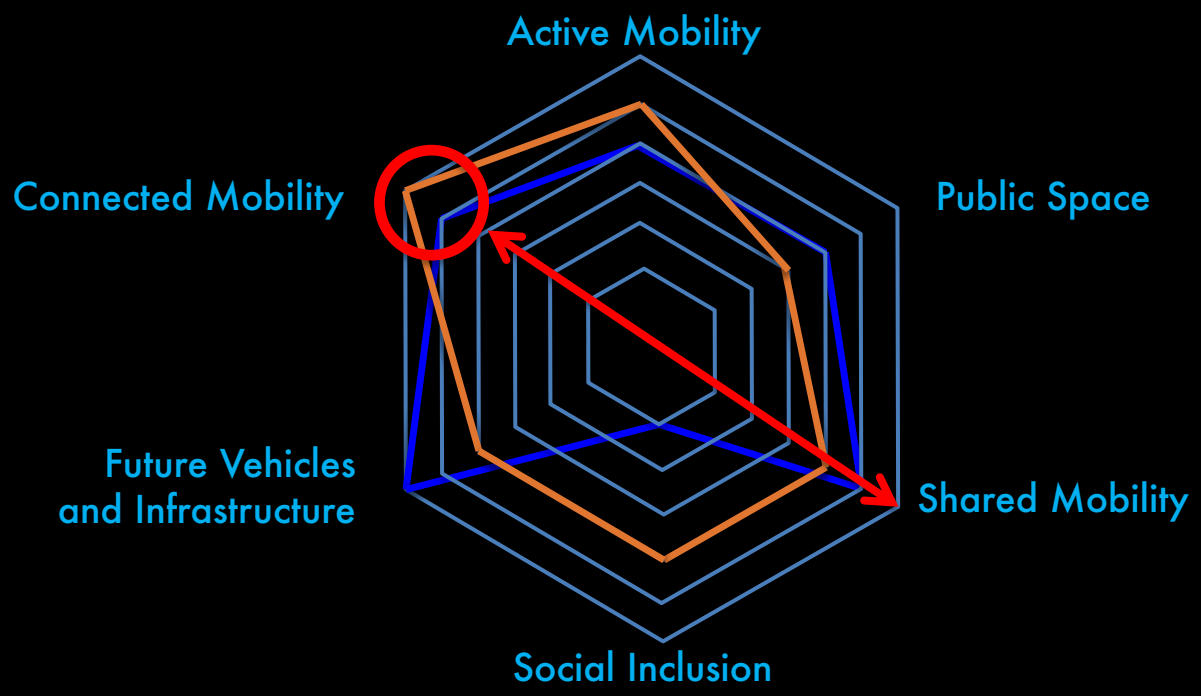


future perspectives for research

1.
What will happen, if the parameters will be created inside Connected Mobility only?



future perspectives for research

1.
... if the parameters will be created inside ... only?
2.
And what, when the other 'BB' will be respected?

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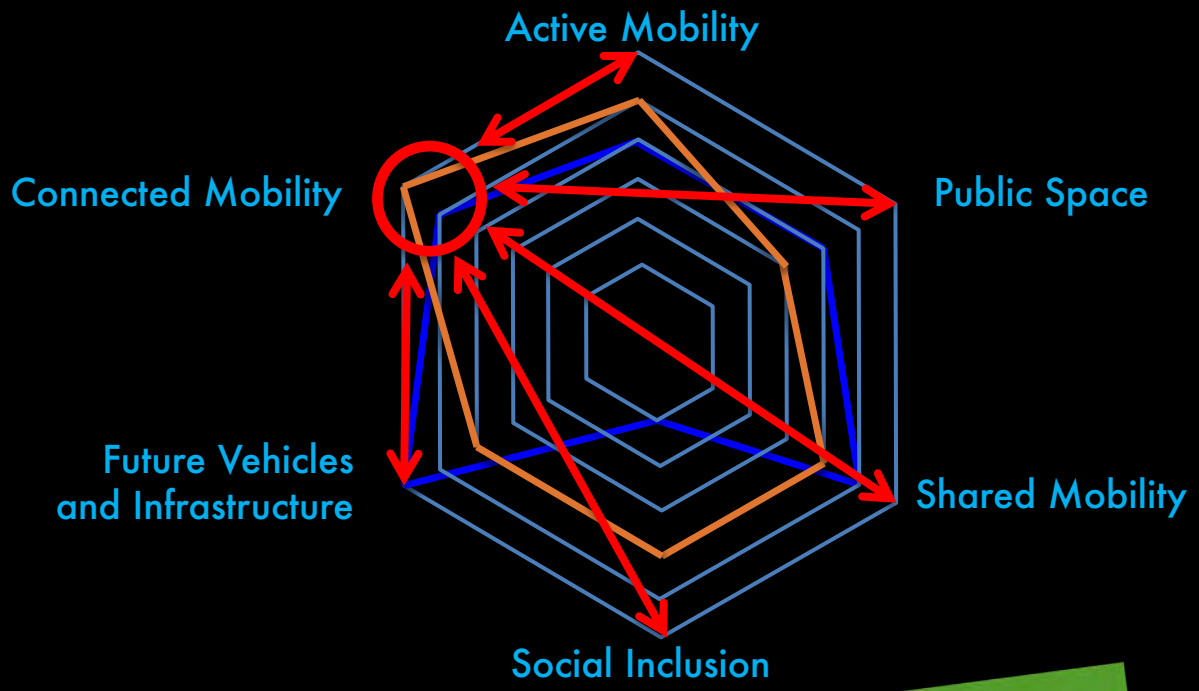

future perspectives for research etc.

Fusion Mobility is the game changer –

- *For further research,*
- *for decision makers*
- *and for society*

And by that:

- *For cycling advocacy!*

25TH ITS WORLD CONGRESS
COPENHAGEN
17 – 21 SEPTEMBER 2018
Quality of life

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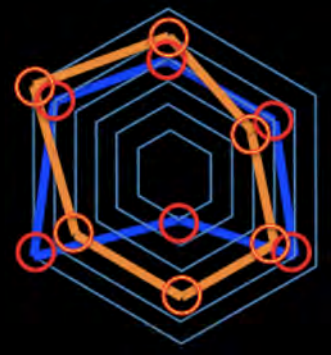

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Cycle Tourism + the Silk Road

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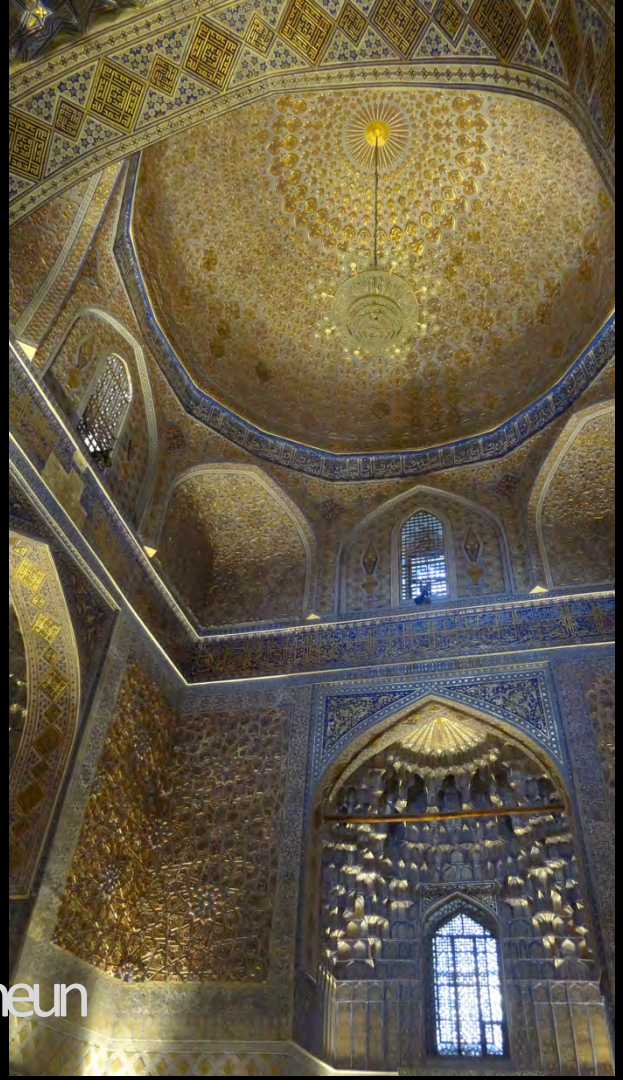

Cycle Tourism + the Silk Road
Geo-strategic assets of FVG and Trieste

Let's call it a historic opportunity, and a licence to dream of golden ages – the label 'Silk Road' is connected with myth and glorious legends, and the historical reality reflects this in particular when we have in mind the historiography given by glorious buildings. The current reality according to the term is diverse:

1. The well established tourism in Central Asia, well knowing that some was created not in the harmony the artefacts are standing for.

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Cycle Tourism + the Silk Road
Geo-strategic assets of FVG and Trieste

Photo credit: http://www.spiegel.de/wirtschaft/china-rueckschlag-fuer-grossprojekt-neue-seidenstrasse-a-1218361.html

2. The Chinese Belt and Road Initiative (BRI) as a giant project in the future world of transport and beyond. It shall become the Chinese gateway to the West – targeting Europe in particular.

3. Some Initiatives from Europe to contradict practically the BRI by starting smaller investments from Europe to Asia; it is a non-symmetric competition that never-the-less can work. Therefore tourism can be one of the good opportunities.

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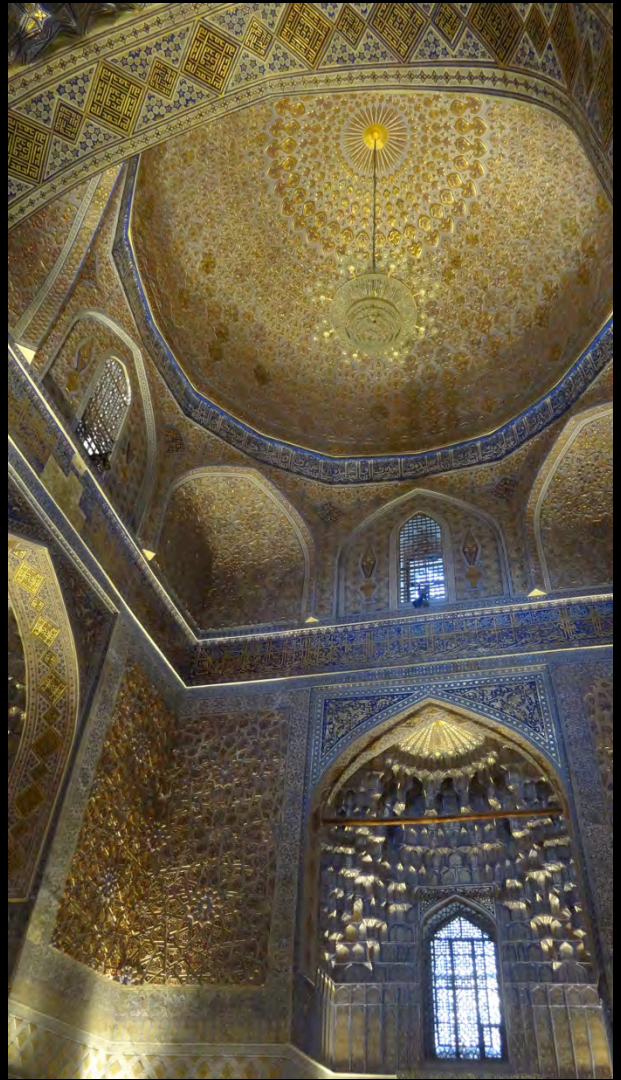
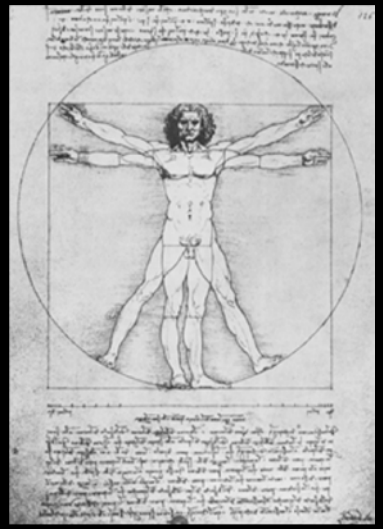


C u l t u r e
is a fusion of
diverse assets
from bottom
up and top
down – this is
why we enjoy
the diversity
of cultures.
The SILK
ROAD stands
for bringing
East and V
together.



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for future cities + tourism

condusions

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No **1** Cycling Economy

No **2** Active Mobility

No **3** Fusion Mobility

Green Growth

bold cycling associations + scientific evidence for strategy + our European and global alliances + projects

Triggering Cities + Tourism

Active Mobility as a basic asset + tremendous fundamental & additional benefits + the silk road perspectives

How future works

prioritised Active Mobility + systemic interactions + overcoming fragmentations in transport + AI benefits/not risks + smart mobility

for future

cities + tourism

condusions

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No 1 Cycling Economy

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INPUT

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INVITATION

… to get more from that best!

Global and European Cycle Tourism – the Socio-economic Scale of the Opportunity

Photos: Füssen tourism, TurismoFVG, ECF

thank you

Manfred Neun
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Scientists for cycling