



ECF gratefully acknowledges financial support from the European Commission.



Space for our future.

Physical activity and society's global challenges for well-being, health and human rights

Dr Bernhard Ensink, ECF Secretary General
MOVE Congress 2013

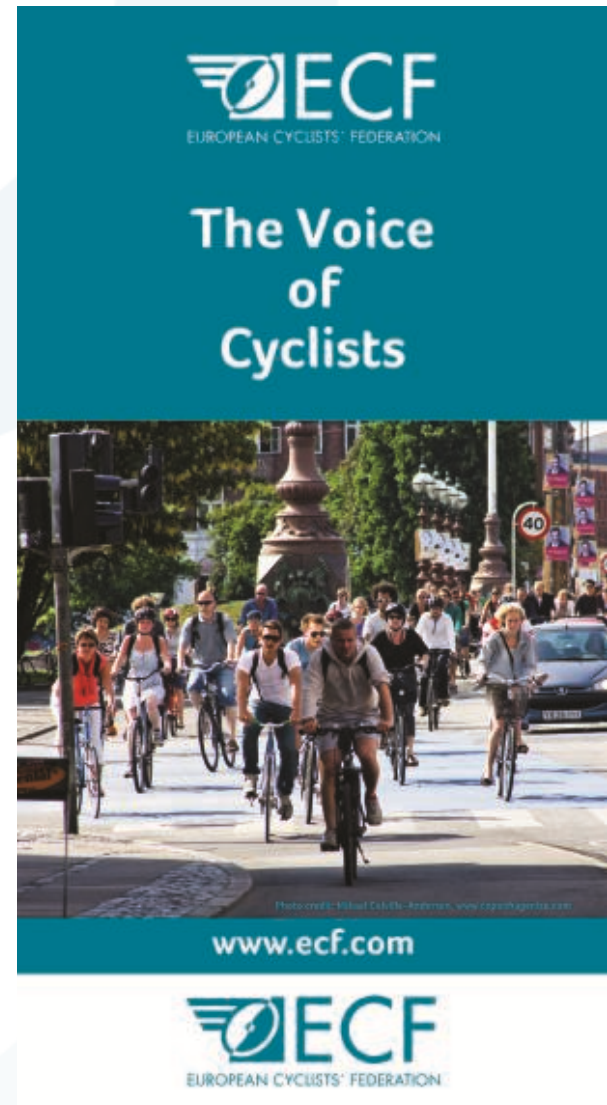
Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 office@ecf.com

www.ecf.com

Our mission:
More people cycling,
more often !

**Objective for
Europe:**

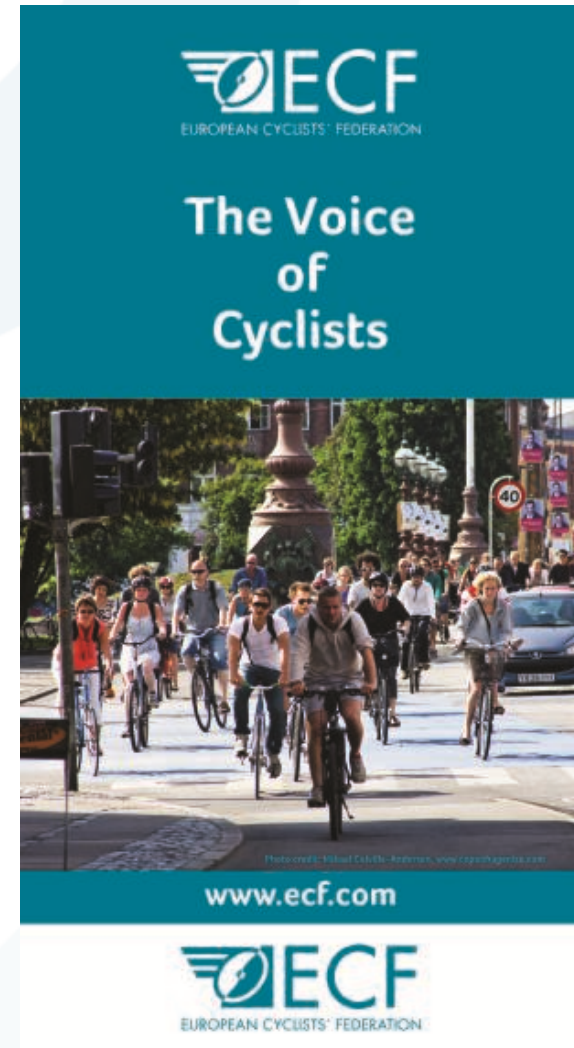
Doubling the share
of cycling to 15%
modal share by
2020!



ECF

Advocacy and promotion for cycling

- International advocacy & promotion
- Supporting national advocacy through member groups, partners, networks
- Demonstration projects, research, development of new approaches, promotion (NowWeMove)
- Organizing ECF Velo-city Series, attending and promoting events e.g. the International Transport Forum





Bernhard Ensink (m.)
1960 (?)

Cycling is
a city
changer !



International
Transport Forum ITF
2012

Space for our future

- Physical activity and society's global challenges for well-being, health and human rights
 - Society's growing challenges
 - How to respond?
 - Global and European alliances







How to respond?

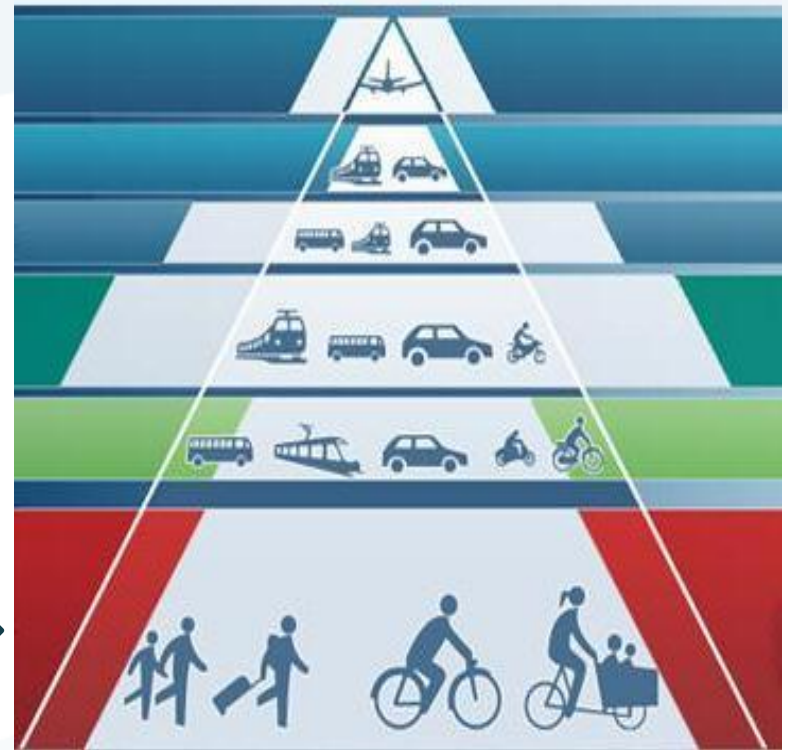
Physical Active Mobility

Active



- Less Passive Mobility
- More Active Mobility

The Mobility Pyramid





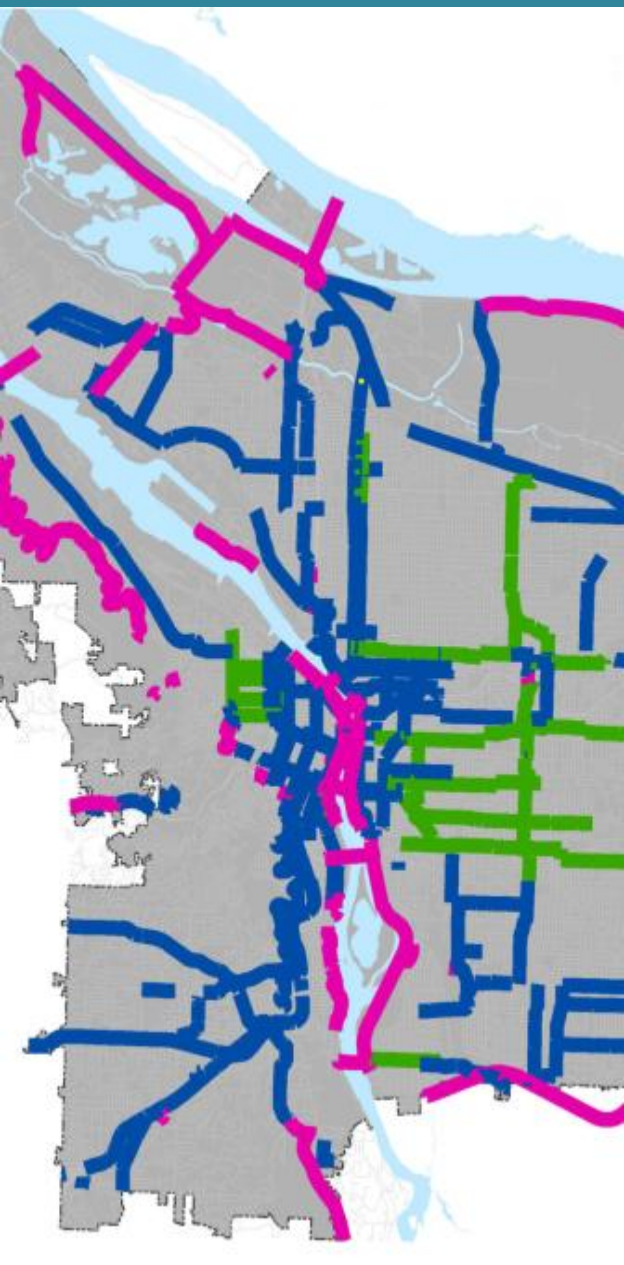
Human Rights !

ECF President
Manfred Neun
at Velo-city 2013:

“Criterion No 1 for all
investments must be
the **Human Rights for
Active Mobility** – an
essential frame for
politics and economy”

Building social, economic and environmental wellbeing

- Successful active mobility
- Connected cities
- Livable cities
 - Car free public space
 - Priorities to walking and cycling
 - Outdoor play
 - Access to services
 - Reduced crime rates
 - Air quality
 - Economic growth



Cycling really can change a city
where people integrate physical
activity into their daily transport

[Copenhagen](#)

City of Cyclists

Cycling is a system within the system of Urban Mobility



[illegible]

**We need leadership
and strong allies!**

Do we have enough strong allies yet?

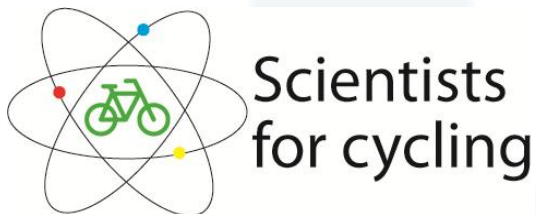


Fortunately we are not alone:
Leadership, alliances,
partnerships ...



B-TRACK-B

ECF Cycling
Industry Club



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UN HABITAT



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Livable cities – cycling cities?

Follow e.g. what happens in ...

- Barcelona (1997)
- **Munich** (2007)
- **Brussels** (2009)
- **Copenhagen** (2010)
- **Seville** (2011)
- **Vancouver** (2012)
- **Vienna** (2013)
- **Rio de Janeiro**
- Adelaide (2014)
- Suwon
- New York
- London
- Budapest
- Portland
- Taipei

Red = member of ECF's network of 19 Cities for Cyclists
In () year of hosting the Velo-city conference

UN Convention on the Rights of the Child



- Inspires many countries – gives us universal values
- The child's right
 - to freedom of association
 - to rest and leisure, to engage in play and recreation
 - to the highest attainable standard of health
 - to a standard of living adequate for the child's physical, mental, spiritual, moral and social development.
 - to freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers

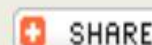
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Kenyan slum cycle to be displayed at UN headquarters



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New York, 12 Jun 12

A bicycle from a Nairobi slum is to be displayed permanently at the United Headquarters in New York as the global body moves to highlight the benefits of cycling as a sustainable means of urban transport.

The decision was reached after United Nations officials, diplomats and members of civil society organizations took part in a bike ride in New York City last Friday to popularize the use of bicycle in world's







ECF is thrilled to be a part of Now We Move and provide it with a Brussels-base, expertise, resources and support.

Why? To bring the transport sector together with physical activity to reach our objectives.

Conclusions

- Future health, wellbeing and economic success depend on how we address urban development
- Key issues
 - Mobility – cycling is an indicator; a city changer
 - Public space
 - Children and young people
- Join us ...
 - Health, sport, children, transport, tourism, urban design, environment, education, business



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Thank you for your attention !

For more information

b.ensink@ecf.com

www.ecf.com



Rue Franklin, 28 1000 Brussels, Belgium Phone: +32 2 880 92 74 Fax: +32 2 880 92 75 office@ecf.com

www.ecf.com