



The Government of the Netherlands
Ministry of Infrastructure and Water Management



Cycling in the Netherlands

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The Government of the Netherlands
Ministry of Infrastructure and Water Management



Team Active Mobility
Cycling & walking





Show of hands





Why cycling and walking?

- > Accessibility
- > (Paris) Climate agreements
- > Health benefits
- > Housing challenge

... it is sustainable

Cycling improves the local air quality

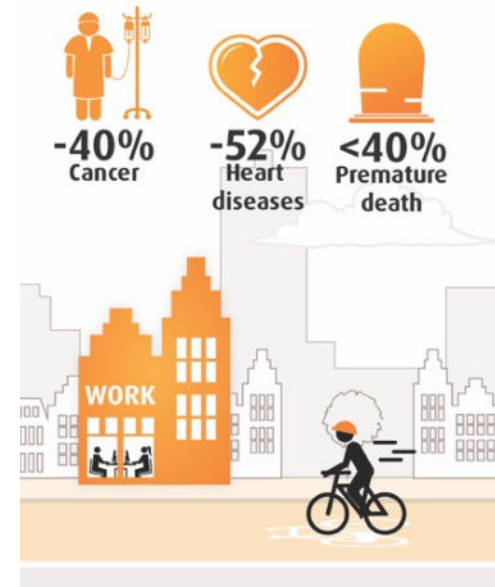
Local air quality improves drastically when switching from cars to bicycles. Switching from car to bicycle reduces 65% NOx pollution per km travelled.⁵



... it is healthy

Cycling prevents serious diseases

Cycling to work every day reduces the risk of serious diseases and depression.⁸





Cycling cities are pleasant cities

Cycling creates public space

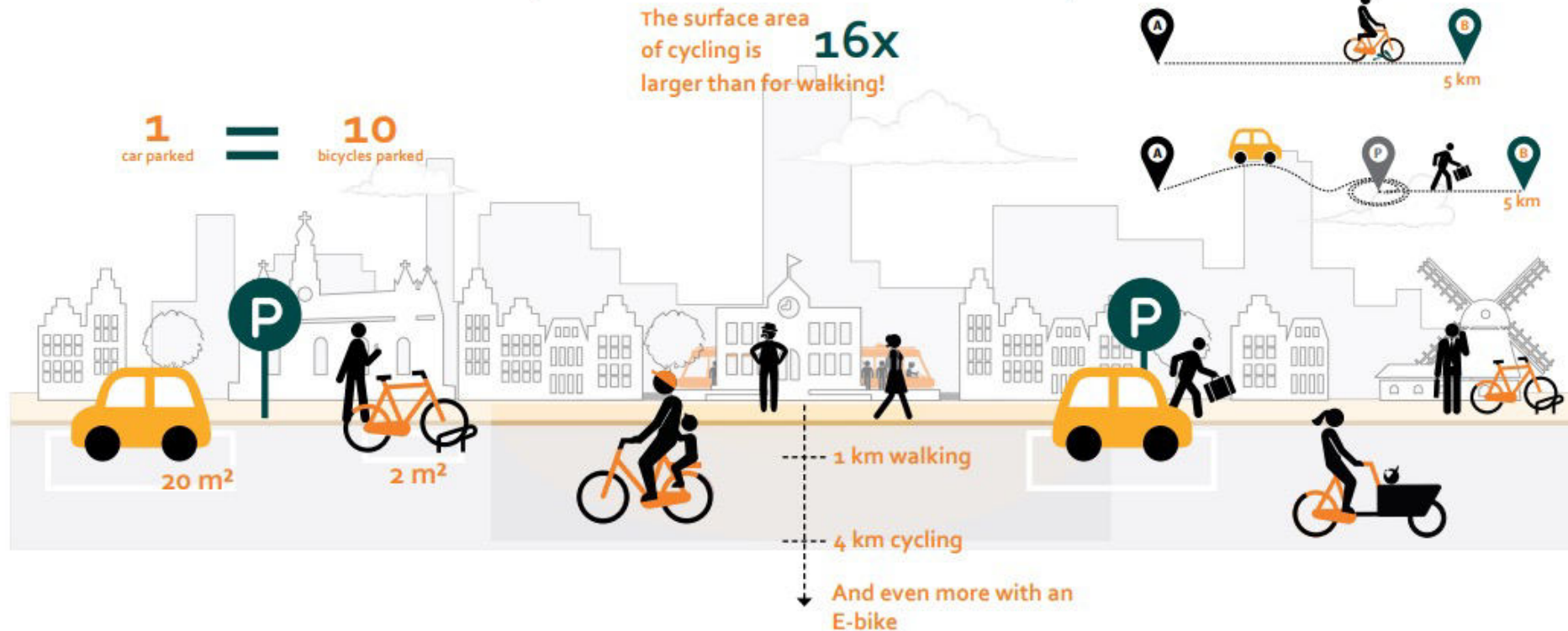
Bicycles take up less space than cars, both for driving and in the amount of space taken up by parking.¹³

The bicycle is the easiest means of transportation

Within the urban environment, locations are easier to reach by bicycle or a combination of bicycle and public transport than by car.¹⁴

Cycling saves time

No need to search for a parking spot. Within the urban environment, the bicycle is the fastest means of transportation.¹⁴





We haven't always been a cycling nation...



1970's





Dutch challenges

- › Challenges: growing cities, air pollution, social inequality, health
- › Additional goal: sustainable transport as a part of healthy cities
- › Dutch approach towards cycling



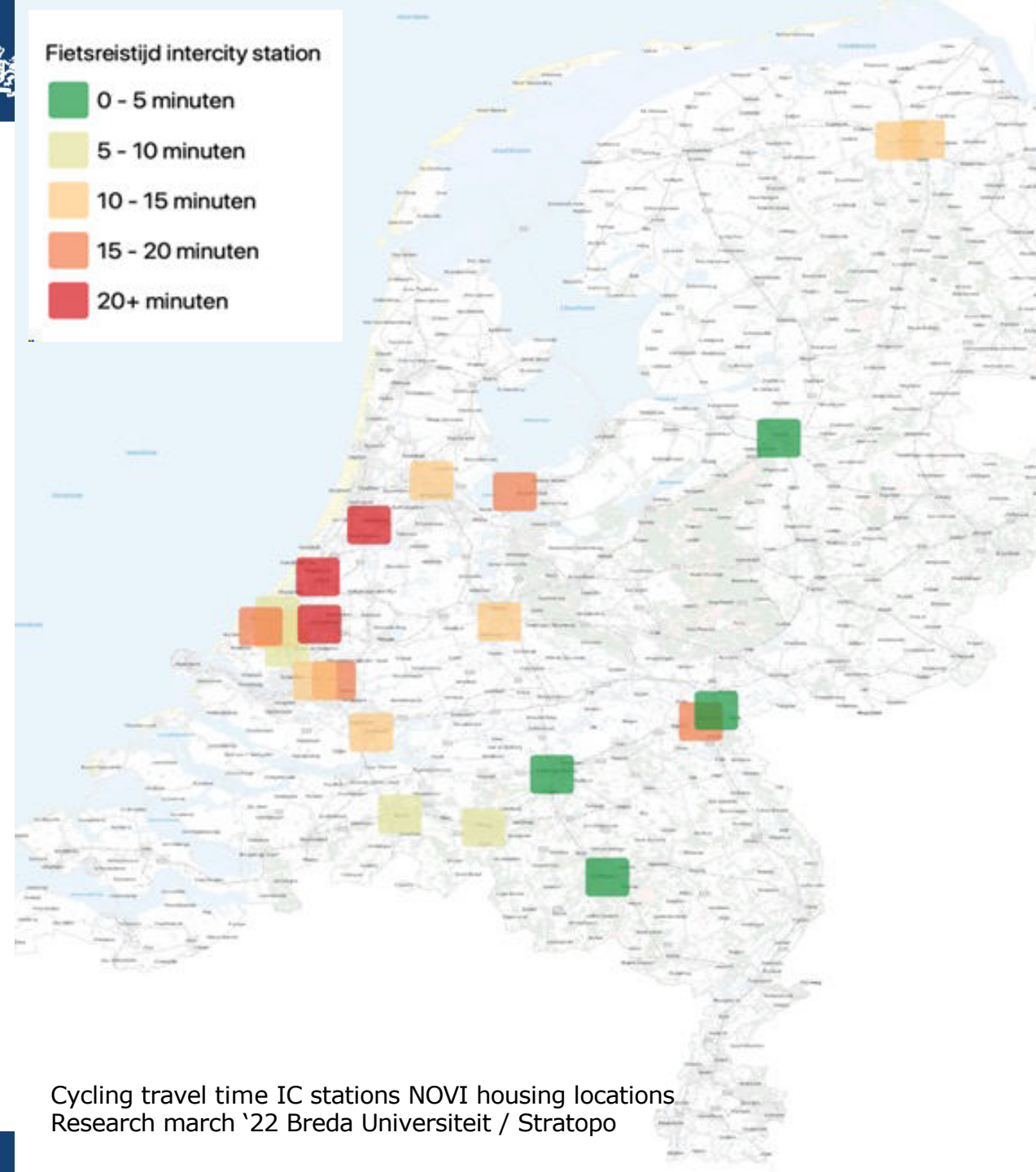


One of our main challenges

10.000 new houses needed, how to make them accessible?

- Cycling infrastructure and parking
- Incl. walking!

Fietsreistijd intercity station



Cycling travel time IC stations NOVI housing locations
Research march '22 Breda Universiteit / Stratopo



How to get there?

- › **Hardware**
Infrastructure
- › **Software**
Mindset
- › **Orgware**
Governance





Dutch Cycling Hardware: Infrastructure

- › Know where and current status of your infrastructure
- › €780,- million for accessibility for housing
 - Cycling infrastructure
 - Cycling parking at stations
 - Cycling through routes
- › Cooperation between governments (NTF: National Future Vision Cycling)





Dutch Cycling Hardware: Bicycle Parking

- › Public transportation bike rental system
- › Bicycle parking at train stations
 - Goal: from 510.000 to 600.000 places in 2027





Dutch Cycling Software: cultural aspects





Dutch Cycling Software: Behaviour change





Dutch Cycling Orgware

Cycling policy is decentralized to provinces and municipalities



1990's



**Overall goal:
20% more
cycling km
in 2027**

Dutch Cycling Orgware: Tour de Force





State Secretary
Ms. Vivianne Heijnen:

100.000

extra commuters on bike between 2022 and 2025





Our approach?

1. Bicycle Ambassadors program
2. 'Cycle On' program elderly
3. Citydeal Cycling for Everyone
4. National campaign
5. International approach

Safety first!



The Bicycle Ambassadors Program





'Cycle On' Program for the elderly



doortraPpen



CityDeal Cycling for Everyone

- › Having, be able and willing to cycle
- › Not all families can afford bicycles for their children
- › Municipalities running projects on learning to cycle
- › Ministry exploring role on how to enlarge projects





Active travel = healthier kids

- Many children (over 90% in Canada, for example) don't get the recommended amount of physical exercise each day
- This has resulted in a skyrocketing obesity rate (currently in every EU country except one: the Netherlands)
- By building movement into their cities, Dutch kids are among the happiest in the world, with the highest rates of physical activity and lowest rates of obesity and antidepressant usage





First National campaign on TV to stimulate cycling





The Netherlands cycling country



- Cooperation Dutch Cycling Embassy
- Public Diplomacy top 20 countries
- Trade missions, conferences and incoming delegations
- Cooperation EU-UN-level: THE PEP
- ACTIVE



International focus: What is ACTIVE?

- Alliance for
- Cycling and walking
- Towards
- International
- Vitality and
- Empowerment

Goal: Supporting the training of 10.000 active mobility experts in ten years time





Goals

- Train 10,000 active mobility experts within 10 years
Via Global Capacity Building Workshops
- Create a global active mobility investment fund



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Mobilité
et des Travaux publics
Département de la mobilité
et des transports



Government of the Netherlands



WORLD
RESOURCES
INSTITUTE





- Feb.'23 1e ACTIVE workshop **India**
- April'23 **Vietnam**
- Juli '23 **Ghana**
- September '23 **Colombia**
- Oktober '23 **Rhwanda**
- November '23 **Dubai**
- Launce at **COP28**
- Feb.'24 **Thailand**
- March'24 **Peru**



Austrian context

- > 20% more cycling kilometres since 2023
- > Modal split from 7% to 9% in Vienna
- > What an impressive public transport system...





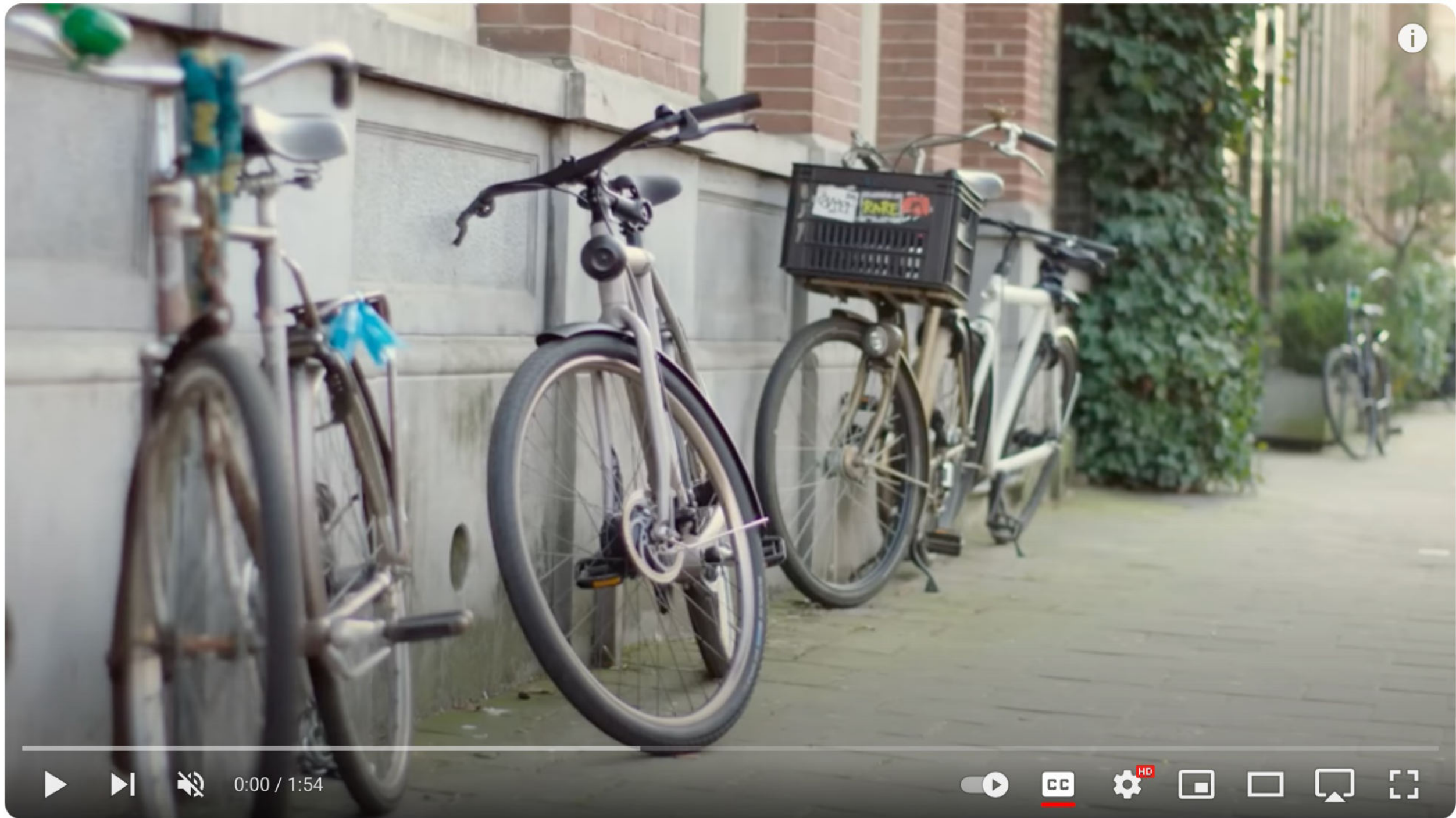
Urban context: Agentiniersstrasse “before...”





Urban context: Argentiniersstrasse “after ...”





0:00 / 1:54



HD



Our main challenges?



- More fatbikes...
- Too many cyclists on our infrastructure?
- Create more space!





Main take aways

- Combine hardware, software & orgware measures
 - With safe, dedicated infrastructure first
- Define your audience, where is the potential?
- Find your own way to stimulate cycling, how to finance & most of all: work together!





More information?



- Dutch Cycling Vision: [Dutch Cycling Vision EN.pdf \(dutchcycling.nl\)](#)
- Knowledge Clips: [Dutch Cycling Embassy - Knowledge clips](#)
- THE PEP: [Pan-European Master Plan for Cycling Promotion | THE PEP – UNECE](#)
- More info about the Argentiniersstraße:
<https://presse.wien.gv.at/presse/2023/04/25/sima-halbwidl-argentinierstrasse-wird-fahrradstrasse-nach-niederlaendischem-vorbild-verkehrsberuhigung-und-60-neue-baeume>



What kind of future do we want?





Thank you for your attention!

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Feel free to contact me!