

# HUNGARIAN GUIDE TO FINANCING URBAN CYCLING DEVELOPMENT

Association of Hungarian Bicycle Producers and Traders

Secretary General

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# How to do ?

- Not a Secret Recipe to make quick money

**BUT**

- Strong civil activity, lobbying
- Need cooperation
- Get behind the rivalry and competition



# Why to do ?

- No governmental intention for many bicycle point of view for 2014-20
- No strategic concept on cycling
- No responsibility



# Cycling Roundtable

Memorandum February of 2013

- European Cyclists' Federation
- Kerékpáros Magyarország Szövetség
- Kerékpárosbarát Települések Országos Szövetsége
- Magyar Kerékpárosklub
- Magyar Kerékpárgyártók és Kereskedők Szövetsége
- Magyar Kerékpársportok Szövetsége
- Magyar Természetjárók Szövetsége



# Memorandum

„Agree to make joint efforts to further develop and turn cycling into a significant pillar of sustainable economic development as one of the most popular means of transport, tourism, recreation and sport in Hungary between 2014-20”



# Cyclists' Roundtable

How did we work?

Working group

- Transportation, infrastructure
- Safety education
- Tourism, recreation
- Producing and trade
- Sport

National Cycling Concept



Charter



# National Cycling Concept and Charter

- Development of bicycle route networks, infrastructure for cycling mobility and recreational cycling -- 20 billion HUF
- Cycling-related education and awareness raising, 4 billion HUF
- Development of cycling tourism, 30 billion HUF





# National Cycling Concept and Charter

- Bicycle industry and trade, 5 billion HUF
- Development of cycling organizational structure 1 billion HUF
- Cycling aspects must be taken into account in case of all relevant traffic, urban, regional, rural, economic and human resources development projects. HUF 60 billion – all relevant operational programs



# Lobbying

- Spreading the National Cycling Strategy to decision-makers, stake holders
- Meetings
- Happenings



Cycling bring more money!

# Result

That certain letter from  
the Secretary of  
Infrastructure ...

*„I support all values and  
intentions of the  
Charter....and i advice  
common work....”*

Happiness! 😊



# Signature



# Results

- 22 local governments joined to the Charter
- The Operational Programs - built up cycling issues - is under declaration (80 billion HUF)
- Cycling Hungarian Program 2014-20
- Establishment cycling coordinating body





# The receipe

- gather the civil cycling organisation in your country
- find a common interest and a joint target
- person who is very professional in all cycling issues
- somebody who has strong organising and communication skill
- good performances
- excellent media connections



Thank you for your attention!

