

EPOMM awards – 2015

Best International Policy Transfer Awards

It is one of the central aims of EPOMM to support exchange and learning on Mobility Management between European countries. For this reason, EPOMM has introduced the Best International Policy Transfer Award – that rewards the best policy or best practise transfer between different entities from different countries.

Application Form

This application form should be completed and sent back to EPOMM: info@epomm.eu by **25 March 2015**

Please provide names and contact details of the main organisations involved in the transfer:

If the transfer is between more than 2 entities, please give details

Between which entities is the transfer?

	Exporting entity ¹ :	Importing entity ² :
Organisation Name:	CROW Fietsberaad	Fietsberaad Vlaanderen p/a VVSG vzw
Contact Person	Otto van Boggelen	Wout Baert
Contact Details:	otto.vanboggelen@crow.nl +31 318 699 893	wout.baert@fietsberaad.be +32 2 211 55 05
Type of entity: Tick category		
	Municipality:	Municipality:
	Ministry:	Ministry:
	EU Project partner:	EU Project partner:
	Transport Authority:	Transport Authority:
	Other: NGO	Other: NGO

	EPOMM Award 2014	Max score	Word limit
1	<p>What is your project about?</p> <p>The Dutch “Fietsberaad” exists since 2001 as a national expertise center on cycling. In this period the Flemish Government was already interested in setting up the same kind of organisation, but due to political priorities the budget was spent elsewhere.</p> <p>In 2014 the Flemish Government evaluated her cycling policy and stated that more efforts on cycling had to be made by local governments (90% of Flemish roads are owned by municipalities; in Flanders 50% of trips less than 5km are still made by car). Therefore, the Flemish Government was interested again in setting up the Flemish version of the “Fietsberaad”. The Flemish Fietsberaad was founded for sharing good cycling measures and practical and usefull cycling solutions amongst municipalities, to invest in research and development for better and safer cycling policies and to stimulate cross-over with other competences (health, urban planning, climate,...) and invest in cross-border networking.</p> <p>Since the summer of 2014 the Dutch “Fietsberaad” and Flemish “Fietsberaad” are in touch with each other and are planning cross-border initiatives. They are now busy developing a shared open data platform on cycling.</p>	5 points	200 words
2	<p>Why do you think your project is entitled to apply to the award on Best Practice Transfer?</p> <p>More than the Netherlands, the Flemish “Fietsberaad” has to stimulate the</p>	5 points	300 words


¹ The “exporting entity” supports the implementation of a measure in another entity in another country

² The “importing entity” works to implement a new measure/policy coming from the exporting entity

	<p>municipalities in making efforts on cycling. There is no use in copying an idea that is not fitted to your own situation.</p> <p>Therefore once the budget was made available by the Flemish Government, stakeholders and key players were engaged in fitting the “Fietsberaad” to a Flemish context. One of the main differences is that the Dutch Fietsberaad is part of a broader knowledge center on mobility, whilst the Flemish Fietsberaad is embedded within the Association of Flemish Cities and Municipalities.</p> <p>The Association of Flemish Cities and Municipalities has staff members in all competences that local governments need. Their main focus is advocacy and knowledge development for the local policy level. The Flemish Fietsberaad is engaging all these specialists in its daily work. Cycling policy becomes more than transport policy and is integrated in other competences like urban planning, health, elderly care, culture, safety, climate, economy,...</p> <p><i>What is innovative / original in your project?</i></p>		
<p>3</p>	<p>Please describe the transferred measure and how it enhances Mobility Management locally / regionally / nationally</p> <p>The Flemish Fietsberaad is a knowledge center on cycling. It has three strategic domains where it is taking initiatives:</p> <ol style="list-style-type: none"> 1. Knowledge sharing and supporting cycling policy 2. Research and development in cycling 3. Innovation and networking <p>Many actions are taken within these strategic domains: an online knowledge database, a cycling policy guide, a quick-scan, research on priority for cyclists on crossings, “counting cyclists” week, platform on cycling data,...</p> <p>The Flemish Fietsberaad invests in knowledge and building platforms for cycling stakeholders.</p> <p>Strategic domains and actions are discussed in a “program board”, where stakeholders are brought together: municipalities, regional government, cycling advocates, universities, police,...</p> <p>The Flemish Fietsberaad works on a regional level (Flanders), to support the local level (cities and municipalities). It works together with other border regions (Brussels Capital Region).</p> <p>The mission of the Flemish Fietsberaad stated that more efforts on cycling had to be made by local governments as in Flanders 50% of trips less than 5km are still made by car. Flanders is the third cycling region in Europe and is a real challenger. The Flemish Fietsberaad supports cities and municipalities as they own 90% of Flemish roads.</p> <p><i>Which area of MM is covered? Are there wider stakeholders involved?</i></p>	<p>5 points</p>	<p>300 words</p>
<p>4</p>	<p>What was the methodology for the transfer?</p> <p>The jury of the contest “Cycle city 2012” suggested to adopt the Dutch strategy of developing knowledge in cycling policy. In their final report to the Flemish Minister for Transport and Public Works, they proposed the idea officially. The months after more formal proposals were made, by a number of organizations that were interested in housing the “Fietsberaad”. These proposals were discussed with the Minister’s cabinet and the manager cycling policy of the Flemish Administration for Transport and Public Works.</p> <p>It took about 18 months from to come to a final decision where the budget was available (February 2014).</p> <p>After engaging the program manager, a new round of interviews with key</p>	<p>5 points</p>	<p>200 words</p>

	<p>players and stakeholders was made. One of the main questions was to identify the most important challenges and Flanders's ambition in cycling overall. What is typical about Flanders and what should the Flemish Fietsberaad be doing to be a support for cities and municipalities. Also, potential candidates for the program board were contacted.</p> <p>Finally, in October 2014, the first meeting of the program board was held and a strategy was proposed.</p> <p><i>What partners were brought together? How was the importing measure identified? In what form did the transfer take place? How many months did it take to start to finish?</i></p>		
5	<p>Is there political level and / or senior officer support from the <u>importing</u> entity?</p> <p>Importing of the idea "Fietsberaad" has received support on different levels, as well politically as from civil servants. The cabinet of the Flemish Minister of Transport was actively engaged in the process and in creating a budget for the transfer. The chairman (mayor of one of the Flemish Cities) and the executive committee of the Association of Flemish Cities and Municipalities played a role in making a formal proposal to the Flemish Government and the Department of Transport and Public Works.</p> <p>The existing staff of the Association of Flemish Cities and Municipalities made up a preliminary budget and made efforts in a successful launch at the 2-year event "VVSG-trefdag" (congress for 4.000 professionals working on the local level).</p>	5 points	100 words
6	<p>Is there political level and / or senior officer support from the <u>exporting</u> entity?</p> <p>In the process of the transfer, the Dutch chairman of The Dutch Fietsberaad was involved. His name is Tymon de Weger and he is a City Council of the city of Woerden. His role to support the process was to exchange the Dutch knowledge about the way the Dutch Fietsberaad is operating and how the Dutch Fietsberaad is transferring knowledge to the local governments.</p> <p><i>Is there an elected person involved in the process? What is his/her role? Is there a senior officer involved in the process? What is his/her role? What kind of support was provided: information? Availability of staff? Other?</i></p>	5 points	100 words
7	<p>How can you quantify the success of the transfer?</p> <p>The Dutch "Fietsberaad" has been an influencer of the Flemish cycling policy. Although civil servants in Flanders have been inspired by the knowledge in the Netherlands, measures and policies to be taken in Flanders can never be the same. The context of both regions is totally different, for example urban planning. And you have to show your own good practices to convince people things are possible and you are in the right track. That's what we have brought together with the Flemish Fietsberaad.</p> <p>We see a lot of municipalities asking the Flemish "Fietsberaad" for support. Our survey revealed that all cities and municipalities (95%) are investing in cycling, but are spending their budget mainly in infrastructure. The Flemish Fietsberaad will convince cities and municipalities that promoting cycling as a mean of transport means that investing in hard- and software is necessary and that linking with other competences is a 'must do'.</p> <p>There is no measurable effect on transport behaviour yet. But the Flemish</p>	5 points	200 words



	<p>Fietsberaad organizes the “Cycling Counting Week” in September, together with it’s partners. The counting week will be organized yearly, to see effects over time.</p> <p>An effect that is measurable though is the interest from cities and municipalities for the activities The Flemish Fietsberaad is developing.</p> <p><i>Have there been any measurable effects yet on transport behaviour (e.g. modal split) as a result of the importing measure being adopted? What are the implications for the future?</i></p>		
<p>8</p>	<p>Please cite one key success factor which made the measure import work well.</p> <p>We worked hard, and made it work in our own context, due to interviews and talks with key players and stakeholders in the Flemish cycling world. The name is the same (‘Fietsberaad’), and we work together on certain projects. But it’s necessary you keep your own ambitions and challenges in mind.</p>	<p>5 points</p>	<p>100 words</p>
	<p>I, Wout Baert, confirm that the information I have given in this form is true</p>  <p>Signature</p>		

THANK YOU !