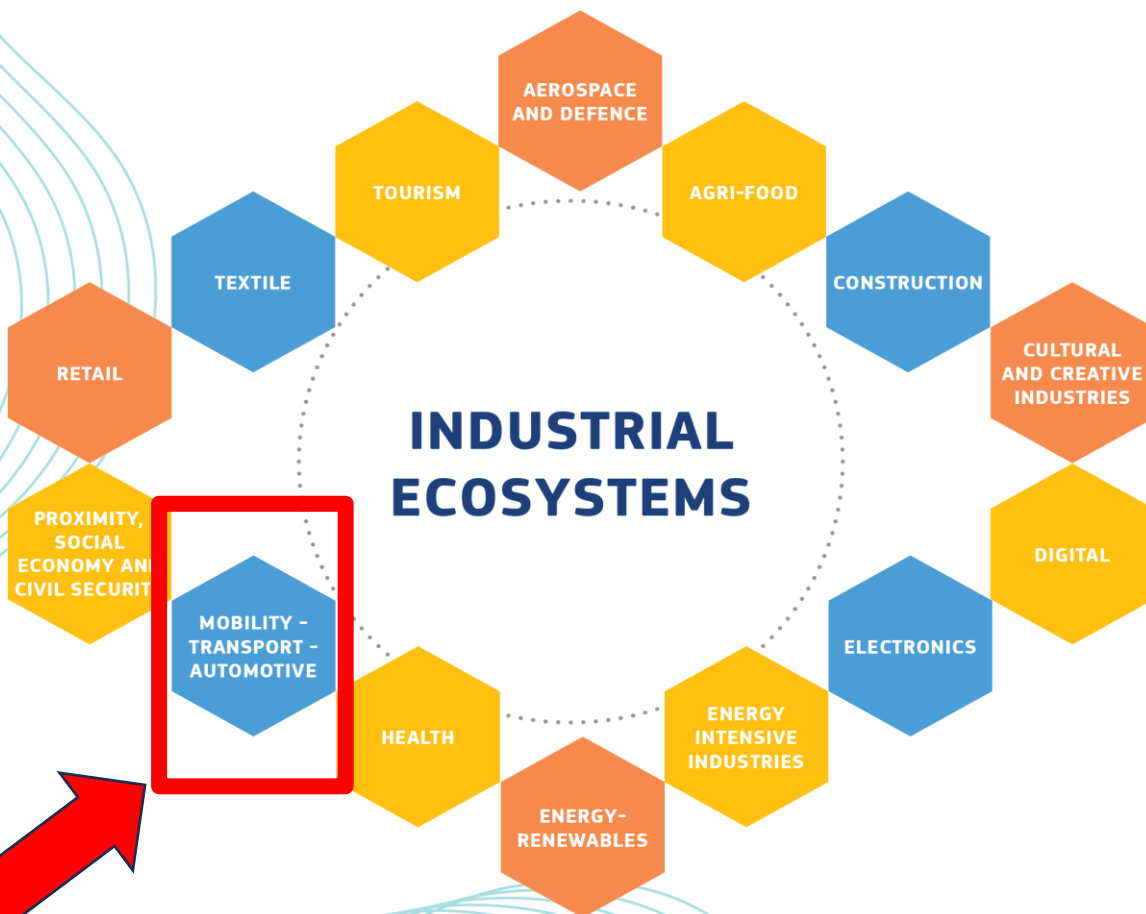


MOBILITY TRANSITION PATHWAY

Lorena Ionita, DG GROW
High-Level EU Cycling Conference
Hasselt (Belgium)
30 January 2024





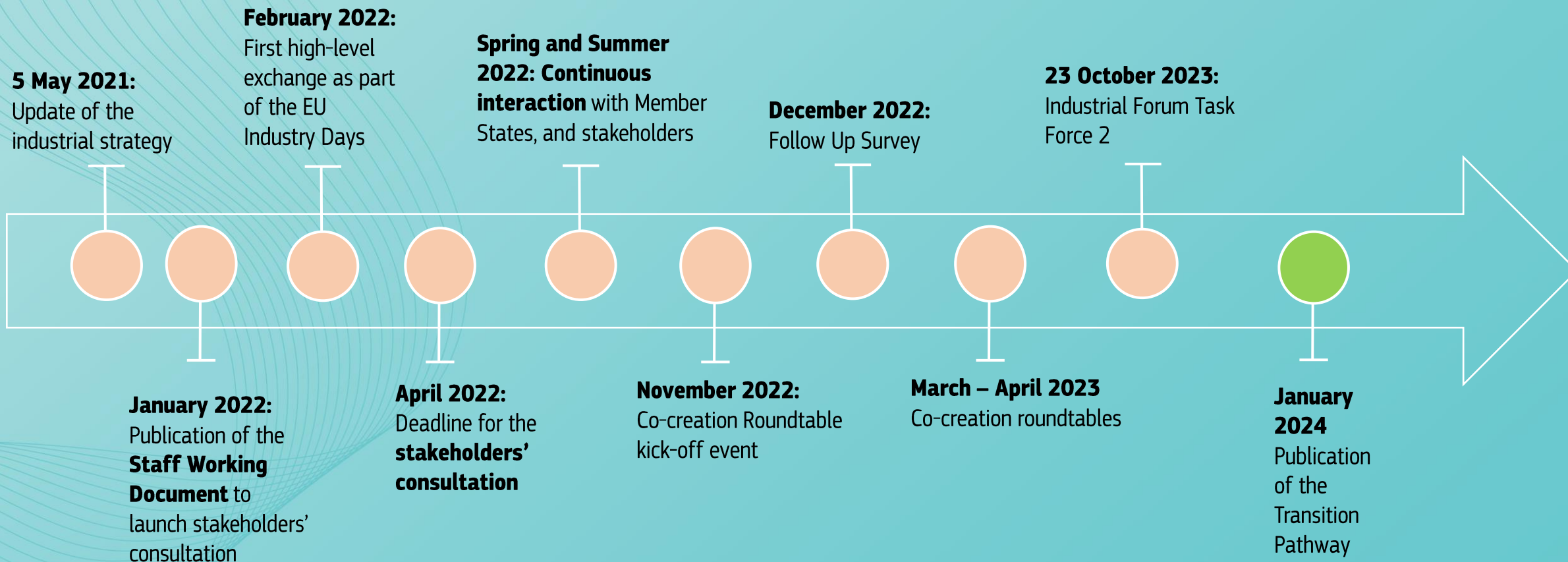
The **updated Industrial Strategy** reaffirmed the priorities set out in the March 2020 Communication, while responding to the lessons learned from the crisis to boost the recovery and enhance the EU's open strategic autonomy.

The key identified priorities are:

- Strengthening Single Market resilience
- Analyzing and addressing strategic dependencies
- Accelerating the twin green and digital transitions: the transition pathways

Mobility Industrial Ecosystem: automotive, rail, waterborne and cycling

- Transition pathway **co-created** in partnership with industry, public authorities, social partners and other stakeholders
- **Bottom up understanding** of the challenges to be addressed to support an actionable plan in favour of a green, digital and resilient mobility ecosystem
- *“For a resilient, innovative, sustainable and digital mobility ecosystem – Scenario for a transition pathway”* – January 2022 **public consultation**; recent developments broadened the focus (e.g. supply chain disruptions, strategic dependencies)





The Transition pathway for the EU mobility industrial ecosystem was published on 26 January 2024.

The report includes some 112 specific actions to support the twin transitions and the long-term resilience and competitiveness of the mobility industrial ecosystem.

<https://ec.europa.eu/docsroom/documents/57674>

1. Sustainable competitiveness

2. Regulation and public governance

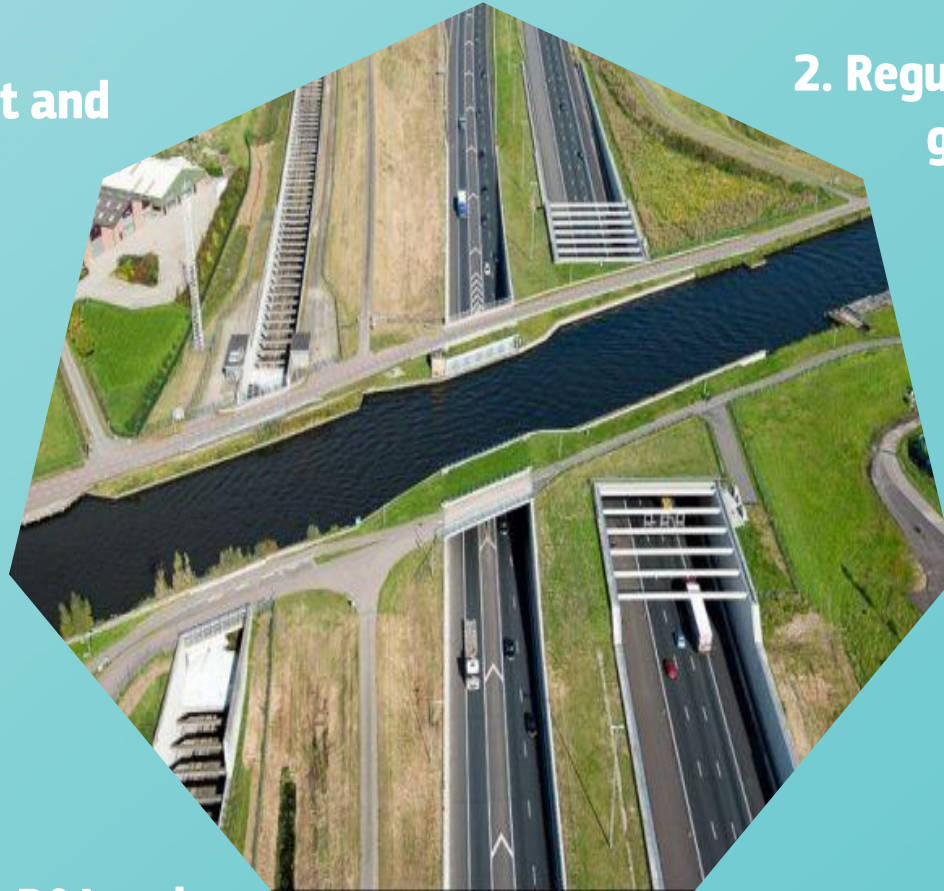
3. Social dimension

4. Skills

5. R&I and Technological Solutions

6. Infrastructure

7. Investment and Funding



- Bike manufacturing, cycling infrastructure, logistics and services
- **1,3 million jobs** and **EUR 21 bn contribution to EU GDP**
- Supply chain of **over 1,000 SMES**
- Emergence of a **European EPAC (Electrically Pedal Assisted Cycles) standard**
- **80%** of **e-bikes** sold in 2022 assembled in the EU : E-bike an increasingly “EU business”
- **EU world leadership** for **bike sharing** and wider cycling services (e.g. cyclo-tourism)

Opportunities and Challenges reported by stakeholders (examples):

- Strong overall support for cycling mobility by Member States
- Digital transition (smart value chains, robotization, ride-sharing fleet management)
- Competition from Asia in lower to middle market segments
- Cycling infrastructures investment levels varying across Member States

1) SUSTAINABLE COMPETITIVENESS

- ✓ Strengthen market surveillance in the bike industry, aiming at global level playing field
- ✓ Support reshoring opportunities for components, e.g. through automated production, and development of battery value-chain for eBikes

2) REGULATION AND GOVERNANCE

- ✓ Assessing relevant legislation to ensure the ecosystem's green transition & competitiveness
- ✓ EU involvement and coordination in international standardization activities

3) SOCIAL DIMENSION

- ✓ Consider reduced VAT on bikes sales, repairs and renting, to promote its uptake
- ✓ Ensure protection of Vulnerable Road Users in vehicles not covered by EU type approval rules (e.g. e-scooters, etc.)

4. SKILLS

- ✓ Create a Cycling sectoral skills alliance to facilitate transition of jobs into cycling manufacturing
- ✓ Develop labour transition plans (e.g. for automotive workers towards cycling industry)

5. R&I AND TECHNOLOGICAL SOLUTIONS

- ✓ Smart value chains & share best practices from European mobility & manufacturing data space
- ✓ Develop bike sharing fleets, bike subscription based or leasing services, bikes' refurbishment

6. INFRASTRUCTURE

- ✓ Develop safe infrastructure for cycling (including for cargo bikes)

7. INVESTMENT AND FUNDING

- ✓ Create grants for green transition to support SME acquisition of cargo bike for business deliveries

Transition pathway for Mobility

SAVE THE DATE

Roundtable event on the transition pathway for the mobility ecosystem,
29 February 2024, Brussels

The European Commission is happy to invite you to participate in the roundtable event on the transition pathway for the Mobility ecosystem.

The event is going to be the occasion to present and discuss the transition pathway for the Mobility ecosystem co-created with the industry and the civil society.

At the same time, the event will also kick-start the co-implementation process with a call for stakeholders pledges to underpin the actions of the transition pathway.

This event is in-person and open to the public. Do not hesitate to share this invitation with other interested parties.

Visit the event website to register and to stay updated about the programme and practical details. [**CLICK HERE**](#)

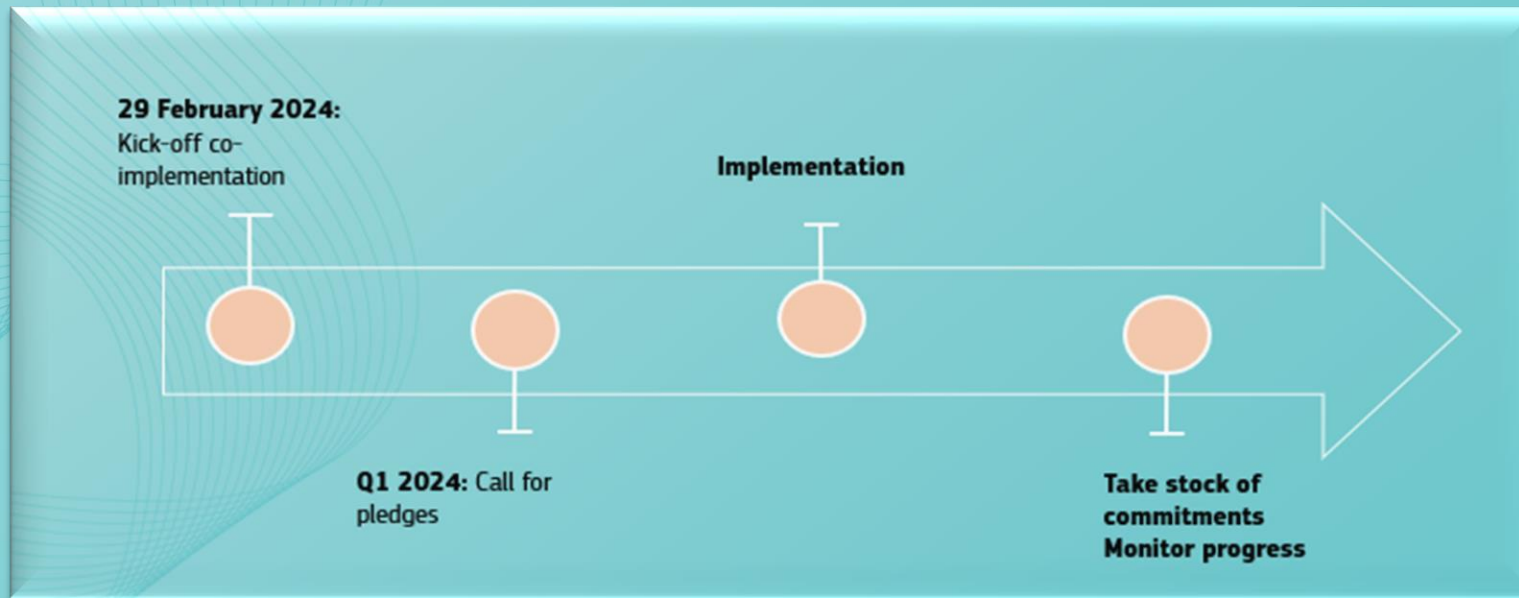


https://single-market-economy.ec.europa.eu/events/roundtable-event-mobility-transition-pathway-2024-02-29_en



Co-implementation Pledges & timing

- Transition pledges are precise and concrete actions undertaken by stakeholders
- They should include specific milestones and measurable targets
- They are linked to the topics/actions identified in the Mobility Transition Pathway
- They do not create a legally binding obligation
- Transition pledges may be new actions but could also be an ongoing action
- Transition Pathway Stakeholders Support Platform



Thank you



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