Cycling: a driver for positive change

Working on sustainable societies together



Netherlands

Solutions for smart, clean, and safe mobility

Why is the number of bicycles in the Netherlands higher than the number of people? Because cycling comes naturally in the Netherlands, approximately one out of every four trips the Dutch take is by bicycle. Bicycles are everywhere you look. As a result, the Dutch are well placed to set up partnerships for bicycle stimulation and adoption, sharing the expertise they are renowned for.

Cycling helps decrease traffic congestion and reduce carbon emissions. Equally important, riding a bicycle stimulates a healthier and more active lifestyle, generally contributing to safer and more pleasant public spaces. All the more reason to stimulate smart, clean, and safe mobility by embracing the bicycle.

In recent years, cities, companies, and employers across the world have discovered the various advantages of cycling. And during the COVID-19 pandemic, bicycles became even more interesting, both in order to avoid infections in public transport and as a way to go out in spite of social distancing requirements.

Obviously, any decision to advocate cycling has a wide range of policymaking and practical implications. However, you don’t need to reinvent the wheel. A wide range of solutions, products, and services is available to help you make your built environment smarter, cleaner, safer, and more attractive.



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Foreword

Sharing our love for cycling

The Netherlands is a nation defined by its love for cycling. With more bicycles than inhabitants, it's no surprise that cycling is deeply embedded in our culture. In a country of 18 million residents, we own approximately 23 million bikes. An increasing number of people are choosing to cycle instead of drive, spurred by the rise of the e-bike. Since 2005, the distance travelled by bicycle has grown by 12 percent. Cycling is not only beneficial for health but also promotes a liveable, sustainable, and green environment.

This trend is not confined to the Netherlands; globally, there is a surge in cycling as cities invest in sustainability and health. The Netherlands is one of the countries leading the way in creating ideal conditions for cycling cities, serving as a model for other countries. The Dutch cycling sector is significant, employing 13.800 people across nearly 3.500 companies involved in the production, sale, or rental of bicycles. In 2022, the sector contributed 1.22 billion euros to the GDP and exported bicycles worth 2.37 billion euros. Dutch companies are also active internationally, developing cycling infrastructure and influencing urban design and mobility plans that prioritize sustainability and health.

The Dutch approach, characterized by an open, pragmatic, and collaborative mindset, has earned a reputation for building reliable partnerships worldwide.

This NL Cycling Guide offers a comprehensive overview of the Dutch bicycle sector, covering producers, infrastructure, bike-sharing, and lease systems. The Dutch are eager to collaborate, share their expertise, and help you achieve your goals. And of course we also want to learn from you. As State Secretary of Infrastructure and Water Management, with a great passion for cycling, I am very proud and happy to work towards seizing these opportunities.



Vivianne Heijnen
State Secretary of Infrastructure and Water Management

23rd May 2024

Ministry of Infrastructure
and Water Management

The benefits of cycling

Dutch cycling sector: A critical enabler in active mobility

At first glance, it may seem as if the Dutch have always had a wide range of cycling facilities. However, until half a century ago, the Netherlands was as car-oriented as any country. The subsequent implementation of smart and safe cycling infrastructure is now helping the Netherlands achieve several Sustainable Development Goals.



Cycling has been popular in the Netherlands since the late 19th century, and thanks to innovations and decreasing prices, the number of bicycles in the country continued to rise year after year. However, due to the steady rise of car ownership from the late 1950s onwards, the proportion of bicycle trips made in Amsterdam plummeted from 80 to 20 percent. Cycling simply wasn't safe any longer. There was no national cycling policy, and cities varied widely in how (un)safe they were. The number of fatal collisions was eight times[1] as high as it is now, peaking in 1971 with 3,300 road deaths, including 400 children.

These fatalities caused public outrage. Dutch grassroots organisations put pressure on the authorities to make cities, and cycling, safer. Apart from demonstrating and blocking so-called 'black spots', the action group Stop de Kindermoord ('Stop Child Murder') organised special days on which streets were closed, allowing children to play safely. The counterculture movement Provo envisioned distributing free-to-use white bicycles across the city centre, one of the first bicycle sharing schemes worldwide.

Then, the 1973 oil embargo caused many affected countries, including the Netherlands, to rethink their car-dominated traffic policies. Partly thanks to renewed public pressure, cities gradually started considering urban planning policies that included cycling infrastructure. This involved the design and construction of comprehensive cycling networks, attracting people of all ages, abilities, and incomes to cycling.
Since 1980, Dutch national and local governments have increasingly recognised the importance of facilitating pedestrians and cyclists by including them in traffic policies while building and improving footpaths and cycle lanes. Thanks to a national cycling policy and cycling networks in most Dutch cities, the number of cyclist fatalities has decreased[2] and cycling has become a fast, safe, and clean way to get from A to B. And because many Dutch drivers are cyclists as well, they tend to understand and anticipate cyclists' actions. This shared experience further enhances road safety.

Sustainable Development Goals

The Netherlands is committed to achieving a 55-60 percent greenhouse gas reduction by 2030. To achieve this, it is at the forefront of creating partnerships for global mobility solutions.

These solutions encourage the adoption of renewable energy sources, reduce carbon emissions and traffic noise, and improve air quality. Thus, they help to create clean, safe, and accessible cities. Among others, the Dutch government advocates cycling and shared mobility as important factors to achieve this.

Moreover, they contribute to achieving a number of Sustainable Development Goals (SDGs). In 2015, the United Nations adopted a total of seventeen global goals aimed at peace and prosperity for people and the planet. Thanks to the mobility transition, Dutch cycling experience and government policies, the Netherlands can meet several goals. Moreover, the Netherlands can partner with other countries to help them meet these SDGs, too.



Ensuring healthy lives (SDG3)

Physical exercise contributes to a healthy lifestyle, and cycling is one of the least expensive ways to stay active. Cycling requires relatively little effort and thus suits all ages and abilities. It keeps our brain, bones, and muscles fit, engages our senses, and lifts our mood.

Research also indicates that cycling has a positive impact on our immune system. A study by the Netherlands Organisation for Applied research (TNO) revealed that employees who cycle to work can save their employers millions of euros in sick leave: On average, employees who cycle 3 kilometres (one way) three days a week or 2 kilometres (one-way) four days a week) call in sick 1.3 days a year less than colleagues who do not commute by bicycle[3]. Moreover, cycling for half an hour on a regular basis enhances fitness by 13 percent and lowers stress[4]. And according to The Lancet, cycling to work rather than driving is associated with a weight difference of 5 kilogrammes.[5] The World Health Organization (WHO) lists various health benefits of cycling and walking:[6]

- Healthy body weight and lower diabetes risk;
- Fitness and strength;
- Better cardiovascular health;
- Lower risk of cancer;
- Better life expectancy;
- Mental health benefits;
- Better quality of life.

Research thus suggests that cycling is good for people and for society as a whole. For one thing, people report that cycling makes them happier than any other mode of transport[7].



Greenhouse gas reduction (SDG 7)

Out of all modes of transport, cycling and walking have the lowest impact on the environment. Cycling more often helps reduce emissions of greenhouse gases (GHGs). For instance, if the Dutch could replace all short car trips (i.e. below 7.5 kilometres) by cycling trips, they could reduce emissions by 1.8 megatons of carbon dioxide and 1,800 tons of nitrogen oxide a year[8]. Thus, cycling helps to improve air quality, which benefits our planet and results in a better quality of life in our cities. In short, every kilometre covered by bicycle yields a social benefit, whereas cars and motorised public transport result in climate- and health-related costs.

Thus, cycling is beneficial to health and well-being, while reducing the impact humans have on the climate. This is why in March 2022, the 193 members of the UN General Assembly adopted a resolution[9] that promotes cycling to address global warming. The resolution invited all Member States to integrate bicycles into urban and rural public transport systems and to ensure improved road safety for cyclists.



Sustainable cycling infrastructure (SDG 9)

As the number of cyclists increases, it becomes more viable for governments to build sustainable infrastructure for them, furthering economic development. Workplaces will become accessible to a larger number of people at a relatively low cost. In turn, improved accessibility can encourage entrepreneurs to set up companies outside busy city centres. The Netherlands has vast experience with building sustainable cycling infrastructure.



Safe, sustainable public space (SDG 11)

As more people around the world live and work in cities, the bicycle is a practical, space-efficient alternative to the car. If cities can make cycling attractive by means of robust infrastructure and policies, they can help to reduce or even avoid traffic congestion. This promotes the physical well-being of all road users. Compared to cars, bicycles are a far more space-efficient and environmentally-friendly mode of transport, especially in an already overburdened urban context.[10]

Moreover, statistics show that cyclists are less likely to cause fatal road collisions than cars.[11] [12] Although cyclists will always be more vulnerable than car drivers, city planning and cycling infrastructure can help mitigate the risks. More and more cities are adapting their policies and urban planning to support cycling, building cycle lanes that are separated from motorised traffic by barriers. This approach can reduce annual traffic collisions by 50 to 60 percent. After all, the likelihood of traffic fatalities at a maximum of 30 kilometres an hour is 75 percent less than at 50 kilometres an hour.[13]

Dutch cycling subsectors

To achieve the sustainable development goals mentioned above, the Dutch can rely on a thriving bicycle sector that consists of five main subsectors:

- Bicycle production, sales, and maintenance
- Bicycle sharing, rental, and leasing
- Bicycle infrastructure and construction
- Design, engineering, and consultancy
- Non-profit organisations

The following sections will elaborate on these subsectors through interviews and showcases. They enable the Netherlands to make cycling innovation, know-how, and expertise readily available in order to make mobility more sustainable and public space cleaner and more inclusive.

Forging partnerships

The Dutch take on cycling and cycling infrastructure is dynamic and effective. And what's more, you can translate Dutch knowhow to your specific local situation. You don't need to reinvent the wheel yourself. This guide presents a collection of successful initiatives to inspire you to propel your city or region forward. This will foster a more bicycle-friendly, cleaner, and sustainable environment. Please allow Dutch cycling experts to assist you in bicycle production, bike sharing schemes and in urban planning, considering the nuances and specific needs of your local environment and culture.

Continue reading to learn how to forge partnerships with Dutch companies and other organisations.

15-minute cities

The term '15-minute city' was coined by Professor Carlos Moreno, emeritus professor at the University of Paris 1 Panthéon-Sorbonne. According to Moreno's urban planning concept,[15] most daily amenities can be reached by a 15-minute walk, bicycle ride, or public transport ride from any point in a city. The concept aims at reducing the current car dominance in city centres, promote sustainable and active mobility, and improve wellbeing and quality of life for residents.

Implementing the concept requires more than just building cycle lanes. It also involves transport planning, urban design, and policy making. The Dutch City of Utrecht aims even higher and is working towards becoming a ten-minute city (see p. 10-11).

Facts and figures on Dutch cycling



The Netherlands has nearly 18 million inhabitants, with a total of 23 million bicycles owned collectively.

There are 153,000 kilometres of cycle lanes in the Netherlands, 10 percent of which are located in natural areas.



Bicycles account for 27 percent of all trips in the Netherlands.



Between 2005 and 2020, the distance travelled by (e-) bicycle in the Netherlands increased by 12 percent.



The number of road fatalities in the Netherlands decreased from 3,300 in 1971 to 684 in 2023 (including 270 cyclists).[14]

Why the City of Utrecht prioritises the bicycle

‘Our longstanding cycling policy is really paying off’

Utrecht is one of the fastest growing cities in the Netherlands. The city board aims to keep the city healthy and accessible by prioritising clean transport modes that take up as little space as possible. Walking, cycling, and public transport contribute to keeping the air cleaner and streets quieter and safer.





Interview

Lot Van Hooijdonk,
Alderman of the city of Utrecht

In spite of the increasing population, the Utrecht city board has managed to stabilise car use in absolute terms. “Our longstanding cycling policy is really paying off”, Mobility alderman Lot van Hooijdonk explains. “In recent years, bicycle use has increased by double-digit percentages and continues to do so. Many Utrecht residents consider cycling to be as fast as driving. That makes cycling a viable alternative for car use, especially if we facilitate it properly.

“Also, many people took up walking during the COVID-19 pandemic. We can encourage this further by focussing on the pedestrian network more. In that respect, we can learn from various cities abroad.”

‘Sardine tins’

While the city of Utrecht continues to expand, the board of mayor and aldermen have decided to turn Utrecht into a ten-minute city, where its inhabitants can access attractive city amenities by foot or by bicycle in ten minutes max. To this end, Utrecht is spreading more urban amenities, such as shops, workplaces, and cultural and welfare facilities, across the various neighbourhoods. This will make neighbourhoods more dynamic and increase quality of life.

This development involves an ongoing process of integrated planning. Looking at the mobility system of the future, Utrecht aims for a cycling network where people can cycle straight from A to B. To implement this, the city needs far more bridges and tunnels across the railways and various waterways that bisect the city.
“Unfortunately, so far, funding is a big spoke in the wheel”, Van Hooijdonk concedes.
“Our current public transport is relying on (electric) buses, and we are hitting the limits. One super busy bus – locally known as the ‘sardine tin’ – has already been replaced by a tram. But as we are currently carrying out huge development projects towards the south of the city, the evolvement of more sardine tins is just a matter of time. We hope to develop a tramway there, too.”

Free agents

The city of Utrecht employs a wide range of mobility experts. Moreover, it collaborates with other cities with cycling ambitions within the so-called F10 network. This is a network of ten Dutch cities, including Amsterdam and The Hague. Sometimes, all ten cities seem to struggle with the same issues, for instance bicycle parking in city centres, or directing cyclists to decongest specific routes. After all, cyclists are free agents whom it’s much harder to direct than car drivers.

Shared transport

Utrecht is gradually introducing paid parking in more parts of the city in order to stabilise car use. Van Hooijdonk: “Privately owned cars do take up a lot of space. Space that we could use for parks or other facilities that make our city more attractive. That policy requires alternatives, however, such as sharing schemes for cars, bicycles, and cargo bikes.

“I’m actually pleasantly surprised by the success of bicycle sharing in our city. We’ve had the ‘OV-fiets’, the public transport bicycle for visitors arriving by train, since 2003. But the regular shared bicycles also do well in Utrecht, even in winter. The shared cargo bikes are a really popular addition as well.

“All in all, I expect that Utrecht will become even more accessible in the years to come.“

Utrecht cycling facilities

There are bicycle parking facilities all across Utrecht, and free bicycle parking is available in the centre. Also, you can rent a (cargo) bicycle. Then, there are quiet cycle lanes for people who want to bypass the busy city centre. And last but not least, Utrecht’s ‘bicycle mayor’, former professional racing cyclist Belle de Gast, backs up the city’s cycling policy by emphasising specific aspects of cycling, such as long-range bicycle commutes.

The Dutch cycling industry

1. Production, sales, and maintenance: Strong global market position

The most recent figures (2022) show that Dutch bicycle production, sales, and rental business is booming, which carries huge benefits to the domestic economy and to society as a whole.

‘Electric cargo bikes have the potential to replace half of logistics and a quarter of commercial deliveries in European cities.’

In 2022, 3,495 Dutch companies were active in bicycle production, sales, rental/ lease, and bicycle sharing, marking a 13,4 percent increase from 2015. This has also resulted in increased employment. Between 2015 and 2022, the number of full-time equivalent (FTE) workers increased by 30 percent, reaching a total of 13,800 FTEs.

The increase in these market clusters results in higher added and production value. Between 2015 and 2022, added value increased by a staggering 69 percent, reaching 1.2 billion euros, while production value reached 3.24 billion euros in 2022, marking a 79 percent increase from 2015.

The social value of cycling is no less staggering: In Europe, North America and Australia, social benefits resulting from decongestion, improved air quality, and health amount to 121 billion euros. The contribution made by Dutch cycling culture to these benefits has been estimated at between 1.2 and 3.4 billion.[16]

Productive frontrunner

The market cluster ‘production of bicycles and parts’ showed particular growth. Between 2015 and 2022, the number of companies increased by 45 percent. This resulted in a 20 percent rise in domestic FTEs, to 2,400. Since 2015, the added value in this cluster has grown by 31 percent, increasing from 190 million euros in 2015 to 250 million euros in 2022.

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E-bikes are increasingly popular in the Netherlands. They allow people of all ages to cover longer distances by bicycle. For example, e-bike rides can replace car trips on commuter distances up to 15 kilometres. Their rechargeable batteries enable low-cost, energy-efficient, and emission-free transportation. And as AI and e-bike technology are merging, an ‘enhanced’ bicycle will even ‘notice’ when you are going uphill. The growth can also partly be explained by substitution: Many Dutch people who used to ride a light moped, now opt for an e-bike.

However, e-bikes do not only take people from A to B: Electric cargo bikes have the potential of substituting half of logistics and a quarter of commercial deliveries in European cities, which particularly lightens the vehicular burden in congested and built-up centres. As they can manoeuvre around and through traffic, they won’t be stuck in rush-hour cues, ensuring faster and cleaner deliveries.

Major global player

Dutch bicycle production companies also hold a strong position in the global market. Between 2015 and 2022, the export value of bicycles and parts more than doubled to 980 million euros. While this market is fragmented, two of the top three players worldwide have Dutch roots.

First, there is Pon Holding, which started out in automotive import and export before expanding to bicycles. Nowadays, Pon is the largest bicycle manufacturer worldwide. In 2021, it delivered over 710,000 bicycles across the world. Its portfolio includes more than twenty premium brands, including Cannondale, Cervélo, Gazelle, Santa Cruz, Urban Arrow, and Veloretti. Also, Pon operates Swapfiets, a subscription-based bicycle service that has more than 200,000 subscribers.

After Taiwanese Giant, the global number three is the Dutch Accell Group, owner of Batavus, Sparta, Koga, Lapierre, and other brands. In 2022, an American investment firm acquired Accell Group for 1.6 billion euros. A smaller, but immensely popular player, Van Moof, was bankrupted in 2023 and subsequently acquired by Lavoie. In a move towards winning back trust, two new Van Moof models have been introduced in 2024.[18]

Sales and maintenance

The market cluster sales and maintenance has shown significant growth in the last few years, both in wholesale and retail. In terms of new bicycle sales, the Netherlands takes seventh place in Europe (see box).

During the COVID-19 pandemic, interest in cycling exploded, and bicycle sales rose sharply all across Europe and beyond. As a result of the COVID-19 pandemic imports from China declined, so that many suppliers and resellers of bicycles and parts could not keep up with the sharp rise in demand. This suggests that the actual growth could have been even greater. As it was, this cluster blossomed in the Netherlands, in spite of the challenges posed by the pandemic.

This market cluster employed a total of 11,400 FTEs in 2022, of which 2,600 were employed in wholesale, a 36 percent increase since 2015. Retail employed the remaining 7,800 FTEs, 21 percent more than in 2015.

The production value of wholesale and retail together amounted to 1.42 billion in 2022, a nearly 80 percent increase from 2015. In that period, the production value of wholesale nearly doubled to 670 million, while retail grew by 70 percent to 750 million.
The combined added value of wholesale and retail together reached 950 million euros in 2022. Compared to 2015, this amounts to an 82 percent increase. While retail made the largest contribution, 540 million euros (74 percent more than in 2015), wholesale grew fastest in that period: in 2022, it contributed 410 million euros, a 95 percent increase compared to 2015.

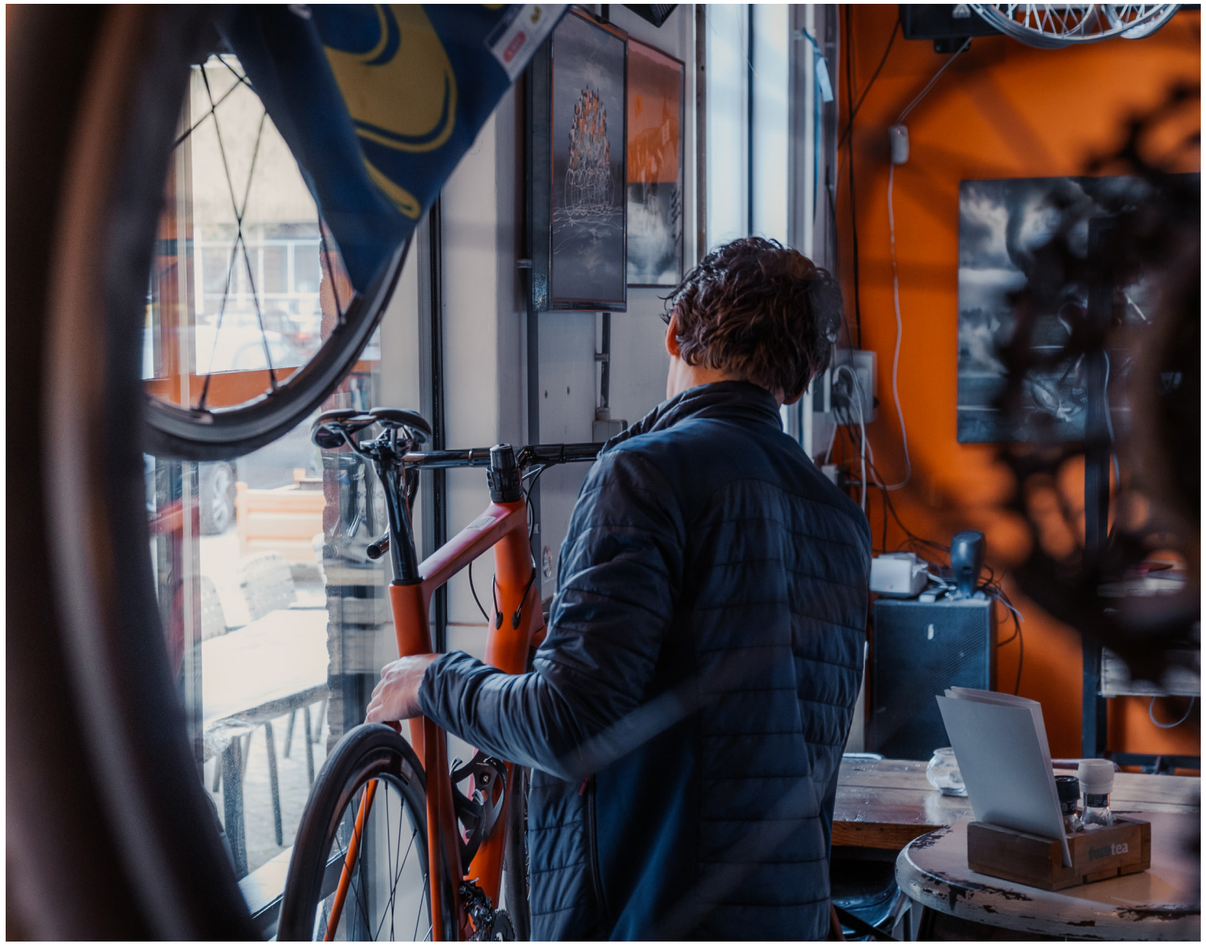
Key Figures production, sales and rental (2022)

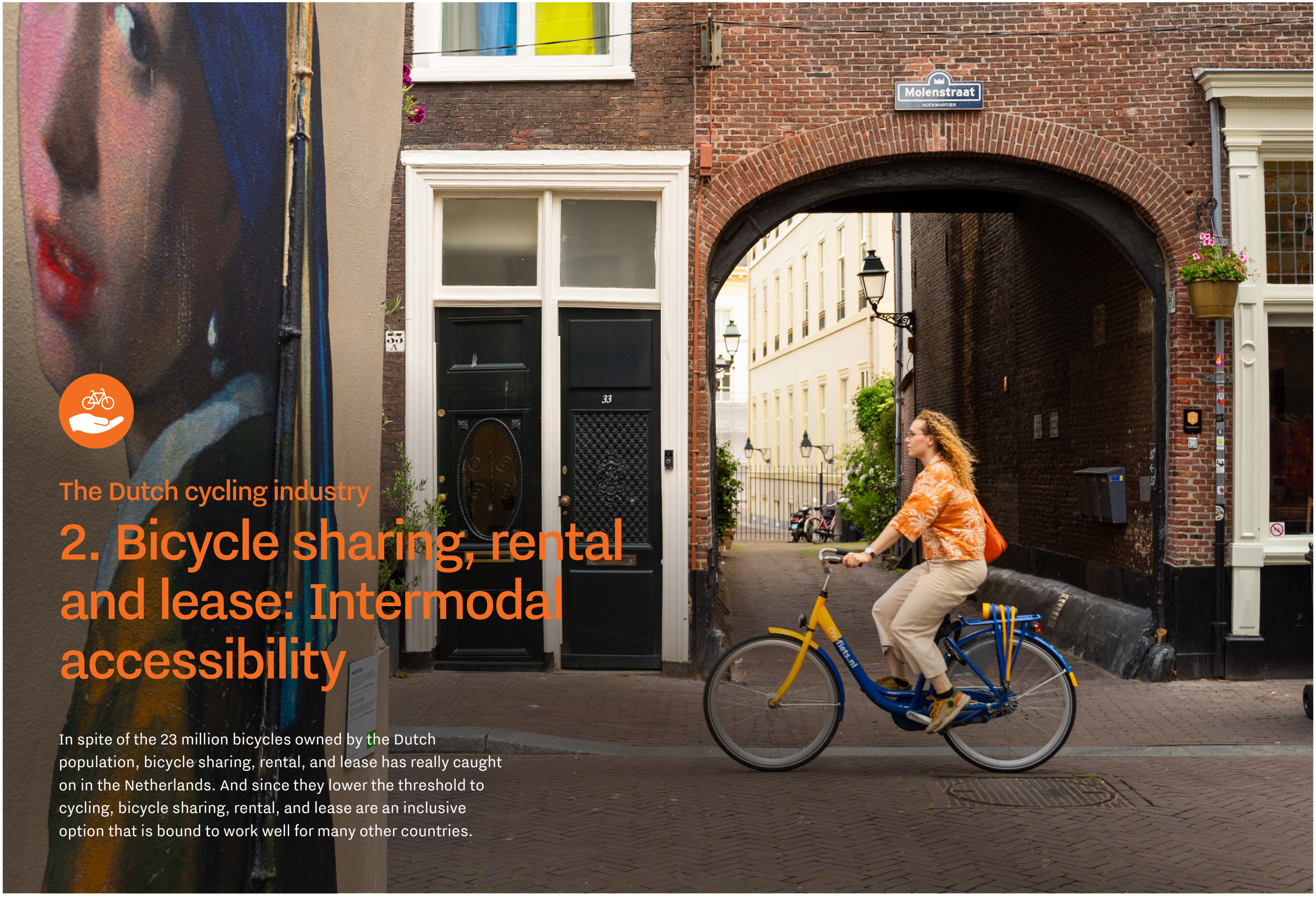
- # Dutch companies: 3,495
- Employment: 13,800 FTEs
- Added value: 1.22 billion euros
- Production value: 3.24 billion euros
- Export value: 1.65 billion euros
- Of which Dutch products 700 million euro
- Social value; 1.2 - 3.4 billion euros (2020)

Sales ranking European Union

Bicycle Sales in Europe (in new bicycles per year, including e-bikes)

Country[19]	Population (millions)	Bicycle sales[20] (millions)
Germany	84.3	4.59
UK[21]	68.2	2.0
France	68	2.04
Italy	58.8	1.77
Spain	48	1.35
Poland	36.7	0.88
Netherlands	17.8	0.85





The Dutch cycling industry

2. Bicycle sharing, rental and lease: Intermodal accessibility

In spite of the 23 million bicycles owned by the Dutch population, bicycle sharing, rental, and lease has really caught on in the Netherlands. And since they lower the threshold to cycling, bicycle sharing, rental, and lease are an inclusive option that is bound to work well for many other countries.

The bicycle sharing, rental, and lease market cluster in the Netherlands is made up of a wide variety of companies that provide temporary use of (e-)bicycles at a fee. As such, it is increasingly visible in the Dutch mobility system. As a result, the number of companies in this cluster has increased, from 120 in 2015 to 180 in 2022. The rise in the number of employees within this cluster is far more impressive: since 2015, the number of FTEs increased fivefold to 1,000. Also, the added value of this market cluster has doubled, from 10 million euros in 2015 to 20 million euros in 2022.

Bicycle lease and sharing varieties

The various types of companies can be distinguished in terms of business models. In recent years traditional bicycle rental companies aimed at tourists, and the widely used 'OV-fiets' (see below) have been joined by newcomers such as Bird, Bondi, Check, Donkey Republic, GoSharing, and TIER. Their innovative sharing concepts stand out. Thanks to smart locks and smartphone apps working with GPS technology, users can locate a bicycle in their vicinity, open it for use, and eventually park it at a different location from where they picked it up.

Another variety for long-term use are lease or subscription models. At a fixed monthly fee, users have access to a fully functional bicycle. Swapfiets, founded by students in 2014, is now owned by Pon. It is the largest brand in this market segment, with more than 280,000 subscribers in the Netherlands, Germany, Denmark, Belgium, France, Spain, and the United Kingdom. On the basis of data from 85,000 subscribers in Belgium, Germany and Denmark, Decisio[22] found that 31 percent of these subscribers formerly walked, while 22 percent used another bicycle. A modal shift occurred as 38 percent of former public transport users and 7 percent of former car drivers switched to other modes of transportation. This shift has resulted in increased mobility and health benefits, as well as in reduced carbon emissions and less congestion.

Another Pon subsidiary, Lease a bike, is aimed at companies and their employees. The company offers bicycle leasing in the Netherlands, Germany, Belgium, Austria, Sweden, and the United States. Pon market research revealed that for 75 percent of 4,500 subscribers, the bicycle replaces a car two or three times a week, while for 8 percent it replaces public transport. 79 percent of the subscribers chooses an e-bike. Thus, both leasing schemes have vast social value.

'The uniqueness and success of "OV-fiets" have everything to do with the synergy between train journeys and the "first and last mile", resulting in a seamless intermodal experience.'

OV-fiets

The world's most successful bicycle-sharing system, as well as the most widely used system in the Netherlands, is the 'OV-fiets' (Dutch for 'public transport bicycle'). Its uniqueness, and its success, have everything to do with the synergy between train journeys and the 'first and last mile', resulting in a seamless intermodal experience. A climate-friendly advantage is that the combination of trains and bicycles increases the overall use of public transport. Since it started in 2008, the OV-fiets has attracted a lot of foreign attention. For instance, the German train company Deutsche Bahn has translated the concept to Call a Bike.

In spite of a growing number of alternatives, the demand for the OV-fiets has increased year after year. However, due to the COVID-19 pandemic, the number of rides decreased by 40 percent to 3 million rides in 2020. It was the first decline in its history. It is obvious, however, that users have found their way back since.[10] In 2023, rail passengers used the OV-fiets to make 5.9 million trips, 500,000 more than in 2022 and 600,000 more than in 2019. Currently, 22,500 bicycles can be rented from more than 288 locations across the Netherlands. They include train, bus and metro stations, Park and Ride locations, and a number of urban locations in Amsterdam, Rotterdam, and Utrecht.

An average OV-fiets has a four-year life cycle, which means that one quarter of the bicycles needs to be replaced every year. In 2015, Nederlandse Spoorwegen (NS) and Roetz-Bikes partnered up to develop the OV-fiets recycle programme, and Roetz-Bikes now remanufactures some 1,000 bicycles a year, reusing 70 percent of the old bicycle by means of circular and socially responsible production methods, training people who have difficulty accessing the labour market in a new trade.

NS also offers shared e-bikes, such as TIER, which further extends the range around stations and attracts new users.

Cargo bikes

Apart from bicycles and electric scooters, it is possible to share or lease electric cargo bikes. This provides a feasible alternative to buying one, especially for people who only need to use one occasionally. Providers include BAQME and Cargoroo. They both focus on urban neighbourhoods, where they provide easy access to electric cargo bikes through smartphone apps. Cargoroo, which positions itself as the solution in between bicycle and car, is supporting various neighbourhood initiatives in Dutch, German, and Belgian cities. BAQME aims at reducing private car ownership by providing accessible active mobility. It has sharing fleets in several large Dutch cities and the Belgian city of Ghent.

BAQME's target group extends to companies that occasionally need vehicles to deliver (online) orders. An exclusively business-to-business shared cargo bike operator is DOCKR, which leases its much larger cargo bikes to large companies, such as DHL and FedEx. Scaling up or down is easy thanks to a flexible monthly subscription. Thus, various business models expand their fleet to include (electric) cargo bikes. In view of further innovations, the Dutch Ministry of Infrastructure and Water Management is working on a policy framework for Light Electric Vehicles (LEVs) to ensure that LEVs are technically sound and will be used safely in traffic. The annual International Cargo Bike Festival (ICBF) showcases and promotes the use of cargo bikes for sustainable transportation and logistics. Participants can learn about the latest development in cargo bike technology and talk to experts.

Mobility as a Service (MaaS)

Mobility as a Service (MaaS) is all about the use of mobility rather than ownership. It focusses on getting from A to B in the fastest, cleverest, easiest, or most comfortable way. MaaS sets out to convince car users that travelling with other modes of transport can be more comfortable – as you can work on a train –, healthier – because commuting by bicycle is a workout on the first and/or last mile –, cheaper, and cleaner. It can contribute to clean, accessible, and liveable cities where cars are less prominent. In Utrecht, a MaaS pilot resulted in a 40 percent reduction of car use and a 65 percent reduction in greenhouse gas emissions per passenger kilometre.[23]
Including (various) transport modes such as public transport, bicycle, scooter or car sharing in travel information, results in a comprehensive travel advice that allows travellers to follow their personal preferences. MaaS makes it easier to compare transport modes in terms of travel time, costs, comfort, or carbon footprint, book the chosen mode(s), and pay for it/ them.



Bicycle sharing models

Four business models for bicycle sharing can be distinguished:

1. Return trip with designated parking stations: Commuters or leisure-time travellers arrive at a railway station and opt for a bicycle to travel the 'last mile'. The best-known example is the 'OV-fiets' (see above). In this model, the bicycle needs to be returned to the railway station where it was picked up.
2. One-way trip with designated parking stations: This model supports local rides from one parking station to another. Users can find a bicycle at various locations and are not obliged to return them to the exact same location.
3. Return trip without designated parking stations ('peer-to-peer free-floating'): This model is relatively new and clearly differs from the other models in that the bicycles are privately owned rather than by companies. This model tends to focus on special types of bicycles, such as e-bikes, racing bicycles or cargo bikes.
4. Free-floating: This model, which allows users to park the shared bicycle wherever they prefer, is gaining popularity in European cities. It is geared to an extensive cycling network in a city or certain neighbourhoods. Once a bicycle is locked after use, it becomes available to new users.

The following recommendations apply to bicycle sharing models in general:

- City boards can prevent surplus bicycles by setting requirements for the maximum number of shared bicycles in geographic areas and establish a minimum level of daily use.
- Users benefit from providers having interoperable smartphone apps.
- Geo-fencing can be used to set virtual boundaries around areas where free-floating bicycles can be parked to protect public space. Outside these areas, the bicycle will not lock, and the rental period does not end.
- To protect users, it is important to guarantee proper data exchange and privacy.
- City boards must ensure that pricing and geographical coverage of shared bicycles benefits everybody equally, in order to promote inclusivity.
- Lastly, it is important to develop knowledge about the impact that bicycle sharing has on the mobility system.





The Dutch cycling industry

3. Infrastructure and construction: Meeting the preconditions for increased cycling

As the saying goes, the Dutch can ride a bicycle before they even learn to walk. However, this wouldn't be the case without good cycling infrastructure. So, what are the essential preconditions for creating infrastructure that fits your local circumstances?

Over the past fifty years, the Dutch have set up an impressive cycling infrastructure. It has become abundantly clear that building safe and comfortable cycle lanes is one of the most effective ways to encourage more people to choose cycling over driving short distances. This is confirmed by a recent study by the European Cyclists' Federation, which indicates that the more cycle lanes a city has, the more people will cycle.[24] Additionally, the study reveals that having more cycle lanes makes a city more pleasant for all residents, whether they ride a bicycle or not.

Success factors for bicycle infrastructure

In the process, Dutch companies learned that if you want to make cycling infrastructure a success, you need to meet several preconditions; for building cycle lanes, you need strategies, such as network planning, policy making, and stakeholder involvement. And obviously, you need to spread the word to get people to use those lanes. While the Netherlands set up network planning strategies, the country also developed, implemented, and improved its policies, design principles, a systematic safety approach, and a consensus-based decision-making method. In the second half of the 1970s, this resulted in building the first two demonstration cycling routes in Tilburg and The Hague.

Since then, the Dutch never looked back and built what they build best – ranging from cycling lanes, cycling tunnels, and bike parking to direct cycling routes.

The fully revised CROW Design Manual for Bicycle Traffic integrates decades of Dutch guidelines and best practices regarding a wide range of cycling facilities.

Network design principles

CROW, a knowledge institution advising Rijkswaterstaat, gathered the lessons learned in the process of building the first cycle lanes. The agency published them as the first edition of the Ontwerpwijzer fietsverkeer, the Dutch-language counterpart of the CROW Design Manual for Bicycle Traffic.

This manual integrates decades of Dutch guidelines and best practices regarding a wide range of cycling facilities. Thus, the publication focusses on proven measures and solutions, taking the cyclist as a measure for planning and design. Local governments and engineering agencies make intensive use of the manual and generally adhere to its guidelines quite strictly.

The manual describes all the steps cities and nations could take to achieve a bicycle-friendly infrastructure. It considers five basic principles for bicycle network design that can be adapted to virtually any context. These principles are:

- Cohesion, i.e. a recognisable complete network of constant quality providing a choice of different routes towards one destination while considering multimodal transport;
- Directness, i.e. minimising detours for cyclists offering a constant speed and minimum of delays;
- Safety, i.e. both social and road safety, reducing stress and exposure to pollutants;
- Comfort, i.e. turning cycling into a pleasant experience; and
- Attractiveness, i.e. routes that offer positive stimuli for all senses and variety, surprising cyclists with green and open areas, quiet and well-maintained streets, and activities along the route.

The Dutch Cycling Embassy has published short videos about all five design principles on YouTube.[25]

Dutchify your street

If you are curious how the Dutch would have designed your street, now is the time to find out. The website Dutch Cycling Lifestyle[26] presents four different AI-based results you can choose from. By May 2024, no fewer than 1.5 million streets worldwide had been added a touch of Dutch.

Safe System approach for cyclists

Dutch road design guidelines rely on the Safe System approach. This approach aims at eliminating or drastically reducing crash risk, and reducing risks of serious injury, in line with the Dutch commitment to zero road fatalities or injuries in 2050.
However, while the annual number of fatalities, including among cyclists, has been reduced, the number of serious injuries among cyclists has not. In a recent article in *Accident analysis and Prevention*,[27] the authors, Fred Wegman and Paul Schepers, concluded that improving the Safe System approach by addressing one-sided bicycle crashes and crashes with other vulnerable road users is a precondition for making the long-term policy efforts that are needed to achieve zero cycling casualties in 2050. They recommend completing a safe cycling infrastructure, while waiting to see how smart cameras (ITS/ADAS) may improve cycling safety. They also recommend paying special attention to the relatively vulnerable older cyclist, including building a dedicated safe bicycle and promoting the use of safety helmets (see also CycleOn in the showcase section).

Infrastructure and construction companies

Various countries recently set aside large budgets to invest in cycling infrastructure, showing an urgency to develop cycling solutions. For instance, the United States reserved 7.2 billion dollars under its Transportation Alternatives Program, most of which will be invested in cycling infrastructure. Meanwhile, the German federal government is extending financial support worth 1.45 billion euros to federated governments to realise cycle traffic networks and parking facilities. It goes without saying that various Dutch contractors have bid or will bid on tenders.

Dutch companies in the infrastructure and construction market cluster focus on the construction and development of bicycle-related infrastructure, such as cycle lanes (for instance BAM) but also include companies that have expertise in building bicycle parking facilities (such as Falco).

These companies have close links to design, consulting, and engineering firms. And like them, they often work with local parties and contractors to execute bicycle infrastructure and construction projects abroad.

Houten Bicycle Hub

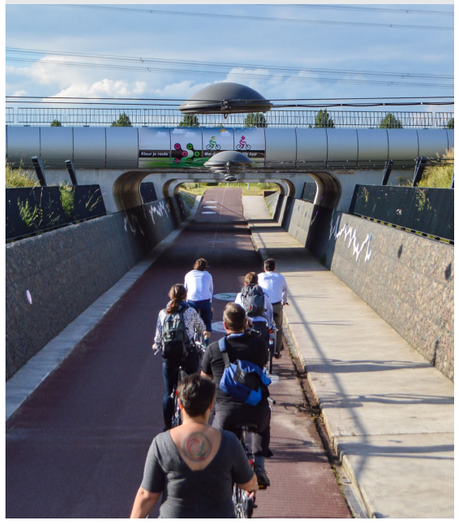
When you are building bicycle parking facilities, it pays off to consider bicycle trends and future developments. This became clear after the bicycle hub ('transferium') at the city of Houten had been built.
Houten, situated at 9 kilometres from the city of Utrecht, houses a lot of commuters for whom an efficient train connection is essential. Because nearly 60 percent of the residents arrive at the station by bicycle, the bicycle hub opened underneath the station in 2011 to guarantee a smooth transition from bicycle to train. The 3,100 guarded parking spots are free of charge and there is a potential to expand to 4,200. Also, the hub houses a bicycle repair shop and provides e-bike charging points.
It became clear quite rapidly that not enough space had been planned for e-bikes and cargo bikes. Also, travel information displays in the bicycle parking section could enhance its user-friendliness.



RijnWaalpad Arnhem-Nijmegen

Obviously, design principles are indispensable when you are building large-scale cycling infrastructure. However, (personal) co-operation between the various levels of government is equally important, as is political support, flexible planning, and considering each stakeholder's challenges. These are some of the lessons learned from building the direct cycle route between the cities of Arnhem and Nijmegen.
Slowly but inevitably, these cities are expanding across the intermediate 18 kilometres. This puts huge pressure on the infrastructure and public space in this area. Thus, the idea arose to build a direct cycle route between both cities, the 'RijnWaalpad'.

The various authorities involved had different objectives for realising this direct cycle route: While national government chiefly set out to decrease congestion on the main highway, regional and local governments aimed at encouraging sustainable travel and making the area more attractive. Their successful cooperation resulted in a convenient, straight cycle route that is comfortable and easily navigable.





Skadi Tirpak, director of the Dutch Cycling Embassy:

‘Cycling can make cities more liveable, vibrant, and happier’

The Dutch Cycling Embassy (DCE) engages with cities across the world to help them become more cycle-friendly, by sharing knowledge, experience, and expertise with national, regional, and local governments abroad. DCE director, Skadi Tirpak, explains how this works.



Interview

Skadi Tirpak, director DCE

About the Dutch Cycling Embassy

The DCE is:

- An intermediary between the demand for Dutch cycling expertise and Dutch parties that can deliver.
- A public private network for sustainable bicycle inclusive mobility. They represent the best of Dutch Cycling: knowledge, experience, and expertise offered by private companies, NGO’s, research institutions, national and local governments.
- A non-profit organization supported by a subsidy from the Netherlands Ministry of Infrastructure and Water Management and the participation fees of its network.

See contact details in the company profiles section.

The Dutch Cycling Embassy provides tailor-made information and knowledge to national governments, regions or cities that seek assistance. The asking government or party may consult the Netherlands’ expertise to bridge a knowledge gap regarding cycling infrastructure or policy, Tirpak outlines. “We work with them, and with the experts in our public-private network, to fill that gap the best we can. Contact can be as brief as an email exchange. Or it may be a more detailed video call or webinar and a series of virtual exchanges. But we like to do most of our work – and find we are most successful – in face-to-face settings.

“We aim to work with cities that approach us that are committed about following through on the results of these face-to-face interactions. We like long-term relationships. Some cities, such as Austin, Texas [see box on the right], we’ve worked with over a decade, in combinations of study visits to the Netherlands, workshops in Austin and virtual exchanges.”

“Apart from inviting decision makers to cities or regions in the Netherlands that are relevant to their needs (study visits), we take Dutch experts abroad (workshops). They share their knowledge, experience, and expertise with local engineers and planners, and work with them on practical case studies for three to five days. These may relate to streets, intersections, or train stations that a city is currently developing. Subsequently, our network will work directly with these cities, and the DCE steps back.”

Sustainable, inclusive cities

Tirpak notes that cycling is not the end goal of what DCE is doing. “The goal is to create more liveable, sustainable, inclusive spaces. Cycling serves as our means to achieve that. Simply put, it is about creating environments that can be enjoyed by young and old, enhancing sociability and community cohesion by increasing street activity and face-to-face interaction. Through effective planning, using bicycles as the starting point, it can allow for more inclusive terraces, patios, playgrounds, full of trees, plants and flowers that everybody can enjoy.

“We make our efforts for the sake of their impact and not necessarily for any economic gains or profits ensuing from such a relationship. Nevertheless, the value of consulting and manufacturing, from the bicycles themselves to the design of the infrastructure, the provision of technologies such as Abel Sensors amounts to billions of euros a year. Compared to industries such as water management, agriculture, or pharmacy, cycling is still very new and small, but it is growing and developing, and it has tremendous societal benefits as well as economic ones.

“Basically, we’re adjusting behaviour. We are changing culture. By showing the versatility and viability of the bicycle alongside cars, we endeavour to reduce the necessity of driving. This will not happen overnight, or without intense discussions about whom our streets are for and how they can serve everybody better – but we are getting there.”

Red-tinted cycle lanes in Austin, Texas

DCE and a group of Dutch experts first visited Austin in 2012 for the ThinkBike workshop[28]. During that workshop, it was revealed that half of all the car journeys in Austin were less than 5 kilometres. The outcomes of the workshop were very detailed: Austin aims to convert 15 percent of those short car journeys to bicycle rides through designing and executing a 650-kilometre cycling network by 2025.
They have been building ever since. Every other year or so, the city pays study visits to the Netherlands to continue to be informed about, and inspired by, Dutch conditions, referring to the Netherlands as their North Star. In 2022, on the ten-year anniversary of the initial workshop, DCE was invited back. It conducted a follow-up workshop with a group of transit, bicycle, and land-planning experts from its network. By then, the City of Austin had built 380 kilometres of cycle lanes and 16 safe intersections. They specifically tinted the cycle lanes red, in homage to the Dutch roots.
The city is constructing up to 25 kilometres of protected cycle lane a year. Still only 1 percent of Austin’s residents, mainly males, commute by bicycle. Obstacles to cycling include sweltering heat, the vastness of the hilly city, and occasional poor air quality. Also, a recent poll revealed that many Austin residents don’t feel safe on the older cycle lanes in Austin, even though it is one of the safest US cities to cycle.[29] Over 55 percent would ride on cycle lanes that are separated from car lanes by flexible posts or concrete curbs.

Bicycle parking and bicycle sharing in Germany

Closer to home, a group of interested parties is quite active, having paid a great number of study visits to the Netherlands. For instance, Deutsche Bahn, the German railways, have met with bicycle parking designers, the Dutch railways, and the Dutch railway infrastructure agency ProRail to talk about the design of bicycle parking facilities and bicycle-sharing. Deutsche Bahn aims for a million bicycle parking spaces at German railway stations by 2030. Also, they launched Call A Bike, a free-floating bicycle-sharing system that can be accessed through a mobile app.

The Dutch cycling industry

4. Design, engineering, and consultancy: Helping to meet prerequisites for bicycle use

Getting more people to cycle is a precondition for meeting several SDGs. And one way to encourage more people to use a bicycle is to improve the cycling infrastructure and make cycling a fully-fledged alternative in local, regional, and national accessibility projects. The Netherlands has extensive experience in this field.

Dutch companies within the market cluster design, engineering, and consultancy have broad global experience with providing bicycle-related services to governments (B2G). Thus, they actively help to meet preconditions for bicycle use abroad. Moreover, this is one of the most cost-effective ways for the Netherlands to help combat climate change.

In spite of a wide range of attractive assignments in the Netherlands, a rising number of Dutch design, engineering, and consulting agencies give advice on, design, and implement international bicycle projects. Statistics Netherlands did perform a measurement on the basis of 75 companies that yields figures for 2019: The total added values of these agencies in that year amounted to nearly 1.2 billion euros. They exported services worth 300 million euros, but this total also includes services that are not bicycle-related. These agencies employed a total of 11,000 FTEs.

Building bridges, and much more

As mentioned before, Decisio (2022) has estimated the social value of these agencies' contributions abroad to range between 1.2 and 3.4 billion euros a year. This includes all the benefits related to cycling, including cleaner air, improved health, fewer traffic jams, the climate, and gains in public space.

Moreover, since bicycle policies are often part of urban development plans or integrated urban mobility plans, Dutch cycling expertise can result in Dutch agencies taking part in larger international design, engineering, or consulting projects.

Local presence or partnerships

Governments tend to partner with Dutch professionals in their bicycle projects to reduce the local knowledge gap and prevent the risk of errors in design assignments. If any errors were to result in dangerous situations, support for cycling would be likely to crumble. This would be a waste of political capital and financial resources.
When doing business abroad, design, engineering, and consulting agencies need knowledge of the local context, culture, regulations, dos and don'ts. That is why agencies often seek out local partners. Also, several Dutch firms, including Witteveen+Bos, Decisio, Goudappel, and Mobycon, have established subsidiaries in other countries focussing on cycling and sustainable mobility. In the process, these subsidiaries and partnerships enhance local expertise, which usually results in cost benefits.

International cooperation

In its above-mentioned report, Decisio has distinguished various levels on which Dutch design, engineering, and consulting agencies directly contribute to international bicycle projects.
First, there are cycling projects in which Dutch consulting agencies design specific projects across the world. For instance, Witteveen+Bos and JB Mobility have worked on a 35-kilometre cycling highway in Bogotá, while Royal HaskoningDHV was selected by the Beijing government to support the development of a pedestrian- and bicycle-friendly city and to create a concept for a cycling highway in the south-eastern district of Tongzhou.
Second, Dutch agencies have contributed to bicycle master plans across the world. For instance, Mobycon assisted the City of Reykjavik in developing its 2021-2025 Cycling Plan, while Decisio contributed to Milan's bicycle plan, which entails 750 kilometres of new cycle lanes.
Thirdly, Dutch agencies have played a role in area-specific development plans in which cyclists and pedestrians take centre stage. Witteveen+Bos, for instance, assisted the Singapore government in planning and designing the cycling network in the Ang Mo Kio district aimed at enabling its 175,000 residents to cycle safely and comfortably, thus setting an example for the rest of Singapore (see box below).

Making Singapore a 'car-light' city

Asian megacities have been designed for motorised traffic. Nowadays, road congestion is reaching critical levels. This is why Singapore has been discouraging car ownership for some years, communicating a vision and campaigning to make Singapore a 'car-light' city. This vision involves promoting public transport, cycling and walking. It has chosen the densely populated Ang Mo Kio district (175,000 residents) to pilot this strategy.

Witteveen+Bos and a Singapore-based design and engineering consultancy have won the contract for planning and designing a cycling network in Ang Mo Kio. While this so-called mature district has all the necessary amenities and infrastructure in place, the real challenge is designing a cycling infrastructure that fits within the sparse space and provides seamless interconnectivity.

Witteveen+Bos's approach involves spatial analysis that informs decisions on how to design cycle lanes and intersections in the existing cramped environment. The expected increase in the number of cyclists will be anticipated and upgrade options will be identified.

In the pre-design stage, Witteveen+Bos will use its expertise in Dutch infrastructure and its Singapore experiences. In the final design stage, the agency will supervise local engineers who will contribute to further developing the designs.



A more indirect contribution is made by the DCE's tailor-made ThinkBike workshops, which have helped professionals across the world to look at cycling differently since. These workshops cover all areas that help communities become more bicycle-friendly, ranging from infrastructure, to policies, programmes and regulations, and to governments. See also the ACTIVE showcase on page 33.

Showcase: Double-decker tunnel in Maastricht

Duration: 2011–2018
Target: Improving the traffic flow, accessibility, and quality of life in Maastricht
Partners: Dutch government, Rijkswaterstaat, Province of Limburg, Municipality of Maastricht, Municipality of Meerssen, Maastricht Bereikbaar, A2 neighbourhood platform, Cyclists' Union, and others
Funding: Dutch Ministry of Infrastructure and Water Management

Thanks to the Koning Willem Alexander tunnel, 80 percent of all traffic passes Maastricht underground. The 2 kilometres of space where the old A2 motorway once ran have been turned into a Green Carpet in the city centre bordered by housing. The A2 Maastricht project is not just an infrastructural project, but rather a social project that tackles several problems in and around the city. It is all about mobility and quality of life. As a low-car-use zone, the park was made attractive to both pedestrians and cyclists.

The tunnel has made the city safer for cyclists, especially for children, as they no longer need to cross the highway to get to and from school. Moreover, a cycling tunnel has created a better connection to the direct cycle route between Maastricht and the German city of Aachen.
One important lesson from this project is that cycling must be included in the statement of requirements to ensure it will be incorporated into the plans.



The Dutch cycling industry

5. Non-profit organisations: Sharing Dutch know-how and expertise

Apart from a wide variety of companies, the Netherlands also deploys part of its non-profit sector to encourage and improve cycling. This subsector focusses on sharing knowledge and connecting parties in order to increase both the economic and the broad social value of cycling. It includes knowledge institutions, governmental organisations, regional development agencies, and foundations, such as the Dutch cyclists' association (Fietsersbond), that all form an important part of the bicycle ecosystem.

The diverse and innovative Dutch cycling ecosystem is aided by various not-for-profit organisations that develop solutions helping the entire sector to grow and ensuring that new generations of experts are lined up.

Testing ground

In order to maintain its leading position in the bicycle sector, the Netherlands strives to remain innovative in its own country, creating sufficient room for technical and policy-related bicycle innovations. Getting bicycle innovations to work in practice in the Netherlands, or creating opportunities to experiment with this and showing the proofs of concept helps the Netherlands to present itself as a bicycle expert. And being a testing ground for bicycle innovations does not merely benefit the Netherlands, it can also contribute to cycling programmes abroad.

Governmental organisations

While Dutch municipalities and provinces are responsible for building cycle lanes and encouraging people to cycle, the Dutch national government seeks to keep all parties committed by means of various programmes. One such programme is Tour de Force, which is setting out to raise the number of kilometres cycled in the Netherlands by 20 percent between 2017 and 2027. To this end, governments are collaborating with knowledge institutions, platforms such as CROW and private parties.[30]
Moreover, the Dutch government helps the Dutch bicycle sector grow by forging bonds between Dutch companies and local authorities in various countries. One example is encouraging and funding public-private partnerships, such as the one described in the showcase section below.

As local representatives, the Dutch embassies and Netherlands Business Support Offices play an important role in building these bridges and introducing bicycle companies to relevant local stakeholders. Inversely, Dutch authorities who receive foreign government officials may introduce companies. Moreover, the Netherlands works together with other European governments to develop bicycle-related training opportunities abroad, such as ACTIVE (see the showcase section in the next chapter).

Non-governmental organisations (NGOs)

The activities of the Dutch government are supplemented by those of various NGOs. One example is BYCS, which envisions that by 2030 half the city trips across the world are by bicycle. To achieve this, they carry out engagement programmes, conduct and publish research, and give advice on policies that strengthen cycling cultures, enabling all individuals to access cycling and see it as a viable , safe, empowering, and joyful mode of transport. Another example is Cycling out of Poverty (CooP-Africa), which promotes bicycle ecosystems in Sub-Sahara African development countries benefitting all residents.

Knowledge institutions

Universities and knowledge institutions such as TNO and CROW likewise play an important role in the international positioning of the Dutch bicycle sector by passing on knowledge through research and education. Their various activities, which include online courses, workshops, or study tours, attract foreign parties to the Netherlands. Their expertise and the independent role they play bring Dutch cycling knowledge to the fore and boost foreign interest. At the same time, they set up a relevant network.

While the DCE is not a knowledge institution, it also does conduct online courses, workshops and study visits.

The Dutch bicycle sector thus packs a complete range of cycling solutions that you can use to make your city cleaner, safer and smarter.

Showcases

Examples of (international) cooperation:



ACTIVE

Duration: 2023–2033
Target: Training 10,000 professionals and launching a fund in the field of active mobility
Partners: various (inter)national organisations such as WRI, UNEP, GIZ, UNESCO, DCE.
Funding: Dutch Ministry of Infrastructure and Water Management. In the near future, other countries will co-fund.

A growing number of governments are aware of the need to implement more cycling and walking policies to meet their safety, equity, health, environment, and climate goals. Some of the factors often holding them back are lack of knowledge, expertise and funding. To help meet these needs, the Netherlands, Belgium and Luxemburg took the initiative to launch the capacity building program ACTIVE at the UN Climate Change Conference (COP28), which includes a future global fund for active mobility trainings and investments.

ACTIVE focusses on capacity building to develop the knowledge base in low- and middle-income countries. In 2023, ACTIVE trainers visited Colombia, Ghana, and India, among others. In 2024, workshops will take place in twelve countries, including Peru, Uganda and Thailand. While the trainers may share their knowledge and expertise, local needs, culture, context, and existing facilities are leading. Since the number of workshops doubles every year, however, some degree of standardisation will be inevitable.

Lessons learned

Mirjam Borsboom, international coordinator cycling strategies and policies, at the Dutch Ministry of Infrastructure and Water Management, lists the first lessons learnt:

- The success of each workshop depends on local political commitment, political leadership, and engagement.
- Sometimes, participants mention their own practical needs. Shower facilities at their workplace, for example, may encourage workers to commute by bicycle, particularly in hot climates. That's why it is so important to take local circumstances into account.
- Trainers also bring valuable lessons back, e.g. inclusion, diversification, and streets that are safe for children."



Bicycle Ambassador programme

Duration: 2019–ongoing
Target: Encouraging employees to commute by bicycle
Partners: 23 employers
Funding: Dutch Ministry of Infrastructure and Water Management

While 27 percent of all trips in the Netherlands are made by bicycle, there is still much to be gained. Cycling offers such benefits to the cyclists themselves, society, and the climate, that the Dutch government is making various efforts to encourage it.
One of the schemes to promote cycling is aimed at employers, called the 'bicycle ambassador programme'. Employers have much to gain from increasing bicycle commutes: cycling employees tend to be in better shape and less likely to call in sick. Also, companies may reduce their parking costs if more employees cycle to work. That is why employers are allowed to pay cycling staff the same mileage allowance they pay staff who commute by car, while tax rules for private use of a company bicycle have been eased.
So far, there are 23 bicycle ambassadors, including the Municipality of Rotterdam, ASML, the University Medical Centre Groningen, Schiphol Airport, and the national police force.

Setting a good example in Rotterdam

The City of Rotterdam is committed to sustainable mobility and continued accessibility. It strives to set a good example. For instance, the impact of its 14,000 workers travelling sustainably and actively is huge.
In cooperation with local companies and organisations, the Rotterdam cycling policy 'Fietskoers 2025' gives the bicycle centre stage. To that end, the Rotterdam cycling alliance was founded, aiming to achieve a 50 percent greenhouse gas reduction in 2030. In 2022, the Dutch cyclists' association Fietsersbond awarded the municipality the golden certificate 'cycling-friendly company' thanks to a wide range of measures, including safe bicycle parking, showers and lockers, bicycles for work use at various locations, and extensive public transport facilities.

More information: www.daszogefietst.nl/fietsambassadeurs



CycleOn (Doortrappen)

Duration: 2018 – ongoing
Target: Helping elderly people cycle safely
Partners: Provinces, municipalities, local organisations
Funding: Dutch Ministry of Infrastructure and Water Management

Conversations with elderly cyclists make clear what drives them. Independence looms large in those talks, as do opportunities to do their own shopping, pick up the grandchildren, and meet friends and family. Therefore, they are not inclined to stop cycling. Unfortunately, 72 percent of all fatal cycling collisions in the Netherlands involves elderly people. This percentage is not likely to stabilise unless the cycling behaviour of elderly people can be adjusted.

"However, the average sixty-plus-year-old who has cycled from an early age will hardly wonder if they ride safely", says Juul van Rijn, the CycleOn programme manager. "Nor are they interested in attending any information sessions on road safety. If we want to reach them, we need to go where they go: to neighbourhood associations, sports clubs, volunteer work etcetera.

"Therefore, we have developed a neighbourhood-level network. Firstly, we contacted the twelve Dutch provinces, who appointed a provincial quartermaster. These quartermasters then approached municipalities. Currently, 235 municipalities have been reached, who mostly include road safety for the elderly in their cycling policies. They make contact with relevant local organisations, including general practitioners, physiotherapists, bicycle shops, and community sports coaches. So now, six years on, we have a wide network of local partners.

"Activities include cycling groups (starting off with coffee and cake) where participants pick up information on safe cycling practices and local cycling routes in an informal way. We also provide safe cycling information for health professionals and conduct practical cycling skills courses and workshops.

"If we talk about CycleOn abroad, people are often surprised about our community network approach, but I can only say it's very effective and very low-cost."

More information: www.doortrappen.nl



eBee

Duration: 2022–ongoing
Target: Offering eco-friendly solutions for Africa's growing cities
Founders: Sten van der Ham, Christiaan Pleijsier, and Jaap Maljers
Funding: two Dutch Family Offices and Invest International

eBee, a pan-African e-mobility company, was founded in Kenya in 2022. Its Dutch founders saw e-bikes as tools for transformative change. They believe that everyone must have the opportunity to work in a congestion- and pollution-free environment. To develop a business model, they set up a pilot, hiring riders to deliver meals on e-bikes for a large delivery platform in Kenya's capital Nairobi.
"At first, communication was difficult", Sten van der Ham recalls. "In Kenya, not answering means 'no', while 'yes' means 'maybe'. On the other hand, Dutch directness may cause concern, because people think we are angry with them, or something bad has happened. That is why we organised sessions on the cultural differences. Now, we all understand each other."
In the spring of 2024, eBee had more than 1,100 e-bikes on the road and had created over three hundred jobs for riders. Apart from giving riders paid work, eBee has started a community for them, including an eBee clubhouse where riders can have lunch and drink coffee. This personal attention ensures that they enjoy their job, feel part of a team, and perform well.

The last years have been extremely busy for eBee. The founders first set up the eBicycle Academy to encourage job creation for women and young people. Moreover, they created a fast and reliable supply chain, and then went on to design the first African e-bike and set up a modern assembly facility. The difference with European e-bikes is that the battery is prominently visible. Early in 2023, they developed a smart battery that outperforms others. In July 2023 they expanded to Uganda and Rwanda.

Apart from selling and renting e-bicycles, eBee operates a fleet of last mile delivery riders, creating green jobs for women and youth. Thus, eBee is leading the transition to sustainable transportation across Africa, one city at a time. eBee aims to have 1 million electric bicycles across African streets – which means better air quality and livelihoods for everyone across the value chain.

More information: www.ebee.africa/ke/



PPP project in Germany

Duration: 2023–2026
Target: Public-private partnership with German cities to co-create bicycle infrastructure
Partners: DCE, German municipalities, Dutch companies, Netherland Enterprise Agency (RVO)
Funding: Dutch Ministry of Foreign Affairs and Dutch Ministry of Infrastructure and Water Management

The Dutch Cycling Embassy (DCE) shares Dutch cycling expertise in numerous countries, including Switzerland, Ireland, the United States, and Germany. While the latter is becoming increasingly bike-friendly, many German cities still seek answers. Thus, the public-private partnership is bound to encourage an exchange of knowledge and views that is beneficial to all participants.

Germany and the Netherlands have joined forces to improve bicycle infrastructure in German cities. Since 2019, the DCE has supported the Dutch cycling sector in doing business with German governments. And mid-2023, they created a public-private partnership to this end. By creating public-private partnerships with Dutch companies and cities, DCE aims to bring Dutch expertise and innovation to Germany and create a more sustainable and bike-friendly future together with German partners. Together, their goal is to create inclusive and accessible mobility through fostering active mobility following the idea of 'Cycling for everyone!'.

"Any Dutch cycling business can join for free, but our primary focus lies on business-to-government interactions", explains project coordinator Nils Steinhauser. "In the run-up to this initiative, we conducted extensive market research to identify opportunities, such as which regions show promise and what topics are of particular interest."

"Essentially, our main objective is to connect demand with supply. To achieve this, we've devised a strategy with four key pillars. The first involves incoming missions, where delegations from German cities visit Dutch counterparts to exchange cycling expertise, ideally resulting in business opportunities. The second pillar entails conducting workshops in German cities, where Dutch experts provide support in developing cycling plans. During trade excursions, we visit various German cities with Dutch experts, gaining insights into current challenges and into how the Dutch cycling sector can offer assistance. The fourth and final pillar revolves around attending fairs and conferences to showcase the Dutch cycling sector. Last year, we participated in events such as VeloBerlin, VeloCity in Leipzig, polisMobility in Cologne, Eurobike in Frankfurt, and IAA in Munich."

One match is Abel Sensors in Münster. Recently, this company delivered a bicycle park project at the railway station of Münster, the number-one cycling city in Germany. Through optical sensors in the ceiling of each facility and a software application, the bicycle parking officer can monitor the number of bicycles in each row and the parking duration of each bicycle. As a result, they know how many free spaces there are and when bicycles need to be reallocated to maintain the flow. Another match is Royal HaskoningDHV, a large consultancy that is working with the City of Hamburg on the development of an innovative wayfinding cycling system to boost the mobility transition. Project leader Heleen Buijs: "The project started last year and will be rolled out by the end of 2025, resulting in 14 routes totalling 240 kilometres. And that is just for starters."

More information: www.tradewithnl.nl/cyclinggermany



Geert Kloppenburg,
independent mobility expert:

Making cities bicycle-friendly benefits all residents

While Geert Kloppenburg is best known for his videos and podcasts on best practices in Europe; 80 percent of his work takes place behind the scenes, conducting workshops to put his ideas into practice. His videos are based on extensive data analysis and interviews with local residents, policymakers, and entrepreneurs.



Interview

Geert Kloppenburg,
Independent mobility expert

Kloppenburg has travelled extensively across Europe and beyond. Everywhere, from Berlin to Naples, car space makes way for public space where pedestrians and cyclists can move about safely. “For instance”, says Kloppenburg, “Milan[31] has closed off a boulevard from traffic and turned an intersection into a children’s playground. When I heard about it, I had to wait until the end of the COVID-19 pandemic before I could take the train. In various neighbourhoods in Barcelona,[32] they’ve done something similar, reclaiming public space by placing ‘superblocks’, replaceable barriers where pedestrians and cyclists get plenty of room. As a result, air and noise pollution has halved and social interaction has increased.

“Cities that aim to make their streets more bicycle-friendly, may be tempted to copy the Dutch design, planning cycle routes alongside cars. However, our set-up has its own history and needn’t necessarily be executed elsewhere. It is so much safer to plan cycling routes through the neighbourhoods around the centre, as they tend to be quieter.”

Best practices

Many of the podcasts Kloppenburg has produced are about European best practices of cycling policy. He names a few examples. “In Naples,[33] a Napoli supporter shows how you can use a tunnel differently, making it accessible for cyclists in the process. In Milan,[34] the city board has substituted parking in the middle of the road to make room for pedestrians and cyclists, fringed by vegetation. In Paris, the city board has banned cars from a tunnel to make space for cyclists. In an area towards the north-east of the city, they have closed the area around five schools and day care centres, so that parents take their children to school on foot or by bicycle.[35] And simply by redesigning streets and prioritising bicycles over cars, the city has made cycling into an efficient mode of transport for Parisians.

But you don’t always need to transform the infrastructure if you can use it more smartly. In Berlin,[36] the average distance covered per car trip is 7.4 kilometres. This shows great potential for bicycles. During the pandemic, pop-up lanes were created throughout the city. The only thing they needed was paint! Berlin cyclists told me they felt much safer as a result.” The current city government, however, appears to be inclined to put an end the makeshift cycle lanes and surrender the city to car drivers.

Bicibús

“In Barcelona, we invented a creative solution for taking children to school safely: the bicibús, also known as the bike bus.[37] The children gather at a central location and ride to school in a large group, with one parent at the front and one at the back. Traffic regulators stop the cars. Thus, in two minutes or so, some two hundred children cross some of the most dangerous parts of Barcelona in the safest way possible. What generally also makes bicycle traffic safer is banning delivery vans from the city centres during school-run hours.”

“However, this isn’t just about schools”, Kloppenburg concludes. “All the residents in a city benefit from adjustments like these. If you make room for bicycles, you make your city much safer and more attractive, its air cleaner, and your residents healthier.”

Five benefits of doing business with the Netherlands



1. **Quality and reliability**
   We combine first-class technical expertise and innovative strength with a commitment to delivering high-quality, reliable products and solutions. Working with Dutch technology means you can be certain of compliance with the highest (European and global) standards.

2. **An international outlook**
   We have been doing business abroad for centuries and understand what it takes to work successfully across borders and cultures. We are also regularly ranked as having the world's most proficient non-native English skills.

3. **Half a century of experience**
   The Dutch bicycle sector has 50 years' experience with planning, developing, implementing, and monitoring cycling infrastructure and is committed to sharing its know-how and expertise with governments abroad.

4. **Joint innovation**
   We strive to create flexible, fast-moving networks of specialist companies and research institutes and we are proud of the dozens of 'field labs' in which such networks translate fundamental research into innovative solutions and test them in real-life pilot environments.

5. **Stakeholder participation**
   To share the Dutch success story outside our country, the government is working closely with companies, knowledge institutions and civil society. Together we tell the story of the bicycle. We all pursue a common goal: solving global challenges together.

Dutch cycling expertise

Looking for specific expertise or cycling solutions? In this section, Dutch businesses and other organisations in the Dutch cycling sector introduce themselves and their portfolios. Consult the table on the next page to identify potential partners for your future cycling endeavours. Please note that this is not a comprehensive list of all cycling companies the Netherlands has to offer, but it provides a good overview.

To find out more about the latest developments in the Dutch cycling sector and to find the right partners for your particular requirements, please contact redesk@rvo.nl.

Legend

- Production of bicycles and parts
- Sales and maintenance
- Bicycle sharing and lease
- Infrastructure and construction
- Design, engineering and consultancy
- Non-profit organisations



	SUBSECTOR						TARGET GROUP			
	PRODUCTION OF BICYCLES AND PARTS	SALES AND MAINTENANCE	BICYCLE SHARING AND LEASE	INFRASTRUCTURE AND CONSTRUCTION	DESIGN, ENGINEERING AND CONSULTANCY	NON-PROFIT ORGANISATIONS	BUSINESS-TO-CONSUMER (B2C)	BUSINESS-TO-BUSINESS (B2B)	BUSINESS-TO-GOVERNMENT (B2G)	PAGENUMBER
4Wieler	●	●	●				●	●	●	44
Abel Leisure				●	●			●	●	44
Abel Sensors				●				●		45
Amsterdam Trade and Innovate						●				45
Arcadis				●	●			●	●	46
Arup					●			●	●	46
Bike.box				●			●	●	●	47
Bike-minded Design consulting BV					●			●	●	47
Brekr	●	●					●	●		48
BYCS						●				48
Cyclemotions				●	●	●		●	●	49
Cycling out of Poverty Foundation						●	●	●	●	49
De Poldar Group BV	●	●	●	●				●		50
Decisio					●			●	●	50
Delft Road Safety Courses						●		●	●	51
Donkey Republic Bike BV			●				●	●	●	51
Dutch Bike Parking Academy				●	●			●	●	52
Dutch Cycling Embassy						●			●	52
Fietsersbond						●				53
Flevobike Technology/ GoLo.bike	●	●			●			●	●	53
Folkersma Routing en Sign					●				●	54
Fulpra Professional Cargo Bikes	●	●						●	●	54
GeoJunxion BV				●	●		●	●	●	55
GO-bility					●			●	●	55
Goudappel					●			●	●	56
International Cargo Bike Festival (ICBF)					●		●	●	●	56
iMoto BV	●							●		57
Johnny Loco	●	●					●	●		57
Klaver Bicycle Parking				●	●			●	●	58
Koga / Accell Nederland BV	●						●	●		58
Lopifit	●	●	●			●	●	●	●	59
Mobian			●				●	●	●	59
MobilityLabel BV					●			●	●	60
Mobycon					●			●	●	60
Motion - ByCyclling International BV					●			●	●	61
MultiSensors		●			●			●	●	61
Netherlands Enterprise Agency (RVO)						●				62
Nijland Cycling BV (Cargo cycling)	●							●		62
Oneway Bike Industries	●							●		63
Optima Cycles BV	●				●		●	●		63
Panteia					●		●	●	●	64
Possehl				●	●			●	●	64
R.A. Planning					●			●	●	65
Radarxense BV					●			●		65
Roetz bikes	●	●	●			●	●	●		66
ROM Utrecht Region						●	●	●	●	66
Royal Gazelle NV	●	●	●				●	●	●	67
Royal Haskoning DHV					●				●	67
SociBike Cargobikes	●	●					●	●		68
Spanninga	●							●		68
Springtime Design					●			●	●	69
Staerk / JP Trading&gineering BV	●				●		●	●		69
StreetStuff!				●	●			●	●	70
Supreme Dutch	●							●		70
SURE Mobility		●	●					●	●	71
Triple Joy								●	●	71
Urban Arrow	●	●	●				●	●	●	72
Van Raam	●						●	●		72
VConsyst BV	●	●						●	●	73
VelopA				●				●	●	73
Ventisit BV	●						●	●		74
VROEGH Design					●			●		74
Witteveen+Bos					●			●	●	75
WOBS	●				●		●	●		75

4Wieler.nl / 4Wielfiets.nl
Langegracht 63
2312 NW Leiden
The Netherlands

+31 (0)88 444 00 00
info@4wielfiets.nl
www.4wielfiets.nl

Subsector:

Target group: B2C B2B B2G

4Wielfiets produces stable and therefore safe bicycles for 1 to 6 people.
They are suitable for seniors who do not feel safe on an (e-)bike and want to minimize the risk of accidents. One can enjoy old-fashioned cycling fun without a helmet and risk of falling. Freedom and independence can be experienced alone on the 4-Wheel Bike Quattro Solo or together next to each other on the 4-Wheel Bike Quattro Duo. These bikes are also very suitable as cargo bikes with large boxes at the front and rear and trailers.

AbelLeisure BV
Fred van Schoonhoven
Tramstraat 4
7241 CJ Lochem
The Netherlands

+31 (0)573 280 772
Info@AbelLeisure.nl
www.abelleisure.nl

Subsector:

Target group: B2C B2B B2G

Since 2007 AbelLeisure develops recreational route concepts with a focus on sustainability. We believe that the only way to get many people on a bike is by making cycling fun. Their goal is to let everyone enjoy the environment with route products that contribute to vitality and more spending in the local economy. AbelLeisure specializes in the development of themed routes. From idea and concept development to realization, maintenance and management. They also develop junction networks, from design to construction and maintenance. They distinguish ourselves by focusing on sustainability and durability in all our projects.

In order to achieve the best result they use a number of proven concepts in their solutions:

- Route Network Scan: a technique to measure the experience and yields of leisure routes.
- Robinson Counters: a counter that counts and distinguish cyclists and pedestrians in real time without the need of external power. It is used to measure the effectiveness of projects as well as to improve the outcome of the projects. Together with the smart dashboard they can forecast recreational bustle (www.Robinson-counter.nl).
- RoutAbel: the Route App with cycling and walking routes. The app navigates and provides all kinds of information about the environment, nature, history, etc. The RoutAbel app is often used in combination with signposted routes for a full experience. The app is developed by AbelLeisure to guarantee the usage of leisure routes for years.
- BioPanel: a 100% plant-based and biodegradable material for signage and information signs in public spaces. This has been developed through their ambition to make objects in nature more environmentally friendly (www.BioPanel.nl)

Abel Sensors
Noordeinde 30
2611 KH Delft
The Netherlands

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innovations@abelsensors.com
www.abelsensors.com

Subsector:

Target group: B2C B2B B2G

Abel Sensors offers real-time data with smart sensor solutions. Their mission is: “With their smart sensor solutions, Abel Sensors measures, collects, and enriches data to provide real-time monitoring dashboards to improve efficiency and sustainability.”

More and more cities are aware of the need to stimulate their citizens and visitors to travel by bike. An important element is to make parking space available to let cyclists park their bikes conveniently and efficiently. One challenge is to maximize occupancy by enabling cyclists to find all available vacant spaces. On the other hand, facility operators need to be able to manage orphaned bicycles to optimize the effective capacity. In some cases, cities and operators also need to have a payment system that enables cyclists to make hassle-free payments without facing queues at the entrance.

- The solution of Abel Sensors contains the following components:
- Optical detection
- Wayfinding with signage
- Ophran bike management
- Cloud platform
- Mobile payment system
- Smartphone App

Amsterdam Trade & Innovate
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www.iamsterdam.com/en/amsterdam-trade-innovate/about-amsterdam-trade-innovate

Subsector:

Target group: B2C B2B B2G

Amsterdam Trade & Innovate supports businesses from the Amsterdam Area to spread their wings on the international stage. They do so by focusing on innovative solutions for urban and societal challenges

Arcadis
Alex van Gent
Piet Mondriaanlaan 26
3812 GV Amersfoort
The Netherlands

+31 (0)6 15270871
Alex.vangent@arcadis.com
www.arcadis.com

Subsector:

Target group: B2C B2B B2G

Arcadis is a world leader in delivering sustainable design, engineering and consultancy solutions for natural and built assets and was founded in the Netherlands 135 years ago. They are more than 36.000 people, in over 70 countries, dedicated to improving the quality of life within their three business areas: Mobility, Places, and Resilience. As cycling offers countless benefits to human society, we see it as an essential component in fulfilling their company's mission.

Through their interdisciplinary and international teams, they offer cycling solutions across the globe. They provide strategic advice on various subjects, including transport policy- and network development, cycling safety, and strategies on how to incorporate cycling in the overall transport system as well as in real-estate developments and improvements. Through their range of experts, they advise throughout the project cycle, from initial ideation to implementation by designing user centered cycling infrastructure, appealing bicycle parking facilities, and bike friendly and safe intersections. By linking their colleagues with Dutch cycling expertise to their local teams they ensure the integration of the local context and the complexity of changing human behavior with their knowledge on international best practices.

With the combined knowledge and expertise of their Dutch and international Arcadis colleagues, they have applied Dutch bicycle principles across the world, from Sydney to London, to China and the United States. This has enabled those areas to leapfrog years of (car-centric) transport development and implement sustainable transport systems today. As they continue to improve the quality of lives across the world, they are deeply motivated to keep delivering their state-of-the-art cycling solutions and expertise to those areas in need.

Arup B.V.
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amsterdam@arup.com

Subsector:

Target group: B2C B2B B2G

For over 75 years, Arup has been recognized for its vision, talent, and tenacity. Dedicated to sustainable development, the firm comprises a collective of 18,000 designers, advisors, and experts working across 140 countries. Founded to be both humane and excellent, they collaborate with clients and partners using imagination, technology, and rigor to shape a better world. Arup is guided by the UN Sustainable Development Goals, particularly goal 11: 'Make cities people-centered through the promotion of cycling and thus improve inclusivity, safety, resilience, health, and sustainability.'

Arup's transport planners and designers support clients in delivering sustainable transport solutions for cities and communities. They view cycling as part of the necessary behavioral change to achieve sustainable transport in cities.

Their global network of cycling and walking experts works with clients to develop policies and strategies, analyze accessibility and inclusivity, design cycle infrastructure, advise on behavioral change, bike-sharing schemes, wayfinding, and public realm design. Arup is experienced in working with communities, all levels of government, and as trusted advisors, they partner with developers, architects, and planners of significant master plans and developments to deliver exemplary schemes. Their Amsterdam office, as a member of the Dutch Cycle Embassy, is involved in setting best-practice guidance in the Netherlands for designing for and with cyclists. Arup applies this best practice on Dutch projects and, together with international Arup team members, to international projects.

Bike.box
Koolhaaspark 17
3864 PW Nijkerkerveen
The Netherlands

+31 (0)85 0431 142
info@bike-box.nl
www.bike-box.nl

Subsector:

Target group: B2C B2B B2G

Traditional parking systems will not fulfil tomorrow's needs.
The rise of the e-bike made us reconsider how we should park bicycles: How we can improve the parking method to protect them from damages when parked? How we can improve the safety of bicycles? The average value of a bike has increased dramatically, which makes it more vulnerable for theft. How we can make charging effortless, today we might use cables, tomorrow we will charge wireless? But also considering the aesthetics, we should care how future parking systems look as they are right in front of our homes, in our cities and our parks.

At Bike.Box, they combine innovation and design to create parking solutions for the next generation bicycles and cargobikes, that will stimulate their use and contribute to modern city architecture.

Their automated systems can park a lot of bikes with the highest level of safety on a very small footprint, above ground, underground, or fully integrated in new buildings. The bike.tower can also operate as a mobility.hub including ground floor retail space.
The pedal.clip parking system parks the bike at the pedal to avoid front wheel damages and can now park any type of bikes regardless of wheelsize and look very good while doing so. Wireless charging can be built in.
The all-new bike.box V2 is a beautifully designed modular box system with green rooftopping. Their mobility.hub fits in the place of a carpark and can function as a shared cargo.bike hub but also as a last-mile delivery hub. It can fit up to 2 cargo.bikes and 2 full-size bicycles on just 8m2. Finished with customizable 100% recycled plastic doors.

Bike-minded Design Consulting B.V.
Maurits Lopes Cardozo
Mathenesserdijk 329
3026 GC Rotterdam
The Netherlands

maurits@bikeminded.nl
www.bikeminded.nl

Subsector:

Target group: B2C B2B B2G

Bike-minded is a Dutch Design studio specialized in bicycle mobility, spatial strategies, and multi-modal design concepts.
They collaborate with private and public organizations and professionals in the international Active Mobility sector to develop cycling as a practical, safe, and fun means of transportation. Bike-minded is committed to designing and improving bicycle networks, bicycle routes, infrastructure, and wayfinding. They are keen to develop integrated design concepts for complex nodes in transportation networks such as intersections and grade separated solutions that benefit all modes of modality. It is their belief that the best design solutions are a result of an analytic and creative approach, close collaboration, and a shared vision. Together with local experts, they develop innovative infrastructure concepts and spatial designs that are sensitive to the local context and inspired by universal -and Dutch- best practices in a collaborative design process. They refer to this way of working as 'Co-Design'.

Bike-minded offers creative design and engineering expertise, a broad portfolio in bicycle infrastructure and innovation projects, and deep insights into Dutch and international cycling mobility and design. A key skill that Bike-minded brings to the table is the ability and experience to help translate system-level visions into feasible design concepts for safe, attractive, and integrated infrastructure solutions. They have contributed to (cycling) infrastructure projects across the Netherlands, as well as in North America (USA & Canada), Singapore, and various European countries. Feel free to reach out to them about your active transportation project or challenge!

Their motto is: Co-designing a bicycle-friendly world.

Brekr
Hogenslagweg 10b
7009 CD Doetinchem
The Netherlands

+31 (0)314 787 160
contact@brekr.com
www.brekr.com

Subsector:

Target group: B2C B2B B2G

Brekr designs and builds e-bikes in the typical Brekr design language. Robust yet refined, with great details and real user benefits. Loved by its customers (check their rating on Trustpilot).

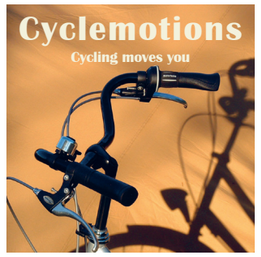
The F250 e-bike as a fat bike with unique features like saddle height adjustment, changeable colors, automatic gears and a new 22" tire size.

Cyclemotions.nl
André Pettinga
Van der Mondestraat 129
3515 BE Utrecht
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+31 (0)6 5180 8613
andre@cyclemotions.nl
www.cyclemotions.nl

Subsector:

Target group: B2C B2B B2G



Strong in:
Cycling expertise, cycle networks, parking, cycling-inclusiveness, micro-macro-mobility, cycle manual development, stations/TOD, process management, cycling pilots, traffic history.

They deliver:
Policy documents, cycle schemes, cost-benefit-analyses, rapid assessments, audits & reviews, cycling photography & film, tailor-made study cycling tours, floating webinars, interactive work-/walkshops.

BYCS
Overtoom 435
1054 KE Amsterdam
The Netherlands

+31 (0)20 244 0625
connect@BYCS.org
www.bycs.org

Subsector:

Target group: B2C B2B B2G

BYCS is an Amsterdam-based global NGO guided by the belief that bicycles transform cities and cities transform the world. They envision an urban future in which half of city trips are by bicycle by the end of the decade. Their mission is to nurture, strengthen, and scale community-led cycling initiatives globally, through a focus on what they call "the human infrastructure of cycling", as they strive towards this bold vision that they call 50x30.

They currently implement engagement programmes, conduct and publish research, and advise on policies that aim to complement built infrastructure solutions with a human infrastructure layer, ensuring lasting and equitable adoption of cycling and the strengthening of local cycling cultures. These efforts reach a global scale through their growing network of partner organisations and networks, including the Bicycle Mayor Network: a network of cycling advocacy leaders in over 140 cities around the world that is supported by BYCS with the aim of bridging abilities and needs of grassroots cycling groups with their local government and decision-makers to accelerate cycling change.

Cycling out of Poverty Foundation
De Kist 81
6661 ZG Elst
The Netherlands

+31 (0)6 1589 5529
info@coop-africa.org
www.coop-africa.org

Subsector:

Target group: B2C B2B B2G

Cycling out of Poverty (CooP-Africa) promotes bicycle ecosystems in Sub-Sahara African development countries where all residents benefit from an accessible, safe, climate-friendly and inclusive community.

They excel through their comprehensive cycling inclusive mobility approach whereby they aim to accelerate the adoption of cycling for transportation in cities and communities, through a joint top-down ('hard' civic infrastructure) and bottom-up ('soft' social/community) approach.

Based on the environment they for instance improve access (availability and financial accessibility) to bicycles to enhance equal access to education, health care, work and income for all. And through this flooding the streets with bicycles. They encourage and nourish bicycle entrepreneurship. They train and empower civil society in lobby and advocacy. And focus on cycling-inclusive planning (and construction) from a low-cost, community-driven and people-centred-design thinking perspective through mapping, community mobilization and participation, and training of decisionmakers, planners and engineers.

De Polder Groep B.V.
Loubergweg 28
6961 EK Eerbeek
The Netherlands

+31 (0)85 0130 520
info@byarbicycle.nl
www.byarforbusiness.nl

Subsector:

Target group: B2C **B2B** B2G

ByAr Bicycle Company B.V. produces the first e-bike developed for the B2B market. This unique bicycle, crafted by individuals facing workforce challenges, is characterized by its distinctive design, state-of-the-art technology, exceptional operational reliability, and long lifespan. The Polder Group B.V., which includes byAr Bicycle Company, aims to be the one-stop-shop solution in the field of e-mobility.

Poldar offers:
1. Fully unburdened bike mobility program
2. With service and roadside assistance throughout the Netherlands.
3. An App supporting CO2 reduction challenges

The Polder Group BV scores an 9.4 on the United Nations' ESG scale, all thanks to the way the circular e-bike is produced. With an expected technical lifespan of over 30 years, due, in part, to the upgradability of the hybrid motor with an energy recovery system and an integrated battery.

5 USPs of the solution:
- Hassle-free cycling: guaranteed service and parts on the go and throughout the Netherlands.
- Low maintenance: used technologies and high-quality materials ensure minimal maintenance.
- Circular: with a 100% focus on quality and the environment.
- Continuity: through the use of standard class-A components and back & forward compatibility, we can guarantee service and repairs.
- The Polder e-bikes are assembled by employees facing workforce challenges, one of the sustainable pillars of byAr.

Decisio
Valkenburgerstraat 212
1011 ND Amsterdam
The Netherlands

+31 (0)20 6700 562
info@decisio.nl
www.decisio.nl

Subsector:

Target group: B2C **B2B** B2G

At Decisio, they are transport economists and planners, based in Amsterdam and Turin, specialised in sustainable transport planning, cycling policies and bikenomics. They develop cycling plans, social cost benefit analysis of cycling investments and design of cycling infrastructure. They have many years of experience in introducing Dutch cycling knowledge in cities and regions in many countries with cycling ambitions.

Delft Road Safety Courses
Delft
The Netherlands

+31 (0)76 513 6623
info@delftroadsafetycourses.org
www.delftroadsafetycourses.org

Subsector:

Target group: B2C **B2B** B2G

A corner stone of Dutch cycling is its systematic approach to road safety and road design. The so-called safe system approach. Netherlands is one of the key examples having successfully implemented this approach. Delft Road Safety Courses (DRSC) teaches this approach.
DRSC is a Netherlands-based NGO (Stichting) offering road safety leadership training and capacity development for professionals.

DRSC supports the implementation of the UN Sustainable Development Goals and the Global Plan of the UN Decade of Action for Road Safety 2021-2030 to reduce road traffic deaths and injuries by 50% by 2030.

They focus their work on low and middle income countries, which account for more than 90% of all road traffic deaths. Not only does this cause substantial pain and grief for individuals, families, and communities, but high road casualty rates also have significant social, economic and environmental costs.

Building safe and sustainable transport systems has been proven to improve economic development, access to education, gender equality, health and wellbeing, as well as mitigating the impacts of climate change.
Their courses focus on the core principles of the Safe System Approach and how this can be tailored according to local need. Participants are encouraged to think critically and use their own experiences in group discussions and peer learning.

Over the years DRSC has delivered trainings to more than 400 graduates in more than 80 countries. Alumni work in high level positions at local and national governments but also in organisations such as World Bank and World Resources Institute.

Donkey Republic Bike B.V.
Weena 200
3012 NJ Rotterdam
The Netherlands

www.donkey.bike/cities/bike-rental-rotterdam/

Subsector:

Target group: B2C **B2B** B2G

Donkey Republic is a scale-up based in Copenhagen. They started in 2015 with 100 bikes and now have more than 20,000 bikes and e-bikes spread across Europe in cities like Antwerp (BE), Ghent (BE), Rotterdam (NL), Amsterdam (NL), The Hague (NL), Copenhagen (DK), Aarhus (DK), Kiel (DE), Barcelona (ES), and many other places. In these cities, they have aroused the interest and enthusiasm of their customers, gained valuable experience, and promoted sustainable transport.

Their vision is to make cities greener, healthier, and more fun to live in. They want to connect the whole of Europe with shared bicycles so that no matter which city or station you get off at, you can easily get around on a Donkey. They believe that innovation and micro-mobility have the potential to create huge improvements in people's daily lives and at the same time play an important role in solving the climate crisis.

The whole team behind Donkey Republic is driven by making a positive impact with their fleet of bikes - both on the environment, people, and by providing a unique transport service for around town, but also by supporting responsible regulation. They do not believe that this can be done by investing solely in infrastructure but also need to make it easier and "on demand" to choose a bicycle over carbon-intensive transport alternatives. They do this by setting up partnerships with companies (make it cheaper for employees), MaaS apps (make it more accessible), and municipalities (make it available and visible everywhere), in order to stimulate the modal shift.

Dutch Bike Parking Academy
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ton@dutchbikeparkingacademy.com
www.dutchbikeparkingacademy.com

Subsector:

Target group: B2C **B2B** **B2G**

Bicycle parking solution vs bicycle parking illusions
Ton Kooymans is an expert in bicycle parking with 35 years of experience. His bicycle parking solutions are installed on numerous public transport hubs and train stations throughout the Netherlands. During his career a series of technological and social changes have led and certainly will lead to different bicycle parking solutions.

Dutch Bike Parking Academy provides trainings and workshops in the field of both bicycle-parking and -sharing. Concise presentations about the 'ins and outs' and 'do and don'ts' from the point of view of all stakeholders: decision makers, operators and last but not least the often-forgotten actual users. Based on practical examples, using the 5C model and with a dose of humor the following items will be discussed. How to deal with:

- the great variety of bicycles?
- the available space?
- different user requirements?
- conflicting stakeholder requirements?

Make the best sustainable decisions in a rational way.

Dutch Cycling Embassy
Nicolaas Beetsstraat 2A
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info@dutchcycling.nl
www.dutchcycling.nl

Subsector:

Target group: B2C B2B **B2G**

The Dutch Cycling Embassy is a foundation representing a large public private network: more than 100 organizations offering the best of Dutch Cycling knowledge and expertise, translating our Dutch cycling successes and sustainable urban mobility solutions to local situations around the globe.

They facilitate projects worldwide in improving local cycling conditions, thereby creating more sustainable, more safe, more social, more wealthy, more healthy and more happy places to live.
They offer various services to experience the Dutch Cycling culture, including study tours to the Netherlands. They also offer tailor made ThinkBike Workshops, bringing Dutch experts to departments of transport, municipal governments and work on specific challenges and problems that cities are experiencing looking at it through the Dutch lens. Together with its academic partners, the Dutch Cycling Embassy offers a variety of learning methods that help develop cycling knowledge in a structural and certified manner.

Fietsersbond (Dutch Cyclists' Union)
Nicolaas Beetsstraat 2a
3511 HE Utrecht
The Netherlands

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www.fietsersbond.nl

Subsector:

Target group: B2C B2B B2G

In The Netherlands we love cycling. Some people even say that it is in our DNA, but that is not true. Building a cyclists' paradise requires hard work, a clear vision and a bit of defiance. Fietsersbond should know, because keeping The Netherlands a safe and happy cycling country is their main goal, ever since they started, almost fifty years ago.

Fietsersbond is the Dutch Cyclists' Union. It advocates for safe and comfortable cycling, in order to contribute to the quality of life, to a healthy and active Netherlands and to the happiness of cycling for everybody. With 150 local branches and over 1800 active members they work towards: well maintained, smooth and direct cycling routes, more and improved parking spaces for bikes, action against bicycle theft and more safety in traffic for cyclists.

Fietsersbond can give advice to international experts on the role of avocacy organisations in building cycling culture.

Flevobike Technology / GoLo.bike
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+31 (0)321 337 200
info@flevobike.nl / info@golo.bike
www.flevobike.nl / www.golo.bike

Subsector:

Target group: B2C **B2B** **B2G**

Flevobike is an engineering and production company with over 34 year of experience in the Bicycle industry. Their latest project is the GoLo, a 4-wheeled cargo cycle that can haul 1500 litre / 200 kilo of goods. The GoLo is a flexible, comfortable, safe and stable platform for transporting goods in city environment. The GoLo is an EPAC with powerful e-assist and is built to last with a minimum of maintenance.

Folkersma Routing en Sign BV
Transportweg 22
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+31 (0)594 643 410
info@folkersma.nl
www.folkersma.nl

Subsector:

Target group: B2C B2B **B2G**

With their high quality cycling networks, Folkersma Routing en Sign is helping (local) governments to motivate people to use their bike and stimulate both locals and tourists to make cycle tours. With a cycling network people can simply create their own cycle route adapted to their needs and wishes.

Cycling networks proved their value because of the positive effect on environment, health and economy. Cycling has many health benefits, e.g. it is a boost for mental health, improves lung health and promotes weight loss. Making cycling more accessible using a cycling network helps increase the number of cycling trips made and consequently improves health.

In the Netherlands a lot of day trips or several day-trips are planned using the cycling junctions leading to an increase in expenditure on overnight stays, enjoying meals and cycling gear among other things.
Folkersma Routing en Sign has over 25 years of experience in developing cycling networks. Folkersma has an in-house GIS department where the first drawings of cycling networks are made. Whilst drawing a cycling network several aspects are taken into consideration for example safety, attractiveness, pavement.

In the process of the development of a cycling network, Folkersma involves local parties on the one hand to gain local knowledge but also in order to get their support for the development of such a network.Folkersma Routing en Sign has all the experience and capabilities in-house to develop a cycling network from scratch to installation, and not to forget management and maintenance. For this purpose Folkersma developed an online user-friendly management system called C-TIP.

Fulpra Professional Cargo Bikes
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The Netherlands

+31 (0)30 7370 405
info@fulpra.com
www.fulpra.com

Subsector:

Target group: B2C **B2B** **B2G**

At Fulpra, they are convinced that transport in the urban landscape needs to change to be more sustainable and way more effective. They do so by bringing the most innovative range of professional cargo bikes to the market, with the aim to replace all vans in cities globally. A Fulpra cargo bike combines commercial loading capacity and robust engineering with the conveniences and smooth riding characteristics of a powerful e-bike. Approved for all international regulations, built by all Dutch quality standards in their own production facility in the Netherlands, and ready to be shipped and serviced worldwide. Fulpra offers the capacity of a van, simply by bike.

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sales@geojunxion.com
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Subsector:

Target group: **B2C** **B2B** **B2G**

GeoJunxion is the crossroads where fundamental, location-aware content connects with superior, customized intelligence and highly focused innovations to empower exceptional user experiences. With an emphasis on safety and sustainability, they are constantly expanding their portfolio of data products and services to meet the demands of a diverse and fast-evolving market.

Building on decades of experience in mapping, GeoJunxion focuses on high value, dynamic content and building environmentally conscious applications, which enrich safety in everyday life. With location-aware content at their core, they know where their strengths lie and have the know-how and technology needed to offer unrivaled, intelligent products and services.

GeoJunxion's Last Mile Maps are the state of art of location intelligence, wayfinding, and navigation tools for indoor and outdoor venues. Such maps boost customer experience and user satisfaction allowing for stress-free efficient wayfinding and navigation at any location, for any type of mobility, including bike routes, pedestrians, or disabled individuals. Visitors, suppliers, and staff can benefit from a fully navigable detailed custom map on smartphones, tablets, and PCs, as well as on other communication platforms, like totems, big displays, and more.

GO-bility
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Subsector:

Target group: B2C **B2B** **B2G**

GO-bility aims to be a global influence for positive change, developing capacities of professionals and organizations to lead the way in the transition to active and safer mobility. GO-bility provides capacity development support with a unique personal touch: more than learning!

For a single training, workshop or learning intervention in the field of active mobility, safe system or mobility planning. This could be in-person or on-line. From a 1-day workshop to a multiple-day learning trajectory.

For the development and management of learning and capacity development programs with multiple trainings and interventions:
- Program design and management,
- Staffing trainers and backoffice,
- Set-up of supporting processes and platforms and
- Financial management

Over the years more than 3000 learners from more than 75 countries across the world have participated in trainings and courses that were led by or implemented as part of the (program) management of GO-bility's lead, Teije Gorris, for or in cooperation with organizations. Such as World Bank, European Commission, European Investment Bank, Delft Road Safety Courses, Austroads and DTV Capacity Building.

Goudappel
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info@goudappel.nl
www.goudappel.nl

Subsector:

Target group: B2C B2B B2G

Goudappel
MOBILITY MOVES US

Goudappel is a leading mobility planning consultancy in The Netherlands. Founded in 1963, it currently employs 300 professionals on five locations.

Goudappel is affiliated to companies in the Netherlands, Germany, Sweden, Belgium, Italy and the US.

Being focused on mobility, Goudappel typically covers all aspects within: from strategic integrated transport planning, safe infrastructure design, behavior surveys, bicycle and public transport planning, parking facilities, mobility data, transport modelling and traffic signaling, up to developing software. Goudappel serves clients mainly in the public sector but also in the private domain. In the public sector they work for local, regional and national governments. Goudappel is involved in several EU related projects and is long time involved working internationally. Goudappels mission is to use proven Dutch solutions on mobility to create sustainable, accessible, livable and economic flourishing cities worldwide. When working internationally local regulations and habits requiring a different approach are carefully taken into account.

International Cargo Bike Festival / Fietsdiensten.nl
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www.fietsdiensten.nl/

Subsector:

Target group: B2C B2B B2G

INTERNATIONAL CARGO BIKE FESTIVAL

The International Cargo Bike Festival (ICBF) is the original - and most international – annual cargo bike event. With humble beginnings in 2012, the ICBF has grown into the place where the cargo bike world comes together.

The festival serves as a platform to showcase and promote the use of cargo bikes for sustainable transportation and logistics, typically featuring a variety of activities such as cargo bike exhibitions, demonstrations, workshops, and test rides. The event also provides an opportunity for attendees to learn about the latest developments in cargo bike technology, explore different models, and engage with industry experts.

The ICBF attracts a broad and varied audience, including professionals from various commercial sectors, government and voluntary organisations, as well as cycling and urbanist campaigners. Not to mention individuals interested in personal mobility and in changing their cities and the environment for the better.

Aside from organising the ICBF, they also promote cargo bike use in general. Their concept of the #DecadeoftheCargoBike – which has gained traction online from an international audience – embodies their goal to make the cargo bike a mainstream mobility option for as many people as possible by 2030.

They also engage with and leverage local, national, European and worldwide networks, bringing people together, sharing knowledge, facilitating research and lobbying for the conditions needed for cargo bikes to flourish. They do this on behalf of the industry in general, as members of the Dutch Cycling Embassy, and also on behalf of individual organisations on a consultancy basis.

iMoto bv
Lamsoor 25
9738 AL Groningen
The Netherlands

www.imoto.nl

Subsector:

Target group: B2C B2B B2G

iMOTO
solutions for automotive & tech

Connected Mobility is the future of sustainable travelling.

iMoto is one of the world's leading hardware suppliers for connected mobility assets like cars, bikes and last-mile vehicles.

The world of mobility is changing. Electric power assist for bikes is becoming the standard and electrification of vehicles is taking off. Another disruptive force is e-commerce and the last-mile delivery network enabling it.

The one common factor is that all assets will be connected to reach maximum sustainability, efficiency, and user engagement.

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support@johnny-loco.com
www.johnnyloco.com

Subsector:

Target group: B2C B2B B2G

Johnny Loco®

Johnny Loco, established in 2005, is the Dutch and only lifestyle brand that sells bicycles, e-cargo bikes, glasses and watches around the world. With Johnny Loco's lifestyle as source of inspiration, every product is designed and developed with attention to every detail. Handmade with love & passion, so they can guarantee originality and quality. Such as their classic shaped, timeless and custom designed bicycle frames, parts and accessories that fit anyone's occasion and style. "Take the long way home." - Johnny Loco

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info@klaverfietsparkeren.nl
www.klaverfietsparkeren.nl

Subsector:

Target group: B2C B2B B2G

Klaver Bicycle Parking is one of the leaders in delivering the most innovative solutions and products in the bike parking branches. Because bicycle parking is their only core business they are unique compared to their competitors. Parking your bike goes further than just a rack! Every situation is different and requires the best accompaniment to find the best solution in every case. Their products and services are developed to make sure our customers and users are facilitated as optimally as possible.

Phrase: Innovative, High Quality, Unique and Expertise

Below you find details of their products and related activities:

- Free advice, guidance and information on all aspects of bicycle parking.
- Bicycle racks only with front fork support and of the highest quality.
- The two level parking system 2ParkUp, provides efficient parking by doubling the capacity per m2. Easy, safe and with a long service life.
- Shelters developed especially for our products for an optimal occupation.

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Subsector:

Target group: B2C B2B B2G

KOGA has been offering first-class quality and service since 1974. Designed and handmade in the Netherlands. Through its active connection with cycling, KOGA is able to translate its knowledge, passion, and commitment into outstanding products for every cycling enthusiast.

Their designers and engineers are experts in their field. They are active cyclists themselves and translate consumer needs to innovative products and solutions.

The results: electric bikes are just as comfortable as they are sporty; city bikes allow users to cover long distances; versatile racing and gravel bikes for sports enthusiasts and trekking bikes are recognized all over the world.
Thanks to KOGA's collaboration with professional cycling teams, they can develop perfect bikes.

An essential part of their high-quality production process is the craftsmanship of their mechanics. Every KOGA bike is manufactured in Heerenveen and assembled by hand.

The holistic approach to bike design results in high-quality bikes that are optimized down to the smallest detail. Their bikes are not only characterized by superior handling with optimum comfort and maximum control, but they also look sleek and trendy.

Before going to production, all prototypes and the first production models are tested in their own quality center by a dedicated test team using state-of-the-art equipment. This means that every KOGA bike that leaves their factory is 100% tested and proven to work perfectly.

Lopifit
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www.lopifit.com/nl/

Subsector:

Target group: B2C B2B B2G

The First Electric Walking Bike in the World
In the ever-evolving landscape of transportation, the Lopifit emerges as a game-changer, transcending the boundaries of innovation and sustainability. Conceived by Dutch inventor Bruin Bergmeester, the Lopifit is not just a bike; it's a walking bike that redefines how people move.

At first glance, the Lopifit may resemble a conventional bicycle, but upon closer inspection, it reveals its groundbreaking design. The integration of a treadmill allows riders to walk or run while propelling the bike forward. This unique fusion of walking and biking introduces a new, eco-friendly mode of transportation that is not only efficient but also a healthy choice.

While users walk on the treadmill, an electric motor assists in propelling the bike forward, effortlessly covering longer distances. With a maximum speed of 25 km/h, the Lopifit is suitable for rentals and commuting, providing an efficient alternative to conventional bicycles, electric scooters, and cars.

One of the distinctive features of the Lopifit is its ability to tackle various terrains. Whether navigating through city streets, suburbs, or nature trails, the robust design of the Lopifit ensures a smooth and enjoyable ride. The integration of a powerful battery provides a reasonable range, making it practical for daily transportation needs.

Beyond functionality, the Lopifit represents a commitment to sustainability. It is an environmentally conscious choice that produces no emissions, reducing the carbon footprint associated with traditional modes of transportation. This aligns with the growing global emphasis on green mobility solutions.

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Subsector:

Target group: B2C B2B B2G

At MOBIAN, they connect the car to a sustainable last mile by creating mobility hubs on the outskirts of cities and at events. These Park & Ride hubs offer motorists a pre-bookable parking spot including a bike or public transport ticket in one customer journey. This way, the motorist is able to switch from their car to a bike outside the congested city center and continue their trip by bike to the inner city destination. No more long searches with unnecessary kilometers for a parking spot. Booking a spot including a bike (or public transport ticket) in advance, navigating to the hub, opening the barrier, and the bike lock by using their app, and transferring to another more suitable, convenient, and sustainable mode of transport. Enjoy the freedom of cycling or public transport in the city center.

Their Park & Ride mobility hubs contribute to car-free cities and make it accessible for motorists to hop over to another mode of transport. It's a much-loved solution for passers-by, commuters, and residents.

They are working with private parties and their overcapacity of parking spaces, working with municipalities to smarten up and enlarge their traditional Park & Ride locations, and operating themselves as a hub operator marketing their service themselves.

MobilityLabel BV
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www.mobilitylabel.com

Subsector:

Target group: B2C **B2B** **B2G**

- MobiltyLabel, tools, insights for a smarter commuting.
- Interactive mobility scans.
- With the interactive mobility scan MobilityAnalyst you gain valuable insights in employee commutes.

MobilityLabel provides employers, consultants, cities and regions in Europe with insights in order to optimize everyday commutes, focusing on carbon emissions, costs to employee vitality. ESG and CSRD reporting, made easy.

Motion - ByCycling International BV
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hello@himotion.com
www.himotion.co

Subsector:

Target group: B2C **B2B** **B2G**

Motion makes sustainable and active travel modes more attractive. They developed a platform that helps organizations integrate and incentivize mobility programs to transition commuters away from cars, in a simple yet effective way.

Mobycon
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info@mobycon.nl
www.mobycon.nl

Subsector:

Target group: B2C **B2B** **B2G**

At Mobycon, they believe that if individuals, businesses, and communities are to thrive, ease and freedom of movement are fundamental. As an organization, their research, consulting, and design services focus on promoting and enabling sustainable mobility choices. Their work is dedicated to giving people access to transportation options so they can make the best choice for today and for the future.

Since 1986, their team of professionals has worked collaboratively with clients to develop integrated and sustainable mobility solutions in the Netherlands and abroad. They maintain offices in the Netherlands, North America, Canada, and Berlin, positioning themselves to work on a global scale.

They recognize the role Dutch inspiration can play in creating transportation plans and strategies globally, implementing connected networks and public spaces, and creating programs and policies that encourage continued sustainable practices. They are dedicated to sharing their extensive knowledge of integrated mobility solutions through capacity building workshops and design reviews globally.

Their goal is not just to copy Dutch design to international environments. They understand how important it is to provide their clients with solutions that work in the context of their community, using their diverse range of knowledge and expertise to shape policies, plans, and strategies that encourage sustainable mobility choices. Mobycon is more than a consultancy; they are a trusted partner, dedicated to creating a lasting impact on global mobility solutions.

MultiSensors BV
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Subsector:

Target group: B2C **B2B** **B2G**

MultiSensors provides customers with quality real-time data of all kinds of vehicles on bike lanes or pedestrians on the sidewalk. They perform this with radar/lidar/3D sensors with an accuracy of over 90%, also in the peak hours of traffic. Their Software As A Service (SAAS) platform is connected to their and many other bike counters, giving insight into the locations, how many, and what kind of vehicles or pedestrians are traveling in which direction, at what speed and at what time and under which weather conditions.
The company believes that cycling contributes to a more environmentally friendly and healthier life. With their solutions, users can generate data to answer questions, such as:

- What kind of infrastructure is needed for bikes or pedestrians and where?
- Is the infrastructure still applicable e.g. for electrical bikes?
- How safe is the existing infrastructure?
- How can an intelligent traffic-flow for bikes be managed by traffic lights?

MultiSensors provides total solutions but also modular parts of it as a specific solution, like their SAAS platform, which can be used by municipalities or local governments for a data overview/analyses of all their bike counting locations. They provide permanent but also temporary counting solutions.

Netherlands Enterprise Agency (RVO)
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Subsector:

Target group: B2C B2B B2G

Netherlands Enterprise Agency

The Netherlands Enterprise Agency stimulates entrepreneurs in sustainable, agricultural, innovative and international business. It aims to improve opportunities for entrepreneurs, strengthen their position and help them realise their international ambitions with funding, networking, know-how and compliance with laws and regulations. As a government agency, it operates under the auspices of the Ministry of Economic Affairs and Climate Policy, and its activities are commissioned by the various Dutch ministries and the European Union. The Netherlands Enterprise Agency runs a number of programmes and supports business initiatives with various grant schemes. Energy and Climate is one of the agency's key topics. The Dutch government is investing billions of euros in energy efficiency, sustainable energy and CO2 reduction. In line with this, the Netherlands Enterprise Agency supports Dutch and international entrepreneurs and researchers in developing sustainable projects related to energy, climate and the environment. Innovation and public-private partnerships are key to the Dutch approach: the government, private sector, and academia co-operate on topics such as sustainable energy technologies, green materials, built environment, sustainable mobility, chain efficiency, sustainable electricity, new gas, and greenhouses as a source of energy.

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Subsector:

Target group: B2C B2B B2G

Nijland Cycling

Nijland Cycling, a Dutch quality brand, has been developing and manufacturing its bicycles independently in its own factory in Heeten for over 30 years. Their designers and constructors are continuously developing bicycles and components that make cycling more enjoyable and safer. Nijland Cycling is a company specialized in the development and production of delivery tricycles, bicycles for the rehabilitation sector and unique city bicycles, for young and old. The total product range consists of various product groups and a large number of models in the field of tandems, tricycles, bicycles for the elderly, cargo bikes and cargo bikes for children.

Nijland Cycling launched the Cargo Cycling for its cargo bikes that service the last mile and service logistics markets. Cargo Cycling offers business customers with logistics needs a suitable solution for reliable delivery. In partnership with their international customers they develop e-cargo bike solutions that make urban logistics cleaner, more efficient and more flexible. Together, they deliver!

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+31 (0)10 3403 500
www.oneway.bike

Subsector:

Target group: B2C B2B B2G

ONEWAY

Oneway Bike proudly positions itself not just as a distributor but as a dedicated partner for all cycling enthusiasts. Renowned for distributing premium brands, Oneway Bike extends beyond mere transactions to provide unwavering support, foster partnerships, and deliver exceptional service.

Fuelled by a genuine passion for cycling and an in-depth understanding of the market, Oneway Bike is committed to serving its clientele. The company serves as the exclusive distributor of the esteemed German bike brand, CUBE, across the Netherlands, the United Kingdom, and Ireland. Additionally, Oneway Bike offers a diverse range of premium parts and accessories from brands like Lezyne, SQlab, Ere Research, and Fulcrum, ensuring a comprehensive selection for its dealers. All these top-tier products are efficiently dispatched from the company's expansive 10,500 m2 warehouse in Rotterdam.

Beyond its borders, Oneway Bike collaborates seamlessly with local colleagues, facilitating swift and effective operations outside the Netherlands. The company's portfolio not only includes market leaders like CUBE, Schwalbe and Lezyne but also embraces the development and distribution of smaller brands in the likes of Ere Research and Cyclique, showcasing a dynamic and youthful spirit.

With a team comprising experienced professionals and budding talents, Oneway Bike strives to deliver unparalleled service. The modernized logistics department employs cutting-edge techniques, ensuring a seamless and flawless operational process. For a closer look at their operations, interested individuals are invited to explore their state-of-the-art warehouse.

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www.lovensbikes.com
www.dutch-id.nl

Subsector:

Target group: B2C B2B B2G

OPTIMA CYCLES

Optima Cycles believes in a world with sustainable e-mobility solutions. Independent transport enabling ultimate freedom and fun for everyone. Optima Cycles is specialized in designing, manufacturing, and distributing high-quality e-bikes (Dutch ID) and e-cargo bikes (Lovens). This enables them to supply products with the highest achievable quality and with a characteristic design. Craftsmanship is in their DNA. They manage the entire chain themselves: from design, production to assembly. By being flexible and agile, they can guarantee their customers the best riding experience now and in the future. Their factories are based in Beverwijk (The Netherlands) and Taichung City (Taiwan).

Check out their careers page and join them in their mission to build superior e-bikes for the ultimate riding experience and everyday happiness!

Panteia
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Subsector:

Target group: B2C B2B B2G

Panteia BV is a Dutch consultancy firm which supports policy and decision makers, to help them formulate, monitor and evaluate strategies for an effective strategy in different fields, including the economic and transport sector, labour market, health and education. To do so, they apply unique knowledge bases and innovative methods, supported by independent market and policy research. Together with their clients they aim to contribute to sustainable, social and economic progress. Their areas of interest are: (1) Transport and mobility; (2) Society and Economy (3) Data & Analytics; (4) Market Research. Our ISO 20252 and 27001 Quality Certificates testify to the precision with which they execute their tasks.

For over sixty years Panteia, has specialised in research, consultancy and training services in transport, infrastructure, logistics and mobility. Their activities cover a broad field, encompassing all the economic and social aspects of both freight and passenger transport, for all modes. In the field of transport, Panteia has wide-ranging experience for both the national and international markets. Recently they have worked for various in the European Union, Balkans and Caucasus, as well as in Ukraine, Russia and Belarus. Africa, Central Asian Countries and Indonesia, Latin America.

They have expertise in the following topics: Infrastructure, Corridors (Ten-T) & Urban Nodes, Urban mobility, Transport forecasting and planning (including emissions calculations), Total Cost of Ownership – TCO, Inland Waterways, Truck parking, Railways, Management consultancy and monitoring, Institutional and Legal Services in Transport and Training and education.

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Subsector:

Target group: B2C B2B B2G

POSSEHL Spezialbau has more than 40 years of experience in providing smart and creative solutions for top layers and surface treatments. With Thermoflex, they offer these solutions for traffic, recreation, industry, and airports. They provide a wide range of services, including the creation of red bike paths, bike suggestion lanes, green bus lanes, colored exit lanes, natural walking paths, and the most creative squares. They are committed to delivering high-quality results that meet customers' needs and exceed their expectations.

Thermoflex has a proven lifespan of more than 20 years, with unparalleled skid resistance. It is colorfast and can be applied to asphalt, concrete, wood, and steel. The plastic top layer is tension-free and self-restoring, which means that both the top layer and the substrate on which it is applied are preserved for a long time.

The possibilities in terms of shaping and color design are immense. Depending on customers' wishes, they can even use a biobased product and scatter it with natural stone or circular glass in the color of their choice. Their sustainable materials and processes guarantee quality and safety.

R.A. Planning
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Subsector:

Target group: B2C B2B B2G

R.A. Planning is a Dutch consultancy dedicated to creating beautiful, safe, and inclusive urban spaces by providing integrated urban and mobility planning advice all over the world. Given their extensive international experience in various countries across Europe, the Americas, Africa, and the Middle East, they are able to come up with tailor-made, fresh, and realistic ideas. They work in an integrated way, looking at the big picture first before diving into details, and they enjoy collaborating with experts from various fields of work and disciplines in search of cross-sectoral solutions for urban and rural areas.

They are fascinated by the role the bicycle plays in the transition to more people, nature, and climate-friendly cities, and they are dedicated to promoting cycling as an attractive and inclusive mode of transportation. In their work, they aim to find a good balance between accessibility and liveability, and they firmly believe that a transition to a sustainable mobility system is not only possible but also needed.

They offer a wide range of services, such as providing integrated mobility planning consultancy, organizing and delivering trainings for professionals (including the development of the curriculum), organizing and moderating mobility planning workshops, and organizing and conducting (cycling) study tours in Dutch cities.

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Subsector:

Target group: B2C B2B B2G

Radarxense develops and produces radartechnology for bike detection. One of these systems is the Bike Spider, a non invasive solar powered radardetector which counts and detects cyclists. Next to detection also speed and direction is measured. The systems can be used for traffic light activation, statistical purposes, vulnerable road user detection and V2X applications.

Roetz Bikes
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info@roetz-bikes.nl
www.roetz-bikes.com/nl_NL/

Subsector:

Target group: B2C B2B B2G

Roetz

Honest, circular bicycles. In the Fair Factory in Amsterdam-Noord, Roetz creates new design bicycles from recycled bicycle frames. After a thorough inspection, the steel frames are given a beautiful new colour, after which each bicycle is built manually with high-quality components. Roetz aims to raise awareness about the responsible use of raw materials and the prevention of waste streams. Roetz also provides a second chance to people with untapped talent by training them as fully-fledged bicycle mechanics in the Roetz Fair Factory! At Roetz, you can customize your own bicycle completely, from frame colour to bicycle crate.

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Subsector:

Target group: B2C B2B B2G

ROM Utrecht Region

The ROM Utrecht Region connects ambitious, innovative entrepreneurs with knowledge, funding, and gateways to other markets in the Netherlands and abroad. But above all, it connects them with each other and with the Utrecht region. The ROM helps innovative entrepreneurs grow and support entrepreneurs with international ambitions.

They do this by:

- Innovating: making impact together, from idea to business
- Investing: assistance with financing
- International: expanding your boundaries

The ROM Utrecht Region focuses on the innovative strength of the region, which comes together in 3 ecosystems: Earth Valley, New Digital Society, and Life Sciences & Health.

Royal Gazelle N.V.
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m.danhof@gazellebikes.com
www.gazelle.nl

Subsector:

Target group: B2C B2B B2G

ROYAL DUTCH Gazelle

Royal Dutch Gazelle has been making bikes for more than 130 years in its factory in Dieren. Royal Dutch Gazelle employs around 450 people worldwide. At their factory in Dieren, the Netherlands, they produce over 300,000 bikes a year. Quality has been at the forefront since their founding in 1892, which is why Gazelle is a market leader in the Netherlands. More recently, in 1996, Gazelle's production process was certified to the ISO-9001 standard.

Their focus on thoughtful design and technical innovation is inspired by their love of cycling, and a belief that bicycles should be a part of daily life. Their bikes feature low step-through frames to allow easy use by everyone, powerful and reliable mid-drive motors to get users where they need to go, and come complete with everything they need such as fenders, racks, lights, bells, locks, and kickstands.

At Gazelle, they produce bikes of unique quality and appearance with a minimum of weight and maximum comfort. Their mission is to make cycling easy and fun for everyone. This is why they strive to continue to promote smart Dutch design and technical innovation. Dutchies are probably the most critical customer of all when it comes to bikes. Therefore, Gazelle is confident that their bikes deliver exactly what cyclists around the world dream of.

Royal HaskoningDHV
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Subsector:

Target group: B2C B2B B2G

Royal HaskoningDHV
Enhancing Society Together

Royal HaskoningDHV has been an independent engineering services, consultancy, and project management agency since 1881. Their nearly 6,000 professionals worldwide innovate by collaborating with customers and partners to have a positive impact on people, the environment, and the economy.
Mobility is undergoing a seismic shift. An exponential growth in population and the consumption of goods, increased appetite for low emission and clean air zones, and new modes of transport and technology are placing new demands on mobility networks around the world. The result? A fierce battle for every square meter of public space. This leads to challenges for planners and policy makers.

Their expertise includes the development of bicycle network master plans, the design and engineering of cycling infrastructure and parking facilities, the planning of cycle highways, and the design of wayfinding systems.
Some of their recent projects include:

- The design of the first bicycle street in Vienna. This design has been honored with an award from 'VCÖ – Mobilität mit Zukunft'.
- A new wayfinding system for a network of more than 250 kilometers of cycle routes in the city of Hamburg.
- The development of a bike parking strategy for the city of Delft in the Netherlands.
- The planning and preliminary design of a cycle highway between Ede and Wageningen in the Netherlands, in which citizen participation played an important role.
- Participation in several Think Bike workshops from the Dutch Cycling Embassy in countries worldwide.
- Giving lectures and workshops at universities and municipalities in several countries including Germany, Austria, and Ireland.

SociBike cargobikes
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info@socibike.nl
www.socibike.nl

Subsector:

Target group: B2C B2B B2G

SociBike

At SociBike, they connect sustainable mobility with social impact. They deliver high-quality electric cargo bikes, with the unique feature that they are assembled by talented individuals, both with and without a distance to the labor market. By choosing a SociBike cargo bike, customers are not only opting for sustainable mobility but also contributing to an inclusive society.

Springtime Design
KNSM-laan 131
1019 LB Amsterdam
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business@springtime.nl
www.springtime.nl

Subsector:

Target group: B2C B2B B2G

Springtime

Springtime is a leading Dutch design and innovation studio, focusing on sustainable urban mobility design, or 'New mobility': any sustainable modality between walking and the car; both consumer, shared and commercial.

They are experienced in frame design, drivetrain, and battery technology, and connectivity, always with the user front of mind. Over the years, they have successfully created bikes, scooters, mopeds, cargobikes, boats, golf carts, micro cars, strollers; they are excited about anything that moves.

With over 25 years of experience in the field, Springtime has serviced customers worldwide like Lyft, TIER Mobility, Dott, Mobike, Dutch Rail, Lemmo, and many others. Their work has been awarded international design awards such as iF, Red Dot, Design Intelligence Award.

Ahead of the trend, they translate market and business insights and opportunities into real, tangible solutions for customers, driving businesses, and exciting users.

If you believe Springtime can help drive your business, whether you're in a startup, SME, or multinational, please contact them to think with you about your innovation needs and discuss the possibilities.

Spanninga
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The Netherlands

+31 (0)513 414 665
www.spanninga.com

Subsector:

Target group: B2C B2B B2G

spanninga
Keep ahead of light.

Spanninga is a leading manufacturer of bicycle lighting, making the world safer and more appealing, day and night. At Spanninga, their team is driven by innovation, trust, integrity, and energy. These values inspire them and ensure they provide safety, quality, and reliability, setting them apart from others.

At Spanninga, operational excellence is not just a goal; it's a fundamental principle ingrained in every aspect of their business. Their sites in Joure (the Netherlands), Nantua (France), and Shunde (China), are their foundations for innovation and expertise.

In their production facilities, precision optics, cutting-edge electronics, and meticulous engineering converge seamlessly into a high-tech manufactured product. It's here that their commitment to research and development takes tangible form, driving them to push boundaries and raise industry standards. Through these combined efforts across their global locations, they bring customers their micromobility lighting solutions.

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Havenstraat 59
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www.jptradingengineering.nl

Subsector:

Target group: B2C B2B B2G

STAERK

Product developing. Producer of Tandem brand name STAERK.

STREET-STUFF!
Handelsstraat 12
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info@street-stuff.com
www.street-stuff.com

Subsector:

Target group: B2C **B2B** **B2G**

STREET STUFF!

Sustainable parking solutions for contemporary bicycles

fully circular designed bicycle parking and charging solutions are composed of a limited number of interchangeable components. Compact transport, local assembly, and placement without excavation work.

The innovative AXLE® support offers bicycles a very stable support on the wheel axle and puts an end to the notorious “rim killer”. The presence of front carriers, lighting, or other accessories on the front fork is not a problem.

The flexible ROSE® tie-down system is easy to move to and from the valuable bicycle and can be easily tied with both a cable and a shackle lock. The E-charge locker CHARLY® is suitable for one’s own transformer and can be closed by securely tying the bicycle with one’s own chain lock.

All products are repairable, expandable, and easy to install (pop-up) without excavation work.

Supreme Dutch
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2371 DW Roelofarendsveen
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sales@supremedutch.com
www.supremedutch.com/contact/

Subsector:

Target group: B2C **B2B** B2G

SUPREME DUTCH
AIRLESS TIRES

Supreme Dutch is a Dutch based company, that develops and produces (bicycle) tires completely without air. After 10 years of development time and a 5-year exclusive partnership with tire brand Schwalbe, Supreme Dutch has opted for a direct B2B business model without intermediaries.

The Airless inner tube has been developed from the idea of being 100% maintenance-free. This has led to an unique product which is a very interesting solution for specific target groups. Supreme Dutch also develops and produces Airless solutions for various Light Electric Vehicles with associated mounting equipment.

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www.sure-mobility.com

Subsector:

Target group: B2C **B2B** **B2G**

SURE
Be sure, ride Sure!

SURE is a game-changer for the Business and Recreational (shared) mobility market, offering a distinctive, safe, and fast-charging e-bike with a dock, lock, and inductive charge system. It is safer to use, more efficient in management, and quicker to recharge.

Why do companies choose SURE?
- Non-flammable battery technology;
- 12 times longer lifespan;
- Fast charging, fully charged in just 30 minutes;
- Low Total Cost of Ownership (TCO);
- Reliable Bafang M410 mid-motor with 85NM torque and a 4-year warranty;
- One-size-fits-all aluminum frame and rims;
- New Motion Labs drivetrain;
- Connected by KPN IoT;
- Custom brand promotion.

SURE provides a dock, lock, and charge total solution, including reservation, storage, fleet, key, and battery management, with components fully customisable in the corporate branding.

Be sure, ride SURE!

Triple Joy – Bureau voor fietsstimulering
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Subsector:

Target group: B2C **B2B** **B2G**

bureau voor fietsstimulering
triple Joy

Welcome to Mindware, where bicycle stimulation is more than just pedals and gears. As an essential component alongside hardware, software, and orgware, Mindware believes in the power of behavioral change and the impact it can have on mobility management. As pioneers in the soft side of bicycle stimulation, Mindware goes beyond traditional approaches.

At Mindware, it’s all about unlocking the human power behind the pedals. Mindware understands that mobility management is not only about physical movement but also about promoting a healthy mindset. Mindware’s approach combines expertise in behavioral change with in-depth knowledge of bicycle stimulation.

Mindware invites individuals to look beyond standard solutions and embark on a journey toward a more active, healthy, and inspiring mobility culture. In the NL Cycling Guide, Dutch showcases reveal how individuals and organizations reap the benefits of a renewed perspective on bicycle stimulation. Mindware challenges individuals to go beyond the familiar and discover what the soft side of bicycle stimulation can mean for them.

Are you ready to elevate your mobility management? Contact Mindware and explore how Mindware, as an indispensable element alongside hardware, software, and orgware, can be the key to a more active and engaged mobility culture.

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Subsector:

Target group: B2C B2B B2G

URBAN ARROW

At Urban Arrow, they build top-of-the-line electric cargo bikes. They were the first to do it, actually. Needless to say, they're crazy about them. But there's one thing that is even more important to them: the person riding that bike. Owners and riders like you. With every bike they build, they have you and your specific transport needs in mind.

Whether that's getting from A to B in the smoothest way possible. Or bringing your kids to school safely and without hassle. Whether you care about making your city a bit cleaner. Or riding a good-looking design-award-winning cargo bike. Or delivering your goods to your customers more efficiently. And whether you care about reducing your carbon footprint, or you're simply looking for the most joyful ride.

Whatever it is you care about, they've got you covered. Their mission is to improve your life and to improve life in (sub-)urban areas with cargo bikes. Making things cleaner. Quieter. And more efficient.

They care for the things you care about.

Van Raam
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Subsector:

Target group: B2C B2B B2G

vanraam®
Let's all cycle

Van Raam is a manufacturer of special needs bicycles and specializes in the production of tricycles, the mobility scooter bike, low step-through bicycles or comfort bikes, the walking aid, side-by-side tandem bikes, tandem bikes, wheelchair bikes, and transport bikes. At their daughter company, GoGab, they produce a unique transport bike / bicycle cab for 8 children.

At Van Raam, they want to contribute to the integration of people with disabilities into society. That is the reason Van Raam exists. They are proud of what they are achieving together, and of the sustainable impact they have on their customers. At Van Raam, they believe that when people stay mobile and independent longer, they are happier. That is why they offer people with disabilities a sustainable form of modern-day mobility.

The unique riding characteristics of every Van Raam bicycle provide a special cycling experience. With innovative and modern production techniques, and by adding options/ accessories and frame adjustments, they can make a customized bike for just about anyone. Van Raam is used as an example for innovation and has won various innovation and product awards. Van Raam is a leader in the Smart Industry and Smart Working.

The unique Van Raam pedal support is available for most of these adapted bikes. As a manufacturer of special needs bicycles, quality and sustainability are of paramount importance to Van Raam. Therefore, they follow a circular and sustainable policy at Van Raam.

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Subsector:

Target group: B2C B2B B2G

vconsyst

VConsyst (formerly Jan Kuipers Nunspeet) is a specialist in equipping bicycle parking facilities, amongst others at major railway stations. They were the inventor of the 2-tier bicycle parking racks and for more than 25 years they have provided many different solutions for the safe and user-friendly parking of bicycles, such as single-layer and space-saving double-layer bicycle parking systems, bicycle lean-to brackets or bicycle clamps, bicycle shelters (including the NS shelter), bicycle lockers, bicycle registration systems and electronic bicycle parking. Thanks to many years of cooperation with ProRail, VConsyst has the knowledge to design optimal and user-friendly bicycle parking spaces both indoors and outdoors.

VConsyst is a leading socially conscious service provider with total solutions for the complete design and management of public outdoor spaces. We are supported by a strong organisation, whose mission is to be a leading player and image maker in the field of bicycle parking, litter bins, canopies and seating in public outdoor spaces. With more than 250 years of combined company-experience, we like to think along with the customer in terms of circularity, innovation and management. We contribute to the circular economy by making and maintaining the right products and services.

VelopA
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info@velopa.nl
www.velopa.nl

Subsector:

Target group: B2C B2B B2G

VelopA
LET'S GO OUTSIDE

VelopA delivers a wide range of bicycle parking solutions and shelters, including street furniture products for public open spaces.

They aim to make outdoor spaces more pleasant by producing good quality, attractive street furniture and tailor fit bicycle parking solutions.

They are the a leading market player with their bicycle parking solutions in The Netherlands and preferred supplier for the Dutch railway station bicycle parking solutions. Visit their website to take a look at their projects.

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www.ventisit.nl

Subsector:

Target group: B2C B2B B2G

ventisit
ventilating seat pad

Ventisit is a social production company from The Netherlands, that produces sustainable, ventilating seat pads and floor mats, for the cargo bike and recumbent bike industry, among others.

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www.vroeghdesign.com

Subsector:

Target group: B2C B2B B2G

VROEGH Design

VROEGH Design is a leading Dutch design and engineering agency specializing in the innovative development of Light Electric Vehicles (LEVs). With a team of experienced designers and engineers, they are the preferred R&D partner for established brands and promising startups, dedicated to creating stunning vehicles and providing exceptional technical solutions.

Their comprehensive range of services spans from research and design to engineering and production assistance. From the initial stages of ideation to the final production processes, they offer end-to-end support to realize the best vehicle for the customer.

They love to explore collaboration opportunities to accelerate the pace of innovation in the field of mobility.

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Subsector:

Target group: B2C B2B B2G

Witteveen + Bos

Witteveen+Bos is an engineering consultancy firm founded in the Netherlands in 1946 and currently employs approx. 1,500 staff. Their services are in the fields of Infrastructure, Energy, Environment and water. Core competences of our Active Travel team are:

- Planning and design of bicycle infrastructure.
- Design of bicycle friendly intersections.
- Developing modelling tools for walking and cycling based on available Open Data.
- Architectural design and structural engineering of bicycle bridges and underpasses (tunnels).
- Cost benefit analysis / investment decision documentation.
- Providing design training, workshops and coaching to organisations that want to increase their design skills and/or seek best practices from the Netherlands to be tailored to the local context.

Their experts have developed designs and provided training in amongst others: The Netherlands, Belgium, United Kingdom, Singapore, Colombia, Peru, Kazakhstan, Latvia and Estonia.

They are proud to be the structural engineers of the world famous ‘Hovenring’ bicycle roundabout bridge in Eindhoven in the Netherlands.

Wobs Warm on Bikes
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www.warmonbikes.com

Subsector:

Target group: B2C B2B B2G

wobs
WARM ON BIKES

Comfortable cycling in winter to keep cities and people healthy.

Wobs, literally speaking, “Warm On Bikes”.
Wobs Bike Gloves are especially designed to enhance comfort while riding bikes in cold winters and rain. They are fully water repellent to shelter hands from rain and have a soft furry lining. They are attached on the handle bars of bikes so no more cold hands and no more searching for gloves.
The cycling season will be prolonged and people and cities stay healthy.

Special reflection stripes on the sides of the gloves provide visibility in the dark and enhance safety on the road. Changing gear and brake without any problem.

Each set of Wobs Bike Gloves is made from 10 recycled plastic bottles and packaged in a bio-degradable plastic bag. With this recycling process the brand Wobs contributes to the reduction of plastic waste in the world.
Fabric: 100% recycled polyester. Lining: 65% polyester – 35% recycled polyester

Wobs ensures both comfort and fashion for every bike journey. Featuring Dutch design, there is a fashionable pattern available for every taste.

Wobs, Cool design to keep your hands warm.

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Would you like to present your company profile worldwide in the next edition of the NL Cycling guide? Please send your request to Lisa.Haenitsch@rvo.nl.

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Netherlands

Netherlands Enterprise Agency

Ministry of Infrastructure and Water Management

Ministry of Foreign Affairs

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(available from august 2024)



Netherlands