Cycling creates positive impacts for individuals, companies, economic sectors and society as a whole.

€34 million every year is the estimate business volume in bicycle-related activities with more than 300+ jobs.

Rotterdam, The Netherlands.

Bikenomics studies and assesses the monetary value associated with these benefits.

A financial business case assesses cycling impacts for individuals or companies.

Providing facilities for its employees who cycle to work costs 6x less than providing parking spaces.

Pontificia Universidad Catolica, Lima, Peru.

An economic impact assessment investigates cycling impacts on jobs and GDP.

€20 billion is the value of the benefits of investing in cycling for commuting during the Covid-19 pandemic. Italy.

WHY is it useful?

- To prioritize mobility investments
- To investigate who benefits and who loses from a project and thus to allocate costs
- To communicate the benefits in a simple way and to gather support from stakeholders
- To shift the view on cycling from recreation to transportation

A joint project from

Dutch Cycling Embassy
World Resources Institute

with technical support from

Decisio
Cycling is Environmental Policy
the product lifecycle of a bicycle is 93% lower than that of a car in terms of CO₂ per travelled km.

Cycling is Productivity Policy
congestion is a key factor in limiting economic development, as each hour spent in traffic is unproductive. Cycling to work enhances productivity and decreases sick leave among employees.

Cycling is Safety Policy
1.35 million people are killed every year in road crashes, which are the leading cause of deaths among children and young adults (5-29 years old).

Cycling is Land-Use Policy
cars use space inefficiently, as one parking place occupies roughly 20 m² – compared to 2 m² for a bike - and sits idle for about 22 hours a day.

Cycling is Covid-19 Policy
as an affordable mobility solution that can keep people physically distant during the covid-19 crisis, cities around the world have implemented pop-up cycling infrastructure and reclaimed space from cars to people.

Cycling is Mobility Policy
cycling investment per traveller is many times cheaper than most other mobility options, especially car-based ones. In addition, each km cycled generates important social benefits whereas each km driven is a significant cost for society.

Cycling is Education Policy
pupils and teenagers that cycle or walk to school concentrate better and have on average higher academic results.

Cycling is Equity Policy
Cycling provides poor people access to socio-economic opportunities. If design is and feels safe, more women, children and elderly people cycle as well.

Cycling is Public Health Policy
30 minutes a day of cycling is equivalent to the WHO weekly recommended level of physical activity and reduces the risk of diabetes, obesity, depression and many other serious diseases.

Cycling is Social Policy
bike- and walk-friendly neighbourhoods are more liveable, people-oriented, increase shops’ attractiveness and contribute to create vibrant cities.