We facilitate cycling worldwide as the most modern, efficient and sustainable means of transportation by sharing our expertise and technology as the world’s number one cycling country.

Who are we?
The Dutch Cycling Embassy is a comprehensive network of:
> private companies: traffic and infrastructure consultants and manufacturers;
> NGOs, universities and research institutions;
> national and local governments.

What can we do for you?
The Dutch Cycling Embassy can put you in touch with its extensive Dutch network. Whether your goals involve research, planning, policy-making, product development, manufacturing, construction or building, we can help you find the best possible partners.

The Dutch Cycling Embassy Foundation
Address > Trans 3, 3512 JJ Utrecht > The Netherlands
Tel. > +31 (0)30 230 4521
Fax. > +31 (0)30 231 2384
Web > www.dutchcycling.nl
Email > info@dutchcycling.nl
The Netherlands:
A history of cycling innovation

With 20% of all traffic movements done by bike, we are the bicycle champions of the world. Our country has a bicycle-friendly infrastructure that promotes a healthier, more active lifestyle. Without wishing to boast, we are the Dutch Cycling Embassy; a network that has won us the recognition of a country to be visited主播名 when it comes to sustainable transport.

In this highly motorised country, 16 million inhabitants own 18 million bicycles

The Netherlands is a small, densely populated country in Western Europe. It is a wealthy country in which 1 in 2 people owns a car. Bicycle use, however, is higher than anywhere else in the world. In 2010, cycling accounted for 22% of all movements, while driving accounted for 47%. In 1970, just 11% of all movements were by bicycle.

Sustainability

Every bike is green

Despite billions spent on the development of electric cars, cycling is still the most sustainable mode of transport.

Worldwide, levels of CO2 emissions from transport are growing faster than from any other sector and this represents another great reason to cycle more often. After all, cycling is emission-free.

Every euro invested in cycling is well spent: better health, less congestion, fewer serious accidents, improved economy

Cycling even cleaner

In the Netherlands, cycling is cleaner than car travel. By cycling, you travel 10% faster in cities, by bike than by car.

Traffic fatalities fell from 3,200 in 1972 to 700 in 2010. Bicycle use, however, is higher than anywhere else in the world. In 2010, cycling accounted for 22% of all movements, while driving accounted for 47%. In 1970, just 11% of all movements were by bicycle.

So how did we do it?

Cycling has always been popular in the Netherlands. Since the 1960s, however, car-ownership and car-use have increased significantly and bicycle use has fallen. Reaching an all-time low in 1995, cycling only accounted for 16% of all movements. This was worrying us, as cycling is a very healthy, cheap and environmental way of travelling.

We then decided to do something about cycling.

We managed to increase cycling in the Netherlands from 14 to 32% between 1998 and 2010. This resulted in 12,000 more than in 1996. Clearly, the Dutch are going to the bike and the number of cyclists is increasing.

People in Amsterdam currently cycle more often than they drive their cars

In the Netherlands, people cycle the least. Over 70% of all movements are done by car. But in Amsterdam, this figure is just 50%. In Amsterdam, cycling is ageless. Children learn how to use a bicycle around the age of two and although teenagers and the most casual and bicycle users, adults of all ages and the elderly often use the bicycle.

A rich means of transportation

People at all levels of income and education use the bicycle, including CEOs, ministers and members of the royal family. In the Netherlands, people with high incomes cycle more than people with lower incomes and women cycle more than men.

Why cycling?

Cycling is fun and forms an integral part of our transport system. While the whole of the population uses the bicycle for leisure and sports, it is used by 10% of the population for transport to work, shops and schools. It is also, by far, the most important mode of transport for travelling to school with 15% of primary school pupils cycling to school and 10% being brought by car. In terms of secondary school pupils (15-17 years old), no less than 75% use the bicycle to go to school, while only 20% are brought by car.

How much and how far?

- 14 million journeys per bicycle every day
- Total of 5 billion kilometers per year (as much as travelling by train)
- Average distance is 2 km
- 15% of all journeys between 5 and 15 km are made by bicycle (more than by public transport over the same distance)

Leisure and health

A bike ride a day

Research shows that cycling contributes to happiness. Our country has a network of high-quality and recreational routes and trails of the population remains relatively low. This is mainly due to the regulation of cycling. A study has shown that if the inhabitants of Utrecht stopped cycling, car-use would increase from 22% to 38%. This would not only lead to traffic jams, a lower quality of life, but also 75% use the bicycle to go to school, while only 6% are brought by car.

Playing spaces

All these cycling routes are needed and built, and there are miles of bicycle parking spaces. The largest concentration is found around the bicycle station. About 50% of bicycle parking is free and about 50% is exclusive. The Netherlands is a cycling laboratory: creating infrastructure such as bicycle lanes and segregated cycle tracks are required. Millions of euros are thus invested in making cycling safe for cyclists and creating dedicated循环s and bridges. Amsterdam, for instance, spent 20 million euros (28 million dollars) a year on cycling projects between 2007 and 2010. The economic benefits far outweigh the costs.

As bike use grows, so accident toll goes down

The number of cyclists killed per 100 million kilometers cycled and the percentage of journeys by bicycle in different countries.

<table>
<thead>
<tr>
<th>Country</th>
<th>100 Million Kilometers</th>
<th>bicycle use</th>
<th>Road fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>1.1 fatalities</td>
<td>26%</td>
<td>0.7</td>
</tr>
<tr>
<td>Denmark</td>
<td>1.4 fatalities</td>
<td>39%</td>
<td>0.8</td>
</tr>
<tr>
<td>Germany</td>
<td>1.7 fatalities</td>
<td>10%</td>
<td>1.7</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.6 fatalities</td>
<td>2%</td>
<td>1.5</td>
</tr>
<tr>
<td>United States</td>
<td>3.6 fatalities</td>
<td>1%</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Cyclists even enjoy cleaner air. In Dutch cities, cyclists inhale less pollution than car drivers on the same route. A study has shown that if the inhabitants of Utrecht stopped cycling, car-use would increase from 22% to 38%. This would not only lead to horrendous traffic jams, a lower quality of life, but also

Experience-based tips to promote city cycling

- Create high-quality car parking outside the city centre;
- Create more public space;
- Implement traffic calming measures;
- Make parking in city-centres more expensive;
- Reduce maximum speed on the majority of urban roads to 30 km/h or less;
- Construct cycle paths and reduce road space for cars;
- Implement strategies, mobility plans and designs and the bicycle industry and producers of street furniture;
- Experience-based tips to promote city cycling;
- Develop cycling culture and cycling networks;
- Create high-quality cycle parking outside the city centre;
- Implement cycling policies, particularly at public transport stations.

Driving a car is stressful, riding a bike is liberating

Health benefits

Compared to countries with similar wealth, the Netherlands has a world-renowned low rate of obesity and stress-related diseases. People living a mile (1.6 kilometers) away are actually 3 years younger than people lacking this daily exercise. And another thing… over 30% of the community uses new cars for not cycling to the winter and most Dutch people keep on cycling even when it’s cold or rainy.

The bicycle market

The Dutch spend 1.4 billion dollars annually on bicycles. Dutch bikes are famous worldwide because they are stylish, sustainable, reliable, comfortable and easy to pedal. They also allow you the use of any transporting means and goods.

We export about 1 million bikes per year

Each week, selling three bicycles each week. But did you know we even export double the number of bicycles? We also produce a wide variety of access and special needs.

The Netherlands provides the widest range of cycling know-how, products and infrastructure

- We export about 1 million bikes per year
- 80% of the bicycles sold in cities bike or hybrid bikes. Ie. bicycle for transport purposes;
- 1 in 8 bicycles sold is an electric bicycle