

Press release  
Copenhagen, Geneva and Paris, 14 April 2014

## **Cycling can create at least 76 600 jobs and save 10 000 lives every year in major European cities**

Over 76 600 people would be employed in green and healthy transport every year and 10 000 lives would be saved if major European cities<sup>1</sup> reached the cycling modal share of Copenhagen. This is the conclusion of a new publication released today by UNECE and the WHO Regional Office for Europe.

For the first time, *Unlocking new opportunities*<sup>2</sup> estimates that investing in “green and healthy transport” not only has positive health and environmental effects but is also economically profitable.

### **Transport, health and environment come together in Paris**

The new findings are released on the occasion of the Fourth High-level Meeting on Transport, Health and Environment, organized by UNECE and the WHO Regional Office for Europe and hosted by France. On 14–16 April 2014, European ministries of transport, health and the environment gathering in Paris will examine how innovative transport policies can create employment opportunities, along with healthier and greener societies.

“An efficient transport system is vital for the functioning of modern economies. However, transport can greatly damage environment and health. That is why we call for a bold Paris Declaration, urging government investments in green and healthy transport,” says Zsuzsanna Jakab, WHO Regional Director for Europe. “The pay-offs from these investments are enormous and include new jobs and healthier people from more physical activity, fewer road traffic injuries, less noise and better air quality.”

“Transport, health and environment form a dynamic nexus of vitality and mobility in our cities, presenting a formidable challenge for sustainability, but also great opportunities for a better quality of life,” says Eva Molnar, Director, Transport Division, UNECE, speaking on behalf of Michael Møller, Acting Executive Secretary of UNECE. “The Fourth High-level Meeting calls on Member States, civil society and local and regional authorities to support the future vision of THE PEP [Transport, Health and Environment Pan-European Programme]: ‘Green and healthy mobility and transport for sustainable livelihoods for all’.”

---

<sup>1</sup>The calculations are for 54 main cities of the WHO Regional Office for Europe and the United Nations Economic Commission for Europe (UNECE) (see Table 1).

<sup>2</sup>*Unlocking new opportunities: jobs in green and healthy transport*. Copenhagen: WHO Regional Office for Europe; 2014 (<http://www.euro.who.int/unlocking-jobs-in-healthy-transport>)

## Cost of transport threatens to offset benefits

Transport provides jobs and access to leisure activities and livelihoods. On the other hand, the overall costs associated with the environmental and health impacts of transport can be up to 4% of a country's gross domestic product (GDP).

In the WHO European Region outdoor air pollution, largely caused by traffic, results in almost 500 000 deaths annually, according to new evidence. Road accidents kill 90 000 people prematurely each year. Exposure to excessive street noise affects almost 70 million people. Transport adds 24% to total greenhouse gas emissions in Europe and North America. When it discourages physical activity, transport contributes to nearly 1 million deaths per year.

## Public transport sector: a generous local employer

The Danish capital, Copenhagen, is one of the leaders for cycling in Europe; it is only rivalled by Amsterdam in the Netherlands. Of all city trips, 26% are undertaken by bicycle. This level is much higher than in most other cities in the region.

A simple methodology estimated that 76 600 additional jobs might be created if one major city in each country achieved the same cycling modal share as Copenhagen. People would be locally employed in bicycle retail and maintenance, provision of clothing and accessories for cyclists, urban development and new mobility schemes; they would help to reduce greenhouse gas emissions and health risks and would support the local economy (Table 1).

Table 1. Potential results of increasing cycling modal share in major cities

Country	City	Population	Current cycling modal share (%)	Estimated number of existing jobs associated with cycling	Potential number of additional jobs created	Additional lives saved
Albania	Tirana	536 998	3 <sup>a</sup>	73	562	33
Andorra	Andorra La Vella	22 256	3 <sup>a</sup>	3	23	2
Armenia	Yerevan	1 121 933	3 <sup>a</sup>	153	1 175	119
Austria	Vienna	1 721 573	6	470	1 568	106
Azerbaijan	Baku	2 122 300	3 <sup>a</sup>	290	2 223	167
Belarus	Minsk	1 885 100	0	17	2 215	454
Belgium	Brussels	163 210	5	37	156	12
Bosnia and Herzegovina	Sarajevo	305 242	3 <sup>a</sup>	42	320	30
Bulgaria	Sofia	1 170 009	1	53	1 332	195
Canada	Ottawa	1 239 140	2	113	1 354	100
Croatia	Zagreb	792 875	5	181	758	77
Cyprus	Nicosia	55 014	3 <sup>a</sup>	8	58	3
Czech Republic	Prague	1 241 664	1	57	1 413	143
Denmark	Copenhagen	549 050	26	650	0	0
Estonia	Tallinn	401 072	4	73	402	50
Finland	Helsinki	595 384	7	190	515	42
France	Paris	2 234 105	3	305	2 340	174
Georgia	Tbilisi	1 167 600	3 <sup>a</sup>	159	1 223	147
Germany	Berlin	3 501 872	13	2 073	2 073	151

Country	City	Population	Current cycling modal share (%)	Estimated number of existing jobs associated with cycling	Potential number of additional jobs created	Additional lives saved
Greece	Athens	655 780	2	60	717	47
Hungary	Budapest	1 740 041	1	79	1 981	298
Iceland	Reykjavik	117 980	3 <sup>a</sup>	16	124	6
Ireland	Dublin	527 612	3	72	553	29
Israel	Tel Aviv	404 543	9	166	313	13
Italy	Rome	2 761 477	0	50	3 219	154
Kazakhstan	Astana	661 700	1	30	753	131
Kyrgyzstan	Bishkek	889 600	3 <sup>a</sup>	122	932	121
Latvia	Riga	650 478	3 <sup>a</sup>	89	681	92
Liechtenstein	Vaduz	5 207	3 <sup>a</sup>	1	5	0
Lithuania	Vilnius	552 008	1	25	628	102
Luxembourg	Luxembourg	99 852	3 <sup>a</sup>	14	105	6
Malta	Valletta	6 221	3 <sup>a</sup>	1	7	0
Monaco	Monaco	36 371	3 <sup>a</sup>	5	38	3
Montenegro	Podgorica	180 810	3 <sup>a</sup>	25	189	20
Netherlands	Amsterdam	1 068 724	33	1 606	<sup>b</sup>	<sup>b</sup>
Norway	Oslo	599 230	5	136	573	36
Poland	Warsaw	1 710 130	5	374	1 651	194
Portugal	Lisbon	474 696	1	22	540	45
Republic of Moldova	Chisinau	789 500	3 <sup>a</sup>	108	827	283
Romania	Bucharest	1 937 421	1	88	2 205	132
Russian Federation	Moscow	11 541 000	3 <sup>a</sup>	1 576	12 085	2 912
San Marino	San Marino	4 479	3 <sup>a</sup>	1	5	0
Serbia	Belgrade	1 639 505	1	75	1 866	255
Slovakia	Bratislava	411 884	3 <sup>a</sup>	56	431	51
Slovenia	Ljubljana	272 554	10	124	199	17
Spain	Madrid	3 265 038	1	149	3 717	211
Sweden	Stockholm	864 324	1	39	984	54
Switzerland	Bern	124 381	11	62	85	5
Tajikistan	Dushanbe	704 000	1 <sup>a</sup>	32	801	82
The former Yugoslav Republic of Macedonia	Skopje	316 849	3 <sup>a</sup>	43	332	33
Turkey	Ankara	4 890 893	3 <sup>a</sup>	668	5 122	565
Turkmenistan	Ashgabat	637 000	3 <sup>a</sup>	87	667	111
Ukraine	Kyiv	2 772 736	1 <sup>a</sup>	126	3 156	613
United Kingdom	London	7 826 000	3	1 069	8 196	542
United States of America	Washington, DC	617 996	3	84	647	36
Uzbekistan	Tashkent	2 296 500	1 <sup>a</sup>	105	2 614	197
<b>Total</b>					<b>76 658</b>	<b>9 401</b>

<sup>a</sup> Assumed modal share – likely to be an overestimate.

<sup>b</sup> No additional jobs or lives saved are projected for Amsterdam, as its cycling modal share is already higher than that of Copenhagen.

## **THE PEP – a unique policy platform**

THE PEP, run jointly by UNECE and the WHO Regional Office for Europe, addresses basic questions of how best to move around in cities. Another publication launched in Paris, *From Amsterdam to Paris and beyond*,<sup>3</sup> showcases success stories from European countries under THE PEP in the last five years.

- France Vélo Tourism launched a cycle tourism programme via a website to plan cycling holidays, guides for cycle tourism, promotion and services and harmonization of road signs.
- The Austrian klima:aktivmobil managed to reduce around 570 000 tonnes of carbon dioxide emissions per year during 2007–2012 through climate-friendly mobility projects, and 5600 green jobs were created or saved.
- Switzerland decreased by almost 14% the transport of heavy goods by road between 2000 and 2012 to protect the Alpine region and its inhabitants' health.
- Lithuania has cut road deaths by 58% since 2001, the third best reduction among European Union countries. This was achieved through better traffic controls, driver education and improvements in infrastructure.

## **Paris Declaration calls for better health and socioeconomic justice**

Through the Paris Declaration, European countries are creating a new vision of green and healthy mobility and transport for sustainable livelihoods for all, linking the promotion of health and sustainability to socioeconomic justice. This is supported by new goals and tools including:

- a new priority to integrate transport, health and environmental objectives into urban and spatial planning policies;
- THE PEP Academy, strengthening knowledge and skills development for integrated transport, health, environment and spatial planning;
- a pan-European master plan for cycling promotion;
- stronger partnerships with city networks, civil society organizations and the research community;
- the mobilization of young people and youth organizations.

---

<sup>3</sup>*From Amsterdam to Paris and beyond*. Copenhagen: WHO Regional Office for Europe; 2014 (<http://www.euro.who.int/the-pep-2009-2020>).

## Notes to editors

- WHO is the United Nations specialized agency responsible for human health. One of six regional offices, the WHO Regional Office for Europe is based in Copenhagen, Denmark. It serves 53 countries stretching from the Atlantic Ocean to the Pacific, with a population of almost 900 million.
- UNECE's region also includes Canada, Lichtenstein and the United States of America.
- THE PEP website ([www.THEPEP.org](http://www.THEPEP.org)) offers information on its work.
- The WHO Regional Office for Europe's website offers further information on:
  - the publications launched in Paris (<http://www.euro.who.int/en/media-centre/events/events/2014/04/fourth-high-level-meeting-on-transport,-health-and-environment-4hlm>);
  - the transport and health programme (<http://www.euro.who.int/en/health-topics/environment-and-health/Transport-and-health>);
  - the environment and health programme (<http://www.euro.who.int/en/health-topics/environment-and-health>).

## For further information contact:

Cristiana Salvi  
Communications Officer  
Communicable Diseases, Health Security and  
Environment  
WHO Regional Office for Europe  
UN City, Marmorvej 51  
DK-2100 Copenhagen Ø  
Denmark  
Tel.: +45 45 33 68 37,+45 29 63 42 18 (mobile)  
Email: [csa@euro.who.int](mailto:csa@euro.who.int)

Jean Rodriguez  
Chief, Information Unit  
United Nations Economic Commission for  
Europe  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Tel.: +41 22 917 27 27,  
+41 79 444 50 81 (mobile)  
Email: [jean.rodriquez@unece.org](mailto:jean.rodriquez@unece.org)