

# MISSION AND MANIFESTO

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**WBIA**

WORLD BICYCLE INDUSTRY ASSOCIATION



# MISSION

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The World Bicycle Industry Association (WBIA) represents the Bicycle, E-Bike and Parts & Accessories Industries before the global intergovernmental institutions. WBIA was founded in December 2017 and its members are Bicycle Industry associations from all over the world.

## CURRENTLY THE WBIA MEMBERS ARE:

- All India Cycle Manufacturers' Association (AICMA)
- Bicycle Association Japan (BAJ)
- Confederation of the European Bicycle Industry (CONEBI)
- People for Bikes (PFB)
- Russian Association for the Development of the Bicycle and Motorcycle Industry (NADBM)
- Taiwan Bicycle Association (TBA)
- Mexican Association of Bicycle Manufacturers, A.C. (ANAFABI)

## THE MISSION OF THE WORLD BICYCLE INDUSTRY ASSOCIATION IS TO:

- Ensure that the Bicycle, E-Bike and Parts & Accessories Industries have a voice at the United Nations and secure a favourable harmonized regulatory framework;
- Support the overall growth and development of the Bicycle Industry ecosystem by monitoring and advocating for global policy decisions that have a positive impact on Cycling;
- Create an independent platform for the WBIA members to exchange best practices as well as to promote and support advocacy actions at national level that have a link with the work done at the United Nations.

## THE WORLD BICYCLE INDUSTRY ASSOCIATION PARTICIPATES IN ALL THE RELEVANT UNITED NATIONS MEETINGS AMONG WHICH:

- World Forum for the Harmonization of Vehicle Regulations (WP.29)
- Global Forum for Road Traffic Safety (WP.1)
- Working Party on Transport Trends and Economics (WP.5)

WBIA is also in contact with THE PEP, such as the Transport, Health and Environment Pan European Programme. THE PEP is a joint programme between the United Nations and the World Health Organisation that encourages governments to pursue an integrated approach to policymaking and to put sustainable mobility – first of all Cycling – at the top of the international Urban Mobility agenda.

# MANIFESTO

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## WBIA CALLS ON THE INTERNATIONAL INSTITUTIONS TO TAKE INTO CONSIDERATION:

- ***A Global Masterplan for Cycling Promotion***

Stress the role of bicycles and e-bikes in future transport, health and environment policy decisions, supporting the purpose of the upcoming Pan-European Master Plan for Cycling Promotion.

- ***Multimodality***

Bicycles and e-bikes are important elements within urban mobility and a valuable contribution to the shift towards sustainable multimodal transportation: therefore consider the role of the Bicycle Industry and Cycling when designing policy guidelines that relate to Mobility as a Service ecosystems.

- ***Road Safety and Vulnerable Road Users***

Putting cyclists at the centre of the United Nation's Vulnerable Road Users Agenda and improving Road Safety by supporting new mobility technologies.

- ***Decarbonisation and climate change.***

The Bicycle, Pedal-Assist E-Bike and Parts & Accessories Industries offer ideal solutions for low-emissions mobility, which are in line with the objectives of the Paris Agreement: indeed, the Global Bicycle Industry can play a key role in the achievement of the UN Sustainable Development Goals. Therefore involve the Industry in high-level discussions and projects on how to fight climate change via new Mobility policies.

- ***Connected and Automated/Autonomous mobility for Safer Cycling***

Have a global framework for connected vehicles that takes into consideration vehicle to bicycle as well as bicycle to infrastructure interactions, in support to the ongoing projects undertaken by the Industry to improve Road Safety.