



Co-funded by the Intelligent Energy Europe Programme of the European Union

BIKE2WORK

smart choice for commuters



CFE certification „Bicycle-friendly Employer“



EU-Project Bike2Work

The manual was created as part of the EU project "Bike2Work". The EU project focuses on the expansion and strengthening of the successful campaign "Bike to Work" as well as an increase in the number of bicycle-friendly companies in Europe.

The project started in April 2014 and is carried out in Austria, Belgium, the UK, Germany, France, Italy, the Netherlands, Slovenia, Bulgaria, Romania, Croatia and Malta until March 2017.

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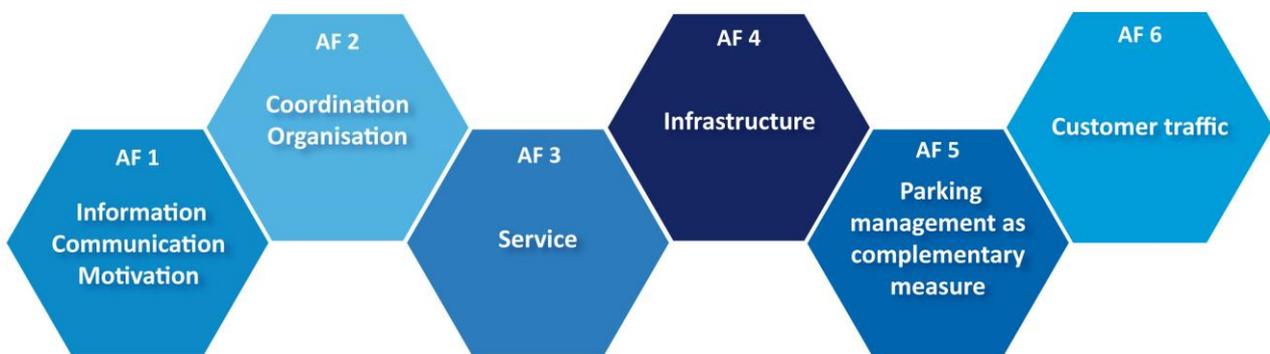
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Introduction

In order to give European companies a special incentive to focus increasingly on bicycle friendliness in companies, the consortium of Bike2Work has developed an EU-wide certification for bicycle-friendly companies.

This certification is based on a list of criteria, which consists of **six different action fields** plus a category for your own ideas:



The different action fields and their bicycle-friendly measures are described in the accompanying guidebook for bicycle-friendly employers.

The measures described in the guidebook are the basis for the certification process. Each bicycle-friendly measure has a corresponding number of points, depending on the implementation effort, cost and acceptance by the employees. A certain number of points must be achieved per action field in order to go through the certification process “bicycle friendly employer”.

Certification procedure

3-step method to get certified

The certification process consists of three steps:

1. step: Self-evaluation
Company recorded on the certification website makes online a check whether enough points can be achieved for a positive evaluation.
2. step: Sign up for national audit
In any B2W partner country, there is a national focal point that will make the audit at the national level.
3. step: CFE certification
Receiving the CFE label and get the certificate. Certification is valid for 3 years. Each year the company has to make a self-evaluation report.
After 3 years of positive certification the company can request a recertification.

Procedure of the CFE certification process

The following graphic shows the procedure of the CFE certification process:

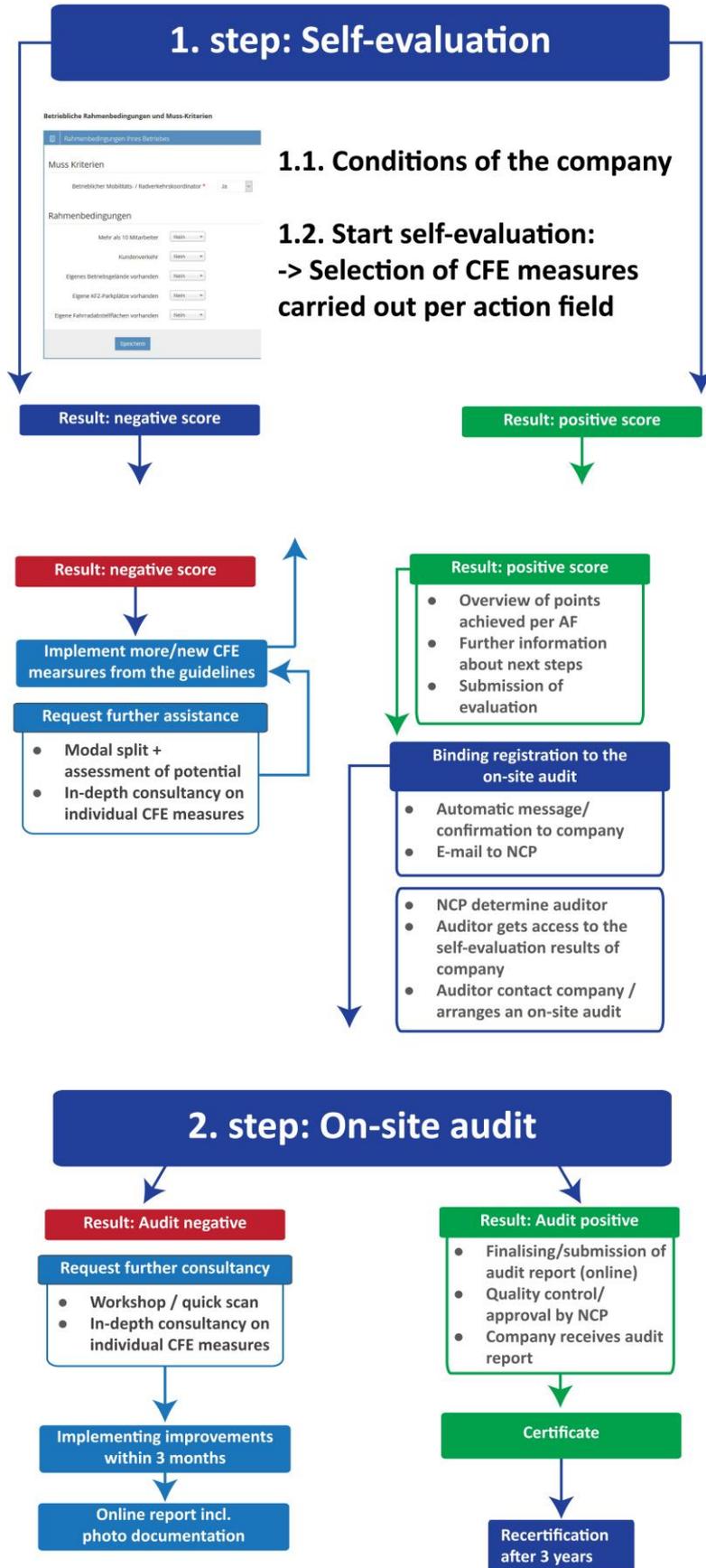
CFE certification procedure Using of self-evaluation tool / backend system

Company takes notice of the CFE certification



Company register at website
www.cfe-certification.com

Company data
Contact details
User data
Recommendation



Framework conditions for companies

By doing the self-evaluation the following conditions are queried:

- | | |
|---|----------|
| 1. More than 10 employees | Yes No |
| 2. Customer traffic | Yes No |
| 3. Own/private premises available | Yes No |
| 4. Own/rented car parking space available | Yes No |
| 5. Own/rented bicycle parking space available | Yes No |

The conditions affect the minimum score that the company has to reach to get certified:

- Companies that have less than 10 employees and implement bicycle-friendly measures will be assessed individually. They must achieve a total of 50 points from the list of criteria to be evaluated positiv. That means that for these companies, there is no minimum number of points per action field. By getting certificated they receive the status of a "model employer".
- For companies that have no customer traffic, the points from the action field 6 "Customer traffic" are not relevant or are not included in the scoring.
- For companies that do not have (own) premises, the corresponding points from the action field 4.2 "Infrastructure – access to company area" are not relevant or are not included in the scoring (in the criteria highlighted in blue).
Is defined as a distinct ground premises in private ownership, which can only be entered by employees and customers.
- For companies that do not have own or rented car parking, the corresponding points from the action field 5 "Parking management" are not relevant or are not included in the scoring (in the criteria marked in green).
- For companies that do not have their own or rented bicycle parking areas, the corresponding points from the action field 4.1 "Infrastructure – bicycle parking" are not relevant or are not included in the scoring (in the criteria highlighted in yellow).

Must criteria to get certified

To get the certification as a bicycle-friendly company, two **must criteria** have to be fulfilled:

1. Mobility / bicycle company coordinator

The bicycle coordinator should have all information on cycling and also be well informed about mobility alternatives and mobility policy. The company coordinator is the focal point for cycling and related specific mobility issues, and should cover the following areas of responsibility:

- Establish an agreement to increase the share of cycling in the company
- Regular information on cycling topics and related mobility topics relevant to all employees
- Check possible funding opportunities to support cycling
- Establishment and development of a mobility strategy

The mobility / bicycle company coordinator has a monthly time budget of 2 hours available for these activities.

2. Qualitative bicycle parking is closer to the company entrance as car parking

The characteristics of quality full bicycle parking spaces are:

- Racks available to lock both the front wheel and the bicycle frame
- Close to the company entrance
- Size: 2 meter x 80 centimeters per parking space
- At least 1 parking place per 5 employees
- Barrier free access or easily navigable ramps
- Good lighting is recommended (e.g. with motion sensors)
- Adequate space for parking and retrieving the bike

Point system and thresholds

Depending on the framework conditions of the company the maximum achievable score per action field varies in the online self-evaluation.

Here are a few examples of how to calculate the **maximum score**:

- Companies *with own premises*, own/rented car parking, own/rented bicycle parking and customer traffic can reach max. **272 points**.
- Companies *without own premises*, but with own/rented car parking, own/rented bicycle parking and customer traffic can reach max. **261 points**.
- Companies without own premises, without customer traffic and without parking spaces can max. **199 points**.

Depending on the framework conditions of a company a **certain minimum number of points** must be achieved **per action field** in order to be certified as a bicycle-friendly company. The company can reach three stages: bronze, silver and gold. After one year, the upgrade is possible - from bronze to silver or from silver to gold.

The table below shows how many points per action field will be awarded a maximum and how many points are needed for at least a positive evaluation:

Action field	Max. points	BRONCE	SILVER	GOLD	
AF1 Information Kommunikation Motivation	59	16	20	32	
AF2 Coordination Organisation	28	6	8	16	
AF3 Service	54	10	15	29	
AF4- 1 Infrastructure – Bicycle Parking	54	18	22	30	Applies to companies with private premises and space for bicycle parking
2 Access to Company Premises	43	16	18	28	Applies to companies with no premises, but with space for your own / rented bicycle parking
3 Changing Rooms / Showers	14	0	2	24	Applies to companies with no premises and no space for own / rented bicycle parking
AF5 Parking Management as Complementary Measure	49	7	12	22	Applies to companies with their own / rented car parking
	24	2	5	7	Applies to companies without their own / rented car parking
AF6 Customer Traffic	28	3	10	15	Applies to companies with customer traffic
7 Extra Points	5				For your own ideas for implementing bicycle-friendly measures (irrespective of the action field) extra points will be awarded.

Criteria catalog

The description of different bicycle-friendly measures can be found in the guidebook „Bicycle-friendly employer – made easy!“ The following criteria catalog provides an overview of the number of points that will be awarded a maximum per action field and bicycle-friendly measure. Those measures that are not included in the assessment due to the framework conditions of the company are marked in color.

Each company facing (taking into account the framework conditions) its individual package of measures. So many measures are selected as to achieve the minimum number of points required per action field. The CFE measures selected must have been implemented over the past 12 months.

AF1: Information | Kommunikation | Motivation

CFE measure	Max. points
Participation in the „Bike to Work“ campaign	10
Internal extension of the „Bike to Work“ campaign	5
Information on cycling for new employees or those switching from motoring to cycling	5
Internal bicycle marketing	7
Repeating activities (rituals) to promote cycling	7
Rewards for cyclists	4
Individual trip planning guidance for cyclists	4
Mentor system – bike-buddy services	3
Company bicycle tour	3
Information events regarding bicycle transport	4
Training opportunities in the area of bicycle transport	3
Create a map of the surrounding area of your company	4
Maximum score	59
Minimum score / threshold needed for bronze level	16
Minimum score / threshold needed for silver level	20
Minimum score / threshold needed for gold level	32

AF2: Coordination | Organisation

CFE measure	Max. points
Company mobility- / bicycle coordinator	Must criteria
Agreement on key objectives to raise the bicycle share within the company	2
Development and determination of mobility strategy	5
Funding – financial support for cycling	6
Use bicycles, cargo bikes or bicycle trailers for internal logistics operations	3
Use cycle logistics for deliveries	4
Use cycle logistics for your own deliveries	5
Exchange/coordination with other companies in the area	3
Maximum score	28
Minimum score / threshold needed for bronze level	6
Minimum score / threshold needed for silver level	8
Minimum score / threshold needed for gold level	16

AF3: Service

CFE measure	Max. points
Create bicycle maintenance opportunities	7
Adapt a room to be used for bicycle repair work or establish service contract with local dealer	7
Test days for bicycles and bicycle equipment	4
Acquisition of company bicycles	8
Price reduction for employees in bicycle shops	3
Rental pool of special bicycles for employees (folding bikes, cargo bikes, bike trailers)	5
Anti-theft-protection	5
Periodical and seasonal bicycle-check-days in your company	7
Periodical and seasonal key actions	5
Regular health checks	3
Maximum score	54
Minimum score / threshold needed for bronze level	10
Minimum score / threshold needed for silver level	15
Minimum score / threshold needed for gold level	29

AF4: Infrastructure

CFE measure	Max. points
AF4.1: Infrastructure – Bicycle Parking	
Bicycle parking facilities close to the entrance (< 100m) or closer than car parking spaces	Must criteria
Number and quality of bicycle parking facilities	10
Construct roofed bicycle parking facility	6
Lighting of bicycle parking facilities	3
Barrier-free, bicycle-friendly access / access to secured company premises	8
Bicycle service close to /directly at the bicycle parking facility	2
AF4.2: Infrastructure – Access to Company Premises	
Take first steps to assure good access to the cycle path network	2
Create bicycle-friendly access to secured/closed company premises	7
Allow access for bicycles to secured/closed company premises	4
AF4.3: Infrastructure – Changing Rooms / Showers	
Changing facilities	4
Lockers for clothing and bicycle equipment	3
Drying rooms	2
Showers	2
Washing machine	1
Maximum score	54
Required minimum score / threshold for BRONZE applies only to companies	
with premises space for bicycle parking	18
without premises with space for own/rented bicycle parking	16
without premises without space for own/rented bicycle parking	0
Required minimum score / threshold for SILVER applies only to companies	
with premises space for bicycle parking	22
without premises with space for own/rented bicycle parking	18
without premises without space for own/rented bicycle parking	2
Required minimum score / threshold for GOLD applies only to companies	
with premises space for bicycle parking	30
without premises with space for own/rented bicycle parking	28
without premises without space for own/rented bicycle parking	24



AF5: Parking management as complementary measure

CFE measure	Max. points
Restrictions for car parking	10
Paid parking for employees	8
Transformation of car parking spaces close to the entrance into bicycle parking facilities or green areas	8
Use revenue from car parking fees for bicycle campaigns	8
Reduce the number of company cars	5
Car-related benefits are not included in employment contracts or are cancelled	5
Car-related benefits do not exist or are reduced	5
Maximum score	49
Required minimum score / threshold for BRONZE applies only to companies	
with own/rented car parking	7
without own/rented car parking	2
Required minimum score / threshold for SILVER applies only to companies	
with own/rented car parking	12
without own/rented car parking	5
Required minimum score / threshold for GOLD applies only to companies	
with own/rented car parking	22
without own/rented car parking	7



AF6: Customer traffic

CFE measure	Max. points
Create bicycle parking facilities for customers	10
Motivational programme / system of incentives for cycling customers	10
Bicycle service box	3
Informationen for cycling customers	5
Maximum score	28
Required minimum score / threshold for BRONCE	3
Required minimum score / threshold for SILVER	10
Required minimum score / threshold for GOLD	15

7: Extra points for own ideas

Implementation of own ideas (regardless of the action field)	Max. 5
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Contact national contact point:

For more information contact your national contact point.