



# Promoting Green Employment: a Major and Indispensable Driver behind a Successful Transition tomowards a Competitive Low Carbon and Green Economy

## Experience of the transport sector

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Ministerial conference

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# 1. UEAPME and ETRA

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- **UEAPME:** employers' organisation which represents the European crafts, trades and SMEs in the EU. 85 member organisations (12 million enterprises and 55 million employees). UEAPME is a European Social Partner.
- **ETRA:** European trade association for independent bicycle, moped and motorcycle dealers. Groups 5,000 retail businesses employing 11,500 people over the EU.
- **UEAPME Transport Forum:** platform for all SME organisations involved in transport activities to meet, discuss and take positions on relevant issues.



## 2. SME recommendations to the EU

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- Integrate the **“Think Small First”** principle in all EU activities to fight climate change
- Measures are needed from the EU and national authorities to allow SMEs to **switch to green jobs or to greening existing jobs**
- Involve **Social Partners** in monitoring and assessing all policies aimed at dealing with the impact of climate change on employment.
- Good and fair **international agreement** as a follow up to the Kyoto Protocol
- Better information from the EU on the consequences of climate change for employers, particularly SMEs , and youngsters on new green jobs opportunities.
- Strong focus from the EU on **R&D, eco-innovation and commercialisation of results**
- Increased **financial support** from the EU with easier access for SMEs to cope with climate change and/or capitalize on the fight against climate change



### 3. Climate change and the transport sector

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- **Innovating and improving vehicle technology is not the only way forward.**
- **European citizens are already taking to cycling and other sustainable transport modes.**
  - **This means there is potential for a different transport system which will result both in new jobs and in greening existing jobs.**
- **The EU needs an approach that significantly reduces the levels of all private motorised transport in urban areas and that increases the proportion of journeys made by bicycle as well as on foot and by public transport.**

# 3. The IBD community: a green sector which could be even greener

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- The independent bicycle dealer community in Europe:
  - 30 to 35,000 independent bicycle dealers in Europe
  - Total direct employment: around 90,000 (total employment generated by cycling much more important)
  - Small, family-run local businesses
  - Sales volume of new bicycles in the EU stable at about 20 million per year, value of bicycles sold increasing, driven by sales of electric bicycles
- Bicycle jobs are green:
  - Provide local service and wide variety of job profiles
  - Employing low-skilled staff and contribute to social inclusion
  - Cycling greens the economy by greening transport, improving public health, road safety...



## 4. Challenges for the IBD community

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- **Need for structural support and assistance through European policies.**
  - Number of IBDs decreasing due to high average age of dealers
  - Rationalisation process means very small businesses are closing whereas surviving businesses tend to grow bigger
- **Low number of IBDs is detrimental to cycling and creates a vicious circle:**
  - not enough competent IBDs → insufficient offer of quality bicycle shops and products → people are not incited to cycle → sales of bicycles don't increase.

# 5. How can the EU support employment in the bicycle business?

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- **An urgent need for training**
  - Availability and/or quality of education and training schemes very uneven, closely linked to cycling culture in country
  - Critical situation in Eastern Europe
  - Retraining possible for workers who lost their job as a result of the fight against climate change (automotive, metal working industries...)
- **Promotion of cycling in EU mobility policies**
  - Harmonisation of fiscal incentives for the benefit of cycling
  - European legal requirement for cycling infrastructure as a condition for financing infrastructure
  - Systematic inclusion of electric bicycles in electromobility policies





**Thank you for your attention!**

<http://www.ueapme.com/>

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