

Nextgen Mechanics

REPORT 2026

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REPORT SUMMARY



The NextGen Mechanics (NGM) initiative has The NextGen Mechanics (NGM) initiative has conducted substantial research into the severity of the bicycle mechanic shortage across Europe and its effects on people cycling, businesses, and the industry as a whole.

Analysis commissioned for this report estimates that Europe currently employs around 175,000 cycle mechanics, and that the sector will need to recruit a further 105,000 by 2032 to meet demand. That requirement is equivalent to 60% of the workforce the sector employs today. It reflects both unmet demand as it stands, estimated at 45,000 mechanics, and the additional capacity needed as e-bikes, leasing and fleet models continue to reshape the market.
The report opens with a comprehensive analysis of consumer feedback on the shortage and the risks it poses to the cycling industry and its wider ecosystem, before drawing conclusions and setting out recommendations under five sections.

The report draws on what mechanics themselves have reported, alongside feedback from employers and retailers, and examines the broader challenge of recruiting and retaining skilled staff against a backdrop of global skills shortages and competition from industries that rely on similar skillsets. This breaks down into two areas: developing and retaining the existing workforce, and growing it to meet current and future demand.

This report recognises that workforce development alone is not enough. Addressing the shortage also requires tackling the economic and structural barriers that sit beyond the workshop. In particular, the role of vocational education and training (VET) systems and the need for coordinated action across the industrial ecosystem.

The recommendations are grouped under five sections:

- **Supporting And Developing The Existing Workforce**
- **Growing The Workforce**
- **Building The Vet Framework**
- **Economics Of Cycle Maintenance And Consumer Value**
- **Creating Structures For Action**

This report sets the direction for a long-term framework to address the mechanics shortage, and provides a small number of immediate, testable interventions that build momentum towards the larger framework.



RECOMMENDATIONS

SECTION 1 — SUPPORTING AND DEVELOPING THE EXISTING WORKFORCE	
1.1	Map current and future skills requirements into a single industry-wide needs assessment covering both what the sector demands and what the workforce needs
1.2	Include input from manufacturers and suppliers, and other important stakeholders on future technical demands: digital systems, diagnostics, customer communication, workshop management, battery safety, and the impact of circularity and warranty on repair work.
1.3	Use the needs assessment to strengthen the status of the profession. Show clearly that the role of a cycle mechanic now involves skills in electronics, digitalisation, energy systems and sustainability
1.4	Include digital skills in the needs assessment. Training needs should cover workshop management tools and customer relationship platforms, including leasing systems.
1.5	Ensure that the VET framework recommendations in Section 3 run in parallel to the identifiation of needs so that delivery capacity is in place when identified.
1.6	Develop communication strategies that increase the percieved value of cycle mechanics, both as a career path and as a service that demands skilled market pricing by retailers.
1.7	Research and share best practice in workshop productivity, safety and day-to-day operations. Introduce mechanics to practical tools such as compatibility guides as part of their training. Set up advisory groups of experienced mechanics and employers to keep curricula grounded in real workshop conditions.
1.8	Address the productivity and management needs of employers alongside those of mechanics. Brands, lease companies and wholesalers should help make business training more accessible and affordable. Digital workshop tools are developing but not yet widely adopted.
SECTION 2 — GROWING THE WORKFORCE	
2.1	Develop a clear, recognised entry qualification for cycle mechanics that works across Europe, is accepted by employers and can be delivered by any VET provider. Where possible, map it onto existing national qualifications and work to support labour mobility.
2.2	Pilot the entry qualification in two or three partner cities or regions. Test whether the content is right, whether it attracts new entrants, and whether employers find it useful. Carry out demographic and career audits of participants to understand who is entering the profession and why.
2.3	Commission targeted research on what a more diverse and inclusive workforce would look like in practice, and what is preventing it. Use this to develop campaign materials, case studies and school outreach content that position cycle mechanics as a future-facing green career.
2.4	Develop a communications strategy that highlights career progression routes. Identify real role models to make the case credibly.
2.5	Research national and EU funding streams relevant to social mobility, skills shortages and green jobs. Build case studies showing how cities, regions and VET providers have successfully accessed this funding for cycle mechanics training.
2.6	Research how skills training delivered by community workshops, bike kitchens and social enterprises can be integrated into the recognised pathway as a recruitment pool for new professional mechanics.

SECTION 3 — BUILDING THE VET FRAMEWORK	
3.1	Acknowledge that the cycling industry does not have in-house VET expertise. Build a pan-European provider group bringing together commercial and institutional VET experts, industry representatives and specialists from adjacent sectors. Include funding and business models in this review from the outset.
3.2	Develop a common European VET framework by mapping existing training into a shared structure. Use the needs assessment developed in Section 1 to address gaps and duplications. Build on established frameworks and proven brands rather than starting from scratch.
3.3	Start addressing fragmentation in the VET sector by using the draft baseline qualification and the results of the city pilots in Section 2 as a basis for developing VET capacity across Europe. Focus on countries that currently have no or low VET capacity.
3.4	For more advanced and technical competences use the VET framework to ensure that there is provider capacity to deliver the advanced qualifications needed for career progression and industry evolution.
SECTION 4 — ECONOMICS OF CYCLE MAINTENANCE AND CONSUMER VALUE	
4.1	Local, national and international associations should monitor competition and service availability on an ongoing basis. Where shortages are reducing access, public-private partnerships should be used to stimulate new maintenance capacity.
4.2	The VET sector should develop capacity to provide education on workshop productivity and management to both mechanics and retail employers, in support of recommendations 1.7 and 1.8.
4.3	There is an urgent case for structured evidence gathering and coordinated action to improve the economic viability and productivity of maintenance services.
4.4	Commission independent structured research into how consumers respond to transparent skill-based pricing. Carry this out under conditions that do not undermine competition.
4.5	Apply due diligence to all future research and solutions to ensure full compliance with EU and national competition law.
SECTION 5 — CREATING STRUCTURES FOR ACTION	
5.1	The European Cycling Industries-led steering structure should maintain and review strategy on an ongoing basis, set measurable criteria for progress, and report against them.
5.2	Ensure the steering group includes voices from beyond the industry from the outset. The group that supported the development of NGM should continue in a formal role under ECI's governance.
5.3	Adopt the Quadruple Helix model - bringing together industry, academia, local government and civil society - as the recommended structure for finding local partners and rolling out NGM outcomes across Europe.
5.4	Research the financial models available for sustaining any structures developed. Study how other sectors maintain their VET infrastructure to identify the best options for NGM.

Nextgen Mechanics

EUROPE'S MECHANICS PROBLEM AND ITS IMPLICATIONS FOR THE DEVELOPMENT OF CYCLING.

Insights from the State of the Nation Report

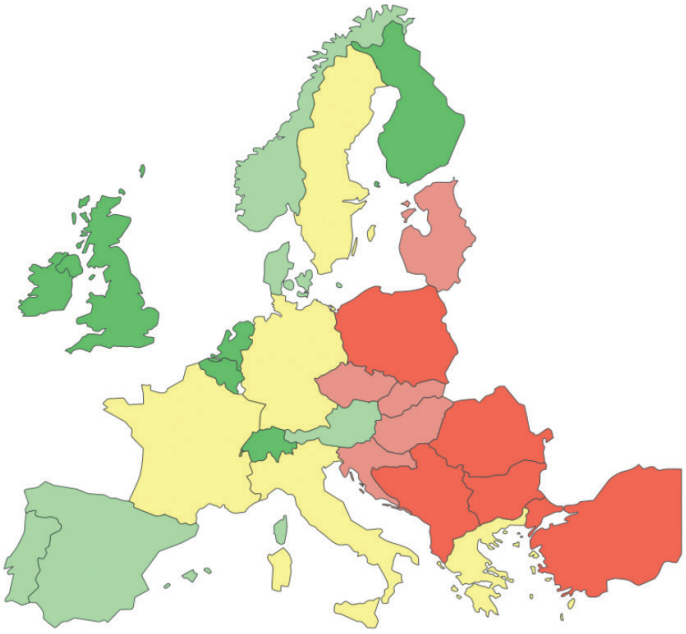
Shimano State of the Nation is a large-scale research report by Shimano Europe that tracks cycling habits, attitudes, and trends across European countries. The report expanded its scope to 25,000 respondents across Europe, and the findings paint a sharper, more urgent picture of the pressures facing the bike maintenance ecosystem from a consumer perspective. The data shows that maintenance has become a decisive factor in whether people continue cycling at all. Across Europe:

- **212 million people experience barriers to maintenance**
- **121 million cycle less because of them**
- **Of those, 65 million people ride much less**
- **7.6 million have stopped cycling entirely due to maintenance barriers**
- **60 percent of 18–34-year-old riders report being impacted, compared with 40 percent of those over 40.**

Survey results showed a greater proportion of people in eastern European countries suffering barriers to maintenance. In 10 eastern European regions, over 50% of respondents reported barriers to maintaining their bikes. Even in western and northern European "cycling economies" however, the rate remains high at over 40% in all cases except the Netherlands.



THE PERCENTAGE OF PEOPLE WHO EXPERIENCE BARRIERS TO MAINTAINING THEIR BIKES - TOTAL.



Netherlands	34.92%
Switzerland	40.49%
UK and Ireland	40.92%
Belgium	41.33%
Finland	43.29%
Austria	43.52%
Spain	43.73%
Portugal	44.41%
Norway	44.49%
Denmark	45.47%
Germany	46.64%
Italy	46.91%
France	46.93%
Sweden	47.30%
Greece	48.75%
Czech Republic	50.86%
Slovenia & Croatia	50.92%
Slovakia	52.42%
Hungary	53.44%
Baltics	53.52%
Poland	54.04%
Balkans	54.07%
Bulgaria	54.33%
Romania	55.62%
Türkiye	55.86%

Fig 1 State of the Nation Report 2026

Cycling levels have risen across much of Europe over the past decade. In some cities the shift has been especially pronounced. Paris has seen cycling volumes more than double in a single year[1]. While cities like Ghent, Copenhagen and London have continued to increase infrastructure for cycling, with the city of London now having more daily cycle journeys than private motor vehicles[2].

This growth has increased demand for repair, servicing and technical support. More bikes on the road and a growing share of electrically assisted / cargo cycles all place greater pressure on workshops. E-bikes, in particular, require more frequent servicing than conventional cycles, with a wide range of systems presenting more complex challenges to diagnose and repair.

However, evidence from the NextGen Mechanics survey and stakeholder interviews, compiled from over 600 responses across 30 European Countries, suggests that the supply of skilled mechanics has not kept pace with this change. Around 80% of respondents across Europe report growing difficulty in recruiting and retaining trained staff. Analysis undertaken for this report highlights the issue. Against a current European workforce of around 175,000 cycle mechanics, employers need an estimated 45,000 more to meet demand as it stands today. Around 19,000 of those are net new posts created by service volumes that workshops cannot absorb through productivity gains alone. The remainder is the recruitment needed simply to replace mechanics leaving the trade.

Qualitative responses also describe persistent service backlogs, particularly for e-bike repairs, where diagnostic work ties up workshop capacity for longer periods. These pressures are now shaping how and whether people are able to keep bikes in use, particularly for everyday travel.

In some areas, respondents noted an increase in informal or unqualified repair activity stepping in, where professional capacity is lacking. This creates a serious problem for the credibility of an industry which needs to be seen as legitimate by consumers to thrive. This shift undermines the perceived value of professional repair work and weakens confidence in the skills required to keep modern bicycles safe and reliable. Over time, this risks eroding trust in cycling as a dependable mode of transport.

1 https://www.lemonde.fr/les-decodeurs/article/2023/11/11/a-paris-la-frequentation-des-pistes-cyclables-a-double-en-un-an_6199510_4355770.html

2 https://www.economist.com/britain/2025/05/22/london-has-become-a-cycling-city

WHY THE SHORTAGE OF MECHANICS IS SO URGENT

The main consequences of the shortage of skilled cycle mechanics

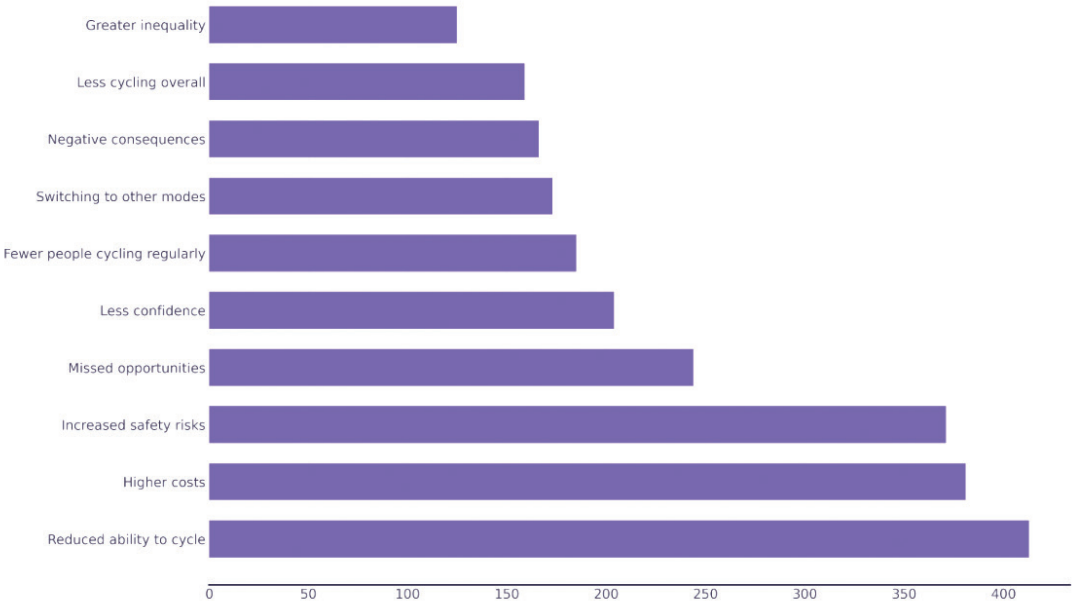


Fig (2) NextGen Mechanics Survey, July 2025

Behaviour change

When bikes cannot be repaired, people ride less. NextGen Mechanics respondents link mechanic shortages directly to longer waiting times and increased safety risks from poor maintenance. These effects ripple across the transport system. If a vehicle cannot be relied upon, users shift to other modes, and even short disruptions can break cycling habits for months.

Research presented by Michael Koucky at Velo-City 2024 [3] shows that poorly maintained or broken bicycles often drop out of use for long periods, sometimes years. Cycle mechanics are therefore not a peripheral concern but a core part of the cycling system. Persistent shortages represent a structural weakness that threatens Europe's cycling economy.

Safety

Several survey participants warned that riders frustrated by costs and wait times are turning to alternative micromobility like e-scooters or out of regulation e-bikes, bought online without any involvement of qualified mechanics. Some of these are not built to EN15194 standards, or modified at home, or otherwise non-compliant with local regulation. Links have been made between these low-quality machines, increased fire risk, and poor behaviour on the roads.

The safety implications extend beyond alternative vehicles. Where maintenance barriers persist, riders continue using bikes that are no longer roadworthy. Shimano's State of the Nation survey found that 18.16% of cyclists had delayed a necessary purchase due to barriers around maintaining their bike, meaning they continued riding with equipment that was no longer fit for purpose.

Research by SWOV, the Dutch Institute for Road Safety Research, found that cyclists themselves attributed 10% of cycling accidents to a mechanical defect, with poor maintenance identified as a contributing factor in 45% of those cases[4]. Half of the cyclists involved in a mechanically-caused accident were injured as a result. This demonstrates a clear link between mechanic shortages, reduced access to maintenance, and unsafe bicycles on the road.

On top of personal use, businesses also suffer. Fleet operators, including cargo bike logistics firms, face difficulty maintaining vehicles at scale, slowing adoption of low-carbon delivery models. In some countries like the Netherlands operators are moving

3 Koucky, M. & Thåqvist, J. (2024). Accessible bike repair – a chicken and egg problem. Presented at Velo-City 2024. Koucky & Partners AB. www.koucky.se

4 https://www.swov.nl/publicatie/fietsongevallen-als-gevolg-van-een-mechanisch-gebrek



THE RISK OF UNQUALIFIED OR INFORMAL MECHANICS

away to e-vans instead. Combined, these factors threaten to weaken the social and environmental gains that Europe's cycling boom was meant to deliver.

Shortages of accredited bike shops across Europe, combined with the rapid spread of low-cost and poorly regulated e-bikes, have contributed to the growth of an informal repair market. In many cities with high e-bike uptake, unregulated garages and mobile mechanics now fill gaps left by overstretched or unavailable workshops. While some provide competent service, others lack access to certified parts, technical data, or appropriate safety training.

A particular example is the rise of tuned e-bikes. Examples include E-bikes that have been modified, are not legal for use or use incompatible and damaged batteries. Many established workshops understandably refuse to service these vehicles because of liability and safety concerns, leaving owners with few formal options for repair. Evidence from the NextGen Mechanics survey suggests this has pushed more riders towards informal repair channels, where standards vary widely. Respondents raised concerns about reliability failures and fire risks linked to poor battery handling and inadequate electrical knowledge.

Awareness of this issue has not been conveyed fully to the public. The UK All-Party Parliamentary Group on Cycling and Walking polled 2,000 UK adults and found that 84% of Britons can't distinguish between a legal and an illegally modified e-bike, even though the risks to users differ significantly. Without intervention, informal repair networks risk becoming a permanent feature of the market, weakening trust in professional servicing and increasing safety risks. Stricter enforcement is needed on the sale of tuned e-bikes so that they cannot reach the European market.

SUPPORTING AND DEVELOPING THE EXISTING WORKFORCE



Retaining staff and preparing them for future challenges

Summary

Attracting new entrants to the profession means little if the conditions driving experienced mechanics out remain unchanged. Data from OOMT, the Dutch training and development fund for the motor vehicle and two-wheeler sector, found that 31% of mechanics left the industry in the Netherlands in 2024 alone [5]. These mechanics are typically replaced but most of them are uncertified and untrained, highlighting skills drain as a significant issue facing the sector. The demand analysis undertaken for this report models European turnover at 15%, in line with CEDEFOP estimates for skilled labour in European SMEs. Were the Dutch rate to hold across Europe, demand for mechanics would rise by a further 15,000, increasing the sector's current recruitment requirement by a third. Before the sector can grow its workforce, it must first address why it is losing the one it already has.

Retention, productivity and the adoption of new technical and digital skills are central challenges for the existing workforce, made more acute as bicycles become increasingly complex. Poor working conditions compound the problem - many respondents describe the role as physically demanding and under-resourced. Together, these pressures reinforce a perception of cycle mechanics as a low-status occupation, one that is increasingly at odds with the technical reality of the job.

This creates both a risk and an opportunity. If the sector continues to rely on low wages and informal progression, it will keep losing experienced staff to better recognised technical roles. If, instead, cycle maintenance is positioned as a modern technical profession, with standards, accreditation and working conditions comparable to other mobility trades, it becomes a more attractive long-term career. This aligns with EU skills policy and with the economic case set out in the European Declaration on Cycling. The evidence suggests that improving pay and conditions are not only about fairness, but about acknowledging the technical reality of the job and using it to stabilise the workforce that Europe's cycling transition now depends on.

Developing a meaningful career framework cannot be achieved by any single part of the sector alone - it requires the full resources of the ecosystem. Manufacturers and suppliers must bring foresight on current and future technical demands, while local retailers and fleet operators must articulate the needs already emerging from new technologies and business models such as leasing, sharing and cargo bike delivery.

5 https://arbeidsmarktmobiliteit.databank.nl/dashboard/dashboard/update-werknemers-2023-2025/dynamiek



The recommendations therefore begin with a needs assessment of the existing workforce, using it as the foundation for clear development pathways that equip mechanics for the future of the sector. This supports the effective implementation of new standards, improves service quality, and helps stabilise the workforce as demand continues to grow. Applied consistently across Europe, these recommendations have the potential to make careers in cycle mechanics significantly more attractive.

Without it, the sector will continue to rely on patchy provision and guesswork about what the workforce actually needs - leaving mechanics perpetually behind the technical demands of the job. As other sectors offer clearer progression and better conditions, cycle mechanics will find it increasingly difficult to compete for skilled people, and the industry will lose labour to other sectors as a result.

The Evidence

Low pay, long hours and growing technical demands have created churn across the sector. Many mechanics told the survey they left for better-paid technical work-automotive, e-mobility, or general engineering - despite enjoying the craft itself. Retail consolidation, online price pressure, and limited career progression were also cited as push factors.

"You're expected to work alone, handle expensive bikes, manage theft risk, and just push through. Even people who love the job burn out."

Respondents linked attrition directly to working conditions: physical strain from handling heavy e-bikes, lack of ergonomic equipment, pressure to meet unrealistic turnaround times, and limited benefits such as pensions or sick pay. Several noted that even after decades in the trade, they earned less than entry-level roles in unrelated retail or logistics. Without structural improvement in pay, recognition and workload balance, most warned that the profession will continue to lose skilled staff faster than new entrants arrive.

What comes through is that the issue is not simply one of pay levels or workload, but of how the profession is positioned. As cycles become more complex, the work increasingly resembles other technical trades, particularly automotive and light electric mobility. Yet cycle mechanics are rarely treated in the same way. Where this shift is recognised, mechanics report higher confidence, better retention and clearer justification for improved pay. Where it is not, the job remains framed as low-skilled retail labour, even as responsibility and risk increase.

REASONS FOR ATTRITION

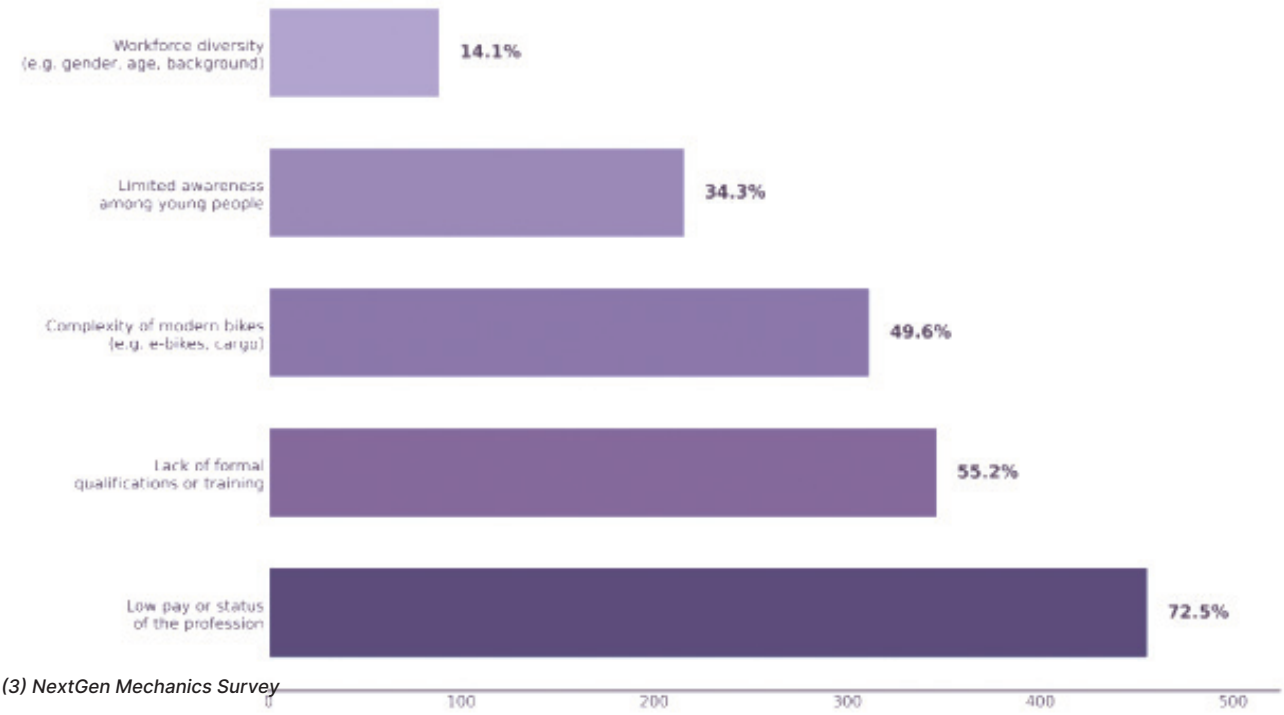


Fig (3) NextGen Mechanics Survey

Results of the NextGen Mechanics Survey
Causes of the bicycle mechanic shortage

- **Low pay or status of the profession was by far the most common reason for the shortage given by 72% of respondents, followed by:**
- **Lack of formal qualifications or training - 55%**
- **Complexity of modern bikes (e.g. e-bikes, cargo) - 50%**

Amongst the 49 respondents who cited "Other" reasons for the shortage, common themes were:

- **Training, Education and Skill Development - specifically concerns around access to training: cost barrier, difficulty finding local training providers, no clear pathway from schools into the industry. Several respondents mentioned the industry's lack of continuing learning for mechanics to stay abreast of constantly changing technology.**
- **Profitability - Varies from pay/status, some respondents highlighted low profit margins for businesses, particularly the impact of large online retailers and parts manufacturers.**
- **Amateurisation - a small but significant number of respondents mentioned a culture of bike repair being a "do it yourself" hobby, as opposed to a skilled profession.**

REGIONAL VARIATIONS

Although shortages are reported across Europe, respondents describe different pressures depending on local market conditions.

In **Germany**, the issue is not a lack of demand or interest in the profession, but strain within a mature system. Both private workshops and municipal fleets report being stretched by rising service volumes, particularly linked to e-bikes under corporate leasing. Employers note that expectations around safety and reliability have increased faster than workforce capacity, creating bottlenecks even in well-established repair networks.

In **The Netherlands**, the picture is more stable. The distribution of workshops is relatively even and job security is generally good, yet employers clearly struggle to attract younger workers. Respondents consistently point to pay that has not kept up with living costs, making it difficult to compete with other technical trades. As a result, experienced mechanics often leave despite strong demand for their skills.

In the **United Kingdom**, shortages are closely tied to shop structure and retention. Small independent retailers report high staff turnover and difficulty replacing experienced mechanics once they leave. Without a widely recognised professional standard, employers describe uncertainty when hiring and heavy reliance on in-house training, which absorbs time and reduces capacity during peak seasons.

Southern European respondents highlight more basic structural challenges.

In **Spain** and **Italy**, wages are among the lowest reported and mechanic roles have low public visibility, which limits recruitment and long-term commitment. France presents a more mixed picture: respondents acknowledge a strong vocational tradition, but also point to inconsistent coordination between employers and training providers, which weakens labour matching and progression.

Across **Central and Eastern Europe**, shortages are more absolute. Smaller cycling economies report limited workshop density and heavy reliance on informal learning. Respondents describe a lack of clear entry routes into the profession and little incentive for mechanics to remain in the sector once they acquire transferable technical skills.

RECOGNITION AND RESPECT FOR THE PROFESSION

Mechanics have an image problem. **Roughly 15 percent** of respondents identify the lack of professional recognition as the single biggest issue holding the sector back. Many point to a cultural gap between the image of a “bike shop job” and the skill involved in maintaining modern e-bikes, hydraulic systems and digital drive-trains.

> *“People see it as a shop-floor job, but the knowledge you need now is huge. The pay and respect haven’t caught up with the reality of the work.”*

Respondents repeatedly called for national accreditation and a visible title-similar to the “Meister” system in Germany or the “technicien cycle” in France- to raise public trust and justify higher pay. Some also noted that stronger representation in trade unions or chambers of commerce could help make wages and conditions part of national bargaining frameworks rather than leaving each shop to negotiate individually.

Further evidence on the competitiveness of salary levels is provided in the economic section of the report

RECOMMENDATIONS

Needs assessment and demand mapping

1) Map out current and future skills requirements into a common, industry-wide needs assessment that incorporates both the demands on the sector and the needs of the workforce. The mapping will recognise that shortages and developing needs are clearly highlighted by this report, but they have not been mapped in a way that gives the sector a clear roadmap that reaches from the career pathway of an individual mechanic to the industry-wide need for new competences in every retailer and local fleet operator. The VET and curriculum section of this report describes an entry level qualification that will be linked to basic needs of all mechanics in the sector.

2) The supply side of the industry must participate in the needs assessment to identify future needs such as digital systems, diagnostics, customer communication and workshop management; Guidance must be included on how repair complexity, circularity, and warranty pathways will impact retailers and the workforce.

3) When complete the needs assessment will be one of the tools for increasing the status of the cycle mechanics job. It should highlight that working in the cycling industry now includes possibilities for education and experience in some of the most attractive skills areas for future careers including digitalisation, electronics, energy, sustainability.

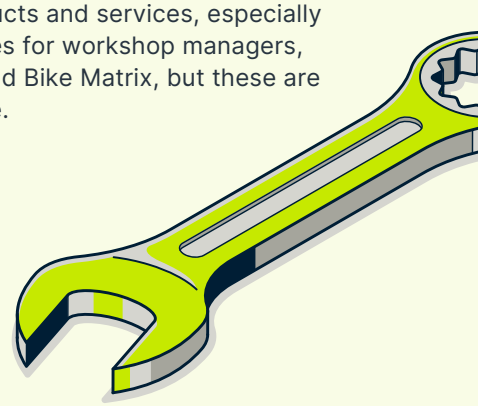
4) The needs assessment must reflect that there is a massive shortage of digital skills in both the mobility sector and Small and Medium Enterprises (SMEs), therefore it is likely that a very high proportion of cycle retailers and smaller repair businesses struggle to research and use emerging tools. These training needs should form part of any needs assessment. Leasing also relies on a highly digitalised consumer relationship. It brings potential for long term stable revenues to maintenance through service contracts, but workshop managers will benefit from integrating this into new planning tools.

5) The ultimate action from the needs assessment is to create an industry wide education and qualifications strategy which can provide a cross European template for implementation at national and regional level. This strategy must be used to align the development of mechanics with the actual needs of the sector in every country. This will show a pathway from the entry level skills of a new mechanic through to the skills and competences of advanced technicians and workshop managers.

6) The Vocational Education and Training (VET) section of this report highlights that the provider side of the sector must be engaged and developed to deliver against the sector's needs, helping the industry with structural advice such as curriculum design.

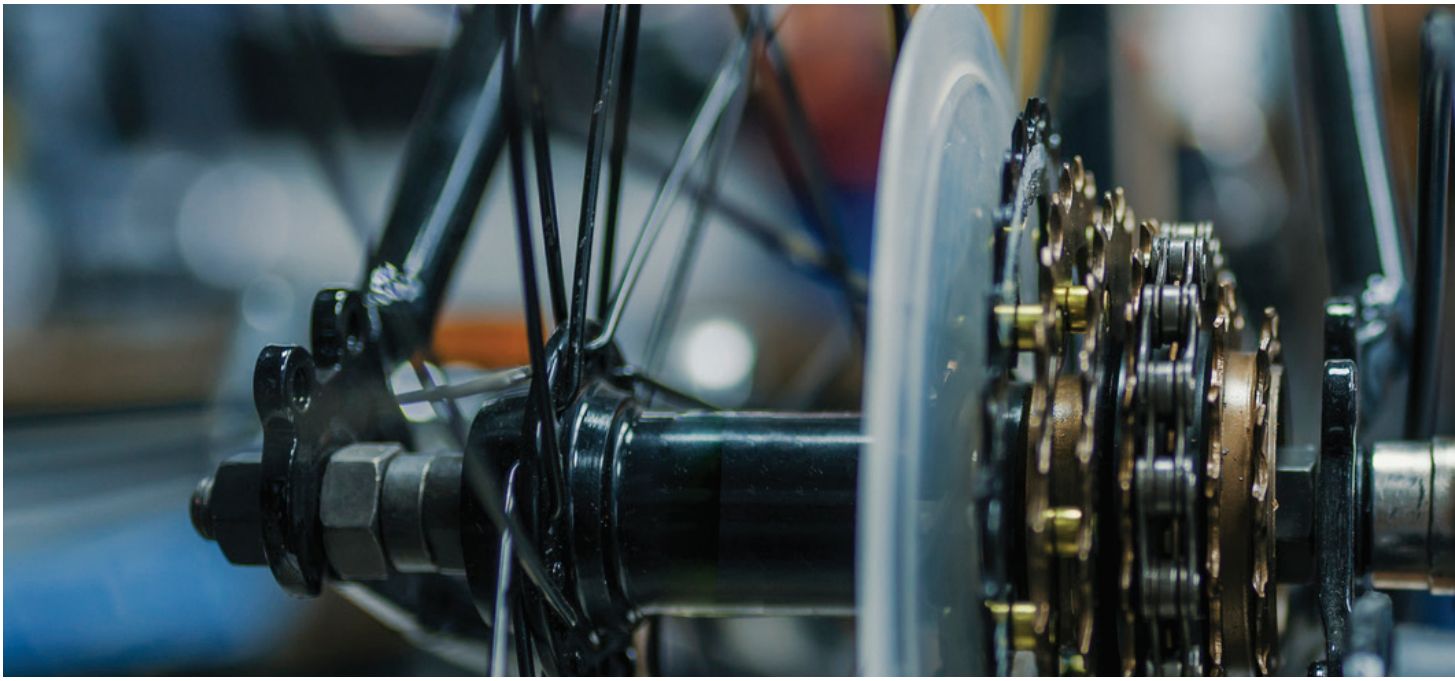
7) Research and offer education in the areas of workshop practices and productivity, which in turn will support better working conditions. Mechanics should be introduced to tools such as compatibility guides as part of their training pathway. Exchange of best practices between focus groups of mechanics and retailers will give greater exposure to best practices, for example in handling heavy e-bikes and cargo bikes or the safety needs of hydraulics and batteries. Creating an advisory group made up primarily of experienced working mechanics from different markets, regions and business models together with representative employers can ensure that training frameworks remain grounded in real workshop practice. The group would identify operational bottlenecks, highlight emerging skill gaps and recommend practical updates to curricula and progression pathways.

8) In addition to the training needs of mechanics, the productivity and workshop management needs of employers should be considered in the development of VET training for the cycling sector. Brands, lease companies and wholesalers could play a role in supporting the productivity of their retailers, making the education more available or affordable. Workshop productivity is not taught as a skill in cycle mechanics progression and there has historically been limited material available for employers, either in terms of business training or tools. This is changing, particularly with a range of new products and services, especially those using digital services for workshop managers, for example BikeFolder and Bike Matrix, but these are still at early adopter stage.




ADVANCE

GROWING THE WORKFORCE



Ensuring that the sector is attractive and accessible to new entrants

Summary

This report identifies numerous barriers to entry into cycle mechanics, set against a broader competitive landscape in which the EU's Mobility Transition Pathway (MTP) highlights intense competition across all mobility industries for the same pool of technical talent. **On current trends, the sector will need to recruit around 105,000 mechanics by 2032, a requirement equivalent to 60% of the workforce it employs today.**

The scale of that shortage means retention and productivity gains alone will not be sufficient. The pipeline of new entrants must also widen. A structured approach to recruitment could target older career-changers, people currently outside employment seeking meaningful and stable work, and those with the transferable skills to retrain quickly. In a number of European countries, transitions from unemployment into vocational training or employment are already subsidised - a route that cycle mechanics, as both an industry and a social economy employer, is well placed to access.

The evidence also points to a structural gap in attracting women and younger people into the profession. Alongside this, strong national differences -in training systems, entry routes and employer practices - continue to limit cross-border mobility within the single market.

Survey responses were divided on the role of community-based repair services and social economy providers in training cycle mechanics. Further analysis by the NGM project identified some well-structured national programmes that could serve as a genuine pipeline into the profession, but these remain inconsistent in design and outcomes across Europe. Some social providers do represent a potential additional pool of future mechanics - particularly where they are able to contribute to a shared VET provider group and offer recognised entry-level skills to people seeking employment.

The recommendations in this section address these challenges directly: piloting a consistent Europe-wide entry qualification to improve accessibility, taking targeted measures to broaden the demographic mix of the profession, and actively marketing cycle mechanics as a career. Identifying new funding sources to support these efforts is also part of the proposed approach.

THE EVIDENCE



The Scale of the Shortage

Until now there has been no calculation of demand for cycle mechanics grounded in the employment data of cycle retailers themselves. Analysis commissioned for this report from Kevin Mayne Consulting provides a first working model, built from employment data supplied by Shimano Europe, published figures from the international cycling associations, and evidence gathered by the NGM project. The model is set out in full in the Appendicies so that it can be replicated and refreshed as better data becomes available.
The analysis estimates a current European workforce of approximately 175,000 cycle mechanics. Around 160,000 of these work in cycle retail, a figure drawn from Shimano Europe's 2026 retail data and broadly consistent with the 207,000 EU retail employment figure extrapolated by CONEBI and partner associations once the different geographic scopes are accounted for. A further 15,000 are estimated to work outside retail, in bike share, cargo, hire, long-term rental and racing fleets.

Against that base, the analysis estimates unmet demand today at approximately 45,000 mechanics. Around 19,000 represents net new posts created by service volumes that existing workshops cannot absorb through productivity gains alone. The balance is the recruitment required to replace mechanics leaving the trade, modelled at a turnover rate of 15%. Projecting forward, growth in e-bike market share, leasing and fleet models, aftermarket and circular services, and overall cycling levels is estimated to generate demand for a further 61,000 mechanics. Taken together, the sector faces a requirement of approximately 105,000 additional mechanics by 2032, and a total workforce of around 247,000. That is an increase of roughly 40% on the workforce employed today.

Without intervention, the shortage of skilled mechanics will act as a brake on the expansion of cycling as a mode of transport, limiting both economic potential and wider sustainability goals.

Barriers to Entry

The challenge is not only retaining existing mechanics, but building a sufficiently large and sustainable pipeline of new entrants. Evidence from the NextGen Mechanics survey suggests that this pipeline is both narrow and fragile. The structural issues affecting the current workforce; low pay, limited progression, and increasing technical demands, are also visible to potential entrants, reducing the attractiveness of the profession at the point of entry.

In practice, access to the profession is often unclear and inconsistent. Many respondents reported that volunteering or informal experience remains one of the only entry routes. While this can provide valuable

skills, it creates a significant financial barrier. Many individuals cannot afford to spend extended periods training without pay, particularly when expected earnings in the sector remain relatively low. At the same time, there is no clear or widely recognised pathway from school into cycle mechanics in many countries, limiting awareness and early engagement.

The composition of the workforce further highlights missed opportunities. While the survey did not directly collect demographic data, qualitative responses consistently indicate that women and younger people are under-represented. Although visibility is improving through community repair hubs and social enterprises, the core professional workforce remains predominantly male and concentrated in the 30–50 age group. This suggests that the sector is not yet accessing the full breadth of talent available to it, and that targeted efforts to widen the demographic mix of the profession represent both an urgent need and a significant untapped opportunity.

Recruitment Diversification

The industry has separately identified a significant gap in women's participation in most areas of the industry and there are a number of initiatives under the general umbrella of the Women in Cycling networks in different countries and sectors [6]. However this does not always include the retail and workshop levels of the industry so there is a strong case for NGM to partner with the Women in Cycling initiatives and learn from their experiences to encourage greater female participation in the workforce.

It is also interesting to note some highly diverse responses to the issue of working with the social economy sector. These programmes also have the strong advantage for the cycling ecosystem that they are funded by public sector and private contributions, including EU funding. Some consultees feel that the sector devalues the cycle mechanic role and places it at the level of a home hobby, while in countries like France the social economic sector is clearly part of the VET provider base. The feedback seems to be very much driven by local experience and there is no structured view at European level. NGM can help in clarifying these distinctions signposting the potential sources of new mechanics that already exist and could be developed.

6 https://cyclingindustries.com/news/details/women-in-cycling-is-expanding/



EU's Mobility Transition Pathway Approach

The EU's Mobility Transition Pathway, published in 2024, sets out a comprehensive strategy for developing the workforce across all mobility industries — including automotive, rail, maritime and cycling. It makes clear that competition for new entrants is intense across the entire sector, and that many of the challenges facing cycle mechanics, including attractiveness, pay and recognition, are shared across mobility industries. The report itself captures this directly:

> *The lack of skilled workers, together with a decreasing attractiveness of the sector, is already a challenge in parts of the mobility ecosystem, with large-scale skills gaps exacerbated by skilled workers' geographical imbalances."*

> *"The industry can also develop strategies to improve the attractiveness of the jobs they propose, the transmission of knowledge and the retention of talent. Maintaining good working conditions and job quality, and reinforcing the storytelling and the mission-driven narrative of the ecosystem, with a long-term*



strategy that targets potential future employees at an early stage of education as well as follow-up actions at higher levels of education and training. The industry also needs to counter some stereotypes to improve the participation of women in the mobility ecosystem. "

"A more standardised, modular and transparent recognition of skills would ease the burden and strengthen the confidence of businesses during the hiring process as well as increase the prospects of getting a job (or a better job) for the workers. "

The wider cycling ecosystem offers real advantages when it comes to implementing the MTP's strategies. There are strong role models throughout the industry - people who began as cycle mechanics or in retail and have gone on to build broader careers, including in family businesses and, more recently, startups whose foundations lie directly in maintenance experience.

Potential mechanics should be shown that entering the profession is a starting point, not a ceiling. Case studies of real career progressions could include:

- **Moving from basic mechanics to advanced technical roles**
- **Accessing branded training programmes with leading manufacturers**
- **Working in sustainability-focused roles, keeping bikes in use and out of landfill**
- **Specialising in digital systems, battery technology and electronics**
- **Becoming a service mechanic for professional sporting teams or elite cyclists**
- **Progressing into workshop supervision and management**

Beyond the workshop, the sector offers further pathways that mechanics are well placed to pursue:

- **Roles in testing institutes and safety organisations**
- **Teaching and VET provision**
- **Product development and testing**
- **Fleet management in logistics, leasing or bike-sharing operations**

EU SOCIAL AND COHESION PROGRAMMES

The cycling sector has shown a clear ability to identify its own weaknesses, but there is limited evidence that it has looked beyond its own boundaries to learn from how other industries have tackled similar recruitment challenges. Within the EU and neighbouring countries, funding mechanisms already exist that are largely underused by the cycling repair sector.

The challenges identified in this report align closely with the objectives of several established European instruments. In particular ESF+, Cohesion Policy funding, Erasmus+, and regional skills and employment programmes. The EU Pact for Skills is especially relevant, offering members access to intelligence on upskilling and reskilling needs, guidance on relevant funding sources, and partnership opportunities across a growing cross-sector community. These are resources the cycling sector could be drawing on now.

ESF+ is explicitly designed to support vocational training, labour-market inclusion and skills transitions in response to structural change. Cycle maintenance (particularly in the context of e-bikes) fits squarely within this remit. Similarly, Cohesion Policy programmes managed at regional level already fund sector-specific skills pipelines linked to transport, energy and industrial transition, yet cycle repair is rarely positioned as eligible critical infrastructure within these frameworks. Respondents and stakeholders consistently highlighted that small workshops, social enterprises and training providers lack the capacity to absorb training costs upfront. Public funding can directly address this gap. This can be achieved by supporting accredited training delivery, subsidising trainee wages during placements, and enabling community providers to meet professional standards. In regions where cycling, leasing and fleet-based models are growing, such investment would generate tangible returns in job creation, service quality and road safety.

Aligning mechanic training and recruitment with ESF+, Cohesion Policy, Erasmus+, the EU Pact for Skills and regional skills programmes would accelerate implementation and support cross-border consistency. This would help to ensure that Europe's cycling transition is matched by a resilient, skilled and professional repair workforce. Erasmus+ is particularly well suited to this agenda. The programme's focus on the mobility of professionals, cross-border cooperation, and reform in education and training makes it a natural vehicle for developing a common curriculum and shared skillset among European partners.

THE SOCIAL ECONOMY AS AN UNTAPPED SKILLS PIPELINE

Across Europe, a parallel training ecosystem already exists outside formal vocational systems. Community bike kitchens, social enterprises, NGO-led schemes and local repair initiatives all play a visible role in introducing people to cycle maintenance. These programmes are often particularly effective at engaging groups underrepresented in the professional workforce.

Skills acquired in social economy settings are typically informal, uncertified and difficult for workshops or fleets to assess. As a result, trained individuals often remain confined to volunteer or low-volume contexts, while professional employers continue to report acute labour shortages.

However, a number of social economy providers do offer more structured programmes with genuine pathways into employment. One of the most established is L'Heureux Cyclage in France, which brings together more than 180 non-profit associations running bicycle workshops across the country. Dating back to initiatives in Grenoble and Lyon in 1994 [7], these workshops are defined by their active promotion of cycling through the reuse of unused bicycles and the teaching of mechanics, from basic skills through to professional certification in bicycle repair.

Evidence from the NextGen Mechanics survey and stakeholder interviews nonetheless shows that, at a European level, community-based activity rarely translates into sustained employment in the professional repair sector. The barrier is not the quality or motivation of participants, but the absence of structural bridges between community training and accredited, employer-recognised pathways. A further complication is that some retailers regard social sector providers as low-cost competitors - an attitude unlikely to encourage the collaboration that both sides would benefit from.

7 https://www.heureux-cyclage.org/

RECOMMENDATIONS



1) Develop an identifiable entry process and a basic qualification to become a cycle mechanic that is transferable across Europe, recognisable by employers and able to be provided by all VET providers. (see #3 for more information on the basic qualification.) Where appropriate map the common qualification onto current national qualifications and work towards medium term harmonisation to support free transfer of skills between countries. In countries without current cycle mechanics qualifications use the common entry qualification as a basis to introduce VET capacity into the sector.

2) Pilot the entry level qualifications in cities and regions that have offered to partner with NGM, using this as a basis to evaluate both the appropriateness of the content and the attractiveness of the offer to potential mechanics and employers. The initiative will prioritise 1–2 pilot regions to test and refine solutions before scaling.

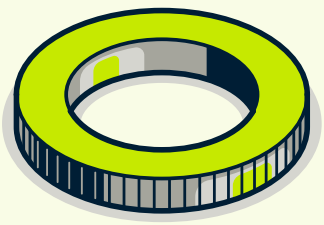
As part of the city pilots for the entry level curriculum also carry out demographic and career audits of participants and existing cycle mechanics. Provide stronger data on the career pathways and entry motivations of existing mechanics to inform recruiters on “what works”, and where there are identifiable demographic gaps.

3) Commission follow-up research to define what a more diverse and inclusive cycle mechanic workforce would look like in practice, and identify the barriers preventing broader participation. Use this evidence as the foundation for targeted action. Working from that evidence base, collaborate with stakeholders across the ecosystem (schools, national associations, employers and training providers) to position cycle mechanics as a job of the future. Support these partners with the materials they need to make that case effectively in their own contexts: campaign templates, case studies, guidance for events and school visits, and content that connects the role to green and sustainable careers.

4) Start developing a collective strategy for promoting this aspirational approach with educational and promotional materials that highlight the attractiveness of the advanced roles. Identify role models in the ecosystem that have progressed from entry level mechanic into higher level roles.
As part of city pilots and wider development, research the relationship between skills and consumer marketing within the sector. Evaluate what role higher skills could play in the competitiveness and value proposition of local providers.

5) Research funding streams at national and EU level that are targeted at increasing social mobility, skills shortages or green jobs and could be targeted for cycle mechanics. Build case studies of how this has been achieved to be used by cities, regions and VET providers to improve their access to funding.

6) Also research how the skills training provided by social and informal sector can be integrated into the pathway as a recruitment pool for new mechanics.



BUILDING THE VOCATIONAL EDUCATIONAL TRAINING (VET) FRAMEWORK: DELIVERY, STRUCTURE AND CURRICULUM



Summary

The evidence base for this section draws on an overview of VET provision across all European markets, supplemented by direct feedback from education and training providers.

It shows that the current provision of education and qualifications for cycle mechanics is not a sufficient foundation for developing the workforce the sector will need at a European level. National systems differ widely in structure, delivery and available resources, and none are anchored to a needs assessment that establishes what skills are actually required.

This evidence reinforces the findings of the preceding sections on the needs of both the current and future workforce. Across every market examined, the impact of fragmentation, lack of structure and inconsistency in provision is clear and consistent.

VET providers have told NGM directly how this affects their ability to develop products and services that are transferable across Europe and could help build greater capacity for mechanic training. They have also made clear that the cycling industry needs to engage far more actively with the VET sector across all countries - an ecosystem with its own governance, standards and funding structures that cannot simply be navigated from the outside. Industries competing for the same mechanics, notably automotive, have historically maintained a strong presence in the VET sector, giving them an embedded advantage in the competition for new entrants.

As a participant in the EU single market, the cycling industry is not yet meaningfully supporting the EU's objectives for labour mobility, nor supplying the skills needed to make its products and services accessible to citizens across every member state. Against this backdrop, the case for greater VET capacity is clear - but the absence of structure and consistency limits the extent to which providers can justify investing in it.

The recommendations in this section call on the cycling industry to build a sustained, structured relationship with the VET sector - combining provider expertise with the industry's own understanding of what the job now demands. A shared baseline qualification, piloted across a small number of cities or regions, would test the material in different environments, generate concrete evidence of impact, and create the momentum needed for wider rollout. Providers gain a transferable product worth investing in. The industry gains a consistent, recognisable standard it can build on - neither can deliver this alone. Meaningful progress on the long-term capacity building the profession needs can only be achieved by the two sectors working in partnership.

Cycle mechanic training standards across Europe

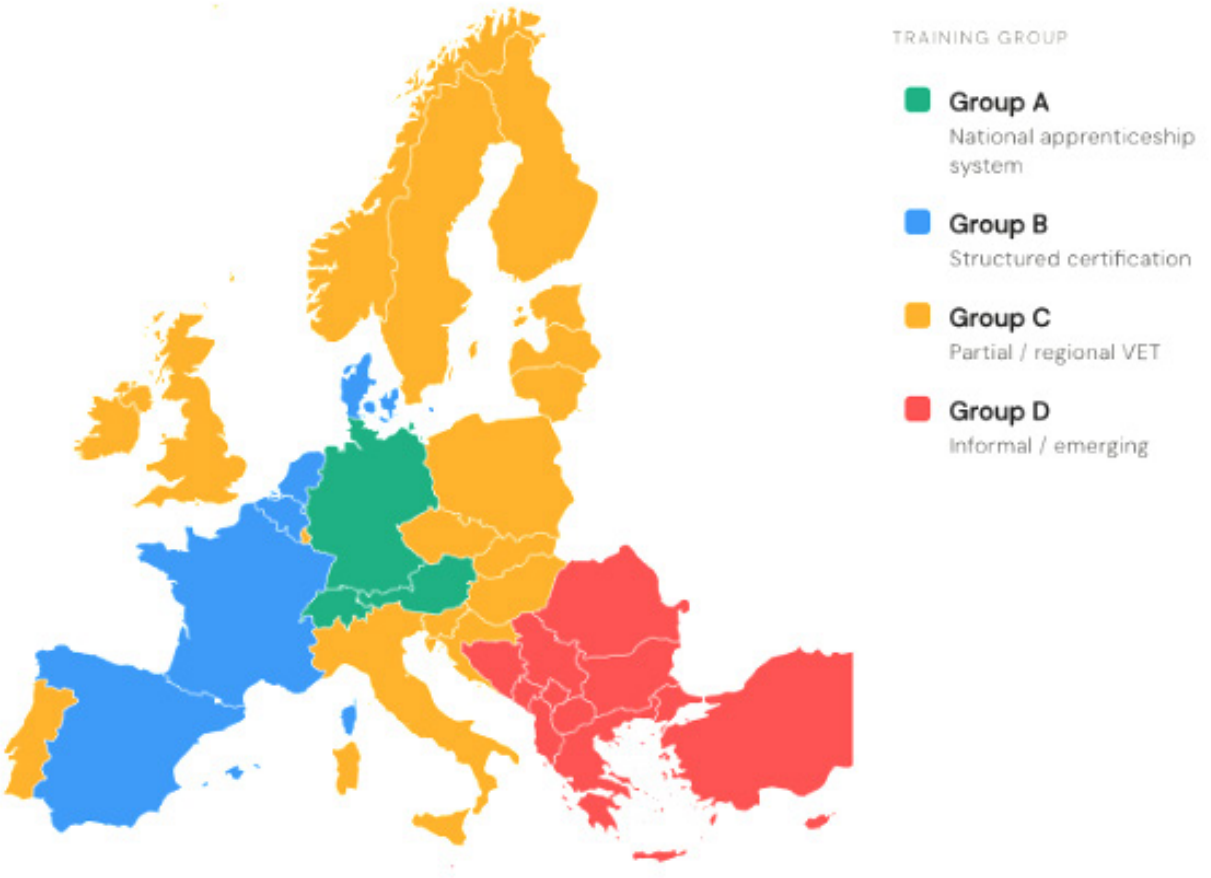


Fig (4) European Country Level Association Sources, provided directly via requests to associations

The Evidence

Across Europe, there is no single dominant route into becoming a cycle mechanic. Entry to the profession is shaped by national education systems, local labour markets and the structure of the retail sector. In practice, many mechanics report coming into the trade through informal experience, such as short private courses or employer-led learning, often without a recognised qualification that carries weight beyond their immediate workplace. For a long time, this patchwork was workable in a sector dominated by small workshops and relatively stable technology.

COMPARING EUROPEAN STANDARDS

Based on survey responses, stakeholder interviews and desk research, five broad categories of training provision can be identified. These categories describe dominant national approaches rather than fixed rules, and confidence varies by country depending on the depth of evidence available. In some cases, especially where response numbers are low or systems are highly decentralised, classifications should be treated as indicative rather than definitive.

Group A: Protected trades with formal dual apprenticeships (Germany, Austria, Switzerland)

In Group A countries, cycle mechanics are recognised as a skilled trade, delivered through regulated, multi-year apprenticeships that combine vocational education with paid workplace training. Germany's Zweiradmechatroniker system is the clearest example, offering a structured pathway with high professional status and strong employer recognition. These systems provide stability, clear entry routes and relatively reliable labour pipelines.

However, evidence from respondents highlights a growing tension between the strength of these frameworks and their ability to adapt. Apprenticeships are governed by national curricula that change slowly, and several stakeholders report that formal training remains weighted toward traditional mechanical skills. Coverage of firmware-driven systems, diagnostics platforms and battery safety is improving, but often trails what arrives in workshops in real time.

All of this creates structural rigidity - while Group A systems are among the most respected in Europe, they are also among the least flexible. These protected trade routes often assume a single, linear pathway into the job, which can make it harder for people from adjacent professions (automotive, electrical, light engineering) to convert quickly and legitimately. That rigidity also shows up in curriculum updates. When training is locked into national frameworks, changes tend to happen slowly, while workshop reality is moving fast toward firmware-led diagnostics, battery handling, and brand-specific service workflows. The result is that even "strong" systems still lean on top-up training outside the apprenticeship, especially for e-bike electronics.

Market effect:

Labour supply is comparatively stable, but specialist skills are in short supply. Employers report difficulty recruiting mechanics who are fully confident with advanced electrical systems, despite the overall strength of apprenticeship pipelines.

Group B: Cycle-specific vocational education (Belgium, France, Netherlands, Denmark, Spain)

Group B countries have dedicated cycle-mechanic education delivered through named institutes or nationally recognised programmes, but without the recognised occupation status seen in Group A. Training quality and technical depth vary, and curriculum updates depend on institutional or national reform processes rather than statutory frameworks. Belgium is frequently cited as a strong example. Programmes delivered through EDUCAM and Syntra sit within national qualification structures and are generally trusted by employers. Respondents nonetheless point to weak progression beyond entry level and wages that do not reflect increasing technical complexity.

France combines multiple pathways, including publicly funded integration-through-work programmes and private academies such as Vélogik's internal training school. These models place greater emphasis on electronics and diagnostics and are closely linked to employment outcomes, but they rely heavily on regional funding and lack consistent national alignment.

The Netherlands and Denmark benefit from dense service networks and established training actors such as Innovam which strengthens the knowledge and skills of professionals in the two-wheeler industry nationally through the Bicycle Academy and supports OEMs in the bicycle industry worldwide with various training and certification projects. Despite this, several respondents to the Nextgen Mechanics Survey (July 2025) reported challenges in attracting young entrants.

Market effect:

Strong local models exist, but qualifications have limited portability across borders or employers. Brand-led training fills important gaps, particularly for e-bike systems, but cannot substitute for a shared baseline that employers consistently recognise.

Group C: General technical education with cycle pathways (United Kingdom, Ireland, Spain, Portugal, Italy, Sweden, Finland, Norway, Czech Republic, Slovakia, Slovenia, Croatia, Poland, Hungary, Estonia, Latvia, Lithuania, Luxembourg)

In Group C countries, cycle mechanics are not recognised as a protected profession. Training typically sits within general technical education and is supplemented by private providers, manufacturers or employer-led learning. Entry routes are often informal, and progression depends heavily on the capacity and willingness of individual workshops to train staff.

The United Kingdom illustrates this clearly. Despite sustained demand and established providers such as Cytech, alongside the government-approved Level 2 Bicycle Mechanic Apprenticeship Standard (ST0622) in England, there remains no fully unified or widely recognised professional framework across the UK as a whole. While these structures provide important foundations (including formal training routes, recognised qualifications and industry-aligned assessment) skills development is still largely employer-led, resulting in variation in training quality, progression pathways and workforce consistency.

Capacity and accessibility also remain uneven. For example, there is no dedicated, industry-led training centre serving the Greater Manchester area, despite a population of over 3 million people. Similar patterns are reported across Southern and Nordic countries in this group, albeit shaped by different institutional and market conditions.

In Finland e-bike uptake is high, but dedicated cycle training remains limited. Many mechanics retrain from automotive or electrical backgrounds, bringing transferable skills but little sector-specific recognition.

Spain is beginning to move in a different direction. Work has been underway for several years on the development of a regulated, intermediate-level vocational training programme for cycle mechanics with official academic certification. The current timeline under consideration would see this launched in the 2027-28 academic year. If realised, this would represent a significant step forward in mechanics status and would place Spain in Group B.

Market effect:

These countries account for a large share of Europe's mechanics and much of its training fragmentation. Mechanics are skilled but qualifications are hard to assess or transfer. This weakens labour mobility and makes retention more difficult.

Group D: Patchy provision led by NGOs, brands or informal learning (Greece, Romania, Bulgaria, Serbia, Bosnia and Herzegovina, Montenegro, North Macedonia, Albania, Kosovo, Turkey, Cyprus)

Group D countries lack coherent national pathways for training cycle mechanics. Provision is typically driven by NGOs, social-economy programmes, manufacturers or informal learning within workshops. Respondents report wide variation in standards and limited access to diagnostics, technical manuals or accredited electronics training.

Several of these countries are experiencing rapid growth in cycling and e-bike use without a corresponding expansion in the repair workforce. Greece and Romania are notable cases, where rising urban cycling rates and rapid e-bike import growth have accelerated demand for skilled mechanics, while training infrastructure remains minimal. Turkey shows a similar pattern, linked to rising imports of e-bikes and limited capacity for battery and electronics training.

Market effect:

Service quality is inconsistent, safety risks may be higher, and mechanics have little opportunity for recognised progression or cross-border mobility. Informal repair markets expand to meet demand.

FRAGMENTATION AS A STRUCTURAL BARRIER



Evidence from policy analysis and industry surveys points to fragmentation as a structural barrier rather than a local failure. The EU's Mobility Transition Pathway highlights ageing workforces, weak vocational routes and inconsistent recognition of qualifications across Member States, alongside a clear need for accreditation that can travel across borders. This matters because, as European Declaration on Cycling and ECI modelling shows, most future cycling jobs will be local, service-based roles that depend on stable skills pipelines rather than short-term recruitment.

> *"Because of the shortage, there doesn't need to be a qualification. If they can do the job, they get hired."*

Findings from the NextGen Mechanics survey show how far current practice still sits from that ambition. Many mechanics rely on short courses, informal learning or brand-specific modules. While these routes can be valuable, they tend to be narrow in scope and difficult to transfer between employers or countries. As a result, workshops absorb the cost and risk of training staff themselves, even as technical demands continue to rise. In several cases, mechanics reported that volunteering was the only way to gain initial access to the trade. As we have heard in this report, mechanics reported that volunteering was the only way to gain initial access to the trade. While this may provide experience, it creates a significant barrier to entry. What emerges is a set of parallel training pathways that rarely align. A draft entry-level curriculum has already been developed at European level, but its impact depends on how it is positioned. Stakeholders argue that it should complement, rather than compete with, brand-led programmes. The policy opportunity is to anchor national vocational systems to an agnostic baseline qualification covering core competencies such as electronics, diagnostics and safety, before mechanics specialise through manufacturers or employers. This would reduce fragmentation while better reflecting the realities of modern workshops.

INSIGHTS FROM VET PROVIDERS

As part of the research for this report NGM consulted with several of the larger and longer established providers of cycle mechanics education.

The cycling sector has significant challenges in distinguishing between industry and VET sector realities. There have been numerous local and national initiatives led by parts of the cycling industry, but in practice delivery of professional education sits predominantly within the skills and vocational training sector. These systems function differently in terms of governance, funding routes, timescales and deliverability. A clearer articulation of this for all stakeholders would help align expectations and better frame the recommended partnerships and structures.

There are some highly successful models of delivery, for example Cytech in the UK that has trained over 30,000 mechanics in multiple countries. In the Netherlands, Cyclehub is Innovam's practice-oriented learning-work concept, which trains 50-100 lateral entrants to become bicycle technicians and move on to paid work every year. This concept has been successful for more than five years now, partly thanks to its strong embedding in a regional network of municipalities and bicycle companies.

However, even well developed VET structures are on offer, shortages of skilled mechanics are still reported, meaning that either the content is not being accessed by enough existing mechanics or it is not enough of an asset to make the industry competitive with other sectors for new staff.

Lack of structure and consistency limits the extent to which VET providers could invest in capacity building. Identified barriers replicate the wider findings of this report

- **fragmentation between training providers, retailers and manufacturers**
- **limited and inconsistent funding routes**
- **varied commercial conditions and maturity across different countries**
- **the financial and operational constraints faced by many small independent workshops**
- **limited capacity for sustained multi-stakeholder coordination**



CAPACITY BUILDING AND VET PROVIDER SUPPORT



Mapping current cycle mechanic training provision into a common needs assessment would create a powerful instrument for the sector. It would give existing providers recognition within a shared structure, surface gaps and overlaps in what is currently available, and make the case for further investment in high-quality training. Delivery must be designed to work around the realities of workshop life - modular and flexible enough that working mechanics can build recognised skills incrementally, whether through employer support or self-funded learning, without stepping away from employment to do so.

The wider benefits of this approach include:

Competences in the cycling framework can increasingly be mapped onto competences developed in other sectors and broader technical education so employers can broaden their recruitment base, especially at the entry level.

Providers of vocational training can in parallel invest in the education of tutors to build capacity for delivery, knowing that the content to be delivered is well structured. Cross-border markets for delivery of training can be established, either by commercial providers or the VET sector.

At a national and regional level capacity building can be encouraged by development of clusters and local VET capacity, which in turn can be supported by structural funding instruments such as ESF and cohesion funding. Aligning mechanic training with ESF+, Cohesion Policy and regional skills programmes would accelerate implementation and support cross-border consistency.

However the competence for developing these strategies lies outside the boundaries of the cycling industries and there is a very important role for partnership with the VET provider sector to develop robust and sustainable structures.

BASELINE STANDARDS AND STRUCTURED CURRICULUM



The needs assessment proposed in #1 and the entry level pathway in #2 provide the basis for an educational framework for mechanics development based on the real needs of the market. This would also improve opportunities for VET providers to build delivery capacity.

A shared European baseline qualification, recognised within national VET systems, as well as mutual recognition of existing qualifications, would define core competence for modern cycle mechanics. Countries with established apprenticeships could integrate updated modules into existing frameworks. Countries without clear vocational routes could use the standard as an entry point. Cross-border recognition would reduce recruitment friction in high-demand markets without imposing a single training model or displacing national systems.

A similar logic applies beyond the EU. Alignment through associate agreements would allow neighbouring countries to adopt the same baseline as e-bike markets expand, improving safety and service capacity while supporting labour mobility. In all cases, the objective is not symbolic harmonisation but functional alignment: ensuring that training systems keep pace with the technical and economic realities already present in Europe's cycling sector.

This direction is consistent with EU policy commitments. Both the EU Declaration on Cycling and the Mobility Transition Pathway emphasise the need for stronger vocational routes, faster reskilling and qualifications that travel across borders. Translating those commitments into a shared, modern training baseline for cycle mechanics would turn a broad skills agenda into a concrete intervention with measurable effects on workforce stability, service quality and safety.

This approach forms the building block for a series of local and regional pilots which will test the common entry level certification in different markets.

City pilots and wider development should also research the relationship between skills and consumer marketing within the sector. Evaluate what role higher skills could play in the competitiveness and value proposition of local providers.

RECOMMENDATIONS

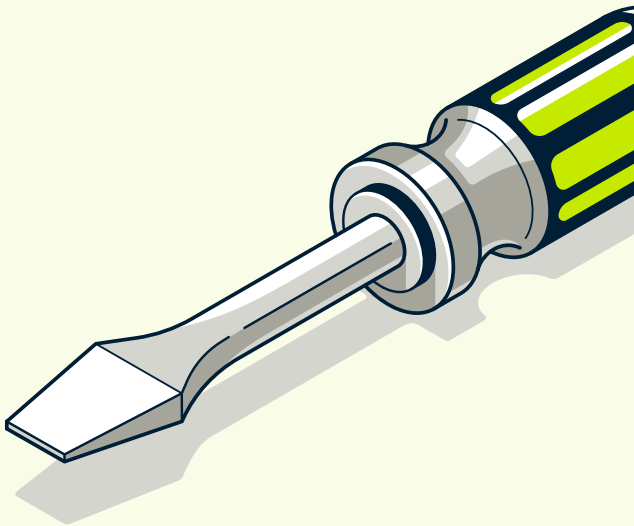
1) Recognise that the cycling sector does not have the institutional knowledge of the VET sector within trading companies, the sector needs to work with existing providers and experts in the VET sector on a pan-European level. Prepare for longer term capacity building on the provider side and create stronger ties between the mobility ecosystem and education and training institutions by developing a provider group that brings together experts from industry, commercial and institutional VET providers. Ensure that this group has a pan-European viewpoint and reaches experts in adjacent sectors. Funding instruments and business models should be part of this review.

2) Develop the common VET framework for cycling by mapping existing training identified across Europe into a structure. Use the needs assessment to start addressing gaps or duplications in the content available. Research how similar frameworks operate in other industries and build alliances to share best practices. It will be far more effective to build upon existing established models and brands rather than begin from scratch. Leveraging proven frameworks could accelerate delivery, reduce risk and create quicker alignment across countries.

3) Start addressing the implications of fragmentation by progressing the common European baseline qualification for cycle mechanics as recommended and piloted in Section 2. Develop strategies to take the outcomes of Section 2 and use them to develop VET capacity and resources in multiple countries. Focus on countries with low VET capacity at present.

4) For more advanced and technical competences use the VET framework to ensure that there is provider capacity to deliver the advanced qualifications needed for career progression and industry evolution.

In the section Structures for Action we also identify the need to bring VET providers into wider structural support which enables the recommendations of NGM to be implemented.





ECONOMICS OF CYCLE MAINTENANCE AND CONSUMER VALUE



Summary

The economics of cycle maintenance sit at the heart of the mechanic shortage. Low wages and limited career progression are cited consistently across the evidence base, while on the retailer side, the skills mechanics bring are frequently undervalued by consumers and fail to generate proportionate revenue. This is particularly acute for the higher-order competences required to service e-bikes, cargo bikes and high-end performance equipment - precisely the areas where technical demand is growing fastest.

These structural shortfalls have consequences well beyond individual workshops. The new products and services driving growth across the cycling sector all depend on a locally available, skilled maintenance workforce. Without that workforce, the ambitions set out in strategic frameworks such as the EU Declaration on Cycling cannot be met. Maintenance capacity is not a downstream concern; it is a condition of growth.

Failure to address these economics also weakens market competition. As the shortage deepens, consumers in many areas face reduced local choice, with the risk of local monopolies emerging where only one or two providers have the capacity or the brand-specific competences to carry out repairs. This directly undermines the principles of the EU Right to Repair, and increases the likelihood of complex maintenance being carried out by unqualified repairers. The safety consequences, especially around battery management, are well documented and serious.

The burden falls unevenly. Consumers in rural areas face a compounded disadvantage: fewer workshops, less competition, and greater dependence on e-bikes for journeys that are longer or hillier than those available by other means. For these riders, an unreliable or inaccessible repair market is not an inconvenience but a barrier to mobility.

THE EVIDENCE: COMPARATIVE SALARY LEVELS ACROSS EUROPE

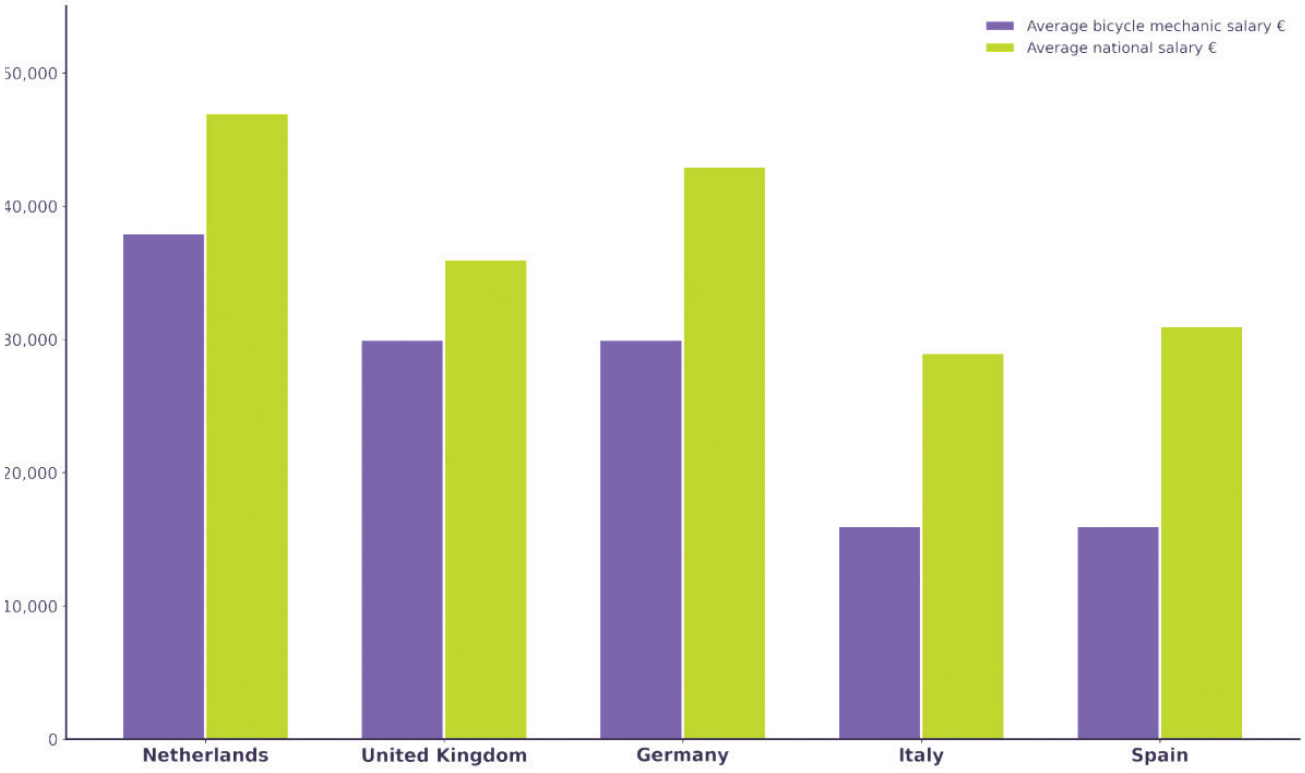


Fig (5) NextGen Mechanics Survey

Pay data collected through the NextGen Mechanics survey confirms that bicycle mechanics across Europe are underpaid relative to the technical demands of their work. Even in Northern Europe, where job security and benefits tend to be stronger, salaries still sit below the national median for full-time employment. In Sweden, Denmark and the Netherlands, typical annual earnings for mechanics fall well short of the income needed to match living costs in large cities. Southern Europe fares far worse. In Spain, Italy and Portugal, reported pay levels hover around half the national average wage, with some respondents describing take-home pay barely above the minimum wage.

These disparities are compounded by the seasonality of the trade. Workshop owners from across the survey reported fluctuating hours, unpaid overtime in the summer, and lower winter pay, all of which undermine retention. While public-sector mobility jobs in Germany or the Netherlands offer better stability, they remain rare.

DEMAND PRESSURES: CORPORATE LEASING



One of the most significant shifts in Europe's cycling market is the growth of corporate leasing and fleet-based ownership models. In countries such as Germany, Belgium and the Netherlands, employer-backed bike leasing has moved cycling closer to the logic of company cars. Bikes are no longer one-off consumer purchases but assets expected to remain in service for several years. This brings opportunities for mechanics and they require predictable service schedules serving multi year warranties. Bike leasing, in particular, feeds a structured second hand market through guaranteed and regular servicing; consumers can be confident a second-hand bike has been well maintained; this is all the more important with e-bikes.

This shift changes the role of mechanics in a fundamental way. Under leasing models, service and repair are no longer a cost to be minimised at the point of sale. They become part of a recurring revenue structure that underpins the entire business model. Leasing providers, employers and insurers all depend on reliable maintenance to protect asset value, manage risk and keep riders mobile. In this context, skilled mechanics are not a peripheral cost but a core enabler of market growth.

The evidence suggests that service demand linked to leasing is already reshaping workshop economics. High-spec commuter e-bikes introduced during the post-COVID surge are now entering their second and third years of use. Owners are delaying replacement and expecting reliable servicing instead. This has increased demand for diagnostics, battery health checks, software updates and preventative maintenance. Respondents report that where leasing use is high, service volumes are more stable and workshops are better positioned to plan staffing and investment.

Niessen, Bocken and Dijk (2023)[8] found that bike leasing users were less likely to undertake even simple repairs themselves because they paid for maintenance as part of the subscription.

There is also a direct link to job quality. Leasing models can support higher wages and more stable employment because revenue is spread over time rather than tied to seasonal sales. Several stakeholders noted that mechanics working within fleet-focused businesses or service contracts tend to have more predictable hours and clearer progression. This contrasts with traditional retail-led workshops, where margins are tighter and training is harder to justify financially.

There is, however, a potential downside for everyday customers. Workshops that prioritise corporate leasing and fleet contracts may have less capacity to serve walk-in repairs, leading to longer waiting times and reduced access to routine servicing. If not managed carefully, this can create additional barriers for individuals who rely on timely, affordable maintenance to keep their own bikes roadworthy.

8 https://www.sciencedirect.com/science/article/pii/S2352550922003281?utm_source=chatgpt.com

EMERGING TECHNOLOGY

Modern bicycles now blend mechanical, electrical and digital systems. This has created demand for mechanics with software literacy as well as hand skills. Survey responses repeatedly call for manufacturer-backed training on electronics, access to diagnostic software, and open standards for replacement parts to help shops keep up with market trends.

The rise of subscription and shared-fleet services like Swapfiets, Lime and city bike hires adds a further dimension to the market. These business models standardise fleets and prioritise rapid turnaround over craftsmanship. Many employ entry-level staff trained to service only one or two models, often without formal certification. While efficient, this approach risks cementing a two-tier maintenance economy: certified independent workshops handling complex or high-end bikes, and large fleet operators using minimally trained labour for mass servicing.

Digital diagnostics also reshape how repair data is owned and used. Proprietary software from leading brands can limit access for independent workshops, forcing them to buy licences or decline work on certain systems. Without open technical standards, Europe's service sector could mirror the closed ecosystems seen in automotive repair-convenient for major firms, but restricting independent livelihoods

CONSUMER PERCEPTION OF REPAIR ECONOMICS

Responses to the NextGen Mechanics call for evidence suggest that the public perception of bicycle servicing is fragmented. Mechanics, city officials and retailers reported that many customers underestimate the value of skilled repair, expecting prices comparable to low-skill retail work. This aligns with the State of the Nation data showing that cost remains a decisive factor in cycling decisions.

Several industry respondents described customers' surprise at workshop rates, despite those rates rarely covering the real cost of skilled labour. Some added that the rise of online sales has widened this gap: riders now buy complex bikes with no local support, then expect local shops to handle warranty and setup at minimal cost.

> *"Customers think repairs take five minutes. They don't see the diagnostics, the electronics, or the safety risk if something goes wrong."*

For many casual riders, buying a brand new bike is only slightly more expensive than having their broken bike fixed. Part of the opportunity for the bike industry is to prove the value of high-quality, well-maintained bikes and components compared to buying cheap and replacing often. Several responses implied the existence of a vicious circle of low respect and low value in the profession leading to less interest from young people, leading to even fewer talented mechanics.

At the same time, there is evidence of growing consumer awareness. A number of survey participants highlighted that e-bike owners, in particular, tend to value reliability and are willing to pay more for fast turnaround and guaranteed quality. This trend mirrors the wider move toward service subscriptions and "bike-as-a-service" leasing models noted in the State of the Nation report.

The overall message is that consumers want affordable and accessible maintenance but have mixed understanding of what professional repair involves. Trust in certified workshops, transparent pricing, good communication and manufacturer-backed service programmes appears to improve satisfaction and repeat cycling use. Without that trust, riders drift toward unregulated alternatives or abandon cycling altogether when repairs become slow or costly.

PROFITABILITY PROGRAMMES



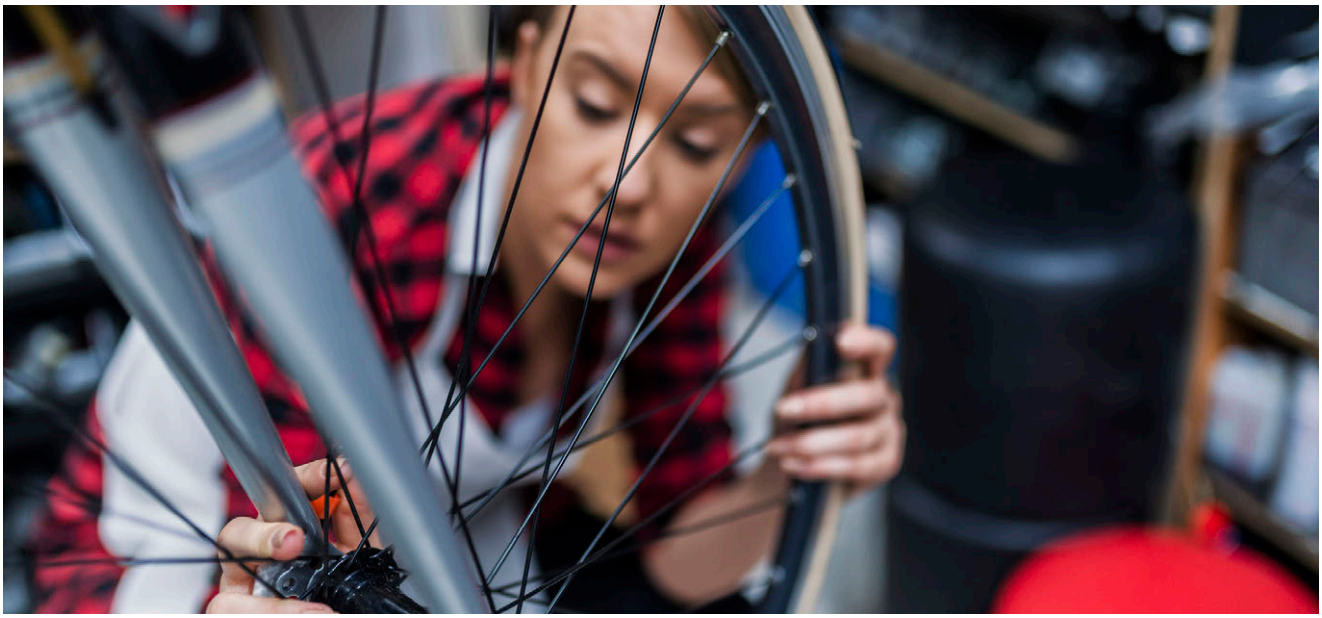
In many sectors, extensive resources exist to help small businesses and retailers improve their profitability and productivity, often promoted locally through clusters, chambers of commerce and trade associations. The cycling sector has seen some early examples of this, but provision remains thin and fragmented compared with the scale of need identified in this research.

North America's National Bicycle Dealers Association offers a useful reference point. The Profitability Project addresses many of the operational challenges reported by NextGen Mechanics respondents and demonstrates what structured, sector-specific business support can look like in practice.

An emerging ecosystem of specialist providers is also developing tools and services designed specifically for cycle maintenance and repair businesses. Bike Folder and Bike Matrix are building digital platforms for workshop management, while Vélogik has developed fleet management and maintenance services for commercial operators.

This matters directly for mechanic employability. Workshops that are better run, more profitable and able to use digital tools effectively are more likely to invest in staff, offer structured progression and sustain employment over time. A mechanic working in a business that plans its labour, manages its workflow and can articulate the value of skilled repair to customers is in a fundamentally different position from one in a workshop operating on thin margins with no capacity for development. Improving the business literacy of workshop owners and managers is part of the same intervention as improving training for mechanics. Where employers can demonstrate clear skill levels and career pathways, mechanics gain a stronger negotiating position, greater mobility between employers and a more credible case for higher pay.

COMPETITION REGULATIONS



Cycle retail is a competitive marketplace, and workshops need a full portfolio of tools to compete effectively. Access to suitably qualified mechanics, combined with better tools to improve workshop productivity, should be a source of competitive strength rather than a constraint on it.

The evidence gathered for this report is however pointing in the opposite direction. The shortage of qualified staff is already reducing competition within the sector, narrowing consumer choice and limiting the industry's ability to deploy more advanced business models that would allow cycle retail to compete more effectively within the wider sustainable transport market.

There is an urgent case for structured evidence gathering and coordinated action to improve the economic viability and productivity of maintenance services. Without this, retailers and service providers will continue to lack the financial headroom to recruit, train and retain better qualified mechanics.

The companies and trade associations participating in NextGen Mechanics recognise that any collaborative action must be fully compliant with EU antitrust and competition law, and with any applicable national competition regulations. This is a cornerstone of effective and durable collective action.

To ensure compliance the NextGen Mechanics project recognises and restates the main principles which will have guided this research and will aid future developments. These are:

- **Discussion of any elements relating to product or service price, or any element of price, profits or profit margins and costs of providing service at an individual company level is precluded.**
- **Associations or alliances of companies are able to commission research on the economics of the industry and analyse data on the condition that it is anonymised and aggregated.**
- **Suggested solutions that are created as a result of collective action must be open to all companies to participate and should be tested to ensure that they do not reduce competitiveness on the basis of price or cost in the provision of cycle mechanics services.**

There are instructive precedents in adjacent sectors. Automotive skills bodies have demonstrated how industrial ecosystems can work with training providers and governments to stimulate recruitment, raise qualification levels and build long-term workforce capacity - without compromising competition. These initiatives offer practical case studies for how a similar approach could be structured and implemented across Europe's cycling sector, to the benefit of the whole ecosystem.

RECOMMENDATIONS

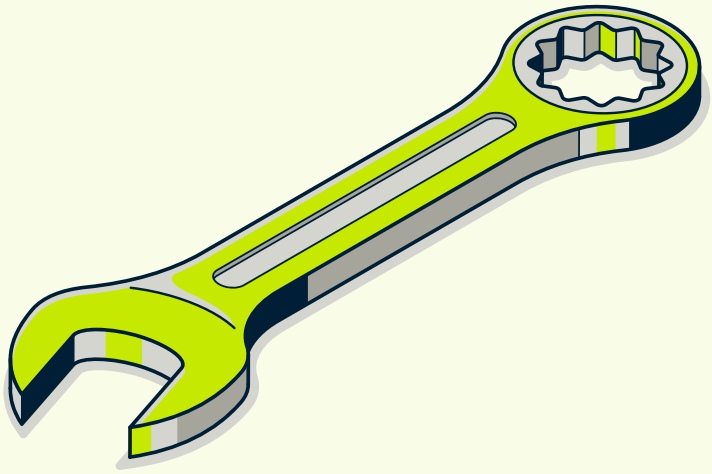
1) Competitiveness and access to services in the sector should be monitored by local, national and international associations on an ongoing basis. With new tools for mapping and AI it should be possible to begin assessing the capacity available in the sector against the need, Where structural shortages are reducing availability of services there should be public-private partnerships with the industry and government to stimulate new maintenance capacity.

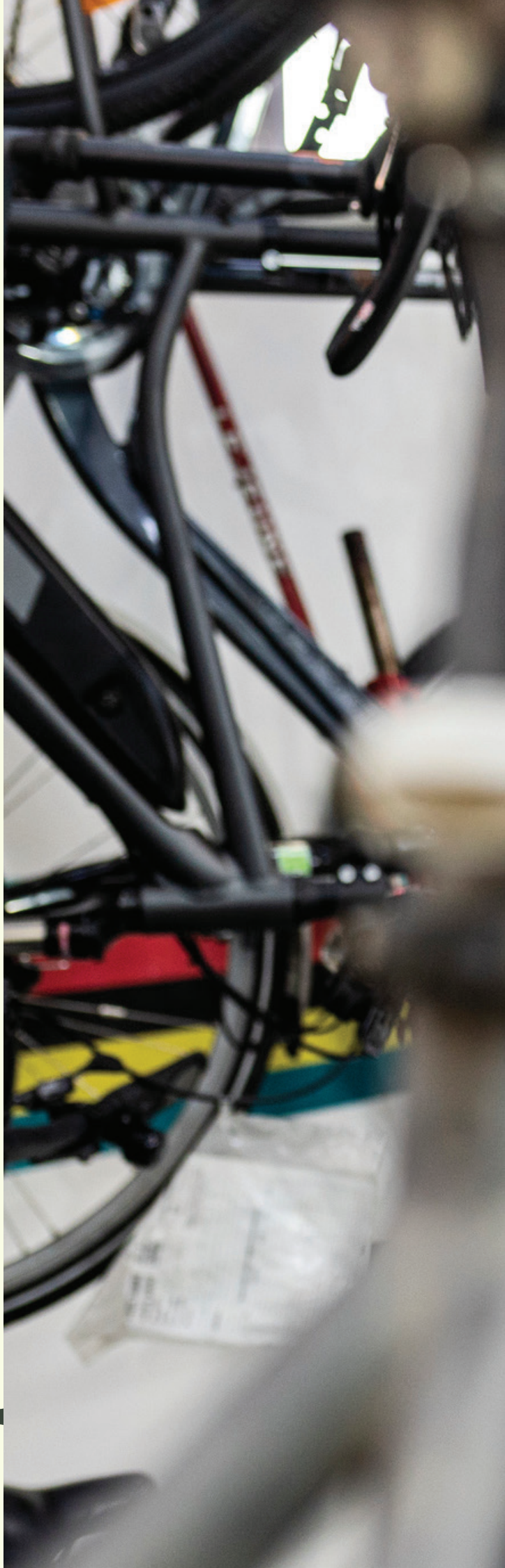
2) To support the recommendations 1.7 and 1.8 which aim to improve the economic viability of maintenance workshops the VET sector must develop c Brands, lease companies and wholesalers could play a role in supporting the productivity of their retailers, making the education more available or affordable. Mechanics should be introduced to tools such as compatibility guides as part of their training pathway.

3) Through trade associations and research activities start evidence gathering and coordinating medium-term actions to improve the economic viability and productivity of maintenance services.

4) Research the consumer perception of cycle maintenance skills if offered as part of a transparent graded offer, similar to those offered in other sectors. Carry this out as structured research under independent conditions to avoid undermining competition. For example, examining the consumer reaction to pricing based on technician skill – an e-bike motor service offered at a different hourly rate to a puncture repair.

5) Apply due diligence to all future research and deployment of solutions to ensure compliance with competition laws.







PROFITABILITY PROGRAMMES



There are a number of structural dimensions to the challenges of the mechanics shortage. Actions taken must have industry-wide potential and to be managed in a way that increases consumer choice and availability of maintenance services to fleet managers. There is a need for collaboration across structural layers, from international to local. The engagement of the supplier, retailer and social employment branches of the industrial ecosystem is complemented by the commercial and institutional providers in the VET ecosystem. City and regional governments have a structural role in supporting employment and social mobility in addition to education.

As frameworks, research and development are deployed there need to be administrative and governance capacities in place to maintain them. If funding is needed there will need to be consortia or structures that can apply for and draw down the funding according to the rules of the funder. As NextGen Mechanics has emerged from the needs of the cycling industry ecosystem and because it is the industry side that must demonstrate compliance with competition law, it is essential that a structure is created by the industry to take NextGen Mechanics forward. European Cycling Industries (ECI) has indicated that it is willing to take on that role in the short to medium term while the stakeholders develop delivery models and identify any other structures that are needed. Once established this needs to be maintained.

RECOMMENDATIONS

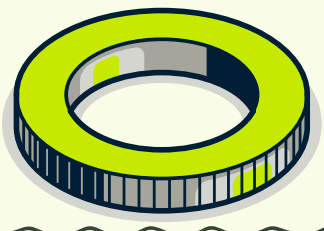


1) The steering level set up by ECI should maintain and review strategies and set in place criteria for progress tracking that can be measured.

2) Start with multi-sector working from the outset, not just industry. A steering group with a wide range of expertise has been helping with the initiation of NGM, this is recommended to continue under the support structures to be set up by ECI.

3) Recognize that delivery at local level is often enabled by clusters or industry training structures. Many of these reflect the so-called Quadruple-Helix model of economic development and innovation support, bringing together industry, academia, local government and the social sector. Locally these may be represented by the industry, academia or local government. As deployment of NGM outcomes will need to cascade across Europe the quadruplehelix approach is recommended, both in finding local stakeholders and establishing structures for deployment.

4) Start research and evaluation into the financial models available for maintaining any structures that are developed. Extensive evaluation of how other sectors maintain their VET structures will avoid reinvention and bring a choice of options.



NEXT STEPS



As this report reveals, there is a critical and growing gap between the needs of the cycling industry (and everyday riders) and the service capacity available today. A shortage of bicycle mechanics affects more than just bicycle repairs; it presents a societal challenge that limits local job opportunities, economic growth, and access to active mobility. Finding solutions for an issue of this scale requires joint actions and commitments. Therefore, to address these technical skill shortages, elevate the profession, and ensure cycling infrastructure investments achieve their full potential, ECI is establishing a dedicated Education and Skills Expert Group (ESEG).

ESEG will lead general advocacy within and beyond the industry to establish cycling mechanics as essential technical professionals. The group is inviting pioneer cities and industry leaders to actively participate in research that diagnoses their specific labour and technical gaps, all while identifying growth opportunities. Furthermore, this research will directly feed into the development of a common European framework standardising technical education in the cycling sector.

Working together with ESEG provides an opportunity to align investments across economic development, transport, and education to ensure that repair capacity keeps pace with technological developments, customer demand, and growing bicycle fleets. ECI already counts with the active participation of major cycling companies, as well as cities and international organisations committed to the future of cycling, and we encourage more industry players and municipalities to join us.

To explore how your organisation or city can get involved, reach out directly to h.santos@cyclingindustries.com.

Henrique Santos

Projects & Data Officer

EUROPEAN CYCLING INDUSTRIES

APPENDIX

CYCLE MECHANICS IN EUROPE – THE DEMAND

Report to Shimano Europe for the NextGen Mechanics Project
June 2026

Summary.

This analysis estimates that

- The number of cycle mechanics in Europe is 175,000.
- The current demand for additional mechanics is 45,000.
- The projected future demand for new mechanics over the next five years is an additional 61,000.
- Therefore by 2032 the sector could require an additional 105,000 mechanics,with a total workforce after staff turnover of 247,000.
- This demand will be much higher if staff turnover rates match the estimates seen in some markets.

The model calculation is provided to enable the calculation to be refreshed as new data becomes available.

The brief

To provide an estimate for the number of cycle mechanics in Europe and projection of the estimate to indicate demand for additional mechanics in the short to medium term.

To use internal data provided in confidence by Shimano Europe, the NextGen Mechanics (NGM) project and external references to create a model calculation. To demonstrate the calculation used so that it can be replicated by other analysts as more data becomes available.

Limitations.

There is no known calculation of the demand for cycle mechanics based on the real employment statistics of cycle retailers. The NGM project references possible demand increases due to increased cycling levels but there is no calculation to validate the increased demand due to the changing market place and business practices such as leasing and electrification.

Therefore the methodology relies on expert opinion from colleagues working on the NGM project, past studies on cycling employment, broad comparisons with other sectors and a degree of judgement.

No additional research has been commissioned.
How many cycle mechanics are there in Europe today?

Shimano Europe data 2026	Jobs in retail Europe	240,000
	Of which mechanics	160,000

CIE/CONEBI/ EBMA/ ECF 2022 projection for EU policy	Retail employment in the EU extrapolated from national association contributions to the annual CONEBI Bicycle Market report	207,000

If the analysis by the international associations is extended to include non-EU Europe the two data sets are comparable – there are several large non-EU countries but many have low cycle use compared to the EU. The largest job contributors are likely to be Switzerland, Norway and the UK. Therefore we believe it is acceptable to use the Shimao figure of 160,000 because it is more recent and based on retailer feedback.

Non-retail mechanics includes additional mechanics employed by fleet managers of various types including bike sharing, cargo bikes, cycle hire, long term rental and cycle racing squads.

There is likely to be some overlap with retail mechanics where retailers may maintain small fleets such as hotel hire bikes, but larger providers have dedicated workshops. The number may also be supplemented by mechanics in informal situations such as social enterprises and non-profits recycling bikes or training citizens in cycle maintenance.

The number of mechanics employed can only be estimated, for the purposes of this report we chose 15,000 across the whole sector as a conservative estimate. This base is likely to be strongly oriented to the countries where these services are most developed including the BENELUX, Germany and France.

Therefore this working estimate of the total number of cycle mechanics in Europe is **175,000.**

What is the current demand for cycle mechanics?
NGM reports a shortage in mechanics across the whole of Europe due to several causes such as:

- A big backlog in consumer demand reported by both consumers and retailers
- Difficultly in recruitment and retention of mechanics
- Changes in the market with more demand caused by new markets such as ebikes, cycle leasing

Not all these demands will actually create employment demands, more typically businesses try to respond by maintaining the existing workforce and increasing outputs. NGM also highlights that there may be productivity gains in the workplace as new tools and education enable faster diagnostics and streamlined component replacement.

However feedback gathered by the NGM project shows that productivity gains alone cannot deal with mechanics who are reporting pressure on workloads and long hours due to the demand. NGM cites a workforce report for the Dutch training and development fund for the motor vehicle and two-wheeler sector, which found that 24% of mechanics left the industry in the Netherlands in 2024. This is much higher than the average for EU small businesses, but if used would show a demand 15,000 higher than the estimate we have used.

To estimate the current demand we used several sources. Shimano Europe gave us access to some more detailed data for the BENELUX market do a provisional calculation which we then extrapolated to the rest of Europe, allowing for the very significant difference in market conditions between the BENELUX and other markets.

	BENELUX	Projected onto the Rest of Europe	Total
Total mechanics	**27,000**	**148,000**	**175,000**
Population	30 Million	720 Million	750 Million
Mechanics per 10,000 population	9.00	2.06	2.33
Percentage of retailers that have a delay in repair due to lack of mechanics (NGM)	30%	30%	
Estimate: Demand met by efficiency and productivity gain	15%	20%	
Estimate: Demand met by Increased mechanics	15%	10%	
Staff turnover, retirement, career change etc.*	15%	15%	
Net demand for additional mechanics	**8,046**	**36,704**	**44,750**
Total workforce remaining after staff turnover	**31,050**	**162,800**	**193,850**

*Staff turnover rates in European SME's vary between 10 and 20%, with skilled labour believed around 14.8%. (Source CEDEFOP)

APPENDIX

Future projection over five years (2032 demand)

Bicycle sales in the post-pandemic years have not met the projections expected. However industry associations and national travel surveys show that levels of cycling have been maintained in most countries and increased in some larger markets. Retail associations and businesses also reported increased demand in cycle maintenance and the very significant pressures due to the changed market mix in the same period, indicating that the demand for cycle mechanics seems to be independent of the sales trend.

To estimate the likely demand for mechanics across Europe we provide a model for carrying out the calculation and inserted broad estimates for the impact of the market changes.

As with the current demand we separated the BENELUX from other markets because of the maturity of the market.

Causes of additional demand	BENELUX	Projected onto the Rest of Europe	Total
Growth e-bike market share, leasing and fleets	3%	15%	
Growth in after market and services needing mechanics (sharing, cargo fleets, digital, recycling regulation, NGO etc.)	10%	10%	
Increased overall demand for cycling/ bikes*	2%	5%	
Net	**15%**	**30%**	
Growth in mechanics workforce	**4,658**	**55,411**	**60,668**
Current demand from above	8,046	36,704	44,750
Total demand	**12,704**	**92,115**	**105,418**
Increase over current	47%	62%	60%
Total mechanics after demand met	**35,708**	**211,640**	**247,348**

*Reflects a combination of growth in cycle use, limited recovery of cycle sales and growth in the second hand e-bike market.

APPENDIX

Variations.

Variations in this calculation could include changes at a national or EU level such as:

- Using the much higher turnover figure of staff shown in some Dutch reports could add several thousands of jobs to the current demand. Continuing the turnover figures at this level into future years is a further increase, however we an assume some beneficial impact if NGM recommendations are implemented.
- Government subsidies that encourage sustainability, repair or long term management such as leasing can significantly increase demand.
- A significant change in regulation such as the so called “Right to repair” or similar sustainability rules which encourages more cycle maintenance.
- Regulation to address illegal e-bikes, especially those used in food delivery which brings more bikes from the unregulated “grey” market into mainstream maintenance.
- Restructuring of the market such as significant productivity increases or consolidations in cycle retail.

These may have an impact at national level but if repeated in multiple markets could scale to the European level.

Kevin Mayne
Founder, Kevin Mayne Consulting

About the editor.

Kevin Mayne is a freelance consultant specialising in cycling, cycling analysis and strategic development of organisations.

He was the founding CEO of Cycling Industries Europe and has worked in the sector since 1997 including national and international roles. He is credited as one of the driving forces behind the European Declaration on Cycling in 2025.
He created the methodology behind “Shared Ambition” a benchmarking approach for
bike sharing which set the standard for the sector and he was leading member of the “Cycling Counts” consortium which provided the EU with a methodology for measuring cycling levels, cycling safety, infrastructure and services for cyclists across all EU 27 Member States.

Additional information here

NOTES

Nextgen Mechanics

ADVANCING CYCLE MECHANIC
STANDARDS & CAREERS **TOGETHER**