HEAT for Cycling
Application in Austria

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Applying HEAT for Cycling
Austria

- Austria co-financed
  - HEAT for Cycling
  - Methodological Guidance for Economic Assessment of Transport Infrastructure and Policies

- Translation into Austrian version with Austrian figures and local parameters

- Dissemination to cities, stakeholders, planers, transport experts

- Calculating the health benefits of implementing the “Masterplan for Cycling”

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Austrian Masterplan Cycling 2006
National strategy to promote cycling

- **Goal:** doubling of the Austrian cycling modal share from 5% to 10% by 2015
- **Large potential**
- **Positive effects for the environment**
  - Reduction of greenhouse gases
  - Reducing air pollution (particulates, NOx)
  - Reducing traffic noise
- **Positive effects for the economy**
  - Increased sales of bicycles
  - eBikes
  - Cycling tourism
- **Positive effects for health and increased quality of life**
- **Mid-term evaluation:**
  - First success: increase of cycling modal share from 5% to 7% (2010)
  - New measure “Cycling as health promotion” as a result of applying HEAT for Cycling

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Applying HEAT for Cycling Austria

- 2008 HEAT for Cycling used to calculate the economic benefits of 10% cycling modal share in 2015

- Input data:
  - 2.5 Mio. daily cycling trips in Austria
  - 2 kilometres mean trip length

- Set of Austrian parameter:
  - Value of Life: EUR 1,876,121 (UNITE)
  - Discount rate: 3.25% (gov bonds)
  - 7 year build-up of uptake and benefit (2008-2015)
## Applying HEAT for Cycling

**Austrian results**

- **811 Mio. Euro mean annual benefit**
- **824 ‘saved lifes’ per year**
- **1253 Euro annual savings per cyclists**

- **Strong arguments for the promotion of cycling in particular for investments in cycling infrastructure**

### Kalkulator zur volkswirtschaftlichen Evaluierung der Gesundheitseffekte durch Radfahren

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<thead>
<tr>
<th>Schritt</th>
<th>Beschreibung</th>
<th>Formel/Variable</th>
<th>Wert</th>
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<tbody>
<tr>
<td>1</td>
<td>Ermittlung der Kosten pro Jahr</td>
<td>€ (jahr)</td>
<td>1,748,000</td>
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<tr>
<td>2</td>
<td>Ermittlung der Parameter</td>
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<tr>
<td>3</td>
<td>Gesamtschadenskosten</td>
<td>€ (jahr)</td>
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<td>4</td>
<td>Ermittlung der Vorteile</td>
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Applying HEAT for Cycling

Prospect

- **Austrian health care system is expensive**
  - Costs of 3400 Euro per capita (EU average 2200 Euro per capita)
  - 58.8 years of healthy life in Austria (EU average 61.5 years of healthy life)
  - Health promotion very weak

- **Total annual costs of 28 billion Euro**

- **Cycling as health promotion**
  - 1.3 billion Euro annual health benefit by a cycling modal share of 14% until 2020 (calculated with HEAT for Cycling)

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