THE PEP Partnership on Promotion of Cycling

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THE PEP Regional Workshop, Kaunas, Lithuania
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Background

- Until now all-day cycling as short-distance mean of transport too often is focused on the local and regional level.
- Few initiatives target at strategies for the promotion of cycling on the national and on the pan-European level.
- Meeting of National Cycling Officers and cycling representatives took place (Velo-city 2013 / Vienna).

➔ AT F Proposal for launching a new THE PEP Partnership on Promotion of Cycling to implement THE PEP Paris Ministerial Declaration 2014
THE PEP Partnership on Promotion of Cycling
Launched at 4 HLM THE PEP in Paris April 2014
THE PEP Partnership on Promotion of Cycling

- Develop a pan-European Master Plan for Cycling Promotion
- Supported by guidelines and tools to assist in the development of cycling promotion policies at the national level.
- Bring together interested National Cycling Officers / National Cycling Representatives of Member States

Decision of THE Ministers at the 4th High Level Meeting of THE PEP in the Ministerial Paris Declaration April 2014 to promote cycling and to develop a pan-European master plan for cycling
Scope of action

1. Strengthen and extend the existing network of cycling officers within the partnership

2. Identify the topics to be dealt with on the pan-European level

3. Development of the pan-European master plan

4. Sharing good practices within the network of cycling officers

5. Develop guidelines and tools to put the necessary actions resulting from the pan-European master plan into practice
10. **Decide** to initiate the development of a pan-European Master Plan for Cycling Promotion, supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. This new initiative will be undertaken within the framework of THE PEP partnerships;
Scope of action
THE PEP Partnership on Promotion of Cycling

1. Strengthen and extend the existing network of cycling officers within the partnership ➞ organizational and professional background for all activities
2. Identify the topics to be dealt with on the pan-European level
3. Development of the pan European master plan
4. Sharing good practices within the network of cycling officers
5. Develop guidelines and tools to put the necessary actions resulting from the pan-European master plan into practice
Target groups

1. Member States (National cycling officers and/or National Cycling Representatives nominated by the member states)
2. European Cyclists’ Federation ECF
3. European Commission (relevant DGs)
4. International financing institutions (Worldbank, EIB, etc.)
5. European Bicycle Manufacturers Association
6. Other relevant international organisations (polis, EPOMM, etc.)
Current members of the partnership

- Austria
- Belgium
- Bosnia and Herzegovina
- Czech Republic
- Denmark
- Finnland
- France
- Germany
- Hungary
- Luxembourg
- Portugal
- Serbia
- Slovak Republic
- Sweden
- Switzerland
- European Cyclists Federation ECF

**Bold letters** ....... Participated in 1st meeting in Paris
Normal letters.... Declared their interest to participate
Areas of interest

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<th>Areas of interest</th>
<th>AT</th>
<th>BE</th>
<th>CZ</th>
<th>FR</th>
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<th>LUX</th>
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Partner contribution options

In kind contributions and/or financial contributions
• Organisation of NCO/partnership meeting
• Provision of know-how and expertise
• Provision and undertaking of studies, surveys etc
• Financing national expert participation and contributions
• Financing specific activities and projects to be carried out together with interested Member States

Level and scope of involvement and contributions depends on the interest and resources of the partners!
Programm of work

1. Needs assessment
2. Pan-European Master Plan for Cycling Promotion
3. Guidelines and tools
4. Sharing good practices, know-how exchange
5. Strengthen/extend Network of National Cycling Officers
What happened until now?

- First Meeting of THE PEP Partnership in Paris Ministry of Transport La Defense 17 April 2014
- Discussion about nomination procedure (LoI)
- Consolidation of network of national cycling officers
- Elaboration of a draft implementation strategy and program of work (September 2014)
- Collect proposals to mobilize necessary resources for the partnership (October/November 2014)
Proposed main areas of action
First draft proposal for discussion with MS

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<th>Framework conditions</th>
<th>Planning</th>
<th>Information exchange and awareness raising</th>
<th>Infrastructure</th>
<th>Financing</th>
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<td>a. Standardization based on amendments to international treaties like the Vienna Convention on Road Signs and Signals and/or technical standards regarding bicycles / electric bicycles</td>
<td>a. Coordination between transport and land use planning (5th goal of THE PEP) b. Development of integrated planning guidelines</td>
<td>a. Highlighting the impact of cycling on climate, health, economy (&quot;Green Jobs&quot;, cost efficiency of cycling) using existing tools like HEAT and developing new ones b. Development of planning guidelines for cycling infrastructure/facilities c. Facilitate the exchange of information by regular meetings of national cycling officers d. Harmonization of statistical data in id</td>
<td>a. Highlight investment necessities b. Development of infrastructure plan (transnational, national, regional) together with UN ECE</td>
<td>a. Get access to European Funds for co-financing European Cycling network b. Get access to International Funds/Programms (WHO, UN ECE) for co-financing cycling measures c. Adaptation of credit requirements/guidelines of European Investment Bank (EIB) and World Bank taking into account cycling and its requirements when developing transport infrastructure</td>
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Main outputs of the Partnership

• Pan-European Master Plan for Cycling Promotion with objectives, strategies and recommendations and measures for promotion of cycling on pan European scale
• Recommendations for cycling promotion and national development of national masterplans for cycling promotion and cycling infrastructure development in Member States
• Guidelines and tools
• Sharing good practices and know-how exchange
• Active Network of National Cycling Officers within THE PEP
Next steps

• Consolidation of network of national cycling officers (ongoing)
• Needs assessment
• Development and elaboration of pan-European Master Plan for Cycling Promotion
• Development of guidelines & concept for capacity building on cycling
Tentative Time Plan

• 2\textsuperscript{nd} meeting of THE PEP Partnership on the promotion of cycling, Brno, Nov 10th/11th 2014
• 3\textsuperscript{rd} meeting along with the Velomesse in Berlin (Feb/March 2015)
• 4\textsuperscript{th} meeting & midterm review of THE PEP Partnership on the promotion of cycling along with the Velocity 2015, Nantes, June 2nd/5th, 2015
• Presentation of pan-European Master Plan for Cycling Promotion + start negotiations for implementation, January 2017
• Ready for adoption and signature 5HLM THE PEP Vienna 2019
Join THE PEP Partnership! Towards 5HLM THE PEP Vienna Austria 2019

Thank you for your attention!

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