

2nd DRAFT PROPOSAL 23-01-2014 (based on 1st draft presented during THE PEP SC Meeting in Geneva and the feedback of the SC members)

THE PEP Partnership on Promotion of Cycling

There is a strong need and potential for making transport more environmentally friendly and healthier through the promotion of healthy and safe modes of transport. By promoting cycling on the pan-European, national, regional and local level the responsible authorities jointly address issues of congestion, air pollution, noise, road traffic accidents and lack of physical activity. The promotion of cycling also contributes to the development of the green economy and the creation of new jobs.

Until now every-day cycling as short-distance mean of transport too often is seen as only local and regional task and responsibility. Strategies for the promotion of cycling are needed on the national and on the European level to close the existing gap. In order to tackle this issue a meeting of National Cycling Officers and cycling representatives from Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Luxembourg, Netherlands, Norway, Slovakia, Sweden, Switzerland and the European Cycling Federation (ECF) took place along with the Velo-city 2013 in Vienna. To further develop and widen the network to promote cycling at national and pan-European level, the Transport, Health and Environment Pan-European Programme (THE PEP) can serve as unique tripartite platform to bridge the gap between local and national and European level and facilitate the development of policies to promote cycling on a European scale.

Therefore a new THE PEP Partnership on the promotion of cycling should be launched tasked with the development of cycling strategies on the national and the pan European level, closing the gap between local and national and pan –European initiatives. This partnership will contribute particular to RPG goal 4 and contribute to all other goals of the Amsterdam Declaration.

Together National Cycling Officers / National Cycling Representatives nominated by the member states will develop a set of actions and joint projects aiming at:

1. Needs assessment (infrastructure, information, financing, safety,...) and sharing good practices
2. Facilitation of cycling promotion policies at the national level by developing guidelines and tools
3. Develop of a pan-European strategy on Promotion of Cycling

THE PEP Partnership is addressing the following target groups:

- Member States
- European Cycling Federation ECF
- European Bicycle Manufacturers Association
- European Commission (DG move)
- Financing institutions (Worldbank, EIB, etc.)

The member states are asked to consider the new partnership positively and to nominate a National Cycling Representatives / Officers to take part in the partnership meetings.

Next steps:

In order to launch the Partnership with a decision during the 4th High-Level Meeting on Transport, Health and Environment in Paris, the Austrian Delegation kindly asks the members of THE PEP Steering Committee to provide a feedback on the proposal at the extended bureau meeting taking place at the end of January 2014 in Zurich. Based on the feedback, the final draft of THE PEP Partnership on the Promotion of Cycling will be presented at the extended bureau meeting in Vienna (February 25th, 2014).

Member States who are interested in joining this THE PEP Partnership are welcome to contact the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management, Division Transport, Mobility, Settlements Noise and Austrian Federal Cycling Coordination Mr Robert Thaler or Mr Martin Eder martin.eder@bmlfuw.gv.at and Mr Andreas Friedwagner a.friedwagner@verracon.at.