THE PEP Partnership on Promotion of Cycling

Background
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.

Objective
This new partnership, to be launched at the 4th High Level Meeting on Transport, Environment and Health, aims at initiating 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. Therefore the new THE PEP partnership on the promotion of cycling will following up the decisions taken at the 4 HLM in Paris and will also contribute to the Regional Priority Goals RPG in particular to the RPG 4: to promote policies and actions conducive to healthy and safe modes of transport as called for in the Amsterdam Declaration and reaffirmed in the Draft Paris Declaration.

Scope of action
The scope of this new proposed partnership is focusing on 5 areas of actions:
1. Needs assessment (infrastructure, information, financing, safety, ...) in order to identify the key areas of action on the pan-European level
2. Develop of a pan-European Master Plan for Cycling Promotion supporting joint action for integration of cycling issues in national and super-national (pan-European) policies and existing funding schemes of international financing institutions and pan Europe an infrastructure plans
3. Facilitation of cycling promotion policies at the national level by developing guidelines and tools based on existing knowledge on policies and approaches to promote cycling at the national level;
4. Sharing good practices, capacity building and training, twinning projects.
5. Establish a network of National Cycling Officers (and/or National Cycling Representatives nominated by the member states) to facilitate the implementation of the proposed activities

Achieved so far
An initial meeting was held in Vienna in June 2013 in the context of the Velo-city 2013 Conference. It was attended by 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. The meeting identified a need and scope for this partnership,
and encouraged the Austrian delegation with support of the French delegation to propose to THE PEP Steering Committee the launch of this new partnership.

**Target Groups**

THE PEP Partnership is addressing the following target groups:
- Member States (National cycling officers and/or National Cycling Representatives nominated by the member states)
- European Cycling Federation ECF
- European Bicycle Manufacturers Association
- European Commission (DG move)
- International financing institutions (Worldbank, EIB, etc.)

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

**Plans for future developments**

Development of a recruitment strategy for the partnership
Implementation strategy and program of work for the partnership as well as proposals to mobility necessary resources of the partnership; Consolidation and further development of the existing network of national cycling officers in cooperation with the ECF; Needs assessment; Development of guidelines; Development and elaboration of pan-European Master Plan for Cycling Promotion; Concept for capacity building on cycling

**Working programme**

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<thead>
<tr>
<th>Activity</th>
<th>Date, venue</th>
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<tr>
<td>Launch PEP Partnership during 4th High-Level Meeting</td>
<td>Paris, April 15th</td>
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<tr>
<td>1st meeting of THE PEP Partnership on the promotion of cycling</td>
<td>Paris, April 17th</td>
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<tr>
<td>Implementation strategy and program of work for the partnership as well as proposals to mobilize necessary resources for the partnership</td>
<td>To be defined</td>
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<td>Consolidation of network of national cycling officers</td>
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<td>Needs assessment</td>
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<td>Development of guidelines</td>
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<td>Development and elaboration of pan-European Master Plan for Cycling Promotion</td>
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<td>Concept for capacity building on cycling</td>
<td>To be defined</td>
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<tr>
<td>Midterm review of THE PEP Partnership on the promotion of cycling along with the Velocity 2015</td>
<td>Nantes, June 2nd/3rd, 2015</td>
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<tr>
<td>Presentation of pan-European Master Plan for Cycling Promotion</td>
<td>January 2017</td>
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**Action required**

- Member States are asked to provide their final feedback on proposal before or during 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.