

21 October 2009

THE PEP Steering Committee, 7th session

Agenda item 5(b)

THE PEP workplan: project proposals and budgetary requirements

THE PEP-UNECE- United Nations Environment Programme (UNEP) targeted outreach on sustainable urban transport in South Eastern Europe and Eastern Europe, Caucasus and Central Asia

Objectives: The proposed project is aimed at raising awareness on cost effective sustainable transportation options at municipal level through communication activities in the pan-European region, with a focus on South Eastern Europe and Eastern Europe Caucasus Central Asia. The two priority targets will be local authorities and children. The proposed activities include targeted national and local training events that will raise awareness on sustainable urban transport options, support public information campaigns (e.g. radio and TV spots) and/or possible annual thematic events (such as encouraging tram/bus, cycling, walking) .

Expected results and impact of the project: The project will produce a series of outputs including increased awareness of sustainable transport options through the materials, tools and media campaigns developed as well as increased access to expertise and networks enabling sustainable transport approaches and solutions. The project will complement other THE PEP projects, such as 'THE PEP relay races' related project on safe and health cycling and walking in urban areas), THE PEP partnership facility for capacity building in transport, and THE PEP clearing house. The project will utilise UNEP's available resources, including in-house expertise, available related tools and products, and outreach and media material developed, together with various materials developed under THE PEP and the Member States.

The project would be expected to raise awareness of municipal and national authorities on cost-effective sustainable urban transport options for their future development of policies and transport planning and infrastructure development toward more sustainable transport. The project could moreover maximize links with other regional and sub-regional networks and partnerships, such as the Carpathian Convention Working Group on Sustainable Transport, the Partnership for Clean Fuels and Vehicles (PCFV), the Global Fuel Economy Initiative (GFEI), along with other organisations, such as the International Union of Public Transport (UITP). Fifth Ministerial Conference on Environment and Health - 'Protecting children's health in a changing environment' in March 2010 will be a good opportunity to launch the campaign.

As for the possible organisation of the thematic sustainable transport campaigning events, host country and city agreements will be identified under THE PEP framework. Such interventions could be aligned with other relevant practices implemented at the global/regional levels such as the European Mobility week, the Car Free Day or World Environment Day.

Estimated budget and project manager or lead country/organization: Target funding could be 50,000 USD per year. UNEP and UNECE will take the lead, and the Steering Committee is invited to propose lead countries to carry out this project. The USD 10 K from UNEP will be used for the preparation of the TV spot in Russian language and develop some other small products.

Contribution from UNEP

As for the preparation of above mentioned activities from 2010, UNEP is ready to produce the following materials (budget USD 10,000). We could choose THE and youth as a theme for 2010.

- Preparation of UNEP/UITP TV add (<http://www.uitp.org/advocacy/view-ad.cfm?id=1>) in Russian. Translation of the text will be provided by the UNECE.
- Fact Sheets targeting Municipal Authorities/National Policy Makers/NGOs to raise awareness on the issue on Transport, Environment, Health and Children. The preliminary ideas of the fact sheet include:
 - Road Safety and Children
 - Health impacts from transport to Children (focus on pollution from vehicles and their effects)
 - Encouraging walking and cycling (increased physical activities)
 - Promoting sustainable mode of transport. (focus on public transport, children/family friendly service, fees, etc.)
 - Good practices: examples from the region. Good practices collected through THE PEP relay race, together with ones collected through EST goes EAST clearing house mechanism will be used. The good practices may be presented in line with 'Action Points' agreed at THE PEP Pruhonice workshop.
 - Social and Economic benefits cost effective sustainable transport options

UNEP has the following list of available resources:

- UNEP/UITP – children's story book and a teaching aid for teachers on sustainable lifestyle including the (under development, expected to be launched at an international Children's event in 2010)
- Guidelines on how to develop public campaign for cycling- a step by step guide for city municipality.
- Greener Driving campaign – smart and effective driving style :<http://www.greener-driving.net/site/home.html>;
- Toolkit for clean fleets : <http://www.unep.org/tnt%2Dunep/toolkit/>
- Tips for Getting Around – UNEP Youth Exchange : <http://www.youthxchange.net/main/lookingforaplace.asp>