THE PEP Partnership on Cycling
Pan-European Master Plan for Cycling

THE PEP Bureau Meeting, July 4th/5th, 2017

Robert Thaler
Head of Division Mobility, Transport, Noise
Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management,
THE PEP Ministerial Paris Declaration 2014 calls for a Pan-European Masterplan for Cycling

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;
THE PEP Pan European Partnership for Cycling

- Joint initiative of Austria and France launched at 4th High Level Ministerial Meeting of THE PEP Paris 2014
- Main objective and task: to promote cycling in Member States and develop the Pan-European Masterplan for Cycling
THE PARTNERS

- Armenia
- Austria – Lead Partner
- Belgium
- Bosnia and Herzegovina
- Czech Republic
- Denmark
- Finländ
- France – Lead Partner
- Georgia
- Germany
- Hungary
- Ireland
- Italy
- Luxembourg
- Netherlands
- Norway
- Poland
- Romania
- Russian Federation
- Serbia
- Slovak Republic
- Slovenia
- Sweden
- Switzerland
- European Cyclists’ Federation
- ECF
- UNECE / WHO

24 out of 56 countries involved
DEVELOPMENT PHASES

Pan-European Master Plan for Cycling Promotion

1. Preparation phase: Definition of main topics
2. Elaboration phase: Elaboration of inputs for main topics + consolidation ➔ draft master plan
3. Negotiation phase: Negotiation of draft master plan among THE PEP member countries
4. Adoption of master plan for cycling promotion
5. Implementation phase: Identification of projects and funds

THE PEP
Transport, Health and Environment Pan-European Programme

UNited Nations
Economic Commission for Europe
World Health Organization
Regional Office for Europe
JOINT DEVELOPMENT – MEETINGS OF THE PEP PARTNERSHIP ON CYCLING
JOINT DEVELOPMENT – MEETINGS OF THE PEP PARTNERSHIP ON CYCLING

Belgrad, March 2017
Budapest, March 2017
Arnhem, June 2017
STRUCTURE OF THE MASTERPLAN FOR CYCLING

1. Framework conditions
2. Status of cycling in the 56 Member States of THE PEP
3. Objectives to increase cycling
4. Benefits of cycling for environment, health and transport, cities, citizens and economy
5. Recommendations
6. Implementation
STATUS OF CYCLING

On a typical day most used mode of transport is bike (% of pop.)

Modal share

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UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE
REGIONAL OFFICE FOR EUROPE

World Health Organization

Sweden, Finland, Belgium, Germany, Slovakia, Lithuania, Poland, Romania, Croatia, Italy, Latvia, Estonia, Bulgaria, France, Spain, United Kingdom, Greece, Ireland, Luxembourg, Cyprus, Portugal, Malta
STATUS OF CYCLING

Number of cyclists killed per million kilometers cycled
STATUS OF CYCLING

Cycling Tourism
STATUS OF CYCLING

Bicycle sales
STATUS OF CYCLING

Top ten leading risk factors for global mortality (millions of deaths), 2004
STATUS OF CYCLING

THE PEP member states with a national cycling plan in place
OBJECTIVES

1. **FRAMEWORK CONDITIONS**

2. **CYCLING – A EUROPEAN SUCCESS STORY**
   
   2.1 Bicycle usage
   
   2.2 Safety
   
   2.3 National Cycling Policy

3. **OBJECTIVES OF THE MASTER PLAN**

4. **BENEFITS OF CYCLING**
   
   4.1 Contribution to Sustainable economic development and job creation
   
   4.2 Supported sustainable mobility
   
   4.3 Reduced emissions and energy savings
   
   4.4 Healthier and safer transport
   
   4.5 Overview of the indirect economic benefits of cycling
   
   4.6 National Cycling Policies for cycling promotion

5. **RECOMMENDATIONS**
   
   5.1 Have a national cycling policy
   
   5.2 Improve regulatory framework for cycling
   
   5.3 Provide appropriate cycling infrastructure
   
   5.4 Provide appropriate funding
   
   5.5 Include cycling in the planning processes and facilitate multimodality
   
   5.6 Promote cycling through incentives and behaviour change
   
   5.7 Improve health and safety
   
   5.8 Enable and foster monitoring and benchmarking
   
   5.9 Develop cycling tourism
   
   5.10 Technology and innovation

6. **IMPLEMENTATION**

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**Overall objective**

Promote cycling to improve the quality of life on the pan-European level and establish cycling as equal mode of transport

**Specific objectives for the year 2030**

1. Increase cycling in every country and double cycling across the UNECE Europe region

2. National cycling plans developed, adopted and implemented in all THE PEP member states

3. Increase safety of cyclists in THE PEP member states by halving the number of fatalities (and serious injuries)

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Proposals for indicators to monitor the achievement of the specific objectives:

- **Modal share of cycling**
- **Number of passenger kilometres cycled (per capita)**
- **Number of bicycles per 1,000 inhabitants/per household**
- **Number of bicycle sales**
- **Number of national cycling plans (status: developed, adopted or implemented)**
- **Number of fatalities (and serious injuries) per kilometre cycled**
BENEFITS OF CYCLING

**Economic Benefits** of current cycling status

WHO Europe Region

- 750,000 jobs
- 220 Billion Euro per year
- 12 Mio. bikes produced
- High benefits for local economy by cycling tourism

**THE PEP**
Transport, Health and Environment Pan-European Programme

United Nations Economic Commission for Europe

Regional Office for World Health Organization
# Overview of the Economic Benefits of Cycling

<table>
<thead>
<tr>
<th>Category</th>
<th>Benefit</th>
<th>Current</th>
<th>Doubling</th>
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</thead>
<tbody>
<tr>
<td><strong>Indirect Economic Benefits</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Mobility</td>
<td></td>
<td></td>
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<tr>
<td>Mobility/Transport</td>
<td>Congestion-essing</td>
<td>4.9</td>
<td>9.9</td>
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<tr>
<td>Road Infrastructure</td>
<td>Construction</td>
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<tr>
<td></td>
<td>Maintenance</td>
<td>0.4</td>
<td>0.8</td>
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<tr>
<td>Environment and Climate</td>
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<tr>
<td>Climate</td>
<td>CO₂ Emissions</td>
<td>1.1</td>
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<td>Air Pollution</td>
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<tr>
<td>Noise Pollution</td>
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<tr>
<td>Energy</td>
<td>Fuel Savings</td>
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<td>Health and Safety</td>
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<tr>
<td>Health economic benefits</td>
<td>Absenteeism</td>
<td></td>
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<tr>
<td>Direct health benefits</td>
<td>Longer lives</td>
<td>78.0</td>
<td>156.0</td>
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<tr>
<td></td>
<td>Healthier lives</td>
<td>31.2</td>
<td>62.4</td>
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<tr>
<td>Reduced accidents</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Reduced fatalities</td>
<td>0.7</td>
<td>1.5</td>
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<tr>
<td></td>
<td>Reduced serious injuries</td>
<td>0.6</td>
<td>1.3</td>
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<tr>
<td></td>
<td>Reduced light injuries</td>
<td>0.1</td>
<td>0.2</td>
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<tr>
<td></td>
<td>Total accidents</td>
<td>1.5</td>
<td>5.0</td>
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<tr>
<td>Road safety</td>
<td>Reduced material damage</td>
<td>2.5</td>
<td>4.9</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>90</td>
<td>41</td>
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10 TOPICS, 30 RECOMMENDATIONS

1. Have a national cycling policy
2. Improve regulatory framework for cycling
3. Provide appropriate cycling infrastructure
4. Provide appropriate funding
5. Include cycling in the planning processes and facilitate multimodality
6. Promote cycling through incentives and behaviour change
7. Improve health and safety
8. Enable and foster monitoring and benchmarking
9. Promote cycling tourism
10. Technology and innovation
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Starter</th>
<th>Climber</th>
<th>Champion</th>
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<tbody>
<tr>
<td>1</td>
<td>Have a National Cycling Policy</td>
<td></td>
<td></td>
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<tr>
<td>1.1</td>
<td>Develop (and/or up-date) and implement a National Cycling Plan</td>
<td>12</td>
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<tr>
<td>1.2</td>
<td>Create strong “cycling working groups” and appoint a National Cycling Officer</td>
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<td>5</td>
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<tr>
<td>1.3</td>
<td>Set up a National Knowledge Centre / “Bike Academy” for training of professionals and skill-enhancement</td>
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<td>7</td>
<td>4</td>
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<tr>
<td>2</td>
<td>Improve regulatory framework for cycling</td>
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<tr>
<td>2.1</td>
<td>Integrate regulations to promote cycling and to increase cycling safety into national highway codes</td>
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<td>2.2</td>
<td>Provide cycling friendly traffic conditions by introducing speed limits</td>
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<td>2</td>
<td>1</td>
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<tr>
<td>2.3</td>
<td>Improve and harmonise vehicle and equipment specifications</td>
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<tr>
<td>3</td>
<td>Provide appropriate cycling infrastructure</td>
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<tr>
<td>3.1</td>
<td>Define and produce a methodology and monitor the implementation of a trans-European cycling network</td>
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<td>2</td>
<td>6</td>
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<tr>
<td>3.2</td>
<td>Create and maintain transnational, national, regional and local cycling route networks</td>
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<tr>
<td>3.3</td>
<td>Set national standards for cycling infrastructure</td>
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<td>4</td>
<td>Provide appropriate funding</td>
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<td>4.1</td>
<td>Set share of budget allocated to cycling incl. promotion and development of national funding schemes</td>
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<td>4.2</td>
<td>Cooperate with International Financial Institutions (IFIs) to ensure funding of cycling infra-structure</td>
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<td>4.3</td>
<td>Consider health benefits in cost-benefit analysis</td>
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<td>5</td>
<td>Include cycling in the planning process</td>
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<tr>
<td>5.1</td>
<td>Inco-operate cycling in all infrastructure planning</td>
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<td>4</td>
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<tr>
<td>5.2</td>
<td>Consider cycling in spatial planning and building regulations</td>
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<td>5.3</td>
<td>Facilitate multimodality between cycling, public transport and walking</td>
<td>5</td>
<td>8</td>
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</table>
# 10 TOPICS, 30 RECOMMENDATIONS

<table>
<thead>
<tr>
<th></th>
<th>Promote cycling through fiscal incentives and behaviour change campaigns</th>
<th>Starter</th>
<th>Climber</th>
<th>Champion</th>
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<tbody>
<tr>
<td>6</td>
<td>Promote the use of cycling through Mobility Management</td>
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<td>6.1</td>
<td>Introduce fiscal incentives for cycle use</td>
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<td>7</td>
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<td>6.2</td>
<td>Financial support for (electric/cargo) bikes for communities, companies and consumers</td>
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<td>1</td>
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<td>7</td>
<td>Improve health and safety</td>
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<td>7.1</td>
<td>Integrate cycling as a tool to promote physical activity in the public health systems</td>
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<td>7.2</td>
<td>Integrate health and cycling related aspects in formal and informal education as well as in awareness raising</td>
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<tr>
<td>7.3</td>
<td>Improve cycling safety</td>
<td>4</td>
<td>4</td>
<td>1</td>
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<tr>
<td>8</td>
<td>Enable and foster monitoring and benchmarking</td>
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<td>8.1</td>
<td>Provide adequate and reliable statistical data to monitor the level of cycling</td>
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<td>8.2</td>
<td>Support member states in collecting coherent and comparable data on international level</td>
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<tr>
<td>8.3</td>
<td>Highlight the benefits of cycling by developing and applying tools like HEAT</td>
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<tr>
<td>9</td>
<td>Promote cycling tourism</td>
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<tr>
<td>9.1</td>
<td>Establish national cycling tourism coordination centres</td>
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<td>1</td>
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<td>9.2</td>
<td>Introduce a national cycle friendly service scheme</td>
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<tr>
<td>9.3</td>
<td>Adopt and implement a national standard for signalisation of cycle route networks</td>
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<tr>
<td>10</td>
<td>Technology and innovation</td>
<td></td>
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<tr>
<td>10.1</td>
<td>Introduce open standards for data exchange</td>
<td>6</td>
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<tr>
<td>10.2</td>
<td>Use smart data to improve cycling conditions</td>
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<tr>
<td>10.3</td>
<td>Support and promote innovative bike-vehicle technology (e.g. e-bikes, cargo bikes) and bike logistics</td>
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<td>1</td>
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</tbody>
</table>
1 HAVE A NATIONAL CYCLING POLICY
1 HAVE A NATIONAL CYCLING POLICY

1. Develop (and/or Up-date) and Implement a National Cycling Plan
2. Create strong “cycling working groups” and appoint a National Cycling Officer
3. Set up a National Knowledge Centre / “Bike Academy” for training of professionals and skill enhancement
1 HAVE A NATIONAL CYCLING POLICY

**Recommendation 1.1: Develop (and/or up-date) and implement a national cycling plan**

| Description | A National cycling plan (NCP) should provide a clear framework for the promotion of cycling on national level. Therefore, it is important that a NCP also comprises the national cycling policies and strategies. Objectives, measures, recommendations and responsibilities etc. should reflect the current situation in the country and take into account the relationship between national level and local authorities. The involvement of all relevant stakeholders coordinated by a statutory National cycling officer (see recommendation 1.2) increases the acceptance of this strategic document and supports the successful implementation. Continuous monitoring and regular updates make sure that the NCP is taking into account recent developments, trends, etc. and all available data (see recommendations 8.1 and 8.2). The NCP should also include promotion measures (touristic campaigns, behaviour-change campaigns, road safety campaigns) in order to raise awareness in the general public. Public authorities are encouraged to set good examples by implementing cycling friendly measures defined in the NCP in the public sector. |
| Beneficiaries | Responsible national authorities (having a clear mandate to promote cycling based on the NCP), all other stakeholders dealing with cycling. |
| Responsible institution | National authorities responsible for cycling (e.g. Ministry of Transport, Ministry of Environment, Ministry of Health, Ministry for spatial Planning) |
1 HAVE A NATIONAL CYCLING POLICY

Steps

A National Cycling Plan follows different phases, including several steps in each phase:

PHASE 1: PREPARATION
Step 1: Analysis of the current cycling and the overall mobility and environmental situation
Step 2: Determination and description of the need and the benefits resulting from a National Cycling Plan, embedded into a broader transport, environmental and/or health context
Step 3: Identify relevant stakeholders of different public authorities (on horizontal and vertical levels), NGO’s etc. To be included in the process of developing a joint National Cycling Plan
Step 4: Develop a common vision (long-term) and define main objectives (short-/medium-term) and measurable targets

PHASE 2: DEVELOPMENT
Step 5: Develop concrete recommendations and measures for reaching the defined objectives
Step 6: Agree on clear responsibilities among the relevant actors on all levels
Step 7: Develop a monitoring and assessment concept and clarify the use of suitable systems/tools; the criteria included should be widely acknowledged in the implementation and operational phase

PHASE 3: ELABORATION AND ADOPTION
Step 8: Establish a concrete implementation plan for the National Cycling Policy built upon a broad consensual basis and with a monitoring procedure
Step 9: Adopt the NCP on national level and go into a continuous and cooperative dialog with all stakeholders before (preferably) adopting the plan as a binding national agreement document on a ministerial level

PHASE 4: IMPLEMENTATION
Step 10: Allocate sufficient financial resources, legal competence and qualified staff to the plan which allows the substantial and continuous financing of different measures to promote cycling
Step 11: Set up a good system of management and communication to implement the NCP
Step 12: Include activities for promotion and enhancement

PHASE 5: MONITORING AND EVALUATION
Step 13: Foresee a continuous monitoring and evaluation of the plan – back to step 1
1 HAVE A NATIONAL CYCLING POLICY

<table>
<thead>
<tr>
<th>Horizon for implementation</th>
<th>At least one year from preparation to adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>It is different if own staff is available or if external experts and/or consultants have to be included. Also, more budget is needed if the work shall be supported by additional surveys, interviews and/or focus groups.</td>
</tr>
<tr>
<td>Good practice example</td>
<td>Existing National Cycling Plans differ from one country to the other. In many cases they reflect the current political priorities/consensus in the country.</td>
</tr>
</tbody>
</table>

**Germany:**
Germany's first National Cycling Plan (NCP) was valid from 2002-2012. The second National Cycling Plan was developed in a broad dialog and consensual process with various stakeholders (on different public and private level). The NCP 2020 was adopted as an official document (the Federal Ministry of Transport and Digital Infrastructure has the key role for the NCP) and has been entered into force in January 2013. [https://nationaler-radverkehrsplan.de/en/federal-initiatives/national-cycling-plan-nvp-2020](https://nationaler-radverkehrsplan.de/en/federal-initiatives/national-cycling-plan-nvp-2020)

**Hungary:**
Possible benefits of National Cycling Plans

- clear framework for the development of cycling in the country
- overall vision and common strategy for policy actions to jointly promote cycling
- clear communication of importance of cycling by national governments
- decisions on new legislative and fiscal frameworks to be adopted on national level
- efficient coordination of cycling policies (across vertical and horizontal government authorities)
- capable aggregation and co-ordination of power of various stakeholders (e.g. transport, health, environment, economy) on different levels (e.g. public/private, local/regional/national) to jointly evolve cycling
- skill-enhancement for actors on different levels (e.g. local and regional authorities)
- provision of better networking-conditions for enabling cooperation between various stakeholders with differing interests
- funding of pilot projects, research and awareness-raising campaigns
- co-funding for investments in cycling infrastructure
- broader exchange of knowledge, e.g. on good practices
- assignment of continuous, significant financial budget for cycling measures.
2 IMPROVE REGULATORY FRAMEWORK FOR CYCLING
2 IMPROVE REGULATORY FRAMEWORK FOR CYCLING

1. Integrate regulations to promote cycling and to increase cycling safety into national highway codes
2. Provide cycling friendly traffic conditions by introducing speed limits
3. Improve and harmonise vehicle and equipment specifications
3 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE
3 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE

1. Define and produce a methodology and monitor the implementation of a trans-European cycling network
2. Create and maintain transnational, national, regional and local cycling route networks
3. Set national standards for cycling infrastructure
4 PROVIDE APPROPRIATE FUNDING
4 PROVIDE APPROPRIATE FUNDING

1. Set share of budget allocated to cycling incl. promotion and development of national funding schemes
2. Cooperate with International Financial Institutions (IFIs) to ensure funding of cycling infra-structure
3. Consider health benefits in cost-benefit analysis
4 PROVIDE APPROPRIATE FUNDING

1. THE HAGUE BIKE BRIDGE
   The cycling bridge is a part of the fast cycle route in The Hague. This bridge crosses the A12 highway and the railway tracks, providing a direct connection for cyclists from one part of the city to another. The total benefit from increased mobility is over €28 million.

2. BICYCLE PARKING UTRECHT
   The Jaarbeurs bike parking at Utrecht station is a very efficient and well-maintained bicycle-hotel. Even though this was a costly investment, the social costs are low compared to the benefits.

Compared to the costs of a return trip by bike and the fee at the bicycle-hotel, the same trip is:
- 2X as expensive by public transit &
- 5X the price by car.
5 INCLUDE CYCLING IN THE PLANNING PROCESSES AND FACILITATE MULTIMODALITY
5 INCLUDE CYCLING IN THE PLANNING PROCESSES AND FACILITATE MULTIMODALITY

1. Inco-operate cycling in all infrastructure planning
2. Consider cycling in spatial planning and building regulations
3. Facilitate multimodality between cycling, public transport and walking
6 PROMOTE CYCLING THROUGH FISCAL INCENTIVES AND BEHAVIOUR CHANGE CAMPAIGNS
6 PROMOTE CYCLING THROUGH FISCAL INCENTIVES AND BEHAVIOUR CHANGE CAMPAIGNS

1. Promote the use of cycling through Mobility Management
2. Introduce fiscal incentives for cycle use
3. Financial support for (electric/cargo) bikes for communities, companies and consumers
7 IMPROVE HEALTH AND SAFETY
7 IMPROVE HEALTH AND SAFETY

1. Integrate cycling as a tool to promote physical activity in the public health systems
2. Integrate health and cycling related aspects in formal and informal education as well as in awareness raising
3. Improve cycling safety
THE PEP TOOLS

HEAT Health Economic Assessment Tool for Cycling
+ Calculation tool for the health benefits of cycling and walking
+ Based on best available knowledge and scientific evidence
+ Easy access to HEAT Online for cities, stakeholders, planners
+ Online tool www.heatwalkingcycling.org

Austria supported developing HEAT and applied it for assessing benefits of implementation of Austrian Masterplan Cycling
+ 1400 Mio. Euro mean annual benefit by achieving the objective of doubling cycling share in Austria to 13% in 2025!
ENABLE AND FOSTER MONITORING AND BENCHMARKING

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8 ENABLE AND FOSTER MONITORING AND BENCHMARKING

1. Provide adequate and reliable statistical data to monitor the level of cycling
2. Support member states in collecting coherent and comparable data on international level
3. Highlight the benefits of cycling by developing and applying tools like HEAT
9 PROMOTE CYCLING TOURISM
9 PROMOTE CYCLING TOURISM

1. Establish national cycling tourism coordination centres
2. Introduce a national cycle friendly service scheme
3. Adopt and implement a national standard for signalisation of cycle route networks
10 INNOVATION AND TECHNOLOGY
10 TECHNOLOGY AND INNOVATION

1. Introduce open standards for data exchange
2. Use smart data to improve cycling conditions
3. Support and promote innovative bike-vehicle technology (e.g. e-bikes, cargo bikes) and bike logistics
1. Facilitating the implementation of the pan-European Master Plan for Cycling on European and national level by THE PEP Partnership cycling – e.g. implementation workshops, involving IFIs, UNECE WHO ECF

2. Sharing good practice and monitoring the implementation of the pan-European Master Plan for Cycling within THE PEP Partnership cycling

3. Capacity building for implementation THE PEP MP Cycling through close link between THE PEP Partnership and e.g. THE PEP Academy bringing together the national knowledge centers and to provide possibilities for know-how exchange

IMPLEMENTATION (UNDER DEVELOPMENT)
NEXT MEETINGS

International Cycling Conference
Mannheim, September 2017

Winter Cycling Congress
Moscow, February 2018

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THE PEP BUREAU IS INVITED TO

• Provide feedback and comments on 1st draft
  – Objectives
  – Recommendations
  – Implementation

• 2nd Draft ready for THE PEP Steering Committee Meeting 2017

• Further steps to finalization and procedure for negotiation to achieve adoption at 5 HLM THE PEP Vienna 2019

• Establishing of contacts between the members of THE PEP Partnership Cycling and THE PEP National Focal Points
  Facilitation by Secretariat needed
  – Up-to-date list of THE PEP Focal Points
  – Good practice examples from the Member States
Promotion of active mobility like cycling creates win-win-win-win-win-win for citizens, health, environment, economy and mobility!

Join THE PEP Partnerships!
From Paris 2014 to Vienna 2019
5th High Level Meeting THE PEP

Thank you for your attention!
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