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

6 Ministerial Conference Environment and Health Ostrava 13-15 Jun 2017
THE PEP Side Event Scaling Up Active Mobility in Europe

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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
- Finnnland
- 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
CYCLING IN EUROPE TODAY
DIFFERENT SITUATIONS - NEW PROGRESS
CYCLING IN EUROPE
NEW PROGRESS
INSERT MOSCOW PICTURE HERE
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

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# OBJECTIVES

1. **Increase cycling in every country and double cycling** in the 56 THE PEP member states by 2030

2. **National cycling master plans** being implemented in THE PEP member states by 2030

Additional objectives discussed in the partnership:

3. **Half the number of fatalities in cycling** until 2030 – Vision Zero meaning no fatalities until 2050

4. **Double jobs** related to cycling until 2030

5. **Increase the density of cycle networks** in major cities by 50%
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

UNDOUATNEDATIONS

World Health Organization

Europe
10 RECOMMENDATIONS

1. Have a national cycling policy
2. Provide appropriate cycling infrastructure
3. Promote cycling tourism
4. Provide appropriate funding
5. Promote cycling through incentives and behavior change
6. Ensure harmonized and standardized regulatory framework for cycling
7. Include cycling in planning processes and facilitate multimodality
8. Improve health and safety
9. Enable and foster monitoring and benchmarking
10. Innovation and technology
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
NEW AUSTRIAN MASTER PLAN CYCLING 2015-2025

24 Measures and new focus
• National Co-funding of cycling infrastructure
• Development of bicycle highways
• Improving bicycle safety
• European cooperations for cycling
• Cycling check for infrastructure and traffic, urban and land use planning
• Financial support for cycle parking, cargo bikes/e-bikes

Goals:
Increase cycling share 7% to 13% til 2025

Benefits:
200,000 To CO2 reduction
1,4 billion € health cost savings
AUSTRIAN MASTER PLAN CYCLING (2006-2015)
Achievements and implementation success

• All Austrian Federal States set goals to increase cycling modal share
• National, regional and city cycling coordinators, national task force and cycling summits
• 35 Mio Euro financial support for cycling projects of regions, cities and companies by the national klimaaktiv mobil funding program of Ministry of Agriculture, Forestry, Environment, Water Management
  ➢ 210 Mio. € total investments in cycling induced
  ➢ 2.000 cycling projects supported e.g. E-bikes, cycling infrastructure, rental schemes,
  ➢ E-bike sales increased from 2.000 to 77.000 e-bikes per year
  ➢ Cycling modal share raised from 5% to 7%!

THE PEP
Transport, Health and Environment Pan-European Programme

United Nations Economic Commission for Europe
Regional Office for World Health Organization Europe
2 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE
2 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE

1. Set common standards for cycling infrastructure
2. Define and coordinate the implementation of a trans-European cycling network
3. Implement and maintain cycling networks
3 PROMOTE CYCLING TOURISM
3 PROMOTE CYCLING TOURISM

1. Establish national cycling tourism (EuroVelo) coordination centres
2. Introduce a national cycling friendly service scheme
3. Include cycling tourism in multimodal tourism mobility packages
Transdanube.Pearls
Network for Sustainable Mobility Along the Danube
STARTING NEW EU PROJECT TRANSDANUBE.PEARLS
INCLUDING CYCLING IN MOBILITY & TOURISM ALONG THE DANUBE
4 PROVIDE APPROPRIATE FUNDING
1. Set share of budget allocated to cycling incl. promotion and development of national funding schemes
2. Increase the use of international financial schemes
3. Reflect positive impact of cycling in investment decisions
5 PROMOTE CYCLING: INCENTIVES AND AWARENESS RAISING
6 ENSURE HARMONISED AND STANDARDISED REGULATORY FRAMEWORK FOR CYCLING
7 INCLUDE CYCLING IN THE PLANNING PROCESSES AND FACILITATE MULTIMODALITY
8 IMPROVE HEALTH AND SAFETY
8 IMPROVE HEALTH AND SAFETY

1. Guidelines for integrating cycling in the public health systems
2. Integration of health and cycling related aspects in formal and informal education
3. Increasing Bicycle Safety interactions with heavy good vehicles
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](http://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!
9 ENABLE AND FOSTER MONITORING AND BENCHMARKING
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

DEVELOPMENT PHASES

**Nov 2014 - March 2015**

**March 2015 – June 2017**

**June 2017 Dec 2018**

**5 HLM THE PEP Vienna Austria 2019**
NEXT MEETINGS

Mannheim 19-21 September 2017
CONCLUSIONS

PROMOTE CYCLING

FOR A HIGH QUALITY OF LIFE, URBAN SPACE AND HUMAN MOBILITY
Conclusions

Promotion of active mobility and investments in cycling, walking & public transport are keys for sustainable mobility

- Benefits for environment and better quality of life for cities and citizens
- Benefits for mobility and economy - new businesses and jobs due to investments in infrastructure, e-bikes, public transport, multimodal mobility
- Benefits for health and citizens due to cleaner air, physical activity, traffic safety as well as social inclusion with better mobility choices for all!
CONCLUSIONS

National Strategies/Master Plans are essential
+ for setting goals, objectives and policy priorities
+ for developing comprehensive strategies and packages of measures
+ for good coordination and cooperation of actions and actors
+ for achieving successful results nationwide

Pan European co-operations and partnerships are important to achieve progress Europeanwide – Pan European Masterplan for Cycling!
Promotion of active mobility like cycling creates 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!
www.thepep.org