

Item 8 (b) of the provisional agenda

Managing THE PEP

Communication strategy

Proposed communication activities for 2020

Prepared by the Secretariat

Proposed outline for THE PEP Brochure for the Fifth High-level Meeting on Transport, Health and Environment

Summary

The thirty-sixth meeting of the Bureau of THE PEP Steering Committee held in Bonn on 1-2 July 2019, requested the Secretariat to prepare a small brochure for the Fifth High-level Meeting on Transport, Health and Environment (26-27 November 2020, Vienna, Austria) as a part of the communication and implementation strategy, with a view to disseminating the key messages of THE PEP as the first (and so far only) international programme of its kind designed specifically to attain an integration of environment and health concerns into the transport policy.

The Brochure should be informative and at the same time texts should be written in simple clear language and include a call to action. The brochure should explain the role of THE PEP, cover the progress achieved so far and discuss future developments including challenges facing the transport, health and environment sectors in the implementation of environmentally friendly, economically viable, socially fair and healthy mobility all over Europe.

The brochure should be in line with the Vienna declaration being prepared for the 5HLM.

The current outline was prepared by the Secretariat for discussion. The Secretariat will finalize it in the light of the comments received from the Steering Committee and submit it to the next meeting of THE PEP Bureau.

I. Introduction

Today 73 per cent of the European population live in urban environments and more than 80 per cent of them are expected to live by 2030. The question is - what would we want our cities to look like in 2030? A place where the air is clean, roads are quiet, children can play safely? Where all residents have access to green spaces and parks, leisure and culture activities? Where public transport services are environmentally-friendly, reliable, convenient, fast, comfortable and safe? Where active mobility is preferred modes of transport?

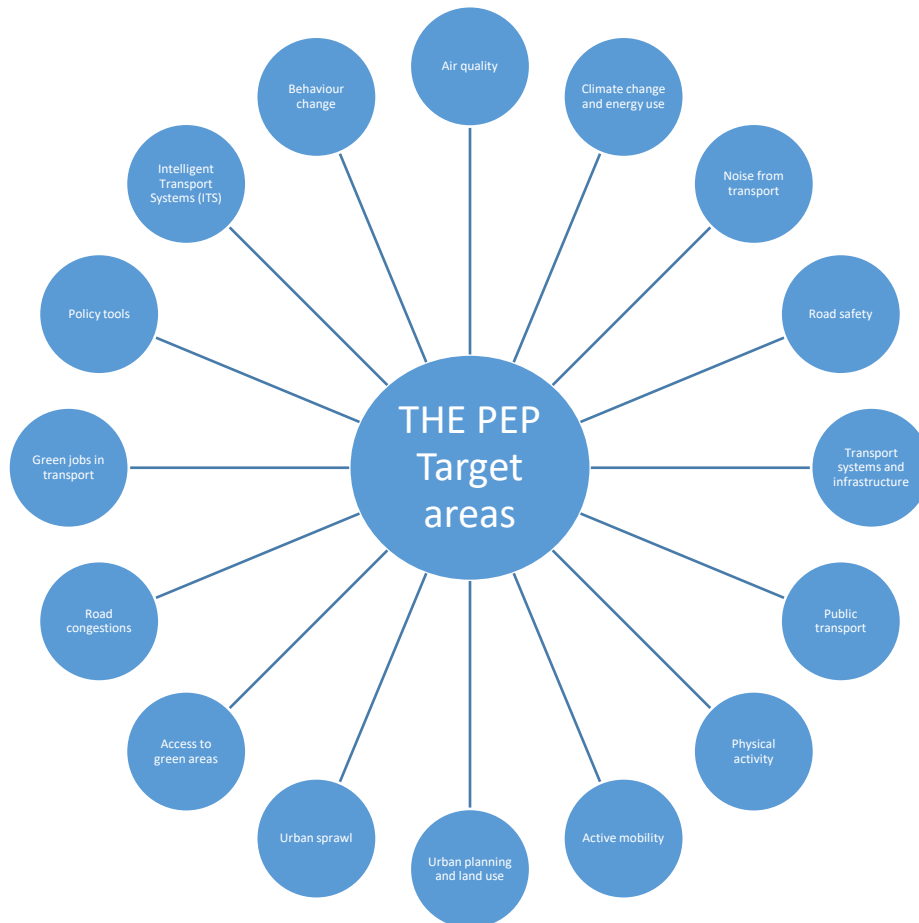
How to realise such a vision? Everyone has a role to play in implementing it, including governments, inter-governmental organizations, civil society, the private sector and people everywhere.

With this brochure we show that THE PEP can have a significant impact on protecting environment, human health and well-being through collaborating across different sectors and promoting sustainable and healthy transport patterns at the pan-European level.

II. Why is there a need to act and what are the target areas of THE PEP?

Policy makers face conflicting demands when making transport policies. While transport plays a key role in a country's economic growth and development, unsustainable transport systems can cause a significant burden on the environment, health and national economies in the region through: emissions of air pollutants, greenhouse gases and noise, land-take, traffic congestion, injuries and reduced opportunities for physical activity.

Public health and environmental protection are not just the responsibilities of the professionals engaged in these fields but often, working in collaboration with transport and urban planners, engineers, and many others across public sector policies is critical to ensure positive health and environmental outcomes.



III. How does THE PEP operate?

THE PEP is not a legally binding instrument, it is a voluntary policy framework. The highest decision-making body of THE PEP is the High-level Meeting on Transport, Health and Environment which convenes every five-six years. The High-level Meeting takes decisions for the implementation of THE PEP, including the adoption of Priority Goals and implementing mechanisms.

In the period between High-level Meetings, THE PEP Steering Committee and its Bureau support Member States in implementing THE PEP.

IV. Implementing mechanisms

THE PEP operates through five implementation mechanisms:

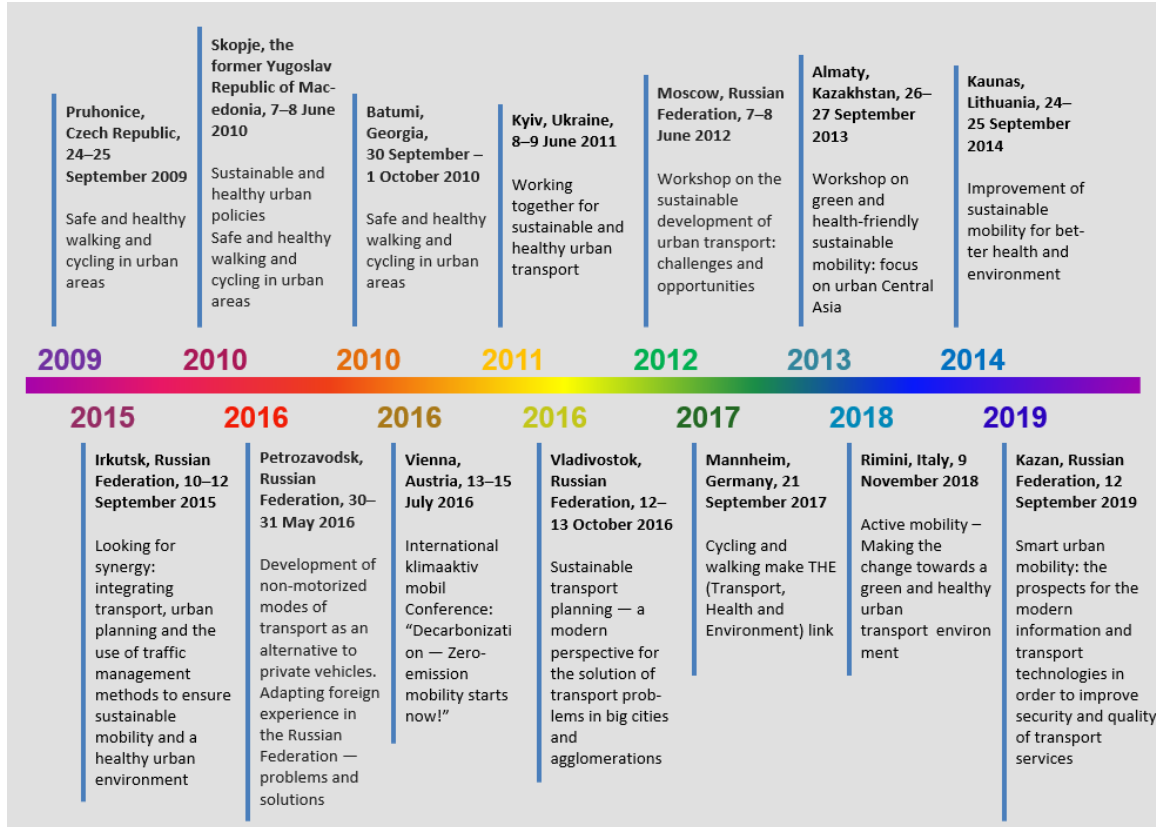


National Transport, Health and Environment Action Plans (NTHEAPs) is a mechanism that helps Member States to set out the main goals, objectives, prioritized actions, coordination mechanisms, roles and responsibilities, timelines and budgets, as well as guidance on implementation, monitoring and evaluation for the development of sustainable and healthy transport in a country.



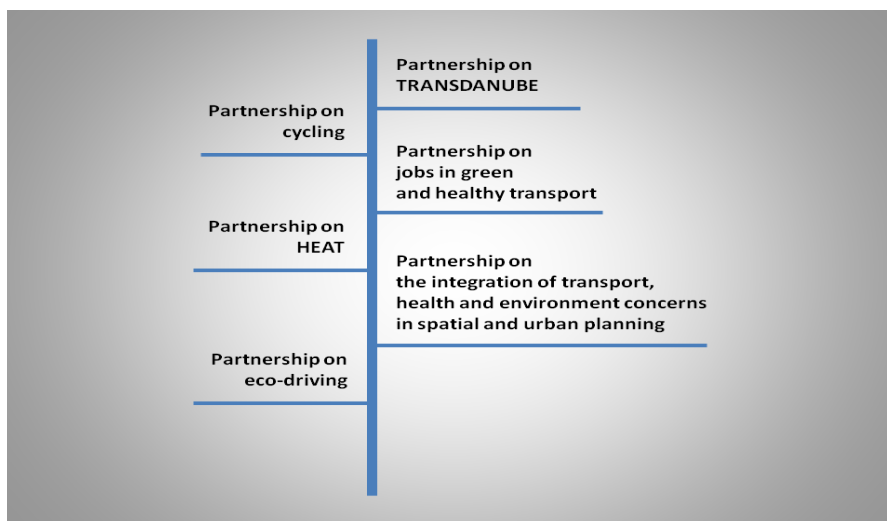
THE PEP Relay Race is a series of capacity-building workshops, also known as a “staffette” intended to “pass the baton” of best practices and lessons learnt from city to city and region to region to share experience and spread knowledge on the best ways to encourage an integrated policy approach to sustainable and healthy urban transport and mobility.

Fourteen Relay Race workshops took place in ten Member States in the period of 2009-2019.



THE PEP Partnership is a mechanism stimulating and promoting cooperation among Member States, intergovernmental organizations and nongovernmental organizations by developing concrete projects and providing technical capacity to support Member States in implementing THE PEP at the national level.

THE PEP Six Partnerships:



THE PEP Academy is a mechanism linking science, policy-making and practice by transferring knowledge and best practices to policy-makers, civil servants, academics, researchers, practitioners, students.

THE PEP Tools is a mechanism developing and encouraging the uptake of policy tools and approaches in policy and practice.

V. Implementing the Sustainable Development Goals

Working together under THE PEP vision of “green and healthy mobility and transport for sustainable livelihoods for all”, Member States have been advancing the implementation of the 2030 Agenda across numerous goals and targets, including those related to health, energy efficiency, the protection of climate and the environment, the quality of urban life and equity.



VI. What have been the achievements of THE PEP?

THE PEP has been strengthening governments’ commitment to sustainable and healthy transport in the region for more than 17 years.

The Brochure will provide concrete success stories and achievements of THE PEP in different formats (brief descriptions of successful projects; photos from THE PEP events; some facts and figures...).

Some of them are listed below:

➤ **Job creation potential of green and healthy transport**

THE PEP consolidates evidence and demonstrates the potential of employment opportunities in advancing green and healthy transport in the pan-European region through greening existing jobs and creating new green and healthy jobs in mobility.

➤ **Developing policy tools**

THE PEP in collaboration with partners, has developed a range of tools, guides and briefs that provided an overview of the most relevant environmental health challenges for European region and presented solution mechanisms and opportunities for action on assessing and responding to these challenges



➤ **Promoting active mobility**

The first pan-European masterplan for Cycling Promotion was developed under THE PEP for a better environment, improved health and safety, social inclusion, economic prosperity, an improved quality of life and the happiness of our citizens.

Objectives of the masterplan:

- Double cycling in the region and increase it in every country
- Increase the safety of cyclists and halve the rate of fatalities and serious injuries
- Integrate cycling into health policies
- Integrate cycling, including cycling infrastructure, into land use, urban and regional planning

Handbook on Sustainable Transport and Urban Planning - A practical guide featuring over good practices and case studies on integrating transport, environmental, health and quality of life objectives into urban and spatial planning policies.

Eco driving - Guidelines to assist Member States in the development and implementation of Eco-Driving at national and local level.

Transdanube - Contributed to the development of the Danube region by providing climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services.

Vienna 2020 – a new start to THE PEP transformation decade to clean, safe, healthy and inclusive mobility for happiness and prosperity for all!