Vienna declaration

THE PEP: fostering the transformation to achieve our vision

23. Decide to launch new THE PEP partnerships as platforms for cooperation between member States and other stakeholders for implementation of this Declaration;

24. Endorse the practical results and recommendations achieved in the Partnership on Eco-driving as set out in annex IV including THE PEP Guidelines for Eco-driving, the studies on green and healthy jobs in transport, the TRANS DANUBE Partnership for sustainable mobility in the Danube region, as well as the conclusions of the Handbook on Sustainable Urban Mobility and Spatial Planning as set out in annex V and decide to further develop these partnerships by:

(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;
Webinar
Sustainable Tourism Mobility

https://www.youtube.com/watch?v=CP2TQ0YczYI&t=68s
1st Meeting of THE PEP Partnership on Sustainable Tourism Mobility, September 9th/10th, 2021, Vienna
1. Austria – Lead Partner
2. Croatia
3. Czechia
4. Germany
5. Hungary
6. Serbia
7. Slovenia
8. Spain
9. Switzerland
10. (European Cyclists’ Federation ECF)
11. UNECE / WHO
Members of Partnership

• The countries of the pan-European region are invited to **nominate one or more representatives to take part in the partnership and its meetings (twice a year)**. Members could be the relevant ministries themselves as well as innovative destinations, important tourism and transport stakeholders like tourism operators, transport companies and mobility providers.

• The members of the partnership are participating in the partnership at their **own costs** (e.g. costs for travel and accommodation to participate in the meetings). There is no possibility for funding or co-financing available.
What kind of contribution is expected from the members of the partnership?

• There is a full obligation for an **active participation in the meetings and the willingness to exchange information** between the partners.

• Any other contribution to the partnership is very welcome (e.g. hosting a meeting, external experts working on specific issues).
Objectives of the partnership

• Raise awareness for sustainable multimodal mobility to achieve a sustainable tourism development on national and international level

• Strengthen the cooperation between relevant stakeholders of different levels and sectors committed to provide sustainable mobility to tourists and inhabitants

• Increase the institutional capacity of the relevant organisations to develop, implement and operate sustainable mobility services

• Contribute to the development of climate-friendly, convenient as well as attractive mobility services and offers for travelers and inhabitants
Activities and products of the partnership

• Partnership is the **best platform for cooperation**
• Basic information could be provided in the internet (Every solution should be easy / low scale and easy to maintain)
• A **tool-kit/manual** to push sustainable mobility in tourism based on existing good practices from the partner countries
• **Collection of examples** of existing national strategies and platforms including or focusing on sustainable mobility in tourism in order to support countries where the topic is not represented in the tourism and mobility strategies
• Elaboration of a **contribution to a pan-European Strategy on Sustainable Mobility** that will be developed in the framework of THE PEP
Tool-kit/manual on sustainable mobility in tourism

Set up a process to jointly elaborate a tool-kit/manual on sustainable mobility in tourism

• What are we dealing with? **Status & challenges ahead**
• Why are we dealing with it? Highlighting the **benefits**
• What do we want to achieve/Where would we like to go? A joint **vision and clear objectives**
• What do we have to do? Concrete **recommendations** based on good practice examples (incl. destinations)

Main focus: how can the national level support the destination level in implementing sustainable mobility in tourism
Tool-kit/manual on sustainable mobility in tourism

Relevant questions to provide answers for:

• Which topics are most important fields of action? E.g. Cycle tourism, last mile solutions, long distance & night trains, mobility behavior and information

• How to involve / link the relevant national stakeholders?

• How to strengthen cooperation between the national and the destination level?
Upcoming activities

Sucessfull application for an „Invited session“ at the ECOMM

• 31 May – 2 June 2022 in Turku, Finland

• Proposed agenda:
  • Robert Thaler: THE PEP Partnership on Sustainable Tourism Mobility
  • Katarina Mayer-Ertl/Alexandra Dörfler: 8 years of successfully bringing mobility and tourism together in Austria
  • Christina Narval (Verracon) OR Petra Riffert (Danube Upper Austria) OR Sebastian Rihm (Danube Office Ulm/New-Ulm): How to promote sustainable mobility in tourism – experiences from the Transdanubium Travel Stories project
  • Cristina Pou Fonolla/Olga Serra (Mobility and Transport Direction at the Ministry of Territory and Sustainability of the Government of Catalonia): Last mile mobility services for tourists and inhabitants in Catalonia region
  • Ed Lancaster (ECF): Benefits from cycling tourism
  • Discussion and possibility for participants to present their good practice examples
Upcoming activities

Partnership subsection on THE PEP website
• Partnership will provide content for website

Next partnership meeting
• Most probably organized in Spain
Update Transdanube Travel Stories

Cultural routes and networks

Employ innovative (more holistic) promotion approaches

Sustainable mobility services

Integrate sustainable mobility management measures / tools in route /destination management

Green Transnational Travel Products / Danube Travel Challenge

Allow people to experience the Danube sustainably
Update Transdanube Travel Stories

Danubian Europe: the discovery of a “liquid space”

Returning to the Last Danube: nature and mankind

The Danube Adventure – Legions Heading for the Danubius

“Cultural harvest” along the Danube

Danube Trade: The exchange of stories and goods

Danube for the soul
Sustainable Tourism Mobility Plans (STOMPs) finalized for trails summarizing possibilities to move sustainable between and within the destinations of the trails.
Update Transdanube Travel Stories

- Organisation of Danube Travel Challenge
- Development of Green Travel Production
- Organisation of Sommer School for Guides
- Upgrade Danube.Pearls Website including information about green travel products, sustainable travel options etc.