First Pan-European Master Plan for Cycling Promotion
Vienna Ministerial Declaration: Building forward better
Transforming to clean, safe, healthy and inclusive mobility and
transport for happiness and prosperity for all

THE PEP Bureau Meeting
23rd June 2022

Robert Thaler
Vice Chairman of THE PEP
Austrian Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology
Historic Milestone:
Adoption of the Vienna Ministerial Declaration and the first Pan-European Master Plan on Cycling Promotion

46 Ministers, EC, State Secretaries, 41 Countries, 850 participants

Vienna Ministerial Declaration: Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport
Highlight of Vienna Ministerial 17-18 May 2021:

Adoption of First Pan-European Masterplan for Cycling Promotion

Paving the way for healthy and active mobility in the pan-European region

17. Adopt the Pan-European Master Plan for Cycling Promotion, as included in annex III to the present Declaration and developed by THE PEP Partnership on Cycling Promotion at the request of the Fourth High-level Meeting, as a means of achieving the objectives set out below in relation to cycling, and promote the implementation of its set of recommendations, in particular regarding the improvement of infrastructure and incentive frameworks to promote cycling:
THE PEP Partnership for Cycling

- Armenia
- Austria – Lead Partner
- Azerbaijan
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Finland
- France – Lead Partner
- Georgia
- Germany
- Hungary
- Ireland
- Italy
- Luxembourg
- Malta
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russian Federation
- Serbia
- Slovak Republic
- Slovenia
- Spain
- Sweden
- Switzerland
- European Cyclists’ Federation ECF
- CONEBI
- UNECE
- WHO

30 out of 56 countries involved
First Pan-European Master Plan for Cycling

Objectives

- To **significantly increase cycling** in every country to contribute to the overall target of doubling cycling in the region as a whole;
- To **increase the overall transport system’s resilience** by providing space for cycling and walking;
- To extend and **improve the infrastructure** for cycling and walking in every country in the region;
- To **develop and implement national cycling policies**, supported by national cycling plans, strategies and programmes including the setting of national targets in every country in the region;
- To **significantly increase cyclists’ safety** in every country in the region and in the region as a whole;
- To integrate cycling into health policies
- To integrate cycling and cycling infrastructure, into land use, urban, regional and transport planning.
Benefits of Cycling

Economic Benefits of Cycling in the Pan-European Region

- 750,000 jobs + 400,000 jobs when doubling cycling
- Up to 500 Billion €/year
- Doubling cycling would +prevent 30,000 deaths +reduce 8 million tons of CO2
- 14.5 Mio. bikes produced, 22 Mio sold 2020 in EU
- 2.2 billion cycle trips in EU, high benefits for local economy through cycling tourism
First Pan-European Masterplan for Cycling Promotion

Our vision is ...

to promote cycling, which will contribute to sustainable livelihoods, a better environment, improved health and safety, greater social inclusion and economic prosperity, and overall improvement in the quality of life of our citizens

11 Fields of Action with 33 Recommendations
Outlook on Implementation

THE PEP First Pan European Masterplan for Cycling Promotion
THE PEP Partnership Active Mobility

- Extend to Active Mobility including walking:
  Kick off for First Pan European Masterplan Walking in Paris April 2022
- Design and establish a Pan-European Competence Centre for Active
- Facilitate the development of national cycling and walking plans, strategies and transnational cooperation projects like Danube Cycle Plans
- Organize funding workshops with the International Financial Institutions
- Elaborate the Infrastructure Module (Trans European Cycle Route Network) for the Pan European Masterplan Cycling – New UNECE Expert Group in liason with THE PEP Partnership
Kick off meeting of the partnership active mobility for the development of the master plan walking, Paris April 25th/26th, 15 countries participating
Draft outline of the master plan

1. Introduction

2. Status & challenges ahead

3. Highlight the benefits of walking

4. Objectives for walkable countries in the pan-European region (based on Vienna declaration)

5. Actions
   a) Policy support - Create and implement national policy from the evidence and knowledge
   b) Financial support - Create financial support schemes
   c) Protect people - Provide tools to assess the landscape and provide design standards
   d) Focus on comfortable infrastructure
   e) Public transport and walking – Strengthen the link between walking and public transport
   f) Enable Accessibility - include walking and cycling in land use planning on every competent level – reference to Annex V and Annex II of Vienna Declaration
   g) Proactively promote walking to improve the experience
   h) ...

Draft! Under elaboration
Next meeting of the partnership for the development of the master plan walking will be in Dublin in the course of Walk21 conference, September 19th-23rd, 2022.
Meeting of the partnership active mobility in the course of Velocity in Ljubljana, June 13th
15 countries + THE PEP secretariat + ECF/CONEBI/polis participating
Key note presentation of Robert Thaler at the Velocity presenting the pan-European Master Plan for Cycling Promotion and the first successes of implementation.
Cooperation for implementing Pan-European Masterplan for Cycling Promotion: National Masterplans for Cycling and national cycle networks in the Danube countries becoming an integral part of future Trans-European Cycle route network (TEC) ...
Cooperation for implementing Pan-European Masterplan for Cycling Promotion: New “UNECE Group of Experts on Cycling Infrastructure” established in liaison with THE PEP Partnership on Active Mobility – First meeting June 2nd/3rd 2022
Cycling Investment Event organized in the course of the Danube Cycle Plans project (October 13th, 2022 in Brussels) to approach IFIs
Cooperation for implementing Pan-European Masterplan for Cycling Promotion:
Cycling promotion tour from Vienna to Velocity Ljubljana: Start in Vienna by Austrian Minister for Climate Action, Leonore Gewessler
Final conference of DCP project presenting the main project outputs taking place October 11th, 2022 in Praha.
Summary of next meeting

\ THE PEP Partnership Active Mobility meets at the Walk21 conference in Dublin, September 19th-23rd
\ Danube Cycle Plans final conference, Praha, October 11th
\ Cycling Investment Event, Brussels, October 13th
\ THE PEP Partnership Active Mobility is planning to have a meeting in the Netherlands in December 2022/January 2023