

# INVITATION THE PEP PARTNERSHIP ON ACTIVE MOBILITY

THE NETHERLANDS, 23<sup>RD</sup> –25<sup>TH</sup> JANUARY 2023

VENUES ROTTERDAM / THE HAGUE / UTRECHT

Dear Sir or Madam,

We are happy to invite you to the next meeting of THE PEP Partnership on Active Mobility taking place on invitation of the Dutch Ministry of Infrastructure and Water Management the Dutch Ministry of Economic Affairs and the City of Rotterdam, January 23<sup>rd</sup> – 25<sup>th</sup>, 2023.

Supported by the secretariats of the United Nations Economic Commission for Europe (UNECE) Transport and Environment Divisions in Geneva and the World Health Organization Regional Office for Europe (WHO/Europe) in Copenhagen, THE PEP is a unique tripartite policy platform that seeks to encourage transport policymakers and urban planners to consider the health and environmental impacts of transport and address them through shared policy approaches. THE PEP Partnerships form an important pillar of THE PEP implementation mechanism providing platforms for pan-European cooperation and the joint development of forward looking strategies, concrete projects and actions for clean, safe, healthy and inclusive mobility and transport.

At the 5th High-level Ministerial Meeting on Transport Health Environment in Vienna May 2021 the ministers responsible for transport, health and environment of the member states of the UNECE WHO-Euro pan-European region adopted the Vienna Ministerial Declaration and with it the first pan-European Master Plan for Cycling Promotion – a major milestone for the promotion of cycling on the pan-European level. With this declaration the ministers are also calling for the development of a Pan-European Master Plan for Active Mobility and have mandated THE PEP Partnership on Active Mobility with the task to highlight and integrate walking. To this end a first ever pan-European Master Plan Walking will be developed which will then together with the Pan-European Master Plan on Cycling Promotion provide the requested strategic umbrella – the Pan European Master Plan on Active Mobility - for the promotion of active mobility in the pan-European region.

Implementing the commitments of the Vienna Ministerial Declaration a new THEPEP strategy on transport, health and environment will be developed including healthy and active mobility in particular to support the implementation and further development of the pan-European Master Plan for Cycling Promotion and the new pan-European Masterplan Walking together forming the new pan-European Masterplan Active Mobility.

THE PEP Partnership Active Mobility and the Member States and other partners involved therein are invited to discuss inputs and provide proposals for THE PEP strategy and the options for possible legal instruments in a special THE PEP Session in our Partnership Meeting on January 24th. For this session the equipment for a full online participation will be provided!

This is of course a great important opportunity for our Partnership Active Mobility that we should definitely use.

The forthcoming partnership meeting in the Netherlands will give participants the possibility to get inspired by the great examples for the promotion of active travel in Dutch cities. The multiday workshop allows participants to:

- Share and discuss questions and challenges they encounter in promotion and policy development for walking and cycling
- Gather ideas based on the Netherlands experience on potential follow-ups for the recommendations of the Pan-European Master Plan for Cycling Promotion
- Get inspiration for the further development of the Pan-European Master Plan for Walking
- Expand their network and connect with Netherlands experts and peers from research, government, companies and NGOs
- Discuss inputs and provide proposals for THE PEP strategy on transport, health and environment and the options for possible legal instruments

Inspiration: <https://www.holland.com/global/tourism/travel-inspiration/cycling-lifestyle.htm>

We therefore kindly invite the representatives of member states, intergovernmental organizations and NGOs including relevant experts and stakeholders to join and participate in this important event and bring in their perspectives and approaches. Please be aware that the first day of the meeting will have a stronger focus on walking, while the second and third day will put priority on cycling issues.

Together with all members of THE PEP Partnership and their big experience, their inspiring contributions and their joint efforts and support we will be able to provide a great first ever pan-European Master Plan Walking that can be adopted by the ministers in the course of the 6th High-level pan-European Ministerial Meeting on Transport Health Environment in 2025 while at the same time also support countries in setting up their national walking strategies. We furthermore hope that this meeting inspires as many countries as possible to implement the recommendations of the pan-European Master Plan for Cycling Promotion including their own national cycling strategies.

Please be aware that this meeting of the partnership will be organized as a live meeting. In case you can't make it to the Netherlands there will be the possibility to follow some sessions via livestream with limited possibilities for interaction (chat). Those sessions will be earmarked in the agenda.

We are looking forward to meeting you in the Netherlands and join our forces to promote active mobility in Europe!

**Robert Thaler**

Austrian Federal Ministry of Climate Action,  
Environment, Energy, Mobility, Innovation and  
Technology  
Member of THE PEP Bureau

**Thierry Du Crest**

French Ministry of Transport

## AGENDA

# THE PEP PARTNERSHIP ON ACTIVE MOBILITY

23<sup>RD</sup>-25<sup>TH</sup>, JANUARY 2023

## MONDAY, JANUARY 23<sup>RD</sup> – ROTTERDAM

General information about Rotterdam: <https://www.holland.com/global/tourism/destinations/rotterdam.htm>

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### 10.30 Arrival Rotterdam Central Station

#### Walk & Talk Signature projects

Karen van der Spek, André de Wit, José Besselink, Willem Philipsen, Brigit van Son, Marcus Edelenbosch (Hofplein + Coolsingel)

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### 11:30 Coffee + Welcome (Venue: Wereldmuseum, Willemskade 25, Rotterdam)



LIVESTREAM

- Jeroen Maijers – team manager healthy mobility
  - Rotterdam Walks Team
  - Robert Thaler, Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology & Member of THE PEP Bureau
  - Thierry Du Crest, French Ministry of Transport
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### 12:15 Timeline + organization



LIVESTREAM

Highlight the walking policy, structure and actions and how the city is organised for its delivery, finance and evaluation

Karen van der Spek –  
program coördinator  
Rotterdam Walks

José Besselink – urban  
planner Rotterdam Walks

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### 13:00 Joint lunch (Venue: Wereldmuseum, Willemskade 25, Rotterdam)

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### 14:00 Dive into Rotterdam



LIVESTREAM

Projects Pitches:


- 1) Prioritizing for the Pedestrian - André de Wit
  - 2) Priority Maps - Merel Scheltema
  - 3) Walking Monitor – Zoë Peters
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- 4) Design Principles for walking - Franka Fontijn
- 5) Walking activities – Brigit van Son
- 6) Active Mobility and public health – Joke Drijfhout / José Besselink
- 7) Accessible City – Willem Philipsen
- 8) 99 quick wins pedestrians – Vivian Ooms
- 9) National Platform for Walking and National City Deal – Martine de Vaan

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15.00 Break

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**15.15** **Peer to peer discussion** Robert Thaler (chair), all participants  
 national and city relationship + political support + evidence, action, impact etc

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**17.00** **Surprise signature project** tbc  
 Walk on our route to the restaurant

18.00 Dinner offered by the city of Rotterdam

Individual trip to The Hague by train: 20 minutes

## TUESDAY, JANUARY 24<sup>TH</sup> – THE HAGUE

General information about The Hague: <https://www.holland.com/global/tourism/destinations/the-hague.htm>

10.30

### Welcome



Arlette van Gilst, Ministry of Infrastructure and Water Management  
Paulien Officier, Netherlands Enterprise Agency  
Robert Thaler, Austrian Federal Ministry of Climate Action, Environment,  
Energy, Mobility, Innovation and Technology & Member of THE PEP Bureau  
Thierry Du Crest, French Ministry of Transport  
Virginia Fuse, UN ECE / THE PEP Secretariat

11:00

### Introduction to the meeting and overview of recommendations from Pan-European Master Plan Cycling Promotion



Mirjam Borsboom & Anton Wuis, Ministry of Infrastructure and Water Management  
Andreas Friedwagner, Verracon/Austria

11:30

### Walkshop (1/2 groups)

Focus on Dutch past, present and future approaches to cycling. Including multimodality, first- and last mile solutions (incl. OV-fiets) and bicycle parking

Shelley Bontje, Dutch Cycling Embassy and Rinse Gorter, Rina Adriani en Lilian Oskamp, Municipality of the Hague

11:30

### Cycling tour (2 groups)

Focus on Dutch past, present and future approaches to cycling. Including multimodality, first- and last mile solutions (incl. OV-fiets) and bicycle parking.

Shelley Bontje, Dutch Cycling Embassy and Rinse Gorter, Rina Adriani en Lilian Oskamp, Municipality of the Hague

[Possible route \(link\)](#)

N.B. depends on cycling capabilities of group / alternative: 1 group walking

13:30

Lunch offered by the Netherlands Ministry of Infrastructure and Water Management

14:30

### Expert presentations



- National government approach to employers (werkgeversaankpak) Ministry of Infrastructure and Water Management and employer (e.g. ASML, ANWB, national police)



- Safety and LEV admissibility Ministry of Infrastructure and Water Management
- Discussion All participants

16:00 Break

**16.30** **THE PEP strategy and the options**  
**ONLINE** **for possible legal instruments**

- Introduction Robert Thaler
- Discuss inputs and provide proposals for THE PEP strategy and the options for possible legal instruments All participants

18:30 End of meeting

19.00 Dinner in The Hague offered by the Netherlands Enterprise Agency

## WEDNESDAY, JANUARY 25<sup>TH</sup> – UTRECHT

General information about Utrecht: <https://www.holland.com/global/tourism/destinations/utrecht.htm>

Train at 7:55 hrs from The Hague central station

Arrival in Utrecht Centraal at 8:32 hrs

9.00

**Welcome and THE PEP session** (Location: Utrecht City hall, Stadhuisbrug 1, 3511 JK Utrecht)

Welcome by Heleen Zijlstra (Municipality Utrecht)

Tour de table on cycling policy/uptake in the pan-European region:



Where is everyone now in implementing the recommendations of the pan-European Master Plan for Cycling Promotion?

Short statements of all participants

Partner presentations on new initiatives/projects

- E-Bike and E-Cargo purchase subsidy programmes in Hungary

Bálint Madarász-Losonczy

- Activities of the Serbian Ministry of Environmental Protection: working in partnership with Danube Competence Center and other institutions in the preparation of the National Strategy for Cycling

Biljana Filipovic

Please let us know whether you would like to share a new initiative/development from your country/your work with the other members of the partnership. We will be happy to add it here!

All participants welcome

11:00

**Competence centers: capacity-building for active mobility**

Ministry of Infrastructure and Water Management



Dutch Cycling Embassy, Transport Decarbonisation Alliance, UN Environment Programme

Dutch Cycling Embassy

**Welcome at location for lunch**

12:00

Venue. Paushuize (Kromme Nieuwegracht 49, 3512 HE Utrecht) – Lunch offered by Provincial Minister Arne Schaddelee of Province of Utrecht

**Start lunch – Meet the members of THE PEP Partnership Active Mobility**

12.20

Welcome by Arne Schaddelee, Utrecht bike story by Ronald Besemer and Jelle Bakker (Bicycle Mayor of Utrecht)

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**14:00**      **Cycling OR walking tour (3 groups)**

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- Focus on multimodality, first and last mile solutions together with Herbert Tiemens (10 pax max.)
  - City-region connections; sustainable mobility together with Jitte Roosendaal (10 pax max.)
  - Mobility management at destinations, integration biking and walking (WALKING GROUP)
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**16:00**      **Tour around bike parking Utrecht Central Station**

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**17:00**      **Closing the day (Location: Municipality of Utrecht)**

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Debriefing

Welcome speech by Susanne Schilderman (Municipality Utrecht)

Concluding words by Robert Thaler, Thierry du Crest and Anouk van Eekelen

Network drinks

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**18:30**      Joint dinner – goodbye for members of THE PEP Partnership Active Mobility  
Venue: Metro citykitchen (Utrecht) – costs to be covered by the participants!

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Individual trip back to The Hague (approx.. 40mins)

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## Practical information

### Registration

To register for the meeting please send an email to [a.friedwagner@verracon.at](mailto:a.friedwagner@verracon.at)

### Accommodation

Hotel recommendations close to The Hague Central Station (most practical for this program):

- [Eden Babylon Hotel](#) The Hague Central Station (€ 165 per night incl breakfast, + 18,50 for 2nd person if you book per email or phone with reference DBA-GF13667 [reservations.babylon@edenhotels.nl](mailto:reservations.babylon@edenhotels.nl))

Other options close to The Hague Central Station/ city centre:

- [Moxy The Hague](#) Wijnhaven 6 (5 minutes walking)
- [Holiday inn Express](#), Lange Houtstraat 5 (parliament & city centre 10 minutes walking)
- [Novotel The Hague](#), Hofweg 5-7 (10 minutes walking, parliament & city centre)



- [Paleishotel](#) and [Parkhotel](#) (18 minutes walking, close to the Royal Noordeinde Palace)

And lots of other little boutique hotels, B&B's look [here](#) for all options.

## Clothing

In The Netherlands the weather in winter can be cold and rainy. Please be aware of part of the program is outside. <https://www.holland.com/global/tourism/information/weather/packing-a-suitcase-what-clothes-should-you-bring.htm>

## Transport

While we recommend to stay in a hotel in The Hague, the venues of the meetings will vary throughout the days. In order to not cause any delays in the schedule please make sure that you buy your train tickets in advance! You can check <https://www.ns.nl/en> for more details.

## Luggage

On the day of arrival and/or departure it is possible to store your luggage at railway stations. Here you can read how it works: <https://www.ns.nl/en/travel-information/luggage/luggage-at-the-station.html>

## Costs

All partners need to cover costs for travel expenses (including the trips from and to The Hague), daily allowances and accommodation. The costs for coffee breaks, lunches and dinners – except the dinner on Wednesday evening - are covered by the host.



Please be aware that this meeting of the partnership will be organized as a live meeting. In case you can't make it to the Netherlands there will be the possibility to follow some sessions via livestream with limited possibilities for interaction (chat). The link to the livestream will be provided in due time.

**For any other question concerning THE PEP Partnership, please contact:**

Andreas Friedwagner, Verracon GmbH ([a.friedwagner@verracon.at](mailto:a.friedwagner@verracon.at))