

INVITATION **THE PEP PARTNERSHIP SUSTAINABLE TOURISM MOBILITY**

3RD PARTNERSHIP MEETING, 25TH/26TH JANUARY 2023

UTRECHT/THE HAGUE (NETHERLANDS)

Dear Madam or Sir,

Following up the adoption of the Vienna declaration in May 2021 by 41 countries of the pan-European region, the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology and the Austrian Federal Ministry of Labour and Economy together with the Dutch hosts would like to **invite you to participate in the third meeting of THE PEP Partnership on Sustainable Tourism Mobility, taking place January 25th/26th, in Utrecht and The Hague (Netherlands).**

If you are also interested in the topics of walking and cycling, please be informed that THE PEP Partnership Active Mobility will meet the days before - January 23rd and 24th. You are most welcome to join the walking and cycling experts on these days and extend the Dutch experience to the city of Rotterdam.

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 in promotion and policy development for sustainable mobility in tourism
- Excursions to and briefings on multimodal offers, first/last mile services and cycling infrastructure as part of the Dutch tourism experience
- Discuss and exchange on the topic of mobility requirements: trends, behaviour, future mobility
- Get inspiration for the further development of THE PEP Toolbox Sustainable Tourism Mobility
- Expand their international network and connect in particular with Netherlands experts and peers from research, government, companies and NGOs

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

You can find the agenda including organizational details at the end of this document.

We therefore kindly invite representatives of member states from ministries of climate action, transport and tourism but also intergovernmental organizations, NGOs and other experts to join and participate in this important event and bring in their perspectives and approaches in the development process. They will also benefit from the experiences of the participating countries and institutions in supporting sustainable mobility in tourism. This and all the following meetings will therefore offer a great opportunity to exchange on current challenges and to jointly work on recommendations for strategies and actions regarding the promotion of sustainable mobility in tourism throughout the whole pan-European region and to get inspired by the examples of other countries facing similar challenges.

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 Utrecht and Den Hague and join our forces to promote sustainable mobility in tourism in Europe!

Renske Klunder
Ministry of Economic Affairs
and Climate

Anouk van Eekelen
Netherlands Board of Tourism
and Conventions

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

Monika Klinger
Austrian Federal Ministry of
Labour and Economy

ABOUT THE PEP PARTNERSHIP OF SUSTAINABLE TOURISM MOBILITY

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 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. By bringing together the ministries of transport, health and environment, THE PEP acknowledges the importance of linking these different sectors.

At the 5th high-level meeting on Transport Health Environment in Vienna 2021 the ministers decided to initiate a **new THE PEP Partnership on Sustainable Tourism Mobility**. It aims at **bringing together the relevant stakeholders** responsible for **mobility, climate action and tourism** in a European platform in order to further promote the sustainable tourism development of the pan-European region.

Compared to other international initiatives, the partnership focusses in particular on the question **how the national level can integrate the promotion of sustainable mobility in tourism in its strategies and actions as well as improve cross-sectoral cooperation and by doing so support destinations to promote and implement sustainable mobility in tourism.**

AGENDA THE PEP PARTNERSHIP SUSTAINABLE TOURISM MOBILITY

3RD PARTNERSHIP MEETING, 25TH/26TH JANUARY 2023

UTRECHT / THE HAGUE (NETHERLANDS)

Wednesday, January 25th - Utrecht

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

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)

14:00 Cycling OR walking tour (3 groups)

- 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)

16:00 Tour around bike parking Utrecht Central Station

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

Debriefing

Welcome speech by Susanne Schilderman (Municipality Utrecht)

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

Networking drinks

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

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

Thursday, January 26th – The Hague

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

Welcome: Sustainable Tourism and Mobility in the Netherlands

09.30

Location: Ministry of Economic Affairs and Climate, The Hague,
Bezuidenhoutseweg 73

Renske Klunder (Dutch Ministry of Economic Affairs and Climate) & Anouk van Eekelen (Netherlands Board of Tourism and Conventions)

Monika Klinger (Austrian Federal Ministry of Labour and Economy) & Robert Thaler (Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology & Member of THE PEP Bureau)

Virginia Fuse, UN ECE / THE PEP Secretariat

09.45

Expert presentations



The Netherlands policy development and experiences to sustainable tourism and mobility:

Renske Klunder &
Anouk van Eekelen

- Perspective 2030: the national vision of the Netherlands and destination management incl. first/last mile services
- Roadmap: climate neutral 2030 in The Netherlands an example of the Dutch “polder culture”



Good practices to inspire us and learn from - Examples from the (trans-)national level

- Simplon Alliance: Action plan for the Alps 2022 including Sustainable Mobility in Tourism tbc

- Transdanube Travel Stories project - Sustainable mobility linking Danube Travel Stories Alexandra Dörfler

- Planning and decision support for sustainable tourism mobility in Sweden: The Miranda tool and the case of Kalmar Tobias Heldt

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

11:30 THE PEP Toolbox Sustainable Tourism Mobility – status and expected next steps Andreas Friedwagner



LIVESTREAM

12:30 Joint lunch



LIVESTREAM

Mobility requirements of different user groups: trends, behaviour, future mobility

13:30 Presentation of case studies / good practices

- The Travellers Perspective: Marketing & communication - sustainable mobility for destination the Netherlands Anouk van Eekelen
- Pandemic travel behaviour of young travellers Ilil Beyer Bartana
- PaNaNet+ Participation of people with special needs in ecotourism Miklós Berencsi

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

Tour de table: how is your institution/country dealing with mobility requirements of different user groups? Are there any current challenges/initiatives? All participants

15:00 How to cover the topic of mobility requirements in the toolbox? Scope, possible recommendations etc. Interactive session



LIVESTREAM

16:00 Conclusions and next steps Renske Klunder, Monika Klinger, Robert Thaler

16:30 Field visit to the Royal Dutch Touring Club ANWB in The Hague

**18:00/
18:30** Drinks & dinner in The Hague

Practical information

Registration

To register for the meeting please send an email to 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)

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.



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

Andreas Friedwagner, Verracon GmbH (a.friedwagner@verracon.at)

Alexandra Dörfler, Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology (alexandra.doerfler@bmk.gv.at)

Ingrid Zimmermann, Austrian Federal Ministry for Labour and Economy (ingrid.zimmermann@bmaw.gv.at)

THE PEP

Transport, Health
and Environment
Pan-European Programme



UNECE



**World Health
Organization**

REGIONAL OFFICE FOR
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