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*Vedoucí divize pro aktivní mobilitu a řízení mobility*

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*Head of Division Active Mobility and Mobility Management*

# Vienna Ministerial Declaration

*Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport*

**First ever Pan-European Master Plan for Cycling Promotion**

**Austrian national program klimaaktiv mobil**



International Conference on Transforming Urban and Active Mobility, Jihlava, Czech Republic 17 -18 May 2022

Robert Thaler, Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology,  
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**THE PEP** Transport, Health  
and Environment  
Pan-European Programme







5th High-level Ministerial Meeting  
of the Transport, Health and Environment Pan-European Programme (THE PEP)  
17 to 18 May 2021

 Federal Ministry  
Republic of Austria  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology

THE PEP  
Transport, Health  
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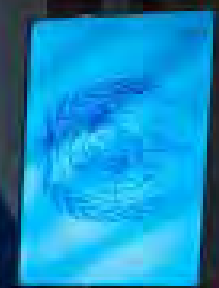
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 World Health Organization  
Europe



# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

17-18 May 2021, Vienna - Online



*Historic Milestone:*

5<sup>th</sup> High Level Ministerial Meeting THE PEP Vienna

17-18 May 2021:

46 Ministers, EC,  
State Secretaries and  
representatives of  
41 Countries,  
850 participants



*Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport*

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and Environment  
Pan-European Programme





# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

17-18 May 2021, Vienna - Online



*Historic Milestone:*  
Adoption and virtual signing  
of the Vienna Ministerial  
Declaration and the first Pan-  
European Master Plan on  
Cycling Promotion



Foto Roekl e.U.

**Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport**

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# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

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## Ministerial Vienna Declaration

- Joint vision and commitment to lead transformation towards clean, safe, healthy and inclusive mobility and transport
- Developing a pan-European THE strategy with clear pathway for implementation
- Resilience of transport and mobility
- Paving the way for healthy and active mobility in the pan-European region
- THE PEP: fostering the transformation to achieve our vision



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# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

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## Vienna Declaration – Annexes

- Annex I: Challenges, opportunities and vision (THE PEP Facts & Figures)
- Annex II: Recommendations for Green and Healthy Sustainable Transport – Building forward better
- Annex III: Pan-European Masterplan for Cycling Promotion
- Annex IV: Policy Recommendations for Eco-driving
- Annex V: Handbook on Sustainable Urban Mobility and Spatial Planning
- Annex VI: THE PEP workplan for the period 2021–2025

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# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

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## THE PEP Partnerships

- Partnership on Health Economic Assessment Tools (PHEAT)
- Partnership on Jobs in Green and Healthy Transport (PJGHT)
- Partnership on Eco-Driving (PED)
- Partnership on the Integration of Transport, Health and Environmental Objectives into Urban and Spatial Planning (PG5)
- **NEW!** Partnership on Active Mobility (Extension of Partnership on Cycling Promotion)
- **NEW!** Partnership on Sustainable Tourism Mobility (Extension of TRANSDANUBE Partnership)
- **NEW!** Partnership on Child- and Youth-Friendly Mobility

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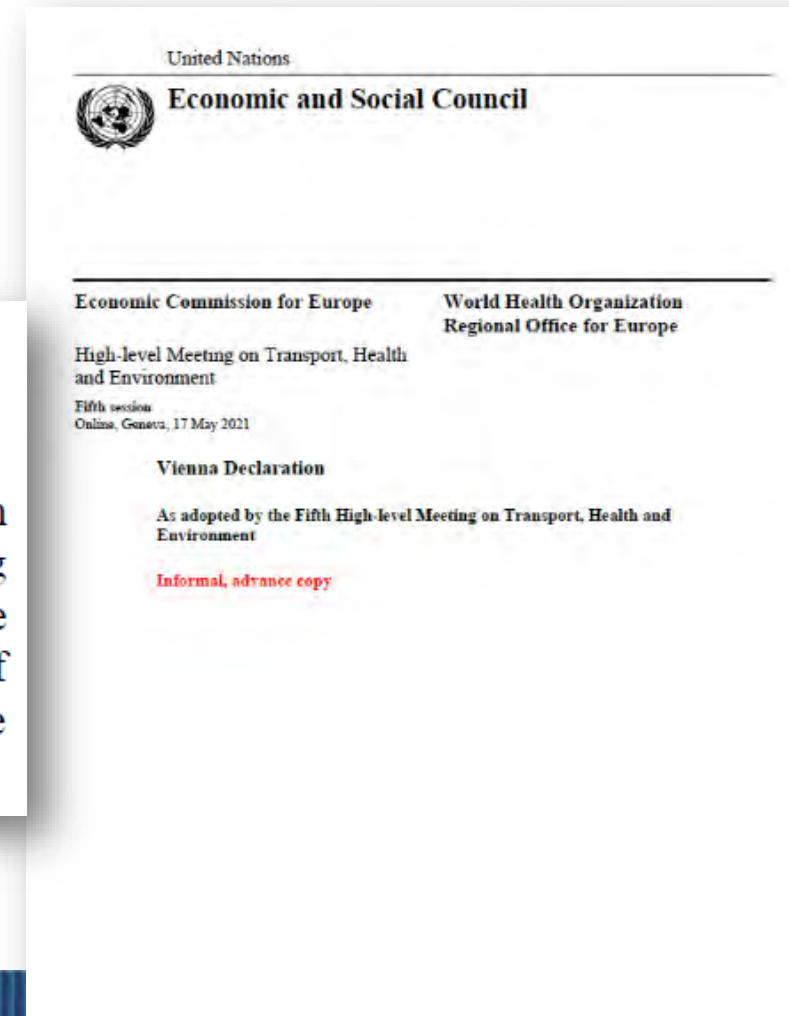
# Highlight of Vienna Ministerial 17-18 May 2021:



## 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;



# Fifth High-Level Ministerial Meeting on Transport, Health and Environment

17-18 May 2021, Vienna - Online



## 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



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**World Health  
Organization**

REGIONAL OFFICE FOR **Europe** 10



# THE PEP Partnership for Cycling

30 out of 56 countries involved

- 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
- | UNECE / WHO



**THE PEP** Transport, Health and Environment Pan-European Programme



# 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 appropriate space in favour of 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 to significantly reduce the number of fatalities and serious injuries in the region as a whole;
- To **integrate cycling into health policies**, including those tackling non-communicable diseases and obesity;
- To **integrate cycling, including cycling infrastructure, into** land use, urban, regional and transport infrastructure planning.



# Benefits of Cycling



## Economic Benefits of current cycling status WHO Europe Region

- 750.000 jobs
- Up to 500 Billion €/year
- 12 Mio. bikes produced
- High benefits for local economy by cycling tourism

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# First Pan-European Master Plan for Cycling

## 11 Fields of Action, 33 Recommendations



1. Develop and implement national cycling policies supported by a National Cycling Plan
2. Improve regulatory framework for cycling
3. Provide user friendly cycling infrastructure
4. Provide sustainable investments and efficient funding mechanisms
5. Include cycling in the planning processes and facilitating multimodality
6. Promote cycling through incentives and mobility management
7. Improve health and safety
8. Improve cycling statistics for efficient monitoring and benchmarking
9. Develop cycling tourism
10. Make use of new technologies and innovation
11. Promote cycling for a more resilient transport system





# 1. Develop and implement national cycling policies supported by a National Cycling Plan

1. Develop (and/or up-date) and implement a national cycling plan
2. Create strong “cycling working groups” and appoint a National Cycling Officer
3. Establish National Knowledge Centre / “Bike Academy” for training of professionals and skill enhancement



## 2. Improve regulatory framework for cycling

1. Evaluate possibilities to integrate regulations to promote cycling and to increase cycling safety into national highway codes
2. Provide cycling friendly traffic conditions by lowering speed limits
3. Improve and harmonise vehicle (equipment) specifications





### 3. Provide user friendly cycling infrastructure

1. Define and develop further a methodology and monitor the implementation of a trans-European cycling network
2. Coordinate creation and maintenance of trans-European, national, regional and local cycling route networks
3. Standardisation of cycling infrastructure



## 4. Provide sustainable investments and efficient funding mechanisms

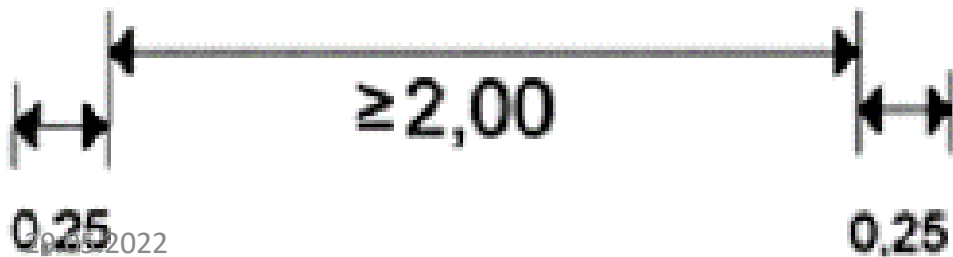
1. Set up sustainable national funding schemes to promote cycling
2. Establish close cooperation with International Financial Institutions (IFIs) to ensure funding of cycling infrastructure for cycling infrastructure investment plans
3. Consider impact of cycling in investment decisions





## 5. Include cycling in the planning processes and facilitate multimodality

1. Incorporate cycling in all infrastructure planning
2. Consider cycling in spatial planning and building regulations
3. Facilitate multimodality between cycling, public transport and walking





## 6. Promote cycling through incentives and mobility management

1. Promote the use of cycling through Mobility Management
2. Introduce fiscal incentives to promote cycling
3. Financial support for bikes (e.g. electric/cargo) for communities, companies and consumers





## 7. Improve health and safety

1. Integrate cycling as a tool to promote physical activity in the public health systems
2. Integrate health and cycling related aspects in formal and informal education as well as in awareness raising
3. Integrate cycling in road safety policy



## 8. Improve cycling statistics for efficient monitoring and benchmarking

1. Provide adequate and reliable statistical data to monitor the level of cycling
2. Support countries in collecting coherent and comparable data on internat. level
3. Highlight the benefits of cycling by developing and applying common tools



## 9. Develop Cycle Tourism

1. Establish national cycling tourism coordination centres
2. Introduce a national cycle friendly service scheme
3. Adopt and implement a national standard for signalisation of cycle route networks





## 10. Make use of new technologies and innovation

1. Encourage vehicle and infrastructure innovation
2. Introduce open standards for data exchange and use smart data to improve cycling conditions
3. Support innovative cycling approaches to last-mile logistics



# 11. Promote cycling for a more resilient transport system

1. Redistribute road space fairly
2. Optimizing urban planning by promoting a “a city of proximity”
3. Integrate cycling into emergency plans

# First Pan-European Master Plan for Cycling Outlook on joint actions towards more active mobility in the pan-European region



- Expand the scope of work to include walking and the entire range of active mobility
- Design and establish a Pan-European Competence Centre for Active Mobility to support the implementation of the Pan-European Master Plan
- Facilitate the development of national cycling and walking plans, strategies and transnational cooperation projects in the pan-European region.
- Organize funding workshops with representatives of the various financial institutions
- Elaborate the Infrastructure Module (Trans European Cycle Route Network) for the Pan European Masterplan Cycling



## Highlight of Vienna Ministerial 17-18 May 2021:

### Extension of THE PEP Partnership Cycling to integrate walking and to develop a Pan European Masterplan for Active Mobility

We, the Ministers of Transport, Health and Environment of the States in the pan-European region, gathered in Vienna on the occasion of the fifth High-level Meeting on Transport, Health and Environment, have adopted this pan-European Master Plan for Cycling Promotion.

23. *Decide* to support the work of the Partnership on Cycling Promotion and extend its focus to walking and other forms of active mobility, making it a Partnership on Active Mobility that should develop a pan-European master plan on active mobility, which would include guidelines and tools, and establish a pan-European competence centre on active mobility to support capacity-building, the sharing of good practices and implementation initiatives;

Federal Ministry  
Republic of Austria  
Climate Action, Environment,  
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klimaaktiv  
mobil

MINISTÈRE  
CHARGE  
DES TRANSPORTS  
Culture  
Sport  
Environnement

#### Pan-European Master Plan for Cycling Promotion

5<sup>th</sup> High-level Meeting on Transport, Health and Environment, May 2021



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- Kick Off in Paris April 2022 for the development of a **Pan-European Master Plan Walking** which together with the Pan-European Master Plan on Cycling will provide the requested strategic umbrella – the **Pan European Master Plan on Active Mobility**
- Optimizing urban planning by promoting a “a city of proximity”
- Integrate active mobility into the pandemics recovery plans



A person riding a bicycle on a paved path, with a blue-to-green gradient overlay. The background shows a clear sky and some greenery in the distance.

# Danube Cycle Plans

Policies, plans and promotion  
for more people cycling in  
the Danube region





- Defining **national cycle route networks** for the countries of the Danube region, linking them to a Danube wide network which will be an integral part of the **Trans-European Cycle route network (TEC)**





- **Cycling Investment Event** planned in the course of the Danube Cycle Plans project to approach IFIs



# klimaaktiv mobil

Austrian Programme to promote  
climate-friendly and healthy mobility  
and  
to support cities, municipalities,  
companies, tourism, schools, youth





# Bilateral klimaaktiv mobil Workshop and Study Trip Ministerial Delegations of Austria and Czech Republic 8-9 March 2022, Vienna



## Klimaaktiv mobil implements Federal Government Programme

- “Package for cycling and walking – offensive for active, soft mobility”
  - Cycling action programme for children
  - Combination of flexible mobility offers (such as micro-Public Transport), sharing services and cycling promotion
  - Increasing the attractiveness of pedestrian traffic
  - Infrastructure for pedestrian traffic becomes eligible
  - Climate-neutral administration by 2040, including mobility management
- Fostering mobility management





## klimaaktiv mobil implements Austrian policy strategies and master plans

- Master Plan Cycling aims to double mode share to 13% until 2025
- Master Plan Walking: strengthening walkability to avoid zero sum game between cycling and walking
- Master Plan Mobility: separate chapter on mobility management highlighting klimaaktiv mobil





## klimaaktiv mobil in a nutshell



### Advisory programmes

Free assistance with the development, implementation and submission of financial support for climate protection measures for climate-friendly mobility.



### Financial support programmes

Financial support for companies, cities, communities and associations for active mobility and mobility management, alternative transport systems, fleet conversions and e-mobility.



### Awareness raising

Information campaigns on the advantages of climate-friendly mobility: cycling, public transport, fuel-saving training and alternative vehicles and drives.



### Education and certification schemes

Training and certification: cycling trainers, eco-driving trainers, e-mobility experts, klimaaktiv mobil driving school, bike technician and much more.



### Partnership and awarding

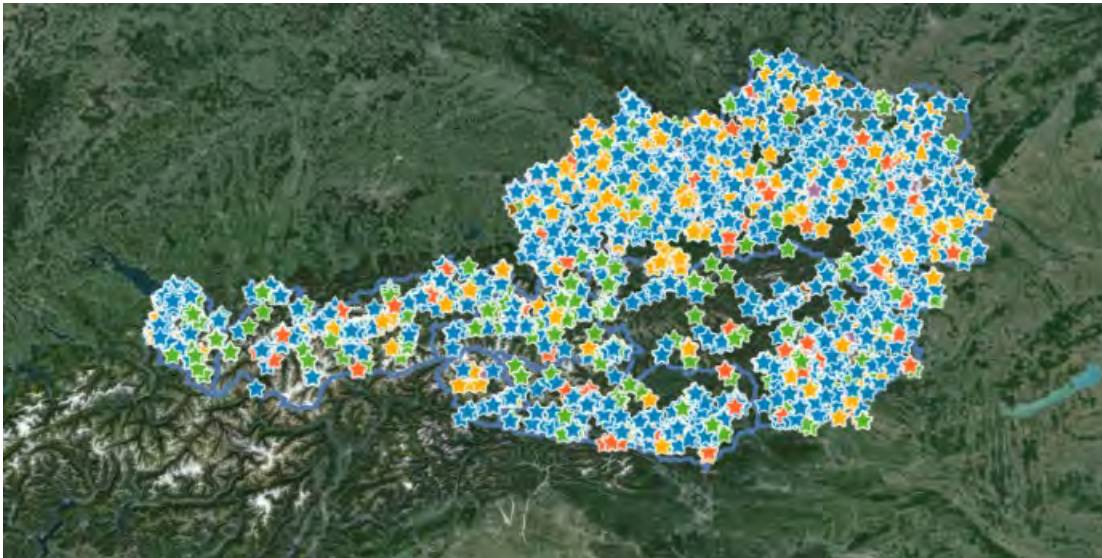
Awards for companies, municipalities and associations as klimaaktiv mobil project partners by the Minister of Climate Action.











Climate-friendly  
 mobility projects  
**21,000**

Annual CO<sub>2</sub>-savings  
 in tons about  
**350,000**

- **17,700** businesses
- **1,500** municipalities
- **1,300** tourism/re-creational organisations
- **500** schools



Number of klimaaktiv mobil projects (years 2006–2020, aggregate figures)

years	Number of klimaaktiv mobil projects, rounded	
2006		130
2008		600
2010		1,500
2012		3,500
2014		5,700
2016		8,400
2018		15,000
2020		21,000

Source: klimaaktiv mobil

## klimaaktiv mobil: Performance results 2007–2020

Financial support  
approx.

**€ 167.5 million**

Green jobs  
secured/created

**10,700**

Environment-related  
investment triggered

**€ 1.2 billion**

Children/young people  
in projects

**88,000**

klimaaktiv mobil  
competence partners,  
(eco-driving trainers etc.)

**2,400**

klimaaktiv mobil  
driving schools

**45**



## klimaaktiv mobil financial support (total numbers 2007–2020)

### Electric mobility and alternative fleets

cash equivalent of funding 70.0 mn €  
app. 849 mn €



### Mobility management

cash equivalent of funding 30.6 mn €  
app. 153 mn €



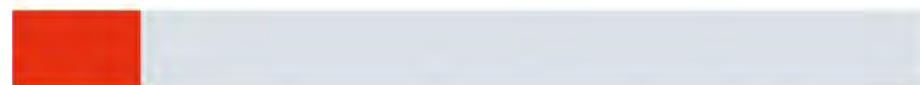
### Cycling

cash equivalent of funding 66.9 mn €  
app. 219 mn €



### Total

cash equivalent of funding 167.5 mn €  
investment volume app. 1.2 bn €



# klimaaktiv mobil supports more and more climate-friendly mobility projects:

Number of klimaaktiv mobil projects (years 2006–2020, aggregate figures)

years	Number of klimaaktiv mobil projects, rounded
2006	130
2008	600
2010	1,500
2012	3,500
2014	5,700
2016	8,400
2018	15,000
2020	21,000

Source: klimaaktiv mobil





# We build upon an excellent partnership! klimaaktiv mobil partners are awarded by the Federal Minister



## klimaaktiv mobil target groups

- Tailor-made advisory and financial support programmes for ...
  - Businesses, property developers and fleet operators
  - Cities, municipalities and regions
  - Tourism and leisure sector
  - Schools, educational institutions and youth initiatives
  - Public administration





## E-mobility offensive

- Financial support for H<sub>2</sub> and electric mobility including all kinds of vehicles (cars, busses, trucks, etc.) and charging infrastructure
- Precondition for financial support: 100% renewable energy
- Public private partnership with vehicle importers, two-wheeler importers and the bicycle industry
- Financial support exhausted: 2022 167.2 million



## Special klimaaktiv mobil focus: „Active mobility – cycling and walking“

- Focus in klimaaktiv mobil financial support programme for Federal States, cities and municipalities for investing in cycling and walking networks and infrastructure
- Since 2020 15 times more federal funds for klimaaktiv mobil active mobility and mobility management: 2022 60 Mio Euro available for support investments, 6,6 Mio for advisory, certification and awareness raising
- Focus on active mobility in klimaaktiv mobil advisory programmes for cities, municipalities, companies, schools
- Cycling action programme for children and cycling courses at primary schools as well as certification for klimaaktiv mobil cycling instructors





## klimaaktiv mobil – outlook

- Sustainable structure for the operative management and contract until 2031
- Sustainable legal framework: funding guidelines extended to 2031
- Increased budgeting allows ambitious and enlarged actions and initiatives

### Annual budget klimaaktiv mobil\*

Year	2019	2020	2021	2022
Financial support programme	€4,8 million	€40 million	€40 million	€60 million
Advisory programmes, awareness, education	€2,2 million	€2,6 million	€6,1 million	€6,6 million

\* at the beginning of the year

## Some additional insights into klimaaktiv mobil ...

- Multi-level governance instrument, integrated approach for administration, economy, science and civil society
- Longstanding, successful and internationally awarded climate protection initiative as well as advisory and financial support scheme
- We see ourselves as the driving force for sustainable mobility with thousands of implementation partners
- Strategic partners: Federal States, organisations representing businesses and communities, large enterprises, etc.





## klimaaktiv mobil promotes European partnerships: Member of the European Plattform on Mobility Management EPOMM

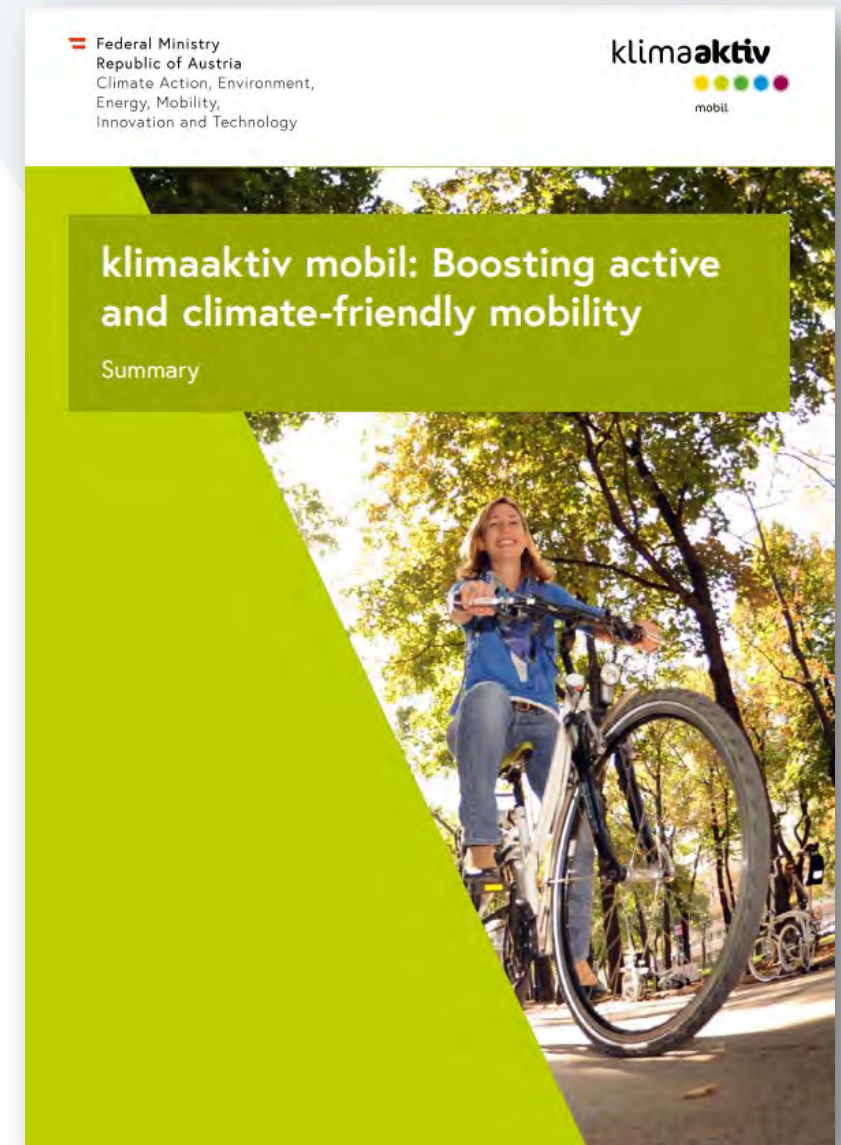
- Network of governments in European countries engaged in mobility management
- European Conference on Mobility Management, 31.5.–2.6.2022, Turku, Finland



# Let's be klimaaktiv mobil!

## Latest Performance Report in English available

[www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)



# Lets intensify our cooperation for green and active mobility in THE PEP and between AT and CZ !

- Within THE PEP Partnership Active Mobility
- Within the Danube Cycle Plans Project
- With klimaaktiv mobil

## Thank you for your attention!

For more information visit:

[www.thepepvienna2021.org](http://www.thepepvienna2021.org) [www.thepep.unece.org](http://www.thepep.unece.org) [www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)

