



 Federal Ministry
Republic of Austria
Sustainability and Tourism



PAN-EUROPEAN MASTER PLAN FOR CYCLING PROMOTION

THE PEP Partnership on Cycling

Velo-city 2019, 27th June 2019, Dublin

THE PEP Transport, Health
and Environment
Pan-European Programme



UNECE/WHO Transport, Health, Environment Pan-European Programme (THE PEP)

- WHO Europe Region / UNECE (56 member States)
- unique intersectoral policy platform for member States
- integrate environment and health considerations into transport policies
- know-how exchange between member States
- support for member States to implement healthy and environmentally mobility systems
- thepep.unece.org

THE PEP Partnership Cycling



- 2014: 4th High-Level Meeting Transport, Health, Environment in Paris:

*„Decide to initiate the development of a **pan-European Master Plan for Cycling Promotion** supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. This new initiative will be undertaken within the framework of **THE PEP partnerships**“.*

THE PEP Partnership Cycling

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

26 out of 56
countries
involved

Draft of the Pan-European Master Plan for Cycling Promotion

- 5 Chapters

- Vision and objectives
- Cycling in the pan-European region
- Benefits of cycling
- Recommendations
- Paving the way to the future

WHAT?

WHY?

HOW?

- 30 Recommendations in 10 Topics
- Annex: Good practice examples
- 28 pages

Vision and objectives

- a) Double cycling in the region and increase it in every country;
- b) Develop and implement national cycling policies, supported by national cycling plans, in the member States of the United Nations Economic Commission for Europe (ECE) and the World Health Organization Regional Office for Europe (WHO/Europe) region;
- c) Increase the safety of cyclists in the ECE and WHO member States and halve the rate of fatalities and serious injuries;
- d) Integrate cycling into health policies;
- e) Integrate cycling, including cycling infrastructure, into land use, urban and regional planning.

Benefits of cycling



30 Recommendations in 10 Topics

1. Developing and implementing national **cycling policies** supported by a national cycling plan
2. Improving **regulatory framework** for cycling promotion
3. Providing user friendly cycling **infrastructure**
4. Providing sustainable **investments** and efficient funding mechanisms
5. Including cycling in the **planning processes** and facilitating multimodality
6. Promoting cycling through **incentives** and mobility management
7. Improving **health and safety**
8. Improving cycling statistics for efficient **monitoring** and benchmarking
9. Developing cycling **tourism**
10. Making use of new **technology and innovation**

Examples of recommendation

- Recommendation 4.2: Establish close cooperation with international financial institutions in order to ensure funding for cycling infrastructure
- Recommendation 1.1: Develop (and/or update) and implement a national cycling plan

Summary

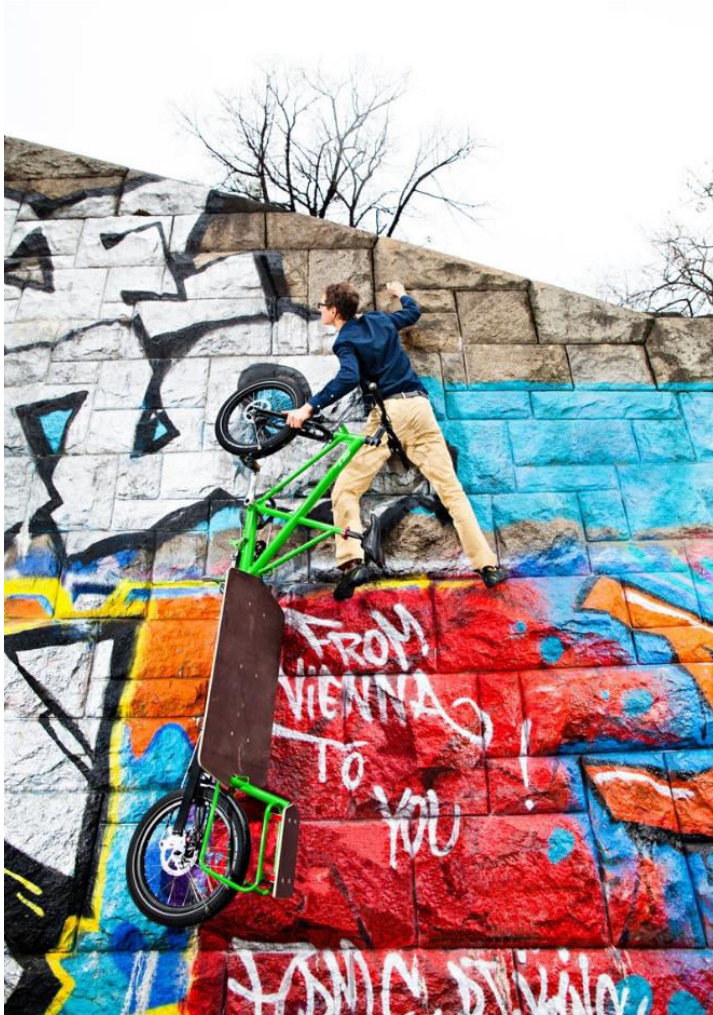


Pan-European Master Plan for Cycling Promotion

- Guidelines for appropriate actions for member states to promote cycling
- Objective to increase the number of cyclists
- Contribution to the SDGs

5th High-Level-Meeting Transport, Health, Environment

- 2020 (shifted from Oct. 2019)
- UNO City Vienna



Austrian Wine Tasting

Thursday 27th at 4:30 pm

Cycle Competence Austria booth (G2)

thepep.unece.org
cyclecompetence.at

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