



MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH




THE PEP Partnership on Cycling

Pan-European Master Plan for Cycling Promotion -
from Paris to Arnhem-Nijmegen

WHO/UNECE TRANSPORT, HEALTH AND ENVIRONMENT PAN-EUROPEAN PROGRAMME

- Established 2002 (2nd High-Level Meeting, Geneva)
- International cooperation platform for linking transport, health and environment policies
- Vision: „Green and healthy mobility and transport for sustainable livelihoods for all”
- www.thepep.org

MOTIVATION – THE PEP PARIS DECLARATION 2014

 <p>United Nations Economic and Social Council</p>	<p>ECE/AC.21/2014/3–EUDCE1408105/1.6/4HLM/3</p> <p>Distr.: General 3 February 2014</p> <p>Original: English</p>
<p>Economic Commission for Europe</p> <p>High-level Meeting on Transport, Health and Environment</p> <p>Fourth session Paris, 14–16 April 2014 Item 5 of the provisional agenda The Paris Declaration: “City in Motion: People First!”</p>	<p>World Health Organization Regional Office for Europe</p>
<p>Draft Paris Declaration: City in Motion – People First!</p>	



THE PEP Transport, Health and Environment Pan-European Programme

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

World Health Organization REGIONAL OFFICE FOR Europe

**4th High-level Meeting
Transport, Health and Environment**
14-16 april 2014 - Paris-La Défense

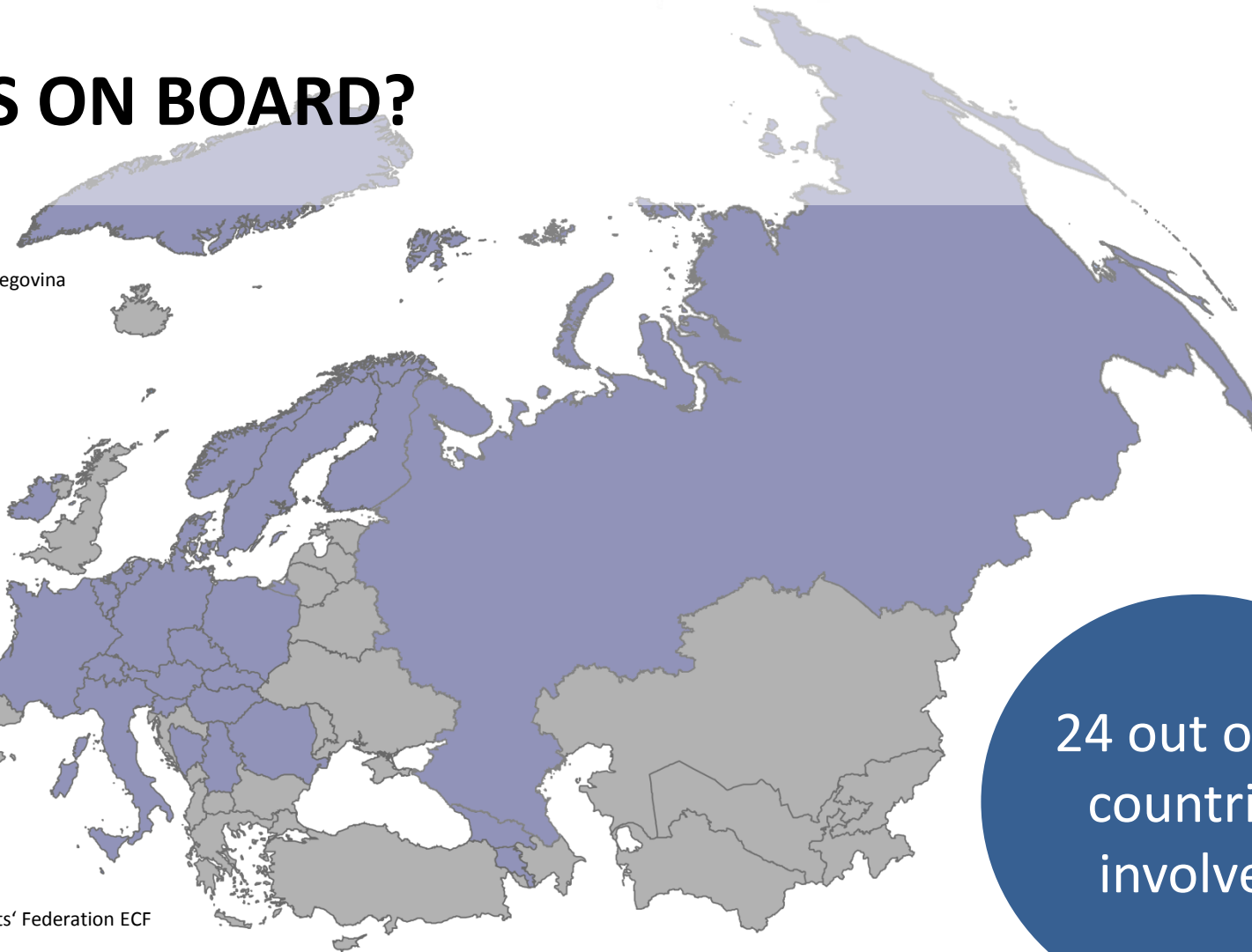
City in motion:
people first!

www.thepep.org

10. *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;

WHO IS ON BOARD?

1. Armenia
2. Austria
3. Belgium
4. Bosnia and Herzegovina
5. Czech Republic
6. Denmark
7. Finland
8. France
9. Georgia
10. Germany
11. Hungary
12. Ireland
13. Italy
14. Luxembourg
15. Netherlands
16. Norway
17. Poland
18. Romania
19. Russia
20. Serbia
21. Slovak Republic
22. Slovenia
23. Sweden
24. Switzerland
25. European Cyclists' Federation ECF
26. UNECE / WHO



24 out of 54
countries
involved

CHAPTERS & GUIDING QUESTIONS

1. **What are we dealing with?** Status of cycling as a tool for sustainable mobility in the 54 Member States of THE PEP
2. **Why are we dealing with it?** Highlighting the benefits of cycling for environment, health and transport to be cost-effective and sustain mobility as a key for freedom
3. **What do we want to achieve?** Objectives to increase the level of cycling in order to design cities for people and not cities for transit
4. **What do we have to do?** Recommendations for all relevant target groups

OBJECTIVES

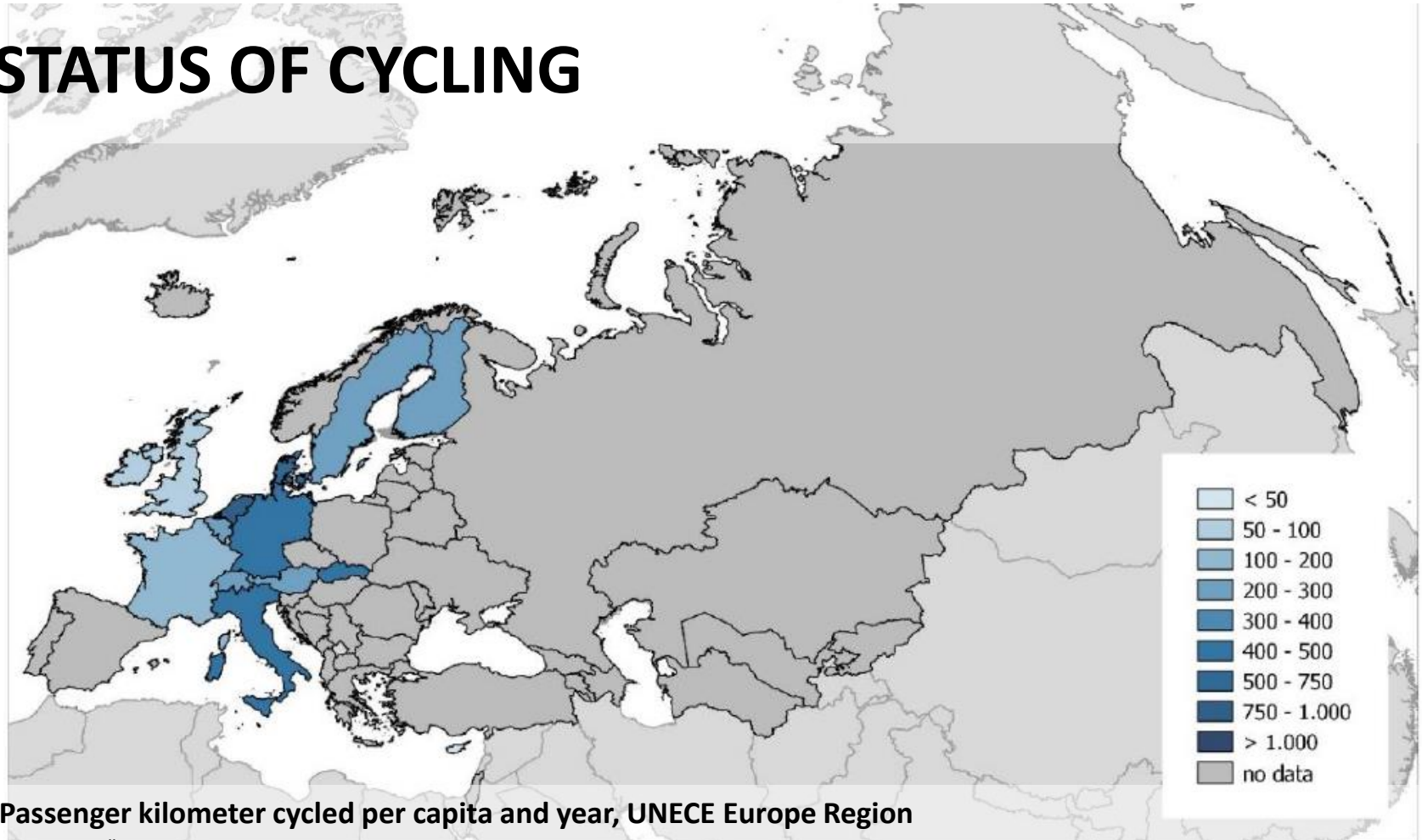
Overall objective

Promote cycling to improve the quality of life on the pan-European level and establish cycling as equal efficient mode of transport with a lot of advantages for sustainability, economy and health

Specific objectives

1. Increase cycling in every country and double cycling across the UNECE Europe region
2. Develop, adopt and implement effective national cycling plans in THE PEP member states
3. Increase safety of cyclists in THE PEP member states by halving the number of fatalities (and serious injuries)

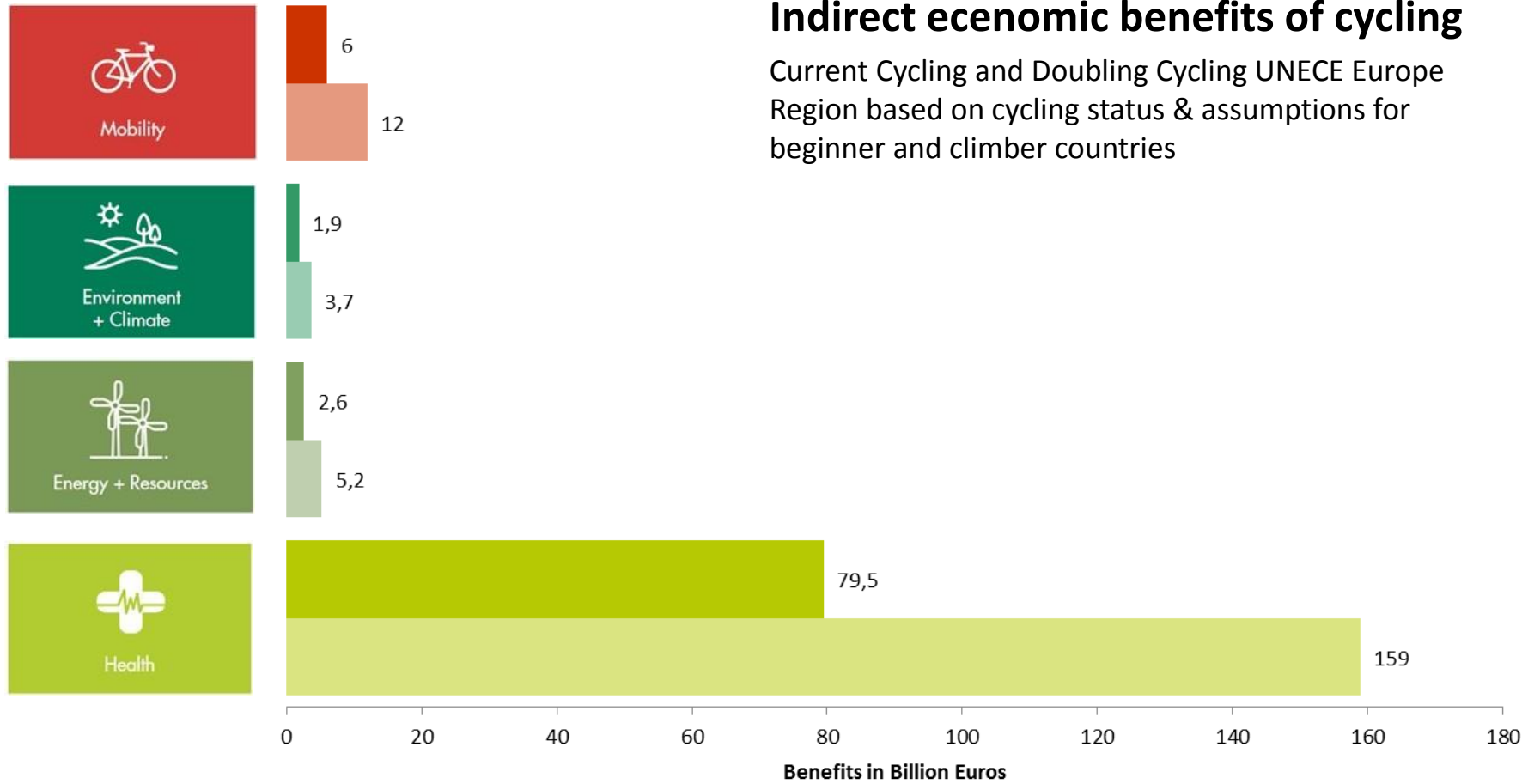
STATUS OF CYCLING



Passenger kilometer cycled per capita and year, UNECE Europe Region

Sources: AT: Österreich unterwegs 2013-2014, BE: Belgian Daily Mobility Survey 2009-2010, CH: Mikrozensus Mobilität und Verkehr 2010, CY: Schort Distance Passenger Mobility Survey 2009, DE: Mobilität in Deutschland 2008, DK: Transportvaneundersøgelsen 2014, FI: National Travel Survey 2010-2011, FR: ENTD 2008, GB: National Travel Survey 2014, IE: National Travel Survey 2014, IT: A global high shift cycling scenario 2015, NL: Onderzoek Verplaatsingen in Nederland 2015, SE: National Tavel Survey 2014-2015, SK: Transport Mobility Survey 2015

BENEFITS OF CYCLING



RECOMMENDATIONS (DRAFT JUNE 2017)

1. Have a national cycling policy

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

2. Improve regulatory framework for cycling

- Integrate regulations to promote cycling and to increase cycling safety into national highway codes
- Introduce speed limits of 30 km/h to allow cyclists to be mixed with motorised traffic
- Adopt a national standard for signalisation of cycle route networks
- Improve and harmonise vehicle and equipment specifications

3. Provide appropriate cycling infrastructure

- Define and produce a methodology and monitor the implementation of a trans-European cycling network
- Create transnational, national, regional and local cycling route networks
- Set national standards for cycling infrastructure

4. Provide appropriate funding

- Set share of budget allocated to cycling incl. promotion and development of national funding schemes
- Ensure cooperation with International Financial Institutions
- Consider health benefits in cost-benefit analysis

5. Include cycling in the planning process and facilitate multimodality

- Include cycling into all infrastructure planning
- Consider cycling in spatial planning and building regulations
- Facilitate multimodality

RECOMMENDATIONS (DRAFT JUNE 2017)

6. Promote cycling through fiscal incentives and behaviour change campaigns

- Promote the use of cycling and address car use through Mobility Management
- Introduce fiscal incentives to promote cycling
- Purchase subsidy for electric bikes

7. Improve health and safety

- Develop and promote the application of guidelines for integrating cycling in the public health systems
- Support the integration of health and cycling related aspects in formal and informal education, as well as promoting awareness raising in general public

8. Enable and foster monitoring and benchmarking

- Provide adequate and reliable statistical data to monitor the level of cycling
- Support member states in collecting coherent and comparable data on international level
- Highlight the benefits of cycling by developing and applying common tools

9. Develop cycling tourism

- Establish national cycling tourism coordination centres
- Introduce a national cycle friendly service scheme

10. Technology and innovation

- Introduce open standards for data exchange
- Use smart data to improve cycling conditions

NEXT STEPS

Pan-European Master Plan for Cycling Promotion

1. Preparation phase: Definition of main topics
2. Elaboration phase: Elaboration of inputs for main topics + consolidation → draft master plan
3. **Negotiation phase**: Negotiation of **draft master plan** among THE PEP member countries
4. Adoption of master plan for cycling promotion
5. Implementation phase: Identification of projects and funds

Nov 2014 -
March 2015

March 2015
– June 2017

June 2017
Dec 2018

5 HLM THE
PEP Vienna
Austria 2019