



# THE PEP Partnership on Cycling

## Pan-European Master Plan for Cycling

International Cycling Conference, Mannheim, September 2017

THE PEP Relay Race

Robert Thaler

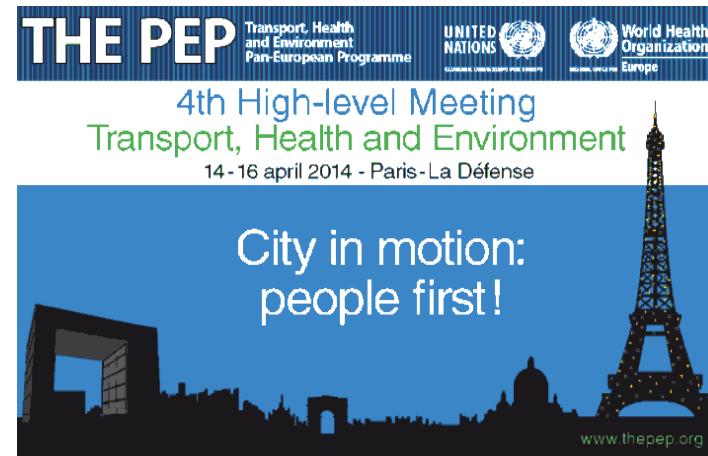
Head of Division Mobility, Transport, Noise

Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management,



# THE PEP Ministerial Paris Declaration 2014 calls for a Pan-European Masterplan for Cycling

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;



# THE PEP Pan European Partnership for Cycling

- Joint initiative of Austria and France launched at 4th High Level Ministerial Meeting of THE PEP Paris 2014
- Main objective and task: to promote cycling in Member States and develop the Pan-European Masterplan for Cycling



# THE PARTNERS

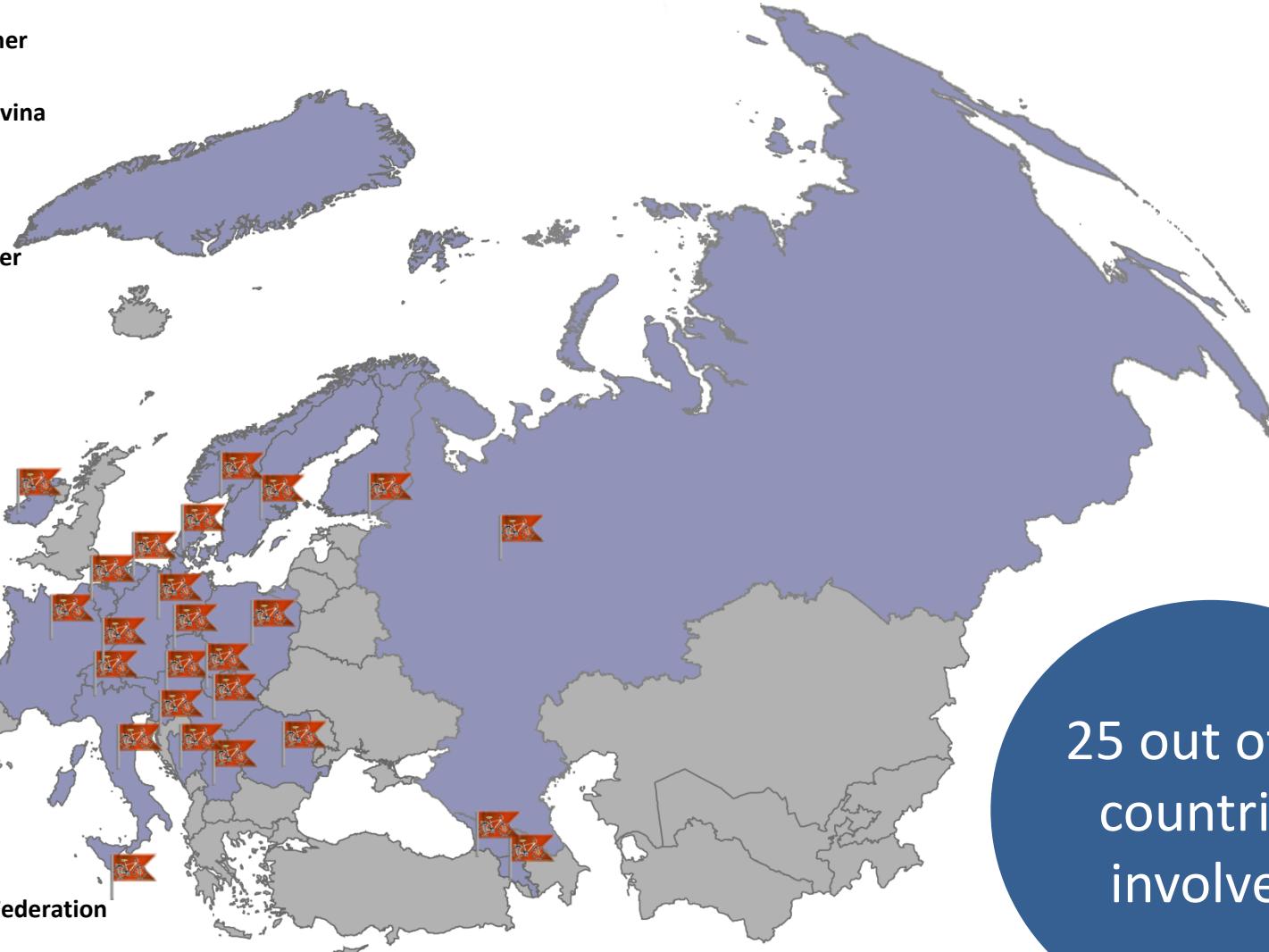


MINISTERIUM  
FÜR EIN  
LEBENSWERTES  
ÖSTERREICH

klimaaktiv



- Armenia
- 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  
ECF
- UNECE / WHO



25 out of 56  
countries  
involved

THE PEP

Transport, Health  
and Environment  
Pan-European Programme

UNITED  
NATIONS  
ECONOMIC COMMISSION FOR EUROPE



World Health  
Organization  
Europe

# DEVELOPMENT PHASES

## 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

# JOINT DEVELOPMENT – MEETINGS OF THE PEP PARTNERSHIP ON CYCLING

Paris, April 2014



Berlin, March 2015



Bratislava, Jan 2016



Brno, Nov 2014



Nantes, June 2015



# JOINT DEVELOPMENT – MEETINGS OF THE PEP PARTNERSHIP ON CYCLING

Brussels, Sept. 2016



Belgrad, March 2017



Budapest, March 2017



Arnhem, June 2017



# STRUCTURE 1<sup>ST</sup> DRAFT MASTERPLAN FOR CYCLING

1	FRAMEWORK CONDITIONS .....
2	CYCLING – A EUROPEAN SUCCESS STORY .....
2.1	Bicycle usage .....
2.2	Safety .....
2.3	National Cycling Policy .....
3	OBJECTIVES OF THE MASTER PLAN .....
4	BENEFITS OF CYCLING .....
4.1	Contribution to Sustainable economic development and job creation .....
4.2	Supported sustainable mobility .....
4.3	Reduced emissions and energy savings .....
4.4	Healthier and safer transport .....
4.5	Overview of the indirect economic benefits of cycling .....
4.6	National Cycling Policies for cycling promotion .....
5	RECOMMENDATIONS .....
5.1	Have a national cycling policy .....
5.2	Improve regulatory framework for cycling .....
5.3	Provide appropriate cycling infrastructure .....
5.4	Provide appropriate funding .....
5.5	Include cycling in the planning processes and facilitate multimodal transport .....
5.6	Promote cycling through incentives and behaviour change .....
5.7	Improve health and safety .....
5.8	Enable and foster monitoring and benchmarking .....
5.9	Develop cycling tourism .....
5.10	Technology and innovation .....
6	IMPLEMENTATION .....

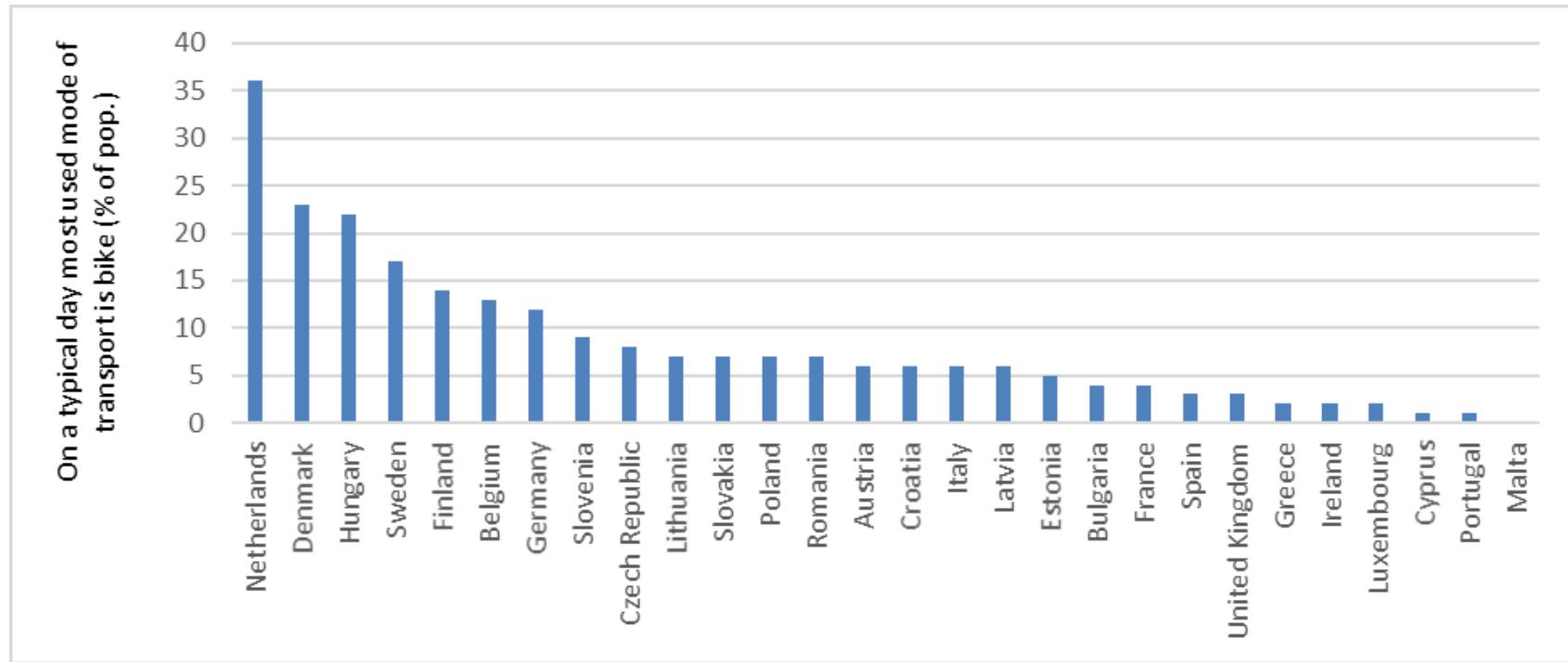
1. Framework conditions
2. Status of cycling in the 56 Member States of THE PEP
3. Objectives to increase cycling
4. Benefits of cycling for environment, health and transport, cities, citizens and economy
5. Recommendations
6. Implementation

# STATUS OF CYCLING



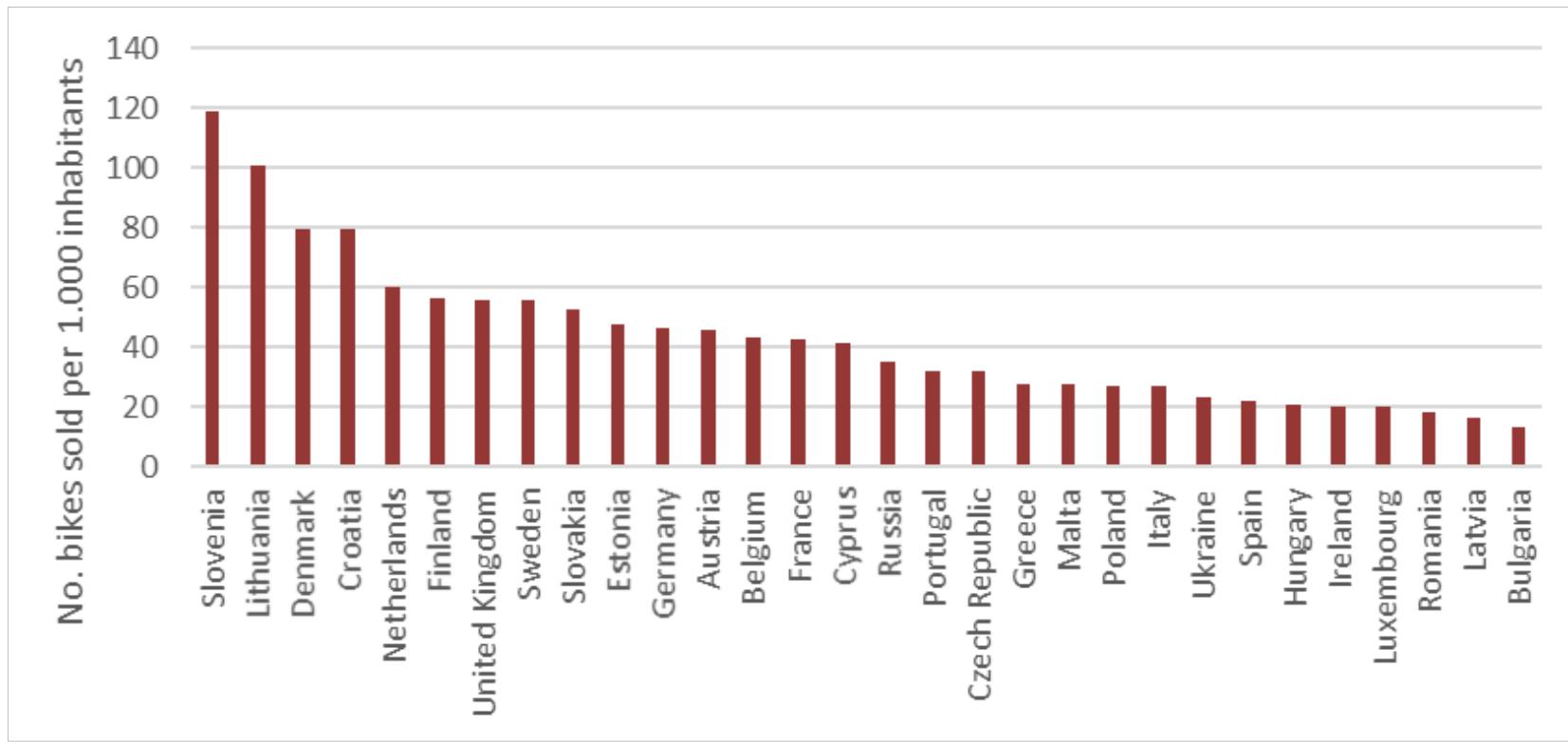
Passenger kilometers cycled per capita

# STATUS OF CYCLING



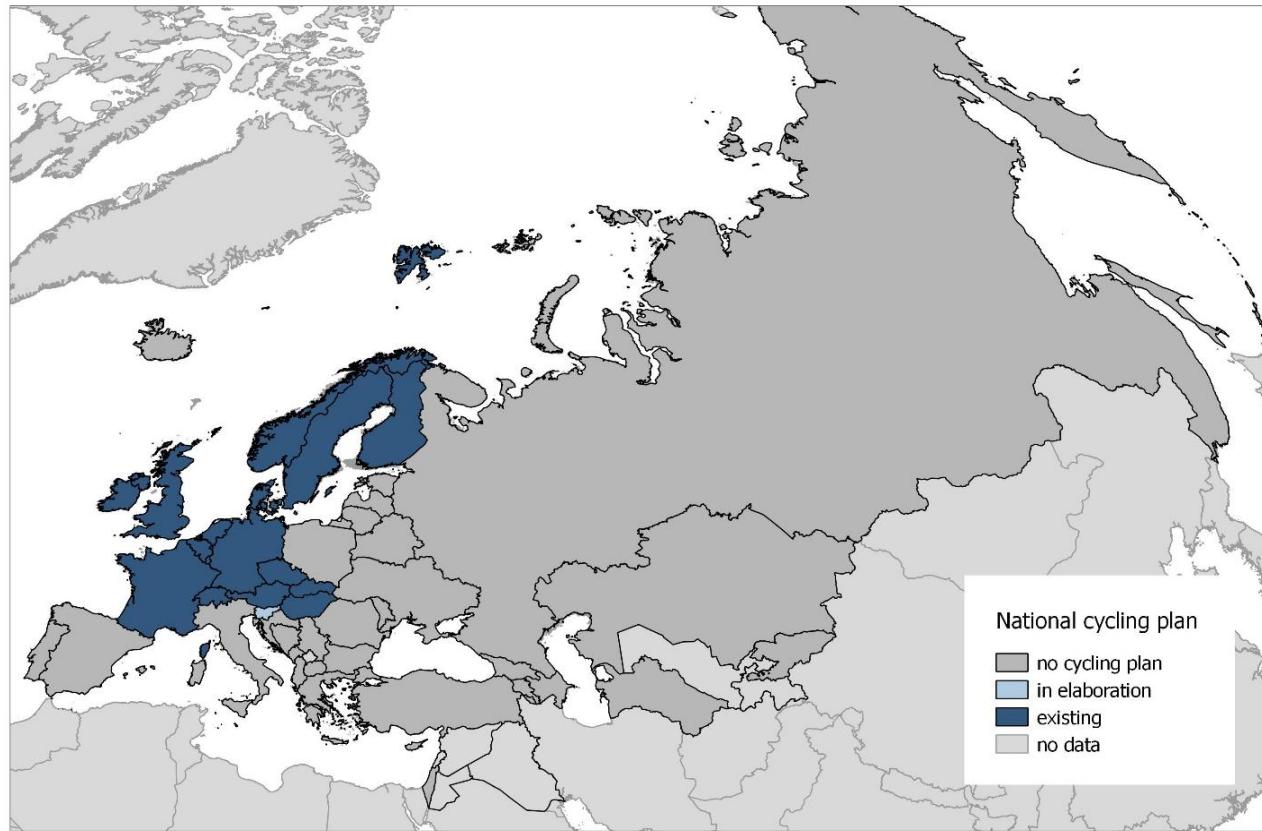
Modal share

# STATUS OF CYCLING



Bicycle sales

# STATUS OF CYCLING



THE PEP member states with a national cycling plan in place

# OBJECTIVES

<b>1</b>	<b>FRAMEWORK CONDITIONS</b>	
<b>2</b>	<b>CYCLING – A EUROPEAN SUCCESS STORY</b>	
2.1	Bicycle usage	7
2.2	Safety	13
2.3	National Cycling Policy	13
<b>3</b>	<b>OBJECTIVES OF THE MASTER PLAN</b>	14
<b>4</b>	<b>BENEFITS OF CYCLING</b>	15
4.1	Contribution to Sustainable economic development and job creation	15
4.2	Supported sustainable mobility	15
4.3	Reduced emissions and energy savings	20
4.4	Healthier and safer transport	21
4.5	Overview of the indirect economic benefits of cycling	25
4.6	National Cycling Policies for cycling promotion	26
<b>5</b>	<b>RECOMMENDATIONS</b>	
5.1	Have a national cycling policy	28
5.2	Improve regulatory framework for cycling	30
5.3	Provide appropriate cycling infrastructure	46
5.4	Provide appropriate funding	52
5.5	Include cycling in the planning processes and facilitate multimodality	52
5.6	Promote cycling through incentives and behaviour change	74
5.7	Improve health and safety	83
5.8	Enable and foster monitoring and benchmarking	88
5.9	Develop cycling tourism	97
5.10	Technology and innovation	104
<b>6</b>	<b>IMPLEMENTATION</b>	108

## Overall objective

Promote cycling to improve the quality of life on the pan-European level and establish cycling as equal mode of transport

## Specific objectives for the year 2030

1. Increase cycling in every country and double cycling across the UNECE Europe region
2. National cycling plans developed, adopted and implemented in all THE PEP member states
3. Increase safety of cyclists in THE PEP member states by halving the number of fatalities (and serious injuries)

# BENEFITS OF CYCLING



Environment  
+ Climate



Economy



Social Affairs



Energy + Resources



Technology + Design



Mobility



Health



Time + Space



Diversity of cultures

## Economic Benefits of current cycling status WHO Europe Region

- 750.000 jobs
- 220 Billion Euro per year
- 12 Mio. bikes produced
- High benefits  
for local economy  
by cycling tourism

# 10 TOPICS, 30 RECOMMENDATIONS (*DRAFT*)

1. Have a national cycling policy
2. Improve regulatory framework for cycling
3. Provide appropriate cycling infrastructure
4. Provide appropriate funding
5. Include cycling in the planning processes and facilitate multimodality
6. Promote cycling through incentives and behaviour change
7. Improve health and safety
8. Enable and foster monitoring and benchmarking
9. Promote cycling tourism
10. Technology and innovation

# 1 HAVE A NATIONAL CYCLING POLICY



# 1 HAVE A NATIONAL CYCLING POLICY

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. Set up a National Knowledge Centre / “Bike Academy” for training of professionals and skill enhancement

# Benefits of National Cycling Plans

- clear framework for the development of cycling in the country
- overall vision and common strategy for policy actions to jointly promote cycling
- clear communication of importance of cycling by national governments
- decisions on new legislative and fiscal frameworks to be adopted on national level
- efficient coordination of cycling policies (across vertical and horizontal government authorities)
- capable aggregation and co-ordination of power of various stakeholders (e.g. transport, health, environment, economy) on different levels (e.g. public/private, local/regional/national) to jointly evolve cycling
- skill-enhancement for actors on different levels (e.g. local and regional authorities)
- provision of better networking-conditions for enabling cooperation between various stakeholders with differing interests
- funding of pilot projects, research and awareness-raising campaigns
- co-funding for investments in cycling infrastructure
- broader exchange of knowledge, e.g. on good practices
- assignment of continuous, significant financial budget for cycling measures.

## 2 IMPROVE REGULATORY FRAMEWORK FOR CYCLING



## 2 IMPROVE REGULATORY FRAMEWORK FOR CYCLING

1. Integrate regulations to promote cycling and to increase cycling safety into national highway codes
2. Provide cycling friendly traffic conditions by introducing speed limits
3. Improve and harmonise vehicle and equipment specifications

## 3 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE



## 3 PROVIDE APPROPRIATE CYCLING INFRASTRUCTURE

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

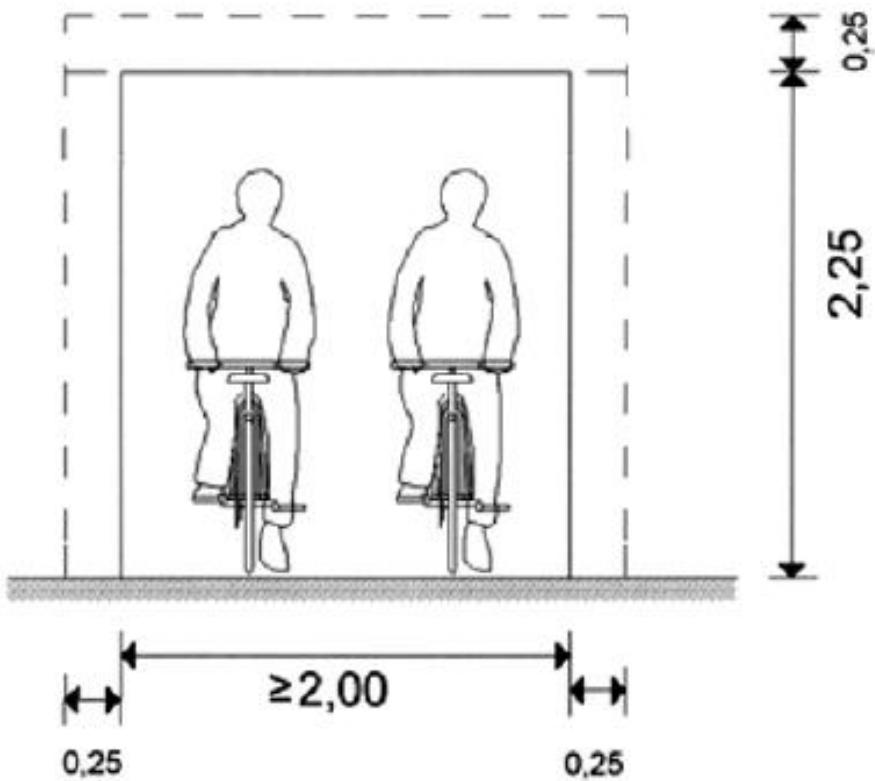
## 4 PROVIDE APPROPRIATE FUNDING



## 4 PROVIDE APPROPRIATE FUNDING

1. Set share of budget allocated to cycling incl. promotion and development of national funding schemes
2. Cooperate with International Financial Institutions (IFIs) to ensure funding of cycling infra-structure
3. Consider health benefits in cost-benefit analysis

## 5 INCLUDE CYCLING IN THE PLANNING PROCESSES AND FACILITATE MULTIMODALITY



## 6 PROMOTE CYCLING THROUGH FISCAL INCENTIVES AND BEHAVIOUR CHANGE CAMPAIGNS



## 7 IMPROVE HEALTH AND SAFETY



## 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 aware-ness raising
3. Improve cycling safety

## THE PEP TOOLS



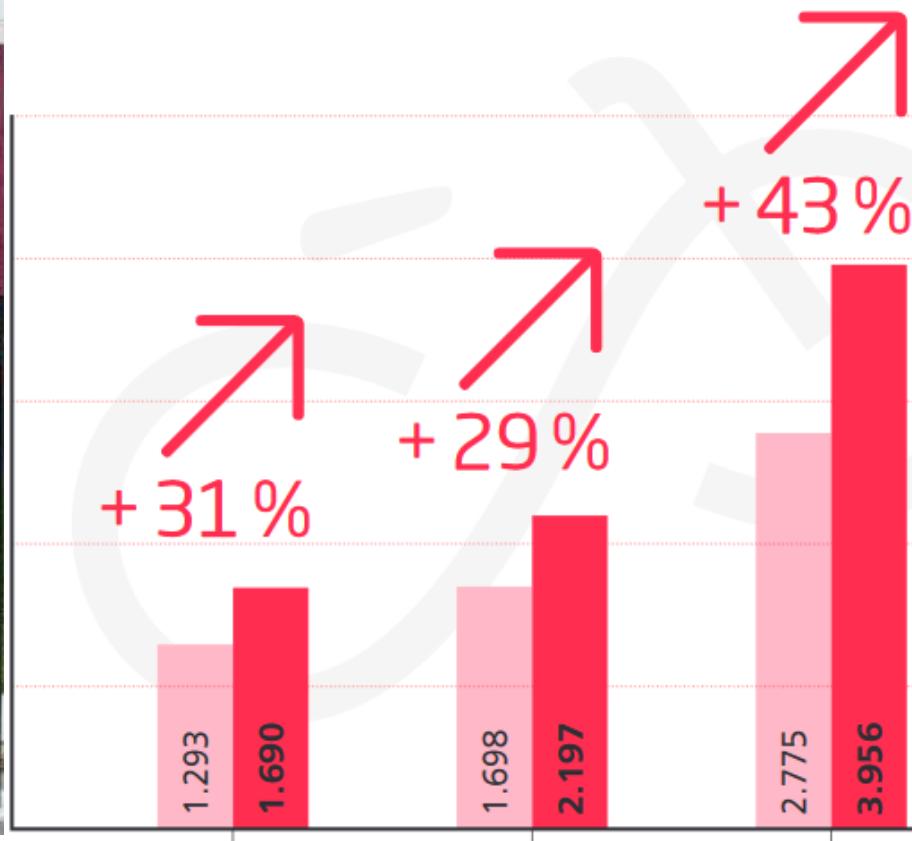
### HEAT Health Economic Assessment Tool for Cycling

- + Calculation tool for the health benefits of cycling and walking
- + Based on best available knowledge and scientific evidence
- + Easy access to HEAT Online for cities, stakeholders, planners
- + Online tool [www.heatwalkingcycling.org](http://www.heatwalkingcycling.org)

Austria supported developing HEAT and applied it for assessing benefits of implementation of Austrian Masterplan Cycling

+ 1400 Mio. Euro mean annual benefit by achieving the objective of doubling cycling share in Austria to 13% in 2025 !

## 8 ENABLE AND FOSTER MONITORING AND BENCHMARKING



## 9 PROMOTE CYCLING TOURISM



# 10 INNOVATION AND TECHNOLOGY



# IMPLEMENTATION (*UNDER DEVELOPMENT*)

1. Facilitating the implementation of the pan-European Master Plan for Cycling on European and national level by THE PEP Partnership cycling – e.g. implementation workshops, involving IFIs, UNECE WHO ECF
2. Sharing good practice and monitoring the implementation of the pan-European Master Plan for Cycling within THE PEP Partnership cycling
3. Capacity building for implementation THE PEP MP Cycling through close link between THE PEP Partnership and e.g. THE PEP Academy bringing together the national knowledge centers and to provide possibilities for know-how exchange

# FEEDBACK OF THE PEP BUREAU

- The Bureau welcomed the achieved progress and invited the Partnership to develop a potential political input to the Declaration of the 5<sup>th</sup> HL Meeting of THE PEP
- The Declaration could propose the adoption/endorsement of the Masterplan and could draw from the objectives and key recommendations of the Masterplan.
- The Bureau further recommended inviting cities and cities-related organisations/networks (HC, POLIS, EUROCITIES, etc) to join the Partnership.
- The second draft of the Masterplan is expected to be produced before the 15th Session of the Steering Committee (SC15).

# NEXT MEETINGS

THE PEP Partnership Meeting  
Moscow, Spring 2018



THE PEP Partnership Meeting  
tbd, Autumn 2018



# WHAT ARE THE NEXT STEPS?

1. Update PEMP and elaborate declaration based on feedback & discussion
2. Hand it over 2<sup>nd</sup> draft of the PEMP and 1<sup>st</sup> draft of declaration to THE PEP Steering Committee at least two weeks before ...
3. THE PEP Steering Committee Meeting November 6<sup>th</sup>-8<sup>th</sup>, 2017
4. THE PEP Partnership Meeting Moscow, tbc, spring 2018
5. THE PEP Bureau Meeting July 2018
6. THE PEP Partnership Meeting, tbd, autumn 2018
7. THE PEP Steering Committee Meeting November 2018
8. Adoption of the PEMP at the 5th HL Meeting of THE PEP June 2019 in Vienna

**Promotion of active mobility like cycling  
creates win-win-win-win-win for citizens, health,  
environment, economy and mobility !**

**Join THE PEP Partnerships!  
From Paris 2014 to Vienna 2019  
5<sup>th</sup> High Level Meeting THE PEP**



**Thank you for your attention!  
[www.thepep.org](http://www.thepep.org)**