

# First Pan-European Master Plan for Cycling Promotion

Vienna Ministerial Declaration: Building forward better  
Transforming to clean, safe, healthy and inclusive mobility and  
transport for happiness and prosperity for all

Velocity Conference Ljubljana  
14 - 17 June 2022

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# THE PEP

Transport, Health  
and Environment  
Pan-European Programme



UNECE



World Health  
Organization  
REGIONAL OFFICE FOR  
Europe



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

17-18 May 2021, Vienna - Online



*Historic Milestone:*

## Adoption of the Vienna Ministerial Declaration and the first Pan-European Master Plan on Cycling Promotion

46 Ministers, EC,  
State Secretaries,  
41 Countries,  
850 participants



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

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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;





# 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
- CONEBI
- UNECE
- WHO



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## UNECE

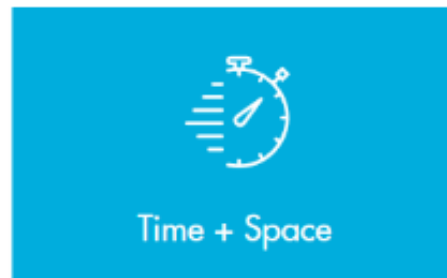
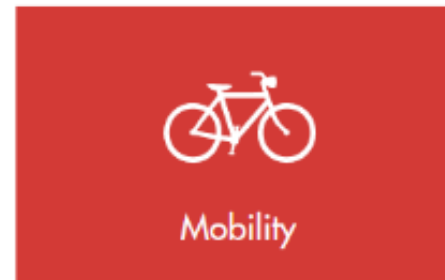
# First Pan-European Master Plan for Cycling Objectives



- 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 space for 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 in the region as a whole;
- To **integrate cycling into health policies**
- To **integrate cycling and cycling infrastructure, into land use, urban, regional and transport planning.**



# Benefits of Cycling



## Economic Benefits of Cycling in the Pan-European Region

- 750.000 jobs + 400.000 jobs when doubling cycling
- Up to 500 Billion €/year
- Doubling cycling would  
+prevent 30,000 deaths  
+reduce 8 million tons of CO2
- 14,5 Mio. bikes produced, 22 Mio sold 2020 in EU
- 2.2 billion cycle trips in EU, high benefits for local economy through cycling tourism

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## 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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# 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



A wooden gavel is positioned vertically in the center of the image, resting on a stack of books. In the foreground, a wooden block with the word 'REGULATIONS' is visible. The background is a blurred stack of books, with one book spine showing the word 'RULES'.

## 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





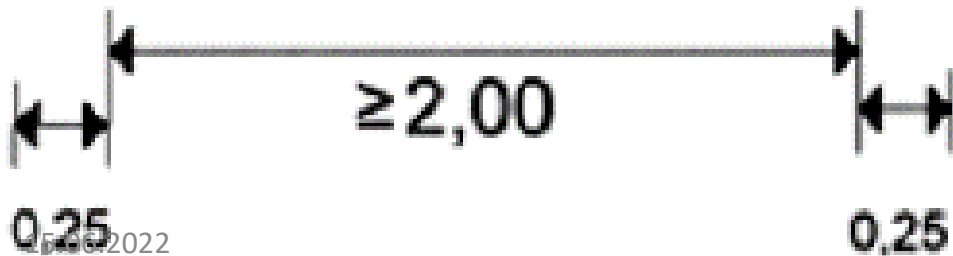
## 4. Provide sustainable investments and efficient funding mechanisms

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 & 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



# Outlook on Implementation

## THE PEP First Pan European Masterplan for Cycling Promotion

## THE PEP Partnership Active Mobility

➤ **Extend to Active Mobility including walking:**

**Kick off for First Pan European Masterplan Walking in Paris April 2022**

➤ **Design and establish a Pan-European Competence Centre for Active**

➤ **Facilitate the development of national cycling and walking plans, strategies and transnational cooperation projects like Danube Cycle Plans**

➤ **Organize funding workshops** with the International Financial Institutions

➤ **Elaborate the Infrastructure Module (Trans European Cycle Route Network)** for the Pan European Masterplan Cycling – New UNECE Expert Group in liason with THE PEP Partnership



# Danube Cycle Plans

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

**Cooperation for implementing Pan-European Masterplan for Cycling Promotion:  
National Masterplans for Cycling and national cycle networks in the Danube countries  
becoming an integral part of future Trans-European Cycle route network (TEC) ...**





**Cooperation for implementing Pan-European Masterplan for Cycling Promotion:  
New “UNECE Group of Experts on Cycling Infrastructure” established  
in liason with THE PEP Partnership on Active Mobility**

SECRETARY





**Cooperation for implementing Pan-European Masterplan for Cycling Promotion: Cycling promotion tour from Vienna to Velocity Ljubljana: Start in Vienna by Austrian Minister for Climate Action, Leonore Gewessler**



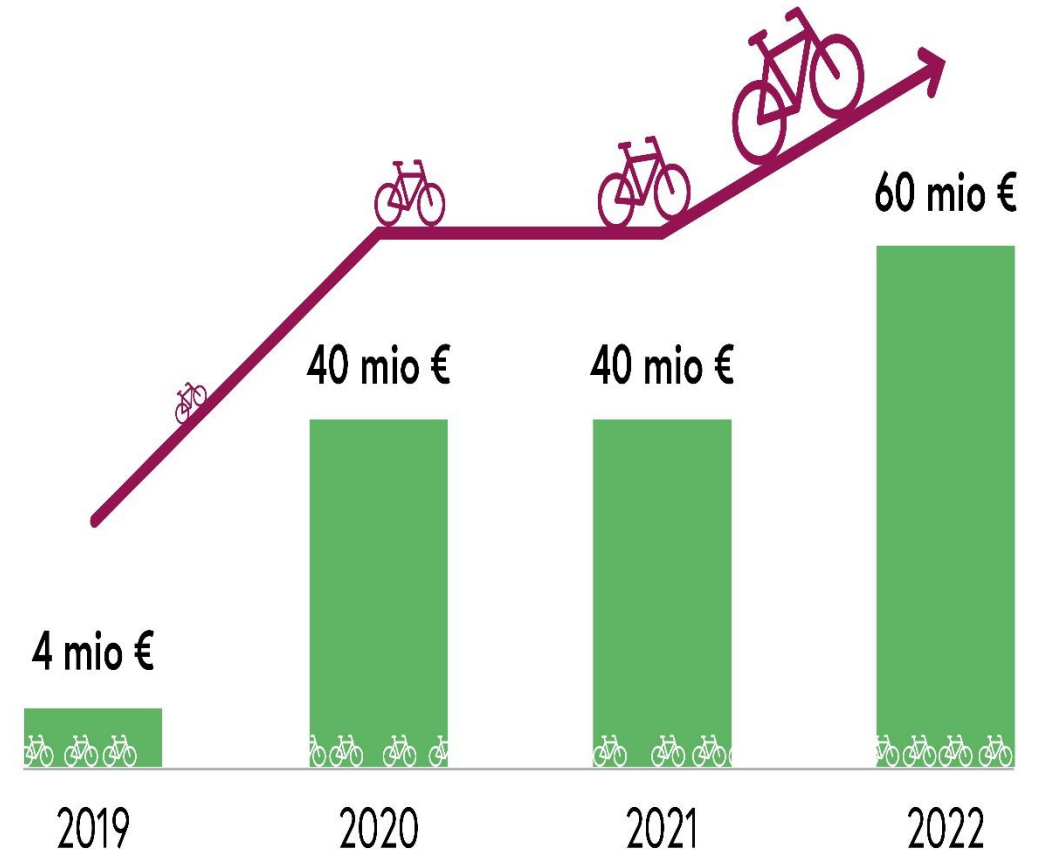
## Cooperation for implementing the Pan-European Masterplan for Cycling Promotion National Level - Austrian Examples

- **National cycling coordination and national agreement on cycling promotion** between Federal Ministry and Federal States, Association of Cities and of Municipalities
- **Financial & technical support programme klimaaktivmobil** for cities, municipalities, regions - focus on active mobility: **15 times increase of federal funding up to 60 Mio Euro p.a. for active mobility infrastructure and mobility management**
- Relaunch **Austrian Masterplan Cycling 2030**
- **Reform of Austrian Traffic Code** to improve situation for cyclists and pedestrians is on the way
- **National campaign: Österreich radelt - Austria is cycling**

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



klimaaktiv mobil funding budget  
for active mobility and mobility management



**Implementing the  
First Pan-European Master Plan for Cycling Promotion**

**Velocity in Ljubljana is an important milestone!  
THE PEP Partnership Active Mobility is key for co-operation!**

**Lets intensify co-operation and joint action!  
Lets bike Europe !**



**Ljubljana  
Slovenia**  
**14 - 17 June 2022**  
**#VC22**

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