

THE PEP Partnership Active Mobility Interim Report to THE PEP Steering Committee Geneva, October 2022

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THE PEP

Austrian Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology

Status: October 2022

THE PEP Partnership on Sustainable Tourism Mobility

20/10/2022

THE PEP Partnership Sustainable Tourism Mobility based on Ministerial Decision in Vienna Declaration

THE PEP: fostering the transformation to achieve our vision

23. *Decide* to launch new THE PEP partnerships as platforms for cooperation between member States and other stakeholders for implementation of this Declaration;

24. *Endorse* the practical results and recommendations achieved in the Partnership on Eco-driving as set out in annex IV including THE PEP Guidelines for Eco-driving, the studies on green and healthy jobs in transport, the TRANSDANUBE Partnership for sustainable mobility in the Danube region, as well as the conclusions of the Handbook on Sustainable Urban Mobility and Spatial Planning as set out in annex V and *decide* to further develop these partnerships by:

(a) Requesting the Partnership on Eco-Driving to explore the extension of eco-driving to electric vehicles and other forms of transport and non-road mobile machinery;

(b) Requesting the Partnership on Green Jobs to continue the work to support the

(c) Establishing THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools;

(d) Intensifying the work of the relevant Partnership to promote coordination and the integration of sustainable transport, in particular public transport, shared and active mobility, spatial planning, health and the environment;



Vienna Declaration

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



THE PEP

Transport, Health and Environment
Pan-European Programme



www.who.int/europe

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



UNECE



World Health Organization

REGIONAL OFFICE FOR Europe

1st meeting of the partnership in Vienna, September 9th/10th, 2021

 Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



2nd meeting of the partnership, May 23rd/24th, 2022 - Madrid

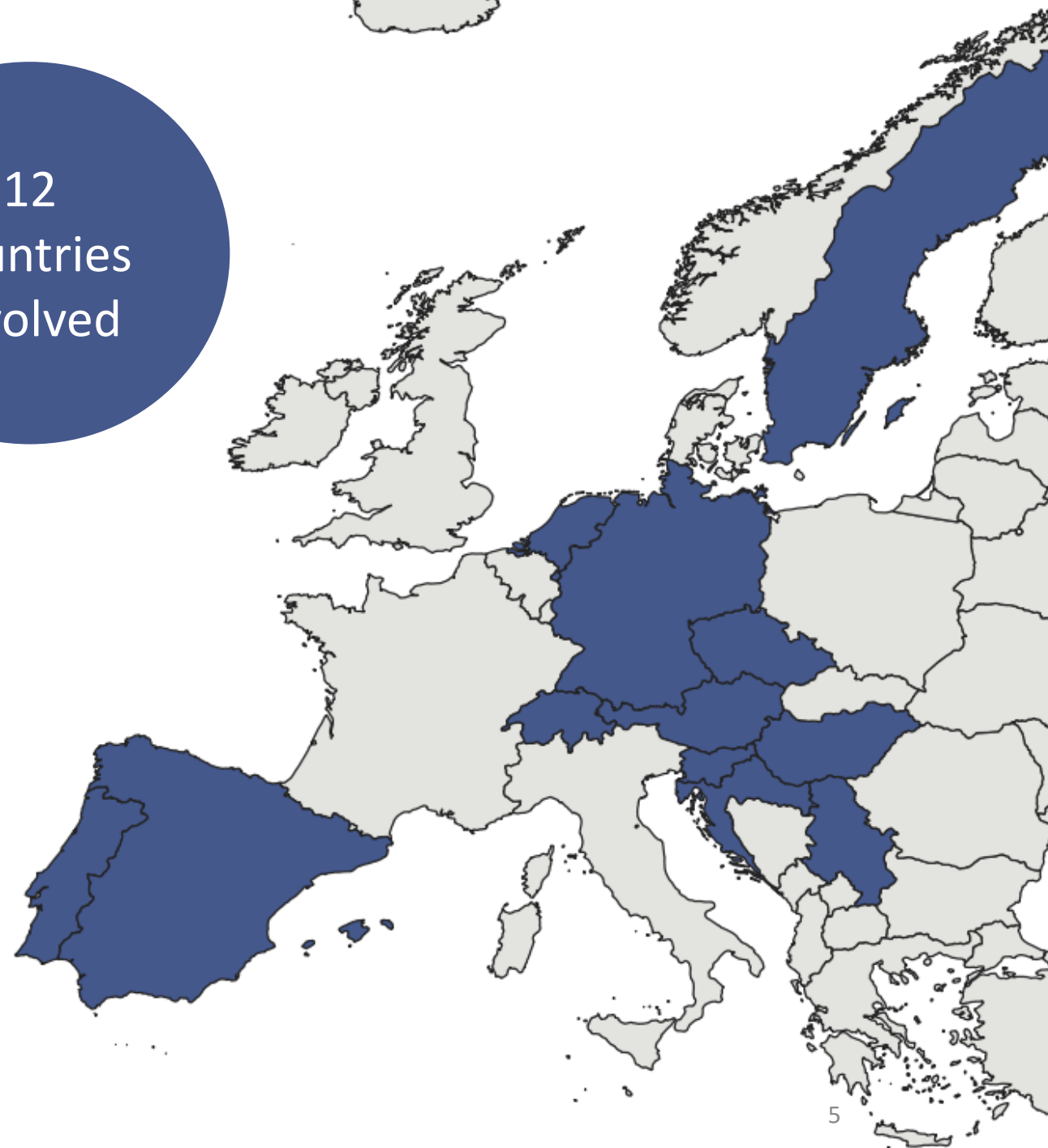


15/10/2022

Partners of THE PEP Partnerships Sustainable Tourism Mobility

1. Austria – Lead Partner
2. Croatia
3. Czechia
4. Germany
5. Hungary
6. Netherlands
7. Portugal
8. Serbia
9. Slovenia
10. Spain
11. Sweden
12. Switzerland
13. European Cyclists' Federation ECF
14. UNWTO
15. UNECE / WHO

12
countries
involved



Objectives of the partnership

- **Raise awareness** for sustainable multimodal mobility to achieve a sustainable tourism development on national and international level
- **Strengthen the cooperation** between relevant stakeholders of different levels and sectors committed to provide sustainable mobility to tourists and inhabitants
- **Increase the institutional capacity** of the relevant organisations to develop, implement and operate sustainable mobility services
- **Contribute to the development** of climate-friendly, convenient as well as attractive **mobility services** and offers for travellers and inhabitants

Activities and products of the partnership

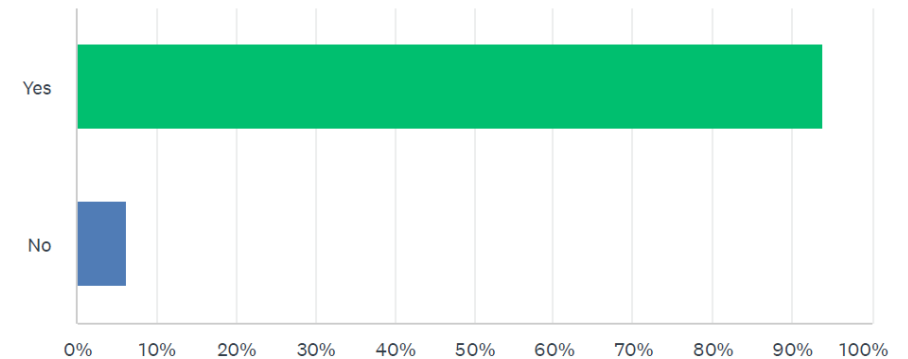
- Use the partnership as a **platform for cooperation**
- **Collection of examples** of existing national strategies and platforms including or focusing on sustainable mobility in tourism in order to support countries where the topic is not represented in the tourism and mobility strategies
- A **toolbox** to push sustainable mobility in tourism based on existing good practices from the partner countries

Interesting results of a survey among national tourism and transport authorities in the pan-European region

While most of the tourism strategies include mobility, a large part of the transport strategies don't include tourism

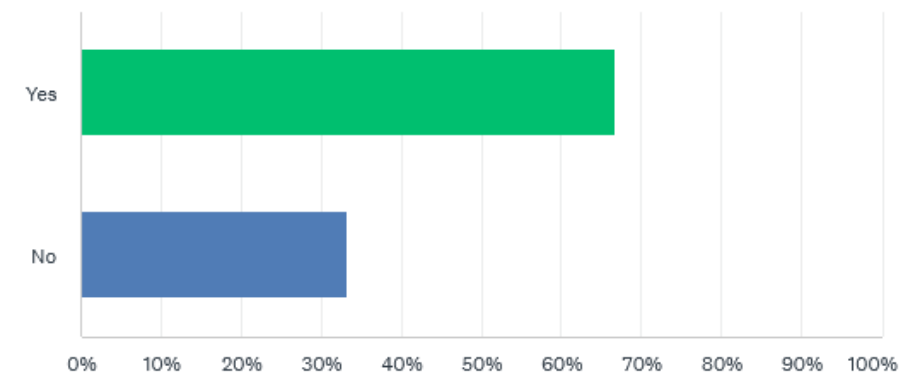
Is your national tourism strategy addressing sustainable mobility in tourism?

Answered: 16 Skipped: 2



Is your national mobility and transport strategy addressing sustainable mobility in tourism?

Answered: 15 Skipped: 3



THE PEP Partnership Sustainable Tourism Mobility

Toolbox to push sustainable mobility in tourism

Objective & strategic approach of the toolbox

Objective: pushing sustainable mobility in tourism forward

Follow a strategic approach focusing on

- How the national level can integrate the promotion of sustainable mobility in tourism in their daily actions / strategies / ...
 - How the national level can support destinations willing to push sustainable mobility in tourism
 - Highlighting existing good practices from the participating countries (focus on the role of the national level in making the example a good practice)
- ➔ Different to existing manuals and tool-kits which in many cases focus on destination level / address stakeholders from the destination level

Draft structure

- What are we dealing with? **Status & challenges ahead** (chapter 1)
- Why are we dealing with it? Highlighting the **benefits** (chapter 2)
- What do we want to achieve/Where would we like to go? A joint **vision and clear objectives** (chapter 3)
- What do we have to do? Concrete **recommendations** based on good practice examples (incl. destinations) clustered in selected fields of action and whom do we need for a successful implementation (chapter 4)

Fields of action covered by the toolbox

1. Mobility requirements of different user groups (trends..., future mobility)
2. Mobility management at the destinations
3. Long-distance trains (renaissance of night trains; charter trains)
4. First/last mile services
5. Cycling & hiking as part of the tourism experience incl. interfaces with other means of sustainable transport
6. Multimodal travel information (systems) reflecting the requirements of tourists
7. Integration of sustainable mobility services in tourism packages and marketing

Proposed structure of the fields of action

- Short description (max. half a page) + general picture
- One to five recommendations breaking down the topic to more concrete actions to be supported/implemented by the responsible national authorities to improve the situation
- Each recommendation should be shortly described (half a page) and supported by up to five case studies :
 - catchy description including a link for further information
 - a nice picture (incl. copyrights) that we can use for the publication

Timeline for the elaboration of the tool-kit



Final conference of the Transdanube Travel Stories project, November 24th 2022 in Linz/Austria – check <https://www.interreg-danube.eu/approved-projects/transdanube-travel-stories>

Thank you for your attention!

Lets join THE PEP Partnership Sustainable Tourism Mobility