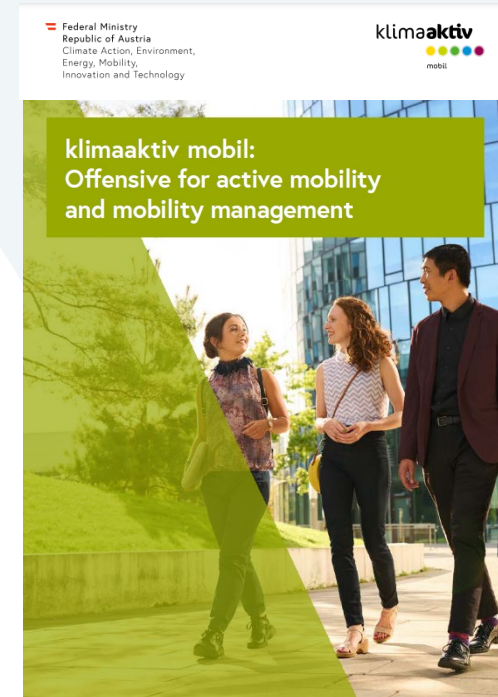


# Implementing THE PEP Vienna Declaration Austrian Examples

Update for the Steering Committee, Geneva 17-19 Oct 2022

## DI Robert Thaler

Head of Department Active Mobility and Mobility Management,  
Austrian Federal Ministry of Climate Action, Environment, Energy,  
Mobility, Innovation and Technology  
THE PEP



## Ambitious objectives and commitments

- European level – Fit for 55 package: decreasing GHG emissions by 55% until 2030 and reaching climate neutrality by 2050
- Austrian Government programme: Reaching climate neutrality by 2040 (net zero)!
- Mobility Master Plan Austria – Avoid, Shift, Improve Transport
- THE PEP Vienna Ministerial Declaration – *“Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport.”* calls for promotion of mobility - cycling and walking - all over Europe.
- THE PEP Partnership Active Mobility: new focus on walking

## Example 1: Federal government programme gives priority to active mobility

- “Package for cycling and walking – offensive for active, soft mobility”
  - Development and implementation of national master plan walking
  - Increasing the attractiveness of walking
  - Federal co-financing for the extension of walking infrastructure
- **Implementation on the way:**
  - Development of National Master Plan Walking with horizon 2030
  - Priority for active mobility in the national klimaaktiv mobil program
  - Increase of klimaaktiv mobil budget for co-financing the extension of high quality infrastructure for active mobility

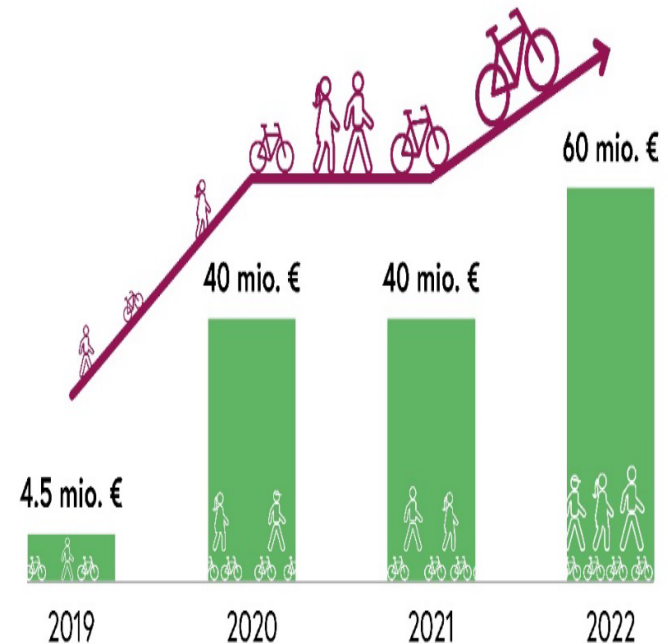
Aus Verantwortung  
für Österreich.

Regierungsprogramm 2020–2024

## Example 2: klimaaktiv mobil Massive increase of funding and new focus on active mobility

- Sustainable framework for the management of klimaaktiv mobil and its programmes
- Klimaaktiv mobil funding guidelines extended till 2031
- Massively increased budget allows ambitious and enlarged actions - 4,5 Mio up to 60 Mio Euro p.a.
- New focus on the co-funding of the extension of high-quality walking and cycling infrastructure in cities and regions

klimaaktiv mobil funding budget  
for active mobility and mobility management



## klimaaktiv mobil funding programme priorities 2022

### Federal financial support to companies, cities and municipalities

- Walking promotion and walking infrastructure  
20% to 50% of eligible costs
- Bicycle sharing, job bikes, bicycle parking  
20% to 30% of eligible costs
- Regional bicycle networks and bicycle highways  
40% to 50% of eligible costs
- Mobility Management for companies, cities, etc  
20% to 30% of eligible costs
- E-Cargo Bikes, E-Mobility  
jointy with vehicle sector, flat rate funding



## klimaaktiv mobil builds on target group approach and partnerships

- Klimaaktiv mobil – national programme to motivate, activate and support
  - companies, developers, fleet operators, mobility providers, tourism
  - cities, municipalities and regions
  - schools, driving schools, youth
  - households and citizensto implement active mobility, mobility management, e-mobility
- 27.000 partners implementing projects for active mobility and mobility management, practical trainings and certification schemes, awareness supported by klimaaktiv mobil
- Strategic partners: Federal States, Association of Cities and of Municipalities, Economic Chamber, Austrian Federal Railways ÖBB, Austrian Post, Postbus etc.

## klimaaktiv mobil portfolio



### Advisory programmes

Free assistance with the development, implementation and submission of financial support for climate protection measures for climate-friendly mobility.



### Financial support programmes

Financial support for companies, cities, communities and associations for active mobility and mobility management, alternative transport systems, fleet conversions and e-mobility.



### Awareness raising

Information campaigns on the advantages of climate-friendly mobility: cycling, public transport, fuel-saving training and alternative vehicles and drives.



### Education and certification schemes

Training and certification: cycling trainers, eco-driving trainers, e-mobility experts, klimaaktiv mobil driving school, bike technician and much more.



### Partnership and awarding

Awards for companies, municipalities and associations as klimaaktiv mobil project partners by the Minister of Climate Action.

## klimaaktiv mobil: successful results 2007–2020

Financial support  
approx.

**€ 167.5 million**

Green jobs  
secured/created

**10,700**

Environment-related  
investment triggered

**€ 1.2 billion**

Children/young people  
in projects

**88,000**

klimaaktiv mobil  
competence partners,  
(eco-driving trainers etc.)

**2,400**

klimaaktiv mobil  
driving schools

**45**



## New klimaaktiv mobil focus: „Active mobility – cycling and walking“

- New: Massive financial support for high-quality cycling and walking infrastructure for cities, regions and municipalities
- New: Promotion of the development of local master plans/strategies for walking as a precondition for funding
- Focus on walking and cycling also in the advisory programmes
- Austria-wide training program on active mobility planning for stakeholders in federal states and municipalities, companies, developers, architects, ...
- Awareness raising: Annual Cycling Summit and annual national conference on walking

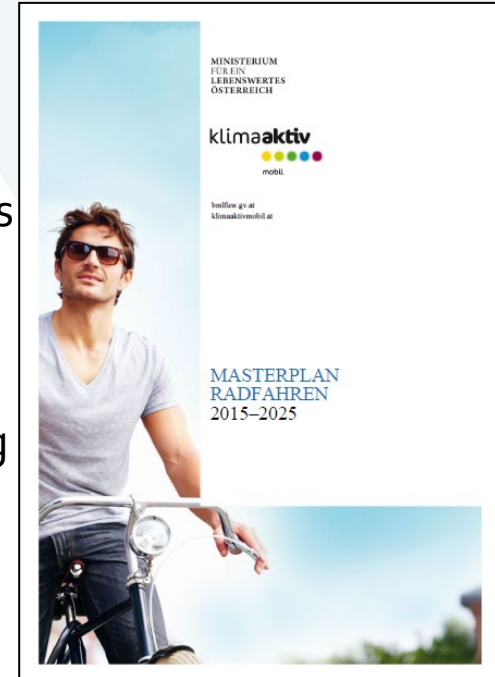


## Example 3: Cycling Infrastructure Investments in Austria

- 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, regions and companies - focus on regional cycling networks and cycling highways with cycling strategies as precondition for funding - funding rates 30% up to 50% of eligible costs
- 15 fold increase of federal funding up to 60 Mio Euro p.a. for active mobility infrastructure and mobility management
- Public Private Partnership with bicycle businesses: financial support scheme for (E-) Cargo Bikes for citizens and companies – funding flate rate 800Euro

## Masterplan Cycling and Cycling Promotion in Austria

- Relaunch Austrian Masterplan Cycling 2030
- Reform of Austrian Traffic Code to improve situation for cyclists
- Annual National Cycling Summit – Vienna 2022
- National cycling campaign: Österreich radelt - Austria is cycling
- Cycling trainers and cycling training courses for kids in all primary schools





## Example 4: Austrian National Master Plan for Walking 2030

- Objectives – Increase of walking in Austria
- Status of walking in Austria
- Benefits of walking
- 10 fields of action
- 50 recommendations to promote walking on all levels
- Official launch of the new master plan for walking at national walking conference walk&space 06.-07.10.2022, Korneuburg, AT
- **Important tool to implement the national master plan for walking: Federal klimaaktiv mobil programme with the focus on walking promotion**



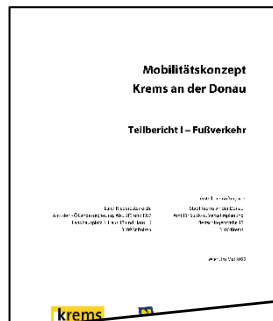
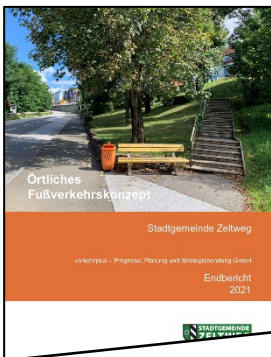
## Precondition for federal funding of walking: Local master plan/ strategies for walking

- Manual to facilitate the development of local master plans/strategies for walking in cities and regions
- Includes guidelines and examples on how to create local master plans/strategies for walking e.g.: targets, state of walking, analysis infrastructure, planning of networks, list of measures for extension of walking infrastructure, walking promotion
- Checklists for the funding application
- **Local strategies for walking: municipalities up to 15,000 inhabitants**  
**Local master plan for walking: cities over 15,000 inhabitants and districts in City of Vienna**

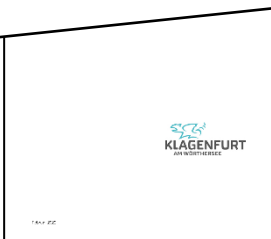


## Principals and rates for federal funding for walking infrastructure

- **Precondition for Federal funding** is an adopted local master plan/strategy for walking!
- **Major areas for funding:** investments in walking infrastructure, pedestrian networks, redesign of public space to be pedestrian friendly, pedestrian zones, shared space areas, enlargement of sidewalks, traffic calming measures and residential streets etc
- **Funding rate:** the more measures foreseen to be implemented, the higher the Federal funding rate for infrastructure.  
Basic funding rate: 20% up to maximum 50% of eligible costs;
- **Special funding bonuses** are granted if walking infrastructure measures are accompanied by measures of land use and urban planning, SUMP, awareness raising and involvement of other actors.

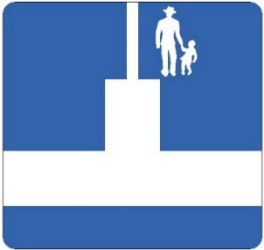


10 local master plans/strategies for walking and funding applications in Austria in 2022



## Example 5: Reform of Traffic Regulation

- Vehicles are not allowed to pass by trams and busses in stops while passenger are getting in and out
- No protruding of parking cars into the sidewalk
- Introduction of School Streets: Driving ban for motorised vehicles at the beginning or end of school lessons
- Signalling for pedestrians and cyclists: passing through dead end roads is possible





## Example 6:

### Klimaticket - One ticket for public transport all over Austria

- **Since October 2021:**  
**Klimaticket - Austrianwide ticket for public transport:**  
**all trains, regional and urban buses, trams etc**  
**Austria 3 Euro per day = 1095 Euro for 12 months**
- Additional regional “Klimatickets” valid  
for one Federal State or more Federal States  
Vienna 1 Euro per day = 365 Euro for 12 months
- **Big Success: after only one year of operation:**  
**180.000 Austrianwide Klimatickets already sold**
- New offer:  
Travel 13 months, pay only 12 months



# Example 7: European co-operations - THE PEP Partnerships

- THE PEP Partnership on Active Mobility and Interreg Project Danube Cycle Plans
- THE PEP Partnership on Sustainable Tourism Mobility and Interreg Project Trans Danube
- THE PEP Partnership on Children Youth Mobility
- THE PEP Partnership on Eco-Driving

**THE PEP**

Transport, Health  
and Environment  
Pan-European Programme



**UNECE**



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



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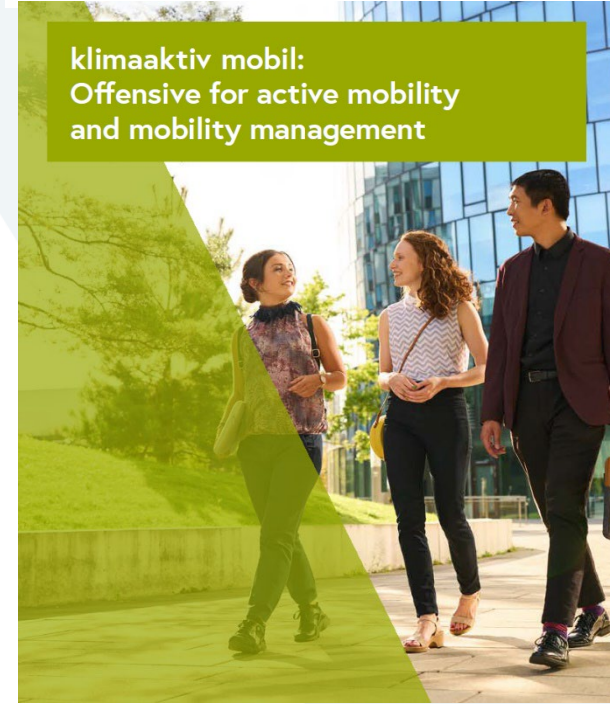


**Let's cooperate in THE PEP!**

**Let's be klimaaktiv mobil!**

**Thank you!**

**klimaaktiv mobil:**  
**Offensive for active mobility  
and mobility management**



**THE PEP**

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and Environment  
Pan-European Programme**



**UNECE**



**World Health  
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