



THE PEP Steering Committee Meeting, October 27th/28th 2021

# THE PEP Partnership on Sustainable Tourism Mobility

# Vienna declaration

Draft of 22 January 2021

Preparatory meeting to the Fifth High-level Meeting on Transport, Health and Environment  
25 January 2021

**Vienna Declaration: Transforming to clean, safe, healthy and inclusive mobility and transport for happiness and prosperity for all**

*We, the Ministers and heads of delegations of member States of the Economic Commission for Europe (ECE) and the World Health Organization (WHO) in the WHO European Region, convening the Fifth High-level Meeting on Transport, Health and Environment in Vienna from ... to ... 2021,*

*safe, healthy and inclusive mobility and transport,*

*Committing to leverage the 2014 Paris Declaration – City in Motion, People First! and to work together to implement the Transport, Health and Environment Pan-European Programme (THE PEP) in order to achieve sustainable, affordable and inclusive, safe and healthy, resilient, green and clean transport and mobility,*

*Committing also to strengthen THE PEP as a unique intergovernmental, cross-sectoral, tripartite pan-European policy platform for policymakers and stakeholders of the countries of the pan-European region for accelerating the transformation towards clean, safe and healthy mobility and net-zero emission transport,*

*Building upon the momentum achieved under THE PEP, while also recognizing the urgent need for intensified action to achieve the objectives of the 2030 Agenda for Sustainable Development, the New Urban Agenda and the Paris Agreement,*

*Appreciating the efforts made by member States and other stakeholders towards achieving THE PEP Priority Goals, particularly through THE PEP Partnerships, the holding*

## 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:*

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

(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;*

# Webinar Sustainable Tourism Mobility

WEBINAR ORGANIZED IN THE COURSE OF THE 5TH HIGH-LEVEL MEETING OF THE PEP

Wednesday, May 12, 2021 from 5:00pm-6:15pm

## Benefits of sustainable mobility as an integral part of sustainable tourism development



During the 5<sup>th</sup> High Level Conference of THE PEP a new THE PEP Partnership on Sustainable Tourism Mobility will be launched. The good practices presented in this webinar will raise awareness about the benefits of making sustainable mobility an integral part of sustainable tourism and integrating sustainable mobility services in tourist products. The webinar will bring together stakeholders from national authorities with experts from OECD, ECF, transport and tourism operators.

Target group of the side event: National authorities responsible for sustainable tourism development and sustainable mobility in the countries of the pan-European region, interested experts from the transport and the tourism sector

Participants are invited to engage in the discussion with the experts on the panel by using the live chat function!

### WHAT CAN YOU EXPECT FROM THE WEBINAR?

MODERATOR: Andreas Friedwagner, Verracon

Welcome note: Robert Thaler, Austrian Federal Ministry of Climate Action

Introduction: Sustainable Tourism and Mobility as a Catalyst for Regional Development: Peter Haxton, OECD

#### PRESENTATION OF GOOD PRACTICE EXAMPLES:

Cycle tourism on the bigger scale - The Eurovelo network: Ed Lancaster / Jill Warren, European Cyclists' Federation

European night train network as the backbone for the sustainable travel system in Europe: Karin Fest, Austrian Federal Railways

Sustainable mobility in tourism at the Danube: Petra Riffert, Secretary general of Danube Pearls network and project partner of Transdanube Travel Stories

#### Panel discussion on the benefits of multimodal mobility as an integral part of sustainable tourism development with:

- Alexandra Dörfler, Austrian Federal Ministry of Climate Action
- Polona Demšar Mitrović, Slovenian Ministry of Infrastructure
- Richard Kämpf, Swiss State Secretariat for Economic Affairs
- Ministerial representative from Sweden and the Netherlands (tbc)

#### Conclusions for the launch of the THE PEP Partnership on Sustainable Tourism Mobility: Andreas Friedwagner, Verracon

- Main objectives, first activities and next steps
- Stakeholders/countries announcing their interest in joining the partnership

This side-event will be held in English with simultaneous interpretation in German, French and Russian.

To participate in the webinar, registration via the [online conference platform](#) is required.

Please note that your attendance needs to be confirmed by the conference organizers.

Using the following browsers is highly recommended: Google Chrome, Mozilla Firefox or iOS Safari

#### HOSTS:

Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology & Austrian Federal Ministries Agriculture, Regions and Tourism

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



Federal Ministry  
Republic of Austria  
Agriculture, Regions and  
Tourism



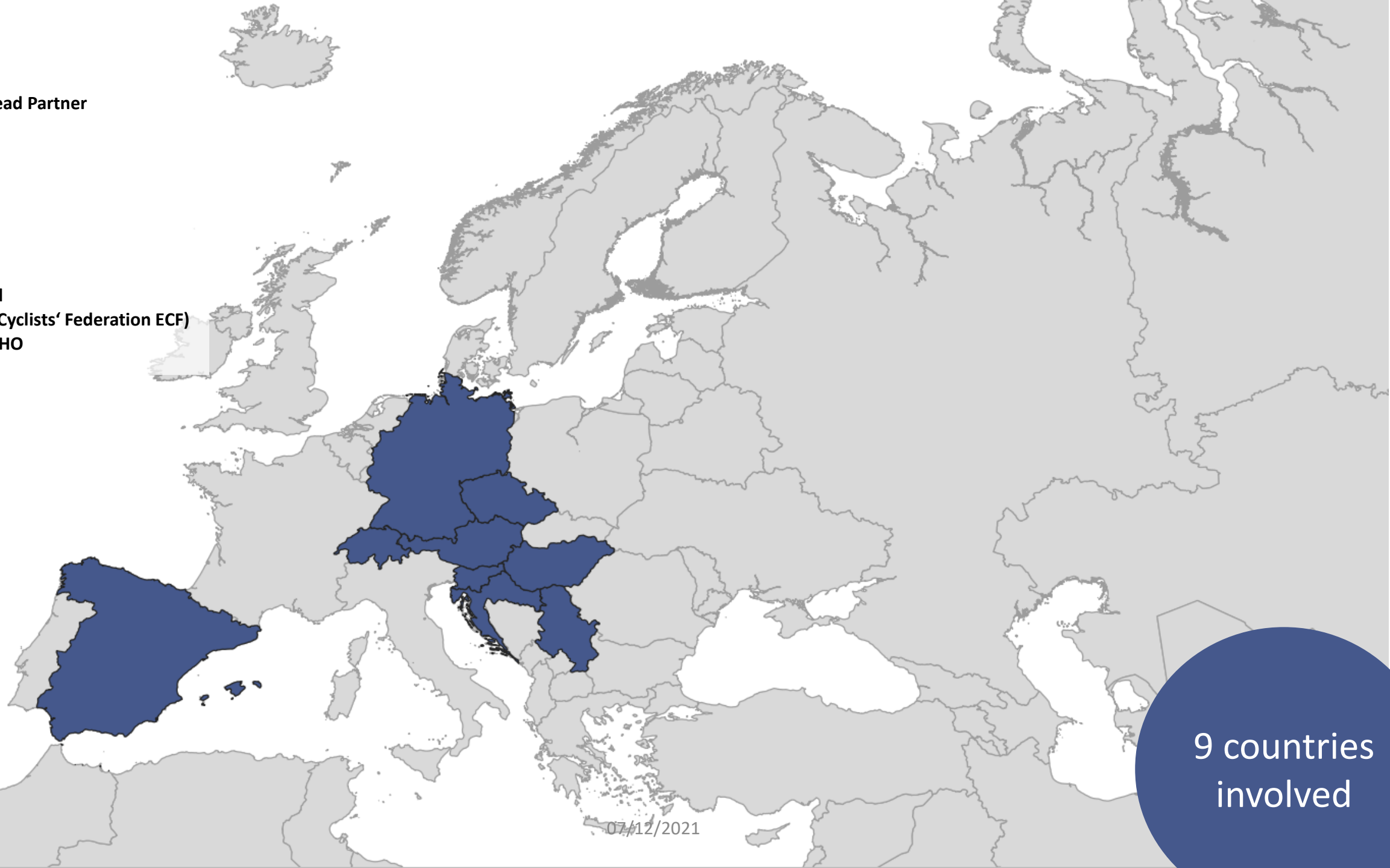
<https://www.youtube.com/watch?v=CP2TQ0YczYI&t=68s>

# 1st Meeting of THE PEP Partnership on Sustainable Tourism Mobility, September 9th/10th, 2021, Vienna

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



1. Austria – Lead Partner
2. Croatia
3. Czechia
4. Germany
5. Hungary
6. Serbia
7. Slovenia
8. Spain
9. Switzerland
10. (European Cyclists' Federation ECF)
11. UNECE / WHO



9 countries  
involved

# Members of Partnership

- The countries of the pan-European region are invited to **nominate one or more representatives to take part in the partnership and its meetings (twice a year)**. Members could be the relevant ministries themselves as well as innovative destinations, important tourism and transport stakeholders like tourism operators, transport companies and mobility providers.
- The members of the partnership are participating in the partnership at their **own costs** (e.g. costs for travel and accommodation to participate in the meetings). There is no possibility for funding or co-financing available.



# What kind of contribution is expected from the members of the partnership?

- There is no obligation for a contribution besides the **active participation in the meetings and the willingness to exchange information** between the partners.
- Any other contribution to the partnership is very welcome (e.g. hosting a meeting, external experts working on specific issues).

# 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 travelers and inhabitants



# Activities and products of the partnership

- **No** need for another **platform**
  - Partnership is the best platform for cooperation
  - Basic information could be provided in the internet (Every solution should be easy / low scale and easy to maintain)
- A **tool-kit/manual** to push sustainable mobility in tourism based on existing good practices from the partner countries
- **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
- Elaboration of a **contribution to a pan-European Strategy on Sustainable Mobility** that will be developed in the framework of THE PEP

# Next steps

- Next meeting in spring 2022 (Switzerland or Spain)
- Check whether THE PEP could offer the partnership a subsection of their website or any other online representation to provide basic information about the partnership in the web
- Set up a process to jointly elaborate a tool-kit/manual on sustainable mobility in tourism until the next meeting of the partnership
- Share information about interesting developments in the area of sustainable mobility in tourism with the members of the partnership
- Promote the new THE PEP Partnership on Sustainable Mobility among other countries of the pan-European region