

Item 7 (b) of the provisional agenda
Implementing the Paris Declaration
THE PEP relay race (staffette)

THE PEP Relay Race (staffette) **Cycling and Walking Make THE (Transport, Health and Environment) link**

21.09.2017, Mannheim, Germany

Draft Report

Summary

The Steering Committee of the Transport, Health and Environment Pan-European Programme (THE PEP) decided at its seventh session (22–23 October 2009) to establish relay races (staffette) as a part of a new communication and implementation strategy, with a view to disseminating the key messages of the Amsterdam Declaration throughout the region (ECE/AC.21/SC/2009/4–EUR/09/5088363/4, paras. 8–10). At the Fourth High-level Meeting on Transport, Health and Environment in April 2014 in Paris, the member States renewed their commitment and re-launched THE PEP relay race.

At its fourteenth session (November, 2016) the Steering Committee of THE PEP welcomed the proposal of the German government to host the next THE PEP relay race workshop in Mannheim, in the context of the International Cycling Conference (ICC).

The ICC was organized by the German Environment Agency in partnership with THE PEP, the EU-funded Physical Activity through Sustainable Transport Approaches (PASTA) project, the City of Mannheim, the European Cyclists Federation, the German Institute of Urban Affairs and the German Society for International Cooperation.

Through interactive sessions, presentations, posters, lively discussions, and guided bike study excursions, the conference highlighted the important links between transport planning, health care, environmental quality, economic and business development, as well as social issues.

I. Introduction

1. On 19-21 September 2017, Mannheim celebrated the 200th anniversary of the invention of the first bicycle in Germany by hosting the International Cycling Conference (ICC). Under the overarching theme of “bridging the gap”, the event explored the challenges and opportunities of translating knowledge and experience from research into practice and policy making – and vice versa.
2. On the third day of the conference, THE PEP, an intersectoral policy platform jointly managed by the United Nations Economic Commission for Europe (UNECE) and

WHO/Europe, held a workshop titled “Cycling and walking make THE Link –Transport, Health and Environment”.

3. The objectives of the Mannheim THE PEP workshop were to discuss the role of active mobility in the modern world and focus on the transport, health, environment and economic benefits of walking and cycling.

II. Participation

4. THE PEP relay-race was attended by more than 200 participants, representing transport, health and environment sectors from national and city levels, as well as researchers, practitioners and civil society representatives from the pan-European region and beyond. The workshop was simultaneously interpreted in English, German and Russian.
5. The workshop was also attended by experts of the multi-disciplinary consortium of the PASTA project. The aim of the PASTA project was to develop a better understanding of the determinants of active mobility as an innovative approach to integrate physical activity into individuals’ everyday lives, as well as to improve the methods and tools used to assess the health impacts of promoting active mobility.
6. The workshop was moderated by Dr Franklin Apfel, World Health Communication Associates.

III. Opening of the workshop

7. The workshop participants were welcomed by the representatives of THE PEP Secretariat - Ms. Francesca Racioppi (WHO/Europe), Mr. George Georgiadis (UNECE Sustainable Transport Division) and Ms. Virginia Fuse (UNECE Environment Division).
8. The welcoming remarks were followed by a hand-over ceremony of THE PEP-Baton from Vladivostok, the venue of the previous relay race, to Mannheim.
9. The First Deputy Head of Administration of the city of Vladivostok, Mr. Konstantin Loboda addressed the workshop and emphasized that Vladivostok is proud to be part of the THE PEP process. He noted that by building new bike paths in the city (along the coast; in parks) and by considering cycling infrastructure in future planning processes, Vladivostok has the vision to become a cycling city.
10. In his opening address Mr. Lothar Quast, Deputy Mayor of Mannheim underlined that 200th anniversary of the invention of the bicycle could be a perfect occasion to demonstrate how the city has been changing its policies towards cycling. He briefly described the existing challenges that are mostly related to congestions, air quality, climate change and shared his vision and planned activities how to further promote walking and cycling in Mannheim.
11. The Keynote address was delivered by Ms. Lucy Saunders, Public Health Specialist, Transport and Public Realm Transport for London / Greater London Authority. She identified a variety of enabling and hindering factors related to transport systems and people’s health. She noted that in fact, active travel is the main sources of physical activity among Londoners, that’s why active mobility, in the form of cycling and walking as means of transportation, is a highly promising approach to integrate physical activity into individuals' daily lives.

12. In addition, Ms. Saunders presented the Mayor’s vision for healthy streets which aims to reduce traffic, pollution and noise, create more attractive, accessible and people-friendly streets where “everybody can enjoy spending time and being physically active, and ultimately to improve people’s health.” Ten healthy street indicators and three levels of achieving healthy streets will mean an ambitious shift in governance structures, people’s behavior and attitudes. London is the first city to publish a transport plan with a focus on public health.

IV. Developing cycling Policy

13. Ms. Birgitta Worrigen, representing the Federal Ministry of Transport and Digital Infrastructure spoke about Germany as a cycling country. She explained the country’s governmental structure where the national level is responsible for the development of strategic framework and regulations, while the federal states and cities are responsible for the implementation, buildings the infrastructure etc. The country’s National Cycling Plan, developed in 2002 acts as the central strategy to promote cycling. She also mentioned different sources of funding for cycling measures.
14. In conclusion, Ms. Worrigen underlined that the German government strongly supports the development of the MasterPlan for cycling promotion in the pan-European region.
15. Mr. Robert Thaler, THE PEP Bureau member from Austria and Mr. Pierre Toulouse from France presented the draft pan-European Masterplan for Cycling Promotion and described the development process where 25 countries of UNECE/WHO Europe are involved and several countries are voluntarily writing different chapters. The Masterplan that comprises 10 topics/30 recommendations and is being developed under the umbrella of THE PEP, will be presented for adoption at the fifth High-level Meeting on Transport, Health and Environment in Vienna in 2019.
16. Presentations were followed by a panel discussion focused on success factors and barriers to cycling promotion in the “Starter“, “Climber“ and “Champion” countries.
17. Mr. Rustam Talishinskiy (Azerbaijan) representing a “Starter” country, described the main challenges in Azerbaijan: a lack of adequate cycling infrastructure; lack of cooperation between line Ministries and cultural factors. He emphasized the importance of the support provided under THE PEP process.
18. Ms. Biljana Filipovic (Serbia) mentioned that, with respect to cycling, she sees her country as being positioned between the levels of “Starter” and “Climber“. She described actions that have been taken recently by her government to promote safe walking and cycling in urban areas. She underlined that Serbia is actively progressing in promoting cycling tourism in the country.
19. As a representative of the “Champion” country Ms. Aletta Koster from The Netherlands focused on different kind of challenges faced by her country: densely populated country; too many cyclists; conflicts between cyclists and pedestrians; high demand for new spaces for paths and bike parking. She noted that from the 1960s cycling gradually became a sign of freedom for the Dutch people. Ms. Koster mentioned some recommendations for starter and climber countries: to identify arguments on how cycling can solve problems and

deliver multiple benefits (better health, traffic reduction etc.). The argumentation needs to be strengthened by cost-benefit-analyses with concrete numbers.

20. Mr. Piotr Rapacz, Coordinator for urban mobility/cycling focal point, DG Mobility and Transport, European Commission, in his presentation addressed the existing challenges in EU and the EU policy for sustainable urban mobility. He noted that transport policy is the only sector which did not reach significant progress. Among the biggest challenges posed by current transport patterns, he mentioned congestion, road traffic injuries, greenhouse gas emissions, and health impacts related to lack of physical exercise and poor air quality.
21. Mr. Rapacz spoke about the European Strategy for Low-Emission Mobility, which was adopted by the Commission in 2016 and aims at ensuring that Europe stays competitive and able to respond to the increasing mobility needs of people and goods, while meeting the challenges of climate change.
22. Mr. Rapacz also mentioned the Urban Mobility Packages of 2013, that encourage cities to decide on the best mix of measures: walking, cycling, public/shared transport, cargo-bikes, Intelligent Transport Systems solutions, electric mobility etc. Furthermore, following up to the Luxembourg declaration in 2015, the European Commission took additional steps to make cycling more visible, e.g. with a webpage devoted to cycling, efforts to increase road safety and the designation of an EU focal point for cycling.
23. Mr. Alexander Stedtfeld representing the Federal Ministry for Economic Affairs and Energy highlighted the economic benefits of cycling tourism. In Germany, tourism creates 2,9 million jobs and contributes 3.9% to GDP. Mr. Stedtfeld underlined that cycling tourism can additionally strengthen rural areas and help to counteract the negative effects of structural changes. He highlighted the importance of the intersectoral cooperation not only between state institutions but also between civil society and the private sector.

V. Environment and Urban Mobility

24. Dr. Norbert Salomon from the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, addressed the issue of how urban transport can help meeting Germany's climate protection and sustainability goals. The goal is to reduce CO₂-emissions by 80 – 95% (compared to 1990) until 2050. Dr. Salomon shared the targets and measures that include: to make compact and multifunctional cities a reality, reduce noise; expand networks for active mobility; shape and use digitalization in an eco-friendly way; promote E-Mobility. In addition, Dr. Salomon mentioned ongoing projects for promoting sustainable mobility by the Ministry: “City2Share”, “WiMobil” and “Pedelection”.
25. Dr. Harry Lehmann from the German Environment Agency presented the “Reverse Innovation” approach that describes any new concept or idea that is adopted first in the developing world, shaped by the local context, and has the potential to inspire urban transport development in developed countries. The idea is to learn from the developing countries and not the other way around. He also shared UBA's vision of “tomorrow's cities” with a focus on environmentally friendly mobility. In conclusion Dr. Lehmann mentioned a long-term target for big cities - maximum 150 cars per 1.000 inhabitants.
26. Mr. George Georgiadis from the UNECE Sustainable Transport Division presented an overview of global megatrends, including urbanization trends, and the importance of cities

in achieving the SDGs, in particular those related to climate change mitigation. In this context, the presentation focused on the importance for transport planning of calculating the CO₂ impacts of alternative policy options. The presentation then highlighted the contribution of the For Future Inland Transport Systems (ForFITS), a tool that was developed with the goal of enhancing international cooperation and planning towards sustainable transport policies, with a particular aim of facilitating climate change mitigation. ForFITS can assist policy makers at city and national levels in making informed decisions about measures for the reduction of CO₂ emissions generated by the transport sector. It can actively contribute to addressing climate change and promoting sustainable transport at the local, national and international level.

VI. Health and Active Mobility

27. Dr. Ute Winkler, representing the Federal Ministry of Health, highlighted the role of active mobility in reaching the Sustainable Development Goals (SDGs), in particular, the SDG 3: “Ensure healthy lives and promote well-being for all at all ages”. She stressed that promotion of physical activity requires a multi-sectoral approach and the close collaboration between different ministries, local authorities and other stakeholders. German government adopted “National Recommendations for Physical Activity and Physical Activity Promotion” that apply to children and adolescents, adults and older persons as well as to adults with chronic diseases. It is planned to disseminate the recommendations more widely among the general public.
28. Ms. Olena Chernyshova, representing the "Ukrainian Cycling Network" highlighted the health related challenges that Ukrainian people are facing due to the lack of physical activity, particularly among the young and working age. Road safety was also mentioned as one of the problematic areas. The government does not recognize active mobility as a priority issue. Ms. Chernyshova mentioned different communication campaigns for promoting cycling in the country. In addition, she underlined the importance of addressing gender aspects of cyclists (only 14% of cyclists in Ukraine are women).
29. Dr. Nick Cavill, University of Oxford and Mr Thomas Goetschi, University of Zurich presented the newest version of the WHO “Health Economic Assessment Tool” (HEAT), a user-friendly on-line tool designed to help urban planners, transport authorities and health practitioners make the case for new investment in active mobility and to quantify the economic value of active mobility. The new modules on mortality from air pollution, and road traffic injury, along with a module to estimate changes in carbon emissions resulting from modal shifts towards cycling and walking, were developed with support of the PASTA project.
30. Presenters demonstrated online the new modules and stressed the user-friendly nature of the tool that is consistent with the HEAT approach.

Closure

31. Closing remarks were made by the moderator Dr. Franklin Apfel, and the hosts Dr. Katrin Dziekan (UBA) and Mr. Peter Roßteutscher (City of Mannheim).

32. The final programme of the workshop is attached.



THE PEP Relay Race
at the International Cycling Conference
„Cycling and Walking Make THE (Transport, Health and Environment) link“

Thursday, 21.09.2017
Mannheim, Germany

Provisional Programme

Moderated by: Franklin Apfel

Simultaneous translation is provided into German, English and Russian

08:00-09:00 ***Arrival & Registration***

09:00-10:00 **Opening and Framing the Agenda**

09:00-09:10 **Welcome**

Francesca Racioppi, *Senior Policy and Programme Adviser, WHO*

George G. Georgiadis, *Secretary, Inland Transport Committee, UNECE*

Virginia Fusé, *Environmental Affairs Officer, UNECE*

- 09:10-09:30 **Hand-over ceremony of THE PEP-Baton from Vladivostok to Mannheim:**
Konstantin Loboda, *First Deputy Head of Administration of the city of Vladivostok, Russian Federation*
Lothar Quast, *Deputy Mayor of Mannheim*
Photo
- 09:30-09:45 **Keynote: Making active mobility everyone’s business: Taking the Healthy Streets Approach in London**
Lucy Saunders, *Public Health Specialist – Transport & Public Realm Transport for London / Greater London Authority*
- 09:45-10:00 *Questions & Answers*
- 10:00- 12:00** **Session I: Developing Cycling Policy**
- 10:00-10:15 **Cycling Policies in Germany**
Birgitta Worringen, *Head of Directorate “Sustainable Mobility, Energy, Logistics”, Federal Ministry of Transport and Digital Infrastructure, Germany*
- 10:15-10:30 **Pan-European Master Plan for Cycling Promotion**
Robert Thaler, *Head of Division Mobility, Transport and Noise, Federal Ministry of Agriculture, Forestry, Environment and Water Management, Austria*
Pierre Toulouse, *Interdepartmental coordinator assistant for development of cycling use, France*
- 10:30-10:40 *Questions & Answers*
- 10:40-11:00** **Short Break**
- 11:00-11:30 **Developing Cycling Policy in “Starter-“, “Climber-“ and “Champion” Countries: Interview with representatives from: Azerbaijan, Serbia and The Netherlands:**
Azerbaijan - Rustam Talishinskiy, *Deputy Director, Scientific Research Traumatology and Orthopedics Center*
Serbia - Biljana Filipovic, *Head of Unit for International Cooperation and Sustainable Development, Ministry of Agriculture and Environmental Protection*
The Netherlands - Aletta Koster, *senior cycling consultant at Royal Haskoning DHV*

- 11:30-11:45 **Cycling and EU policy for sustainable urban mobility**
Piotr Rapacz, Coordinator for urban mobility /cycling focal point, DG Mobility and Transport, European Commission
- 11:45-12:00 **Economic Benefits of Cycling Tourism**
Alexander Stedtfeld, *Federal Ministry for Economic Affairs and Energy, Germany*
Questions & Answers
- 12:00-13:00 Lunch break**
- 13:00-14:30 Session II: Environment and Urban Mobility**
- 13:00 - 13:15 **How can urban transport meet Germany's climate protection and sustainability goals?**
Dr. Norbert Salomon, *Head of Directorate IG I "Emission Control, Safety of Installations and Transport", Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Germany*
- 13:15 – 13:30 **Reverse Innovation: Rethinking urban transport through global learning**
Dr. Harry Lehmann, *General Director Division I "Environmental Planning and Sustainability Strategies", German Environment Agency, Germany*
- 13:30 - 13:45 **Planning for sustainable transport policies – Assessing CO2-Emissions**
George G. Georgiadis, *Sustainable Transport Division, UNECE*
- 13:45 – 14:30 **Fishbowl Conversation**
- 14:30 - 14:50 Coffee break**
- 14:50-16:15 Session III: Health and Active Mobility**
- 14:50 -15:05 **How does Active Mobility help to reach the SDGs?**
Dr. Ute Winkler, *Head of Division, Federal Ministry of Health, Germany*
- 15:05 – 15:20 **Active Mobility in Ukraine: National and Local Perspective**
Olena Chernyshova, *Board member of "Ukrainian Cycling Network" and Board Member of the NGO "Urban Reforms"*

- 15:20 – 15:30 *Questions & Answers*
- 15:30 -16:15 **The new HEAT-Health Economic Assessment Tool (WHO): interactive demonstration with the audience**
Dr. Nick Cavill, University of Oxford; HEAT core group
Mr Thomas Goetschi, University of Zurich
- 16:15 - 16:30 **Closing Session**
Summing and Farewell: Dr. Franklin Apfel (Moderator), Dr. Katrin Dziekan (UBA) and Mr. Peter Roßteutscher (City of Mannheim)
- 17:00 **Bike Excursion to Heidelberg**