

National Cycling Promotion Austrian Masterplan for Cycling and Action Programme klima:aktiv mobil

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THE PEP

*Transport, Health and Environment
Pan-European Programme*

United Nations Economic Commission for Europe (UNECE)
World Health Organization Regional Office for Europe (WHO/Europe)



WHO / Europe



United Nations



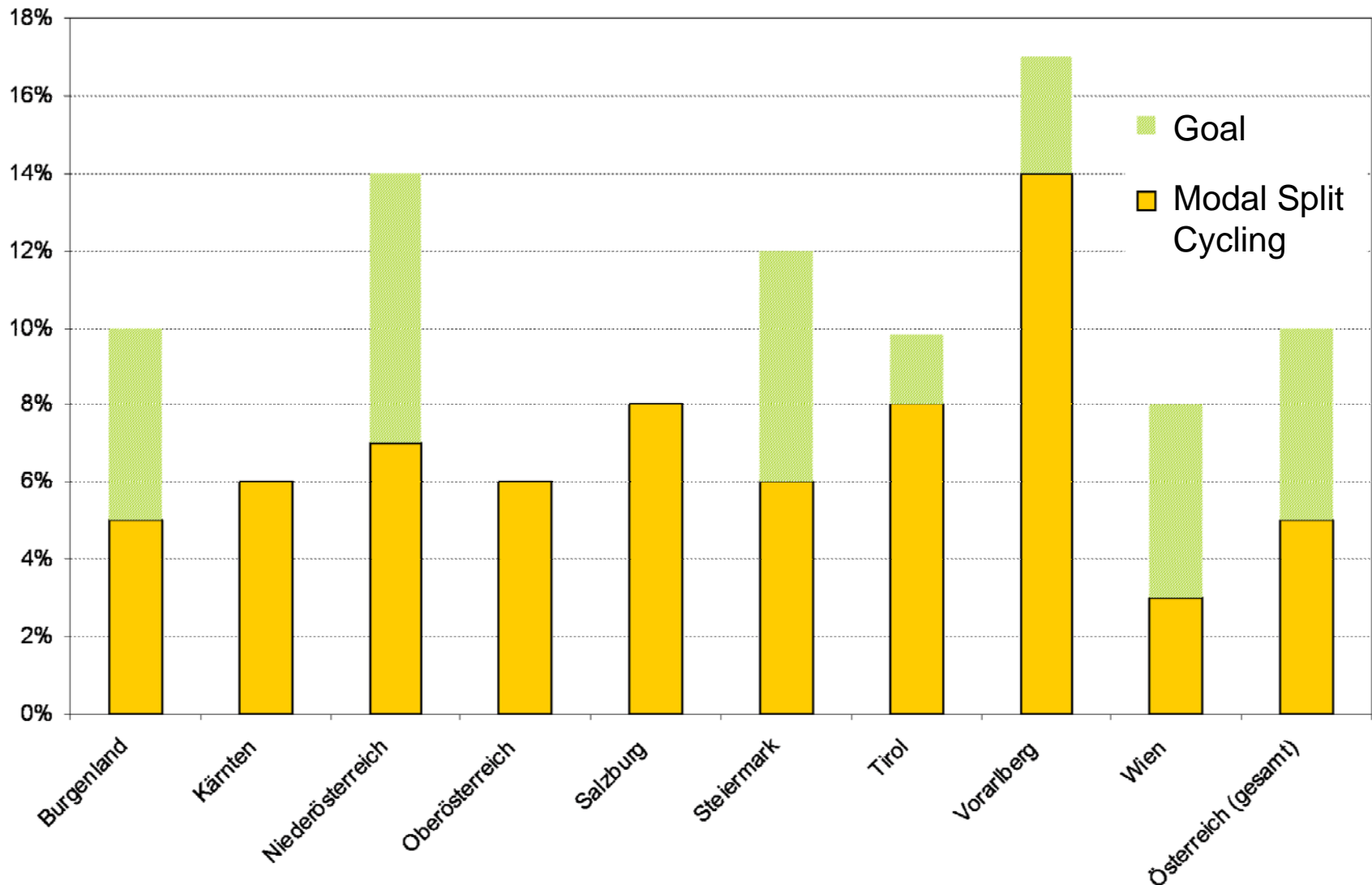
Why promoting cycling?

- **Cycling is an environmentally friendly, economical beneficial and health promoting means of transport, a quick alternative for short trips, space-saving and above all ...**
 - >> **Cycling is fun!**
- **The modal share of cycling in Austria is today only 5%, which is relatively low compared to European countries – today cycling is still seen as a recreational issue rather than as day-to-day mobility, but ...**
 - >> **There is a big regional difference showing the potential for cycling**
 - City of Salzburg 16%, City of Graz 16% - City of Vienna 5%
 - Municipality of Bürmoos (S) 46% - Municipality of Hargelsberg (OÖ) 0%
 - Federal State Vorarlberg 15% - Federal State Burgenland 5%

Why promoting cycling in Austria?

- **But some Austrian cities and regions show:
cycling promoting policies lead to increase of cycling**
 - **Federal State of Vorarlberg 15%**
 - **City of Salzburg: 12% (1995) → 16% (2004)**
 - **City of Graz: 14%(1995) → 16% (2009)**
 - **Even small villages show success**
„mobility management Langenlois“ 3% (1999) → 14% (2002)
- **Big potential for the use of bicycles for short trips**
 - **about 25% of all car trips are less than 2km long**
 - **about 50% of all car trips are less than 5km long**

Regional cycling level



Source: HERRY, BMVIT; "Verkehr in Zahlen 2007", own chart

Potential for the use of bicycles



Assumption: The cycling modal share in Austria is as high as it is in the Austrian federal province Vorarlberg: 14%.

- 560 million – 1,6 billion car kilometres could be saved
- Annual CO₂ reduction of 100.000–270.000 t
- Reduction of nitrous gases by 270–780 t each year

“Masterplan Cycling“



- Austrian national strategy to promote cycling
- Positive contribution to attain environmental goals
 - Reduction of greenhouse gases (climate protection)
 - Reduction of air pollutants (particulates, NOx)
 - Cut back in street noise
- Positive effect for health
- Increased quality of life
- Goal: doubling of the Austrian cycling modal share (from 5% to 10% until 2015)

“Masterplan Cycling“

7 topics, 17 measures

<p>Attractive and safe cycling infrastructure</p>	<p>Infrastructure (institution)</p>
<p>Bicycle-friendly and safe traffic organization</p>	
<p>Optimization of intermodal network with public transport</p>	
<p>Mobility Management for cycling</p>	<p>Motivation</p>
<p>Awareness raising and traffic education</p>	
<p>Bicycle-friendly framework conditions</p> <ul style="list-style-type: none"> • politically, legally, fiscally and economically 	
<p>Intensified cooperation of authorities on all levels for bicycle traffic</p>	<p>Coordination</p>

Implementation strategy „Masterplan Cycling“

- **National coordination of cycling activities and support for all those implementing measurements**
 - **Nationwide cycling co-ordinator established at the Ministry of Environment in Division Transport**
 - **National Task Force of Ministries, Federal States and the bigger cities to enhance implementation of measurements on federal, regional and local level**
 - **Cooperation with traffic companies, economic representatives and associations, NGOs**
 - **Expert meetings („Cycle - Summits“) with Federal States**
 - **Internet platform und benchmarking**
www.radfahren.klimaaktiv.at

Implementation strategy Masterplan Cycling“!

Partnership with economy:

Cycling as a Win Win for environment and economy



**Joint initiative Ministry of Environment and Chamber of Commerce:
Calculation of the economic value of the cycling sector in Austria**

>> 882,5 mio. Euro added value

>> 18.328 green jobs

>> 10 Mio € investments in cycling infrastructure creates about 1000 jobs.



- Production of bicycles and e-bicycles, components and equipment
- Cycling business
- Repair service and rental systems
- Cycling tourism
- Sport activities
- Construction of cycling infrastructure

Implementation strategy Masterplan Cycling

Benefitting of THE PEP Tool

Calculating Health Benefits of Cycling



- **THE PEP Health Economic Assessment Tool (HEAT) for Cycling (WHO)**
- Translation into Austrian version with Austrian figures and local parameters
- Dissemination to cities, stakeholders planers, transport experts, media)

Austrian results

- **Achieving the national goal of 10% cycling share leads to**
 - **824 saved lives**
 - **mean anual benefit of 812 million euros**

Implementation strategy „Masterplan Cycling“

- **Consulting Programme klima:aktiv mobil financed by the Ministry of Environment motivating companies, regions and cities, tourism and leisure to promote cycling**
- **National Financial Support Programm klima:aktiv mobil with a focus on cycling improvements and infrastructure financially supporting companies, regions and cities, tourism and leisure actors, transport operators as well as other associations**
- **Austrianwide awareness raising to improve image of cycling through klima:aktiv mobil cycling campaigns**

klima:aktiv



mobil

klima:aktiv mobil...

- ... the Austrian Action Programme for climate protection in transport launched by the Ministry of Agriculture, Forestry, Environment and Water (Ministry of Environment)
- ... contributes to Austrian governmental strategies on climate protection, the sustainability strategy
- ... focuses on transport efficiency, supports alternative drive systems as well as renewable fuels
- ... strengthens the implementation process “Masterplan cycling” – the Austrian strategy to promote cycling.

klima:aktiv mobil...

- ... builds on partnerships for climate protection in transport and offers consulting, financial support, motivational campaigns as well as certification and education.
- ... builds on partnerships with the Chamber of Commerce, the Federal States, the Associations of Cities and Municipalities, Companies, Transport operators, NGOs and youth.
- ... looks for cooperation and contributes to implementation of EU and international programmes: EU Strategy Urban Environment, CEHAPE, THE PEP, EPOMM, EST

klima:aktiv mobil moves target groups in transport sector

- companies and public administrations
- cities, municipalities and regions
- leisure and tourism
- real estate developers, investors in the building sector
- schools and youth
- press/media as opinion makers
- citizens as road users/traffic participants
consumers



klima:aktiv mobil structure



programs for consulting & technical support

mobility management for
companies /administrations

mobility management
for schools / youth

mobility management
for leisure and tourism

**eco-driving
initiative**

mobility management
for **municipalities & regions**

mobility management
for **real estate developers**

awareness & information campaigns

eco-driving, alternative drives & fuels

focus on cycling

financial support programs

federal environmental support
schemes for companies

klima:aktiv mobil support scheme
& climate and energy fund

partnership, awards & certification

certification and education

competitions, awards

klima:aktiv mobil – programmes focus on cycling

1. klima:aktiv mobil advisory programmes with a cycling focus for companies, cities, municipalities and regions, leisure and tourism and schools

Guideline of practice for supportive cycling measures

- Learn how to implement cycling measures
- Information on financial support programmes
- Contact to programme managers and advisors
- Help for applications for financial support programme klima:aktiv mobil
- Best practice examples in Austrian



klima:aktiv mobil programmes focus on cycling



2. the klima:aktiv mobil financial support programme with focus on cycling traffic, offers companies, cities, municipalities and regions, leisure and tourism and associations financial support for cycling measures: cycling infrastructure, cycling centres, rental systems, bike&ride, cycling campaigns and many more
3. Austrian wide information and image campaigns for cycling
4. Awarding klima:aktiv mobil project partners for implementation of measures promoting and improving for cycling

1. klima:aktiv mobil Advisory Programmes

Mobility Management for Companies and Public Administrations

Supports companies and public administrations to implement mobility measures

- change to alternative vehicles focussing on renewables
- improve transport efficiency by intelligent logistics
- promotion of public transport, car sharing
- Promotion of cycling

■ **224.470 t CO₂/year saved by 458 partners**



Mobility Management for Cities, Municipalities and Regions



Support cities, municipalities and regions developing and implementing optimal measurements

- improving cycling & walking
 - promotion of innovative public transport focusing on flexible dial-a-ride bus and taxi systems
 - set-up of regional mobility centres
 - marketing and awareness for environmentally friendly mobility
- 117 cities, municipalities and regions saving 58.650 t CO₂ /year

2. klima:aktiv mobil financial support programmes

>> offering financial support for investments to

cities, municipalities and regions, companies and transport operators, leisure and tourism, other institutions

>> offering financial support for Investments, operating and planning costs

for mobility management, logistics, alternative vehicles (e.g. biogas/CNG, biofuels, E-vehicles and **NEW electric bikes** ...), cycling, flexible public transport and mobility centres

Precondition: project leads to proved CO₂ reduction

klima:aktiv mobil financial support programmes for cycling measurements

- **Target group: natural person and corporate body, cities, municipalities and regions, companies.**
- **Precondition: respectable reduction of the impact on the environment and decrease in CO₂-emissions (-x t CO₂ each year) through the Mobility traffic concept.**
- **Scope of financial support: capital costs, running costs and costs of intangible performances**
- **Quality criteria: integrated cycling-traffic-projects, infrastructure and awareness raising with a higher reimbursement rate**

Special offer 2009: Financial support for E-bicycles

- E-bikes make cycling more attractive for new target groups even for longer distances and in mountainous areas
- **New: financial support rate for E-bicycles by klima:aktiv mobil**
 - for companies, municipalities, touristic associations
 - 400,- Euro support for E-bicycle when using green electricity (100% Renewables)
 - 200,- Euro for normal electricity



klima:aktiv mobil

moves cities, companies and tourism to promote cycling

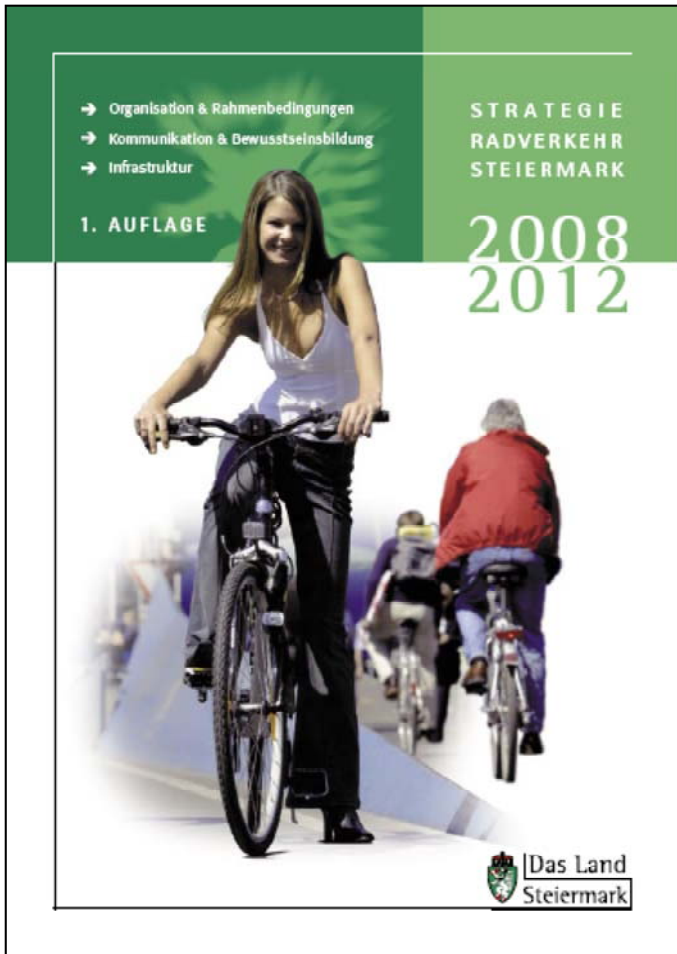
- **Within only 3 years 133 klima:aktiv mobil project partners (federal states, cities, municipalities, regions and touristic associations) implemented cycling measurements**
- **Annual CO₂ reduction of 49.220 tons due to cycling projects**
- **Financial support of 11,8 mio. € inducing investments in cycling infrastructure of 49 mio. €**

klima:aktiv mobil

**133 partners implement measures for cycling traffic
saving 49.220 To CO₂ a year**

	Bicycle Projects	To CO₂ reduction/ year
Companies / Public administrations	39	2.302
Cities, municipalities and regions	72	40.583
Leisure and Tourism	22	6.335
Total	133	49.220

Promoting Cycling in Regions Federal State Styria



Styrian cycling programme 2008-2012

Goal: Double the level of cycling

- **Extension of the bicycle path network: 71 kilometres planned**
- **Awareness Raising campaigns**
 - „Motivation and information“
 - Cycling activities and events
 - Styrian „Fahrradgipfel“
 - Sompetition „Wer radelt gewinnt“

➔ **A saving of 6.500 tons CO₂/year**

Promoting Cycling & Mobility Management in Cities - City of Graz

Climate Protection Programme 2008 until 2012

■ Cycling traffic

- improve and extend cycling network
- cycling actions
- extension of bike&ride

■ Extend pedestrian network

■ Public Transport

- shorten intervalls
- marketing activities

→ A saving of 3.386 tons
CO₂/year



Promoting Cycling in Regions Federal State and City of Salzburg



- Development of cycle infrastructure
 - Mobile bicycle parking facilities for big events (e.g. EM2009)
 - Self-Service stations
 - Parking facilities at the central station and parking facilities to lock (boxes) for the shared common space
- Marketing activities
- Organisational Measurements
 - Cycling against the one –way-streets
 - Bicycle coding
- Austria's bicycle capital
 - Factor of success: bicycle agent
 - Factor of success: cycling mayor



Promoting Cycling in smaller Cities



■ Cycling measures in Traun

- Mobility Management & Public Relations
- Cycling agent as a catalyst for coordinator for cycling activities
- Public Transport-Marketing
- Car sharing in Traun
- Guidance system for pedestrians

➔ A saving of 390 tons CO₂/year

■ Cycling measures in Baden

- Mobility Management & Public Relations
- bicycle traffic guidance system

➔ A saving of 137 tons CO₂/year

Promotion of Cycling in Companies Mondi Business Paper Austria AG

- Bike2business winner 2007 category large scale manufacturer
- Campaign „Fit for the job“
- Company bicycles also for those employees commuting (way to railway station)
- Bicycle repair shop checkrooms
- Special cycling activities for employees
- Involvement in the construction of a 9 kilometre long cycling path



Mobility Management for Schools and Youth

Promoting Cycling in Technical High School Mödling



- **Mobility team at school**
- **Mobility check – how do students get to school, check of needs**
- **Construction of Bicycle-parking space at railway station and at school (together with transport company, „zweirad freirad“, municipality, etc.)**
- **Special bicycles, which can be borrowed by students free of charge**
- **Repair materials for bicycles free of charge for students at school**



Crossborder umbrella project Environmentally Sustainable Transport and Tourism in Sensitive Areas Lake Neusiedl–Fertő-tó Region

www.sensiblegebiete.at



Environmentally Sustainable Transport and Tourism
in Sensitive Areas – the Lake Neusiedl/Fertő-tó Region
a crossborder umbrella project of



Co-financed under
the European Fund for
Regional Development
(ERDF)



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WHO / Europe



United Nations



A-H-SK Pilotprojects

Environmentally Sustainable Transport and Tourism in sensitive Areas –
Lake Neusiedl/Fertő-tó Region (Contribution to THE PEP)



***nextbike* Burgenland: automatic bicycle lending system**

Terminals at train stations, ferry ports, points of interest in cities

Lending terminals all over the region

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WHO / Europe United Nations

Promoting Mobility Management & Cycling

Ministry of Agriculture, Forestry, Environment, Water



- Mobility management since 1998
- MM for 4 Ministerial Office Buildings – within EMAS Certification of the ministry
- Modal share of employees:
 - >> Doubling of cycling 5 to 10% 1998-2009, public transport 80%, walking 5%, car 5%
- Improvements for safe cycling storage:
 - roofed bicycle stands
- improved access by bicycle to office buildings and better links to cycling network
- Official bicycles including electric bikes
- Awarding environmental friendly employees
 - “Cyclist of the year”, “Passenger of the year”, Eco-Driving Competition
- Job Ticket for business trips by Railways
- CO2 compensation of business trips by plane



3. klima:aktiv mobil awareness & information campaigns

- by information, motivation and awareness campaigns for
 - cycling
 - eco-driving
 - alternative vehicles
 - public transport



Austrian Cycling Campaign: „Lass die Wadeln auch im Alltag radeln!“

klima:aktiv
lebensministerium.at

Lass die Wadeln auch im Alltag radeln!

Gerhard Gukewicz

Ich nehme mit!

Österreich hat das gemeinsame Klimaziel, seinen CO₂-Ausstoß um 13% zu verringern. Mit dem Fahrrad im Alltag oder am Weg ins Büro können Sie Ihren persönlichen Beitrag zum Klimaschutz leisten. Machen Sie mit. Radeln macht Spaß, ist gesund und hilft unserer Umwelt.
Danke fürs Umsteigen!

Josef Peßl
Umweltminister

WENIGER CO₂ - ICH BIN DABEI!

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Vera Russwurm

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Dompfarrer Toni Faber

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Kristina Sprenger

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Waterloo

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klima:aktiv mobil Cycling Campaign 2009 Cycling Stakeholder Summit Series jointly with the Austrian Federal States



Cycling Awareness Campaign 2009

Cycle summit tour on the Top of Austria the famous Großglockner Mountain Pass 2428 m 1st E-bicycle race with the Environment Minister



4. klima:aktiv mobil awards and certification

- Project partners awarded by the Federal Minister of Environment
- Receive a certification
- Promotion of the project in the media (Website, booklet, events, ...)

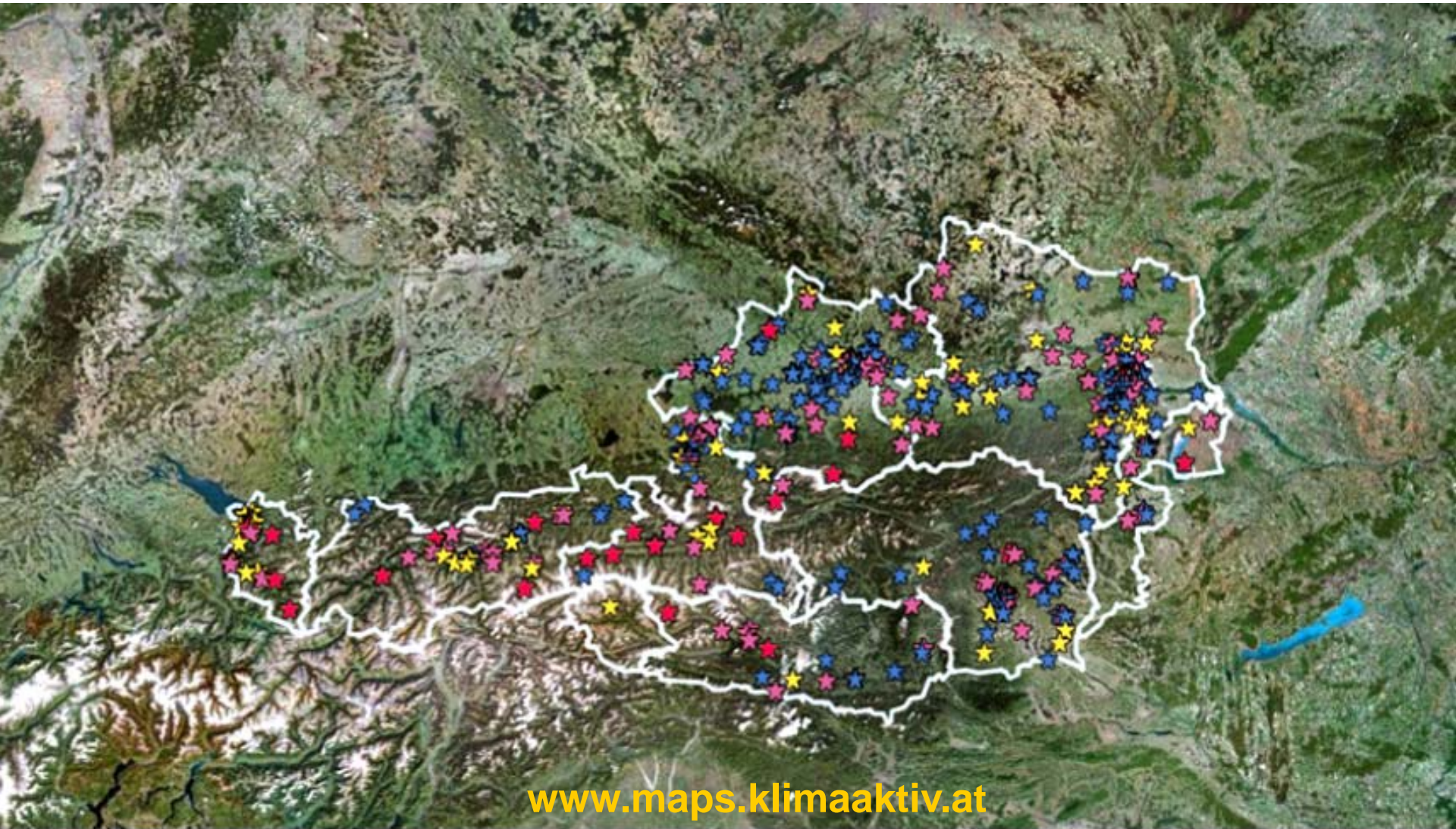




klima:aktiv mobil
- Projektpartner
gemeinsam aktiv für Klimaschutz im Verkehr



**More than 600 climate stars all over Austria:
klima:aktiv mobil partners saving 300.000 To CO2 a year**



klima:aktiv mobil Strategic Coordination

▪ STRATEGIC COORDINATION

Austrian Federal Ministry of Agriculture, Forestry, Environment and Water
Division V/5 – Transport, Mobility, Human Settlements and Noise

Head of Division: Robert THALER

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Email: robert.thaler@lebensministerium.at

www.lebensministerium.at

CYCLING CO ORDINATOR

Austrian Federal Ministry of Agriculture, Forestry, Environment and Water
Division V/5 – Transport, Mobility, Human Settlements and Noise

Martin Eder

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Thank you for your kind attention!