

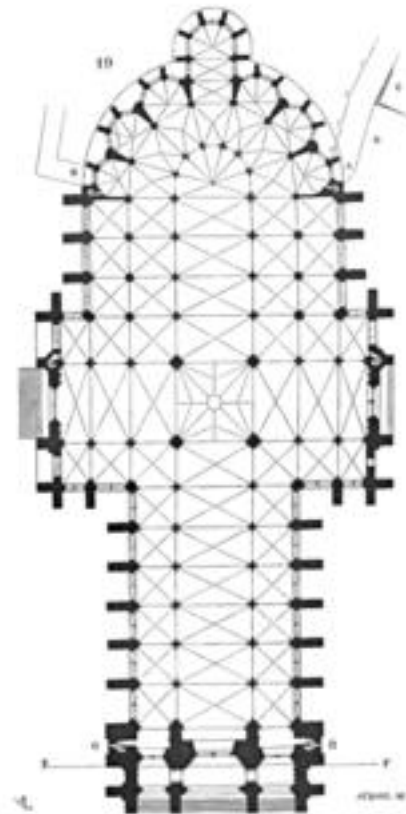


Does anybody have a plan?

Experiences from the national
and the international level



What plan do you have?



- Masterplan / strategy?
- Adoption?
- Legally binding?
- Implementation period?



What, why and how

- what are we dealing for?
 - Promote cycling, increase allday cycling use
 - define a measurable goal/target
- why are we dealing for?
 - Benefits of cycling promotion (climate protection, health benefits, affordable and space-saving means of transport)
- How do we achieve the goals?
 - define measures with responsibility (budget) and implementation period



Masterplan Radfahren 2015-2025



- Ziel: Steigerung von 7% auf 13% Radverkehrsanteil 2025
- 24 Maßnahmen in sechs Schwerpunktbereichen
 - klimaaktiv mobil Radverkehrsoffensive
 - Radfahrfreundliche Rahmenbedingungen
 - Informationssysteme und Bewusstseinsbildung
 - Optimierung der Verknüpfung mit anderen Verkehrsmitteln
 - Wirtschaftsfaktor Radfahren
 - Radfahren als Gesundheitsförderung

Austrian Masterplan Cycling (a brief history)



- 1st **Masterplan Cycling 2006**
 - Goal: Double cycling modal share (trips) from 5% to 10% until 2015
 - 17 measures



- Mid-Term evaluation and readjustment **Masterplan Cycling 2011**
 - Increase cycling modal share from 5% (2006) to 7% (2011)
 - 20 measures
 - new measures like electric bicycles



Austrian Masterplan Cycling (a brief history)



- 2nd **Masterplan Cycling 2015-2025**
 - Goal: Increase Cycling modal share from 7% to 13% until 2025
 - 24 measures
 - new measures like cycling as health promotion



- Mid-Term evaluation and readjustment **Masterplan Cycling 2021**
 - Start the process for the next five years
 - new challenges



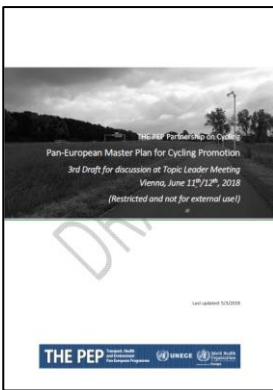
National Cycling Strategies



- Goals
 - Austria 13% (2025)
 - Germany 15% (2020)
 - Ireland 10% (2020)
 - England 5% (2050)
 - Schottland 10% (2020)
 - Finland +20% Cycling (2011-2020)
 - Luxembourg 25% Cycling&Walking (2020)



Pan-European Masterplan Cycling (Draft)



- 2014: 4th High Level Meeting of UNECE/WHO Transport, Health, Environment Pan-European programme (THE PEP)
- „Decide to initiate the development of a pan-European Master Plan for Cycling Promotion supported by guidelines and tools to assist in the development of cycling promotion policies at the national level. “
- Draft Pan-European Masterplan Cycling
 - double cycling in the region and increase it in every country;
 - develop and implement national cycling policies, supported by national cycling plans
 - 30 measures

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

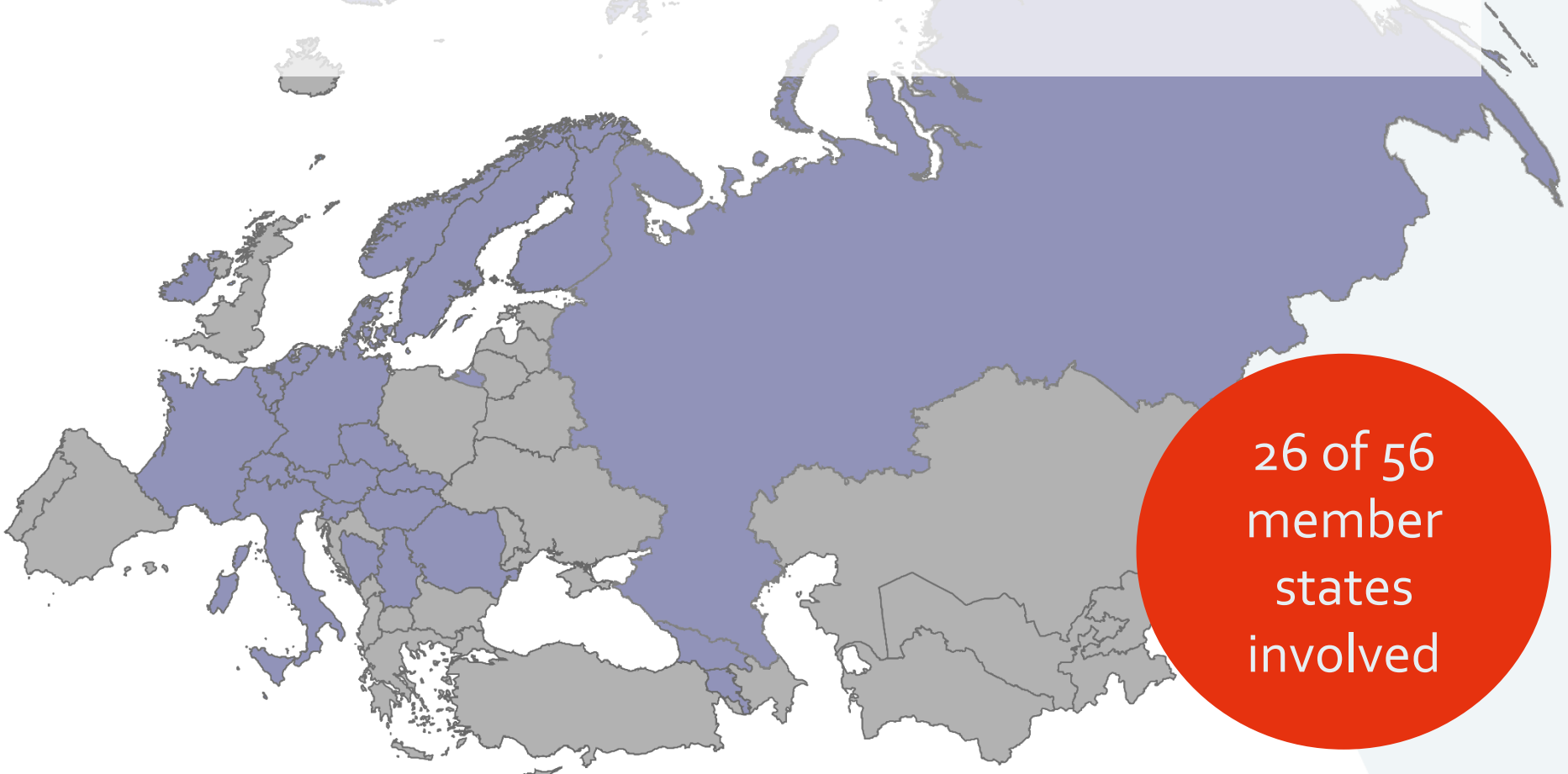
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Participating member states in THE PEP Partnership Cycling



26 of 56
member
states
involved

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Thank you very much for your attention!

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