

klimaaktiv mobil: Boosting active and climate-friendly mobility

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Radetzkystraße 2, 1030 Vienna

+43 (0) 800 21 53 59

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Authors and editors: Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Department II/6, Active Mobility and Mobility Management; Robert Thaler, Iris Ehrleitner, Robin Krutak

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Foreword

Challenging times call for ambitious goals and initiatives, so here is a look ahead.

In compliance with the Paris climate targets and climate neutrality, Austria is aiming to make transport and mobility climate-neutral by 2040. On top of that, we have to cope with the Covid-19 pandemic and its social and economic implications. However, managing these challenges can also be seen as an opportunity to rebuild our economy in a climate-friendly way and to promote the “ecologisation” of the transport system.

In the field of mobility, the Austrian federal government has committed to an ambitious set of measures in its Government Programme. The so-called “climate ticket” is designed to make public transport even more attractive. Raising our klimaaktiv mobil funding budget tenfold in 2020 and 2021 will massively boost the promotion of active mobility and sustainable mobility management. It will allow us to expand fast cycling routes and, for the first time, also to fund measures for walking. Fostering mobility management and adopting e-mobility by using renewable sources of energy are pivotal contributions to climate-friendly mobility. As a ministry, we also want to lead by example by implementing mobility management to achieve a climate-neutral public administration.

With the new klimaaktiv mobil funding initiatives, we can help Austria’s businesses, cities and municipalities, tourism and educational institutions to cope with the economic consequences of the Covid-19 crisis and to move towards climate-friendly mobility. In so doing, we are contributing to climate protection and stimulating regional added value.



Federal Minister
Leonore Gewessler

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klimaaktiv mobil: Full steam ahead for active climate-friendly mobility



In its Government Programme 2020-2024, Austria's federal government has defined milestones for climate protection and the expansion of active and climate-friendly mobility in Austria. In 2020, the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie; BMK) significantly increased funding for the **klimaaktiv mobil** programme as the driving force of this expansion, and scaled it up even further in 2021. Compared to 2019, the BMK increased funds available for active mobility and mobility management in the Climate and Energy Fund tenfold in 2020 and 2021 to more than EUR 40 million each year. In cooperation with Austria's automobile and two-wheeler importers and the bicycle industry, the BMK also massively scaled up the e-mobility offensive in 2020, prolonging it in 2021 with a total funding volume of some EUR 46 million in the Climate and Energy Fund and the national environmental support scheme.

An important milestone was reached when the BMK, in agreement with the Federal Ministry of Finance (Bundesministerium für Finanzen; BMF), extended the **klimaaktiv mobil** funding guidelines from 2020 to the end of 2031. This ensures long-term support and predictability of investments in active climate-friendly mobility for Austria's cities, municipalities and businesses. This long-term safeguarding of the **klimaaktiv mobil** financial support programme constitutes an important step towards climate protection as well as coping with the economic impact of the Covid-19 pandemic. The expansion measures that **klimaaktiv mobil** already helped to implement in 2020 can therefore be continued even more emphatically in 2021.

By massively expanding the **klimaaktiv mobil** programme in cooperation with the national environmental support scheme and the Climate and Energy Fund, the BMK has substantially increased its support for Austria's cities, municipalities and regions, businesses, fleet operators and associations, tourism operators, schools, youth initiatives and citizens in the transformation towards active mobility, intelligent mobility management and clean e-mobility. In addition, **klimaaktiv mobil** enables the use of EU co-financing for green mobility in rural areas through the Rural Development Programme. The **klimaaktiv mobil** financial support programmes can also be combined with subsidies for municipalities and businesses pursuant to the Municipal Investment Act (Kommunalinvestitionsgesetz) (until the end of 2021) and the Investment Premiums Act (Investitionsprämienengesetz) (until February 2021).

klimaaktiv mobil is thus able to help steer economic stimuli and investments towards active mobility and climate-friendly transport to make sure that the post-Covid-19 economic recovery goes hand in hand with the climate goals that need to be reached.

Large-scale campaign for active mobility

In light of the Covid-19 pandemic and the climate crisis, it has become more important than ever to promote active, climate-friendly and health-promoting mobility. The Covid-19 pandemic has also had a strong influence on our mobility patterns. Cars have been used more frequently, whereas public transport has seen a sharp decline in the number of passengers. Active mobility, on the other hand, and in particular cycling, is booming. People are clearly much more aware of the health benefits that active mobility promotes.

With new active mobility priorities and partnerships, the klimaaktiv mobil financial support and consulting programmes as well as awareness-raising and further education initiatives aim to contribute to this development in the long term.

The federal government has therefore established a campaign for active, soft mobility as an express key topic of the Government Programme. In this context, the main pillars are the implementation and advancement of the Cycling Master Plan and the Master Plan for Walking.

The klimaaktiv mobil financial support programme and the amended klimaaktiv mobil funding guidelines represent the BMK's consistent implementation of increased federal funding for cycling and new funding for walking as it has been enshrined in the Government Programme. As an immediate measure, the BMK increased klimaaktiv mobil funding for cycling projects and mobility management tenfold to some EUR 40 million in 2020 and 2021 and launched a new funding initiative in 2021 to promote walking.

Figure 1: Together with Michael Nendwich of the Austrian Federal Economic Chamber, Federal Minister for Climate Action Leonore Gewessler presents the increased funding for the joint campaign for e-cargo bikes with Austria's bicycle trade. Innovative fleet operators such as the Austrian Samaritan Association have started to use e-cargo bikes. Copyright: BMK/Cajetan Perwein



For example, up to 30% of the eligible costs for expanding the cycling infrastructure can be subsidised. A new funding priority is the creation of fast cycling routes, with up to 50% of the eligible costs being covered. In 2020, funding for the first three major fast cycling routes in the federal state of Vorarlberg could already be made available. This is complemented by enhanced funding initiatives for e-bike fleets (at least five e-bikes) and cargo bikes, bike rental systems, as well as the renovation initiative for bike parking facilities in older residential properties.

As of 2021, with klimaaktiv mobil, the BMK is for the first time covering up to 50% of the eligible costs incurred by Austria's cities and municipalities for harmonised sets of measures to promote walking, such as the creation of pedestrian zones and shared spaces, with accompanying measures in the fields of urban planning, awareness-raising and cooperation to be implemented. In order to be eligible for funding, larger cities with more than 30,000 residents need to submit a local Master Plan for Walking, and smaller municipalities need to present a local concept for walking. As an incentive, creating a local Master Plan for Walking or a local concept for walking is also subsidised.

As one of the initiatives taken to tackle the Covid-19 crisis, the Municipal Investment Act of 2020 has enabled municipalities and cities to benefit from an additional federal grant of 50% for expanding walking and cycling and combine it with the funds provided by klimaaktiv mobil.



Figure 2: Federal Minister for Climate Action Leonore Gewessler, Vorarlberg's State Governor Markus Wallner and Member of the State Parliament Johannes Rauch sign the klimaaktiv mobil partnership between the state of Vorarlberg and the federal government to expand the cycling infrastructure in Vorarlberg. Copyright: Foto-Serra

In order to consolidate resources and to coordinate the measures and infrastructure funds in the best possible way, klimaaktiv mobil partnerships to promote cycling are being established with the federal states. The first partnerships to that effect have already been formed with the federal states of Vorarlberg, Vienna, Salzburg and Carinthia.

Figure 3: Federal Minister for Climate Action Leonore Gewessler gives the go-ahead to the large-scale nationwide cycling campaign “Österreich radelt”. Copyright: BMK/ Cajetan Perwein



In the field of mobility management, the klimaaktiv mobil consulting programmes also focus on cycling and walking in Austria’s businesses, cities and municipalities, tourism and educational institutions.

In addition, in 2021 the BMK has launched a new klimaaktiv mobil priority programme for Active Mobility and hopes to raise awareness among the general public for active mobility with the “Österreich radelt” (Austria cycles) campaign.



Herbert Kasser, Copyright: Johannes Zinner

With the significantly increased programme budget for klimaaktiv mobil, the scaled-up funding initiative for active mobility and the e-mobility package, we make important contributions to implementing the Government Programme and provide long-term support to businesses, cities and municipalities in the transition towards active climate-friendly mobility of the future. — Herbert Kasser, Secretary General and Head of Directorate General Mobility, BMK

Extended e-mobility offensive leads to growing numbers in e-vehicles

To further pursue the course towards decarbonising the domestic transport system, the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) has provided a total of EUR 46 million in funding in 2021 for promoting e-mobility. Private individuals who purchase an e-car currently receive EUR 5,000 in funding, businesses, public sector entities and associations EUR 4,000 as part of the BMK's cooperation with automobile importers. Installing a wallbox, for example, for an individual's private charging infrastructure is subsidised with EUR 600; a charging station in an apartment building is funded with EUR 900 as a single facility, and with EUR 1,800 as part of a shared facility.

Several federal states take an active part in the scheme by granting follow-up funding. The e-mobility offensive is tied to the purchase of e-vehicles fully powered by electricity or hydrogen from renewable energy sources. Funding is available for private individuals, businesses and municipalities.

In order to tackle the Covid-19 pandemic, the Investment Premiums Act 2020 offers businesses the opportunity to receive a 14% premium in addition to klimaaktiv mobil funds when investing in climate-friendly e-mobility and mobility management.

As a result of the considerably higher funding for e-mobility introduced in cooperation with automobile importers in 2020, the demand for e-cars all over Austria reached a record high in 2020. Within the scope of the e-mobility offensive, some 27,600 applications for e-mobility funding were submitted in 2019 and 2020 combined, 44% of which by private individuals and 56% by businesses. Approximately 21,000 applications relate to funding for e-cars, 89% of which battery electric vehicles (BEV) and 11% plug-in hybrid electric vehicles.

In 2020, the e-mobility offensive also led to significant growth dynamics when it comes to the registration of new e-cars. While the number of new car registrations in 2020 dropped by 24.5% overall, the number of newly registered e-cars climbed by 73% to 15,972 e-cars (BEV) over the previous year. This shows that e-mobility has become an important growth market.

In 2021, this positive trend has become even more dynamic. The registration of 6,620 new e-cars (BEV) from January to March 2021 represents a 173% growth compared to the same period of last year.

Newly registered e-cars January 2015 to June 2021

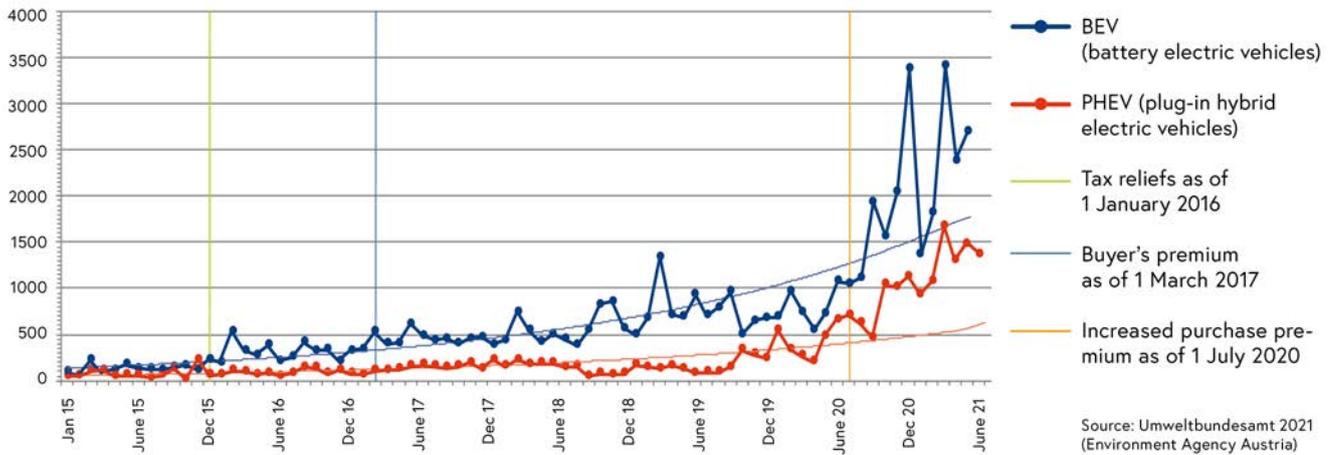


Figure 4: Newly registered e-cars. Source: Umweltbundesamt 2021 (Environment Agency Austria)

In March 2021, a new record high was reached with the registration of 3,412 new e-cars, accounting for an 11.6% share of all newly registered cars. In total, 50,574 e-cars as well as 47 hydrogen or fuel cell vehicles were on the road in Austria as of 31 March 2021.

Established funding instruments of the BMK, i.e. the Climate and Energy Fund, the klimaaktiv mobil programme and the national environmental support scheme, are used in the implementation of the support programmes. To facilitate the filing of funding applications, the funding process is managed in the form of a one-stop-shop by Kommunalkredit Public Consulting GmbH (KPC) (umweltfoerderung.at).

Figure 5: Minister for Climate Action Leonore Gewessler and Günther Kerle, Chairman of the Work Group of Automobile Importers in the Federation of Austrian Industries, present the new e-mobility funds 2020. Copyright: BMK/Cajetan Perwein



klimaaktiv mobil promotes intelligent mobility management

klimaaktiv mobil funding priority mobility management

Through klimaaktiv mobil the BMK supports Austria's businesses, fleet operators, developers, cities, municipalities and regions, public administrations, the tourist industry, educational institutions and youth initiatives with funding for climate-friendly mobility management.

Mobility management is intended to support customised master plans for businesses, municipalities, tourism and schools and may range from promoting cycling and walking to e-mobility management for zero-emission fleets and logistics to new means-tested mobility options, the promotion of car and bike sharing, and information and awareness-raising. Mobility management aims to efficiently combine these measures, motivates the stakeholders to act, improves cooperation between those implementing the measures, and supports climate-friendly mobility patterns to ensure that clean technologies and new services are put to the best use.

klimaaktiv mobil consulting programmes - NEW active mobility and mobility management for climate-neutral public administration

In addition to funding options, klimaaktiv mobil offers free advice in target group-oriented consulting programmes on how to apply for funding and provides expert support in developing climate-friendly mobility management to

- businesses, developers and fleet operators
- regions, cities and municipalities
- tourism and leisure
- children, parents and schools
- young people and
- EcoDriving

Freshly launched in 2020:

- **klimaaktiv mobil** programme for active mobility
 - The funding initiative for cycling and walking has been complemented by a separate programme promoting active mobility, focusing on cycling courses for children, education and further training, increased promotion of active mobility when consulting businesses and municipalities and in awareness-raising programmes.
- Youth mobility
 - In close cooperation with the Austrian National Youth Council, youth workers, youth organisations and the ministry in charge of youth-related affairs, initiatives promoting climate-friendly youth mobility are to be expanded within the scope of **klimaaktiv mobil**. Young people's mobility patterns often change rapidly as soon as they get their driver's license, and they turn their backs on ecomobility. This is where we need to grab their attention. Platforms and partnerships regarding climate-friendly mobility of children and young people are to be established both at national and pan-European levels.
- Mobility management for climate-neutral public administration
 - The BMK hopes to set an example for others by implementing a mobility management system for climate-neutral public administration, promoting environmentally-friendly mobility of its employees and carbon-neutral business trips. This is also an important part of EMAS registration. **klimaaktiv mobil** collaborates with the parliamentary administration to set up a mobility management scheme for the Austrian Parliament.

Figure 6: Federal Minister for Climate Action Leonore Gewessler hands over a service bicycle to the President of the National Council, Wolfgang Sobotka, kicking off mobility management in the Austrian Parliament. Copyright: Parlamentsdirektion/ Michael Buchner



klimaaktiv mobil awareness-raising programme

klimaaktiv mobil is designed to motivate people to adopt active, environmentally-friendly modes of transport, for example, with the “Österreich radelt” campaign, and supports European Mobility Week, where Austria was an outstanding second in the European Championship 2020 owing to the high number of 534 participating municipalities.

Organising klimaaktiv mobil conferences, giving awards to klimaaktiv mobil partners as well as supporting events such as EL-Motion (on e-mobility), the Austrian bicycle summit 2019 in Graz or the walking conference “walk&space” in Kufstein (2019) and Freistadt (2020) are means of stimulating the exchange of know-how. Due to Covid-19, many events in 2020, such as the bicycle summit and the kick-off conference for mobility management, had to be postponed or held online.



Figure 7: Kick-off to European Mobility Week 2020 with Federal Minister for Climate Action Leonore Gewessler, ÖBB CEO Andreas Matthä, representatives of the victorious municipalities of 2019 Wörgl and Oberndorf bei Salzburg, and Head of Department Robert Thaler and Petra Völkl, Department of Active Mobility and Mobility Management, BMK. Copyright: BMK/Cajetan Perwein

klimaaktiv mobil training and certification

About 1,900 driving instructors have been trained as EcoDriving trainers for cars, trucks/buses and tractors, and numerous klimaaktiv mobil driving schools have already been certified. In cooperation with the driving schools' association of the Austrian Federal Economic Chamber (WKO) and the Austrian automobile clubs ÖAMTC and ARBÖ, the klimaaktiv mobil EcoDriving initiative offers practical EcoDriving training courses with certified trainers for e-vehicles, too.

In 2019, the new training course “klimaaktiv mobil driving instructor e-mobility” was established and 100 participants have already graduated. Other training schemes offered by klimaaktiv mobil include courses for cycling instructors, municipal mobility officers and for youth mobility coaches. In addition, 233 participants have already completed the klimaaktiv mobil “E-Mob-Train” training course on electromobility carried out in cooperation with partners.

klimaaktiv mobil – a success story

An external evaluation of the overall klimaaktiv initiative and the klimaaktiv mobil programme conducted by the renowned Wuppertal Institute confirms the important role klimaaktiv mobil plays when it comes to accelerating the ecological transition of mobility and contributing to reaching climate targets. klimaaktiv mobil boasts an impressive track record (2007-2020):

- Since its establishment, klimaaktiv mobil has initiated about 21,000 climate-friendly mobility projects that were implemented by around 17,700 businesses, 1,500 cities, municipalities and regions, 1,300 tourism organisations, as well as 500 schools.
- As a result, approximately 350,000 tonnes of CO₂ are currently being saved annually.
- To date, financial support for mobility projects has amounted to a total of approx. EUR 167.5 million, including approx. EUR 149.6 million from the national funds of the BMK via klimaaktiv mobil, the Climate and Energy Fund and the Austrian environmental support scheme, as well as EUR 17.9 million from EU funds (European Agricultural Fund for Rural Development, EAFRD), having triggered investments in environmental projects in the amount of EUR 1.2 billion.
- More than 10,700 jobs have been secured or created as a result.
- Financial support for about 47,800 alternative vehicles, including 44,900 electric vehicles, has been provided.
- About 340 projects for the promotion of cycling, including the expansion of cycling infrastructure in all federal states and in many cities, have been subsidised.
- Training of more than 2,400 klimaaktiv mobil competence partners, such as EcoDriving trainers, bicycle technicians, cycling instructors, youth mobility coaches and graduates of the klimaaktiv mobil “E-Mob-Train” training course on electromobility carried out in cooperation with partners has been provided, and 45 klimaaktiv mobil driving schools have been certified.
- Around 88,000 children and young people and about 6,200 teachers have so far been reached, and approximately 1.13 million car trips and thus more than 885 tonnes of CO₂ saved.
- More than 120 youth mobility projects have been implemented.

The 21,000 mobility projects implemented by businesses, real estate developers, fleets, cities, municipalities, regions, tourism associations, schools and youth initiatives and

supported by klimaaktiv mobil are examples of how a successful synergy between climate protection, mobility and economy works: without any loss of comfort but with gains in quality, creating economic success and new jobs.

With the klimaaktiv mobil programme, the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) also contributes to implementing the National Energy and Climate Plan (NECP) and the Government Programme 2020-2024, in particular with regard to the offensive for active mobility and to promoting e-mobility.

Climate protection is a key priority for the Austrian government. With the klimaaktiv mobil programme, we are offering a wide range of funding measures aimed at supporting the transition to sustainable and climate-friendly mobility. This way, we significantly contribute to protecting the climate and meeting the goal of reaching climate neutrality by 2040. — Jürgen Schneider, Head of the Directorate General Climate and Energy, BMK (on an interim basis)



Jürgen Schneider, Copyright: BMLRT/Paul Gruber

klimaaktiv mobil financial support programme

Electromobility and alternative fleets	
cash equivalent of funding	70.0 mn €
investment volume	approx. 849 mn €
Mobility management	
cash equivalent of funding	30.6 mn €
investment volume	approx. 153 mn €
Bicycle traffic	
cash equivalent of funding	66.9 mn €
investment volume	approx. 219 mn €
Total	
cash equivalent of funding*	167.5 mn €
investment volume	approx. 1.2 bn €

*EUR million, rounded, consisting of € 149.6 million national funds (including the Climate and Energy Fund and the national environmental support scheme) as well as € 17.9 million from the EAFRD funds, aggregate figures 2007-2020, Source: klimaaktiv mobil

Number of klimaaktiv mobil projects (years 2006–2020, aggregate figures)

years	Number of klimaaktiv mobil projects, rounded
2006	130
2008	600
2010	1,500
2012	3,500
2014	5,700
2016	8,400
2018	15,000
2020	21,000

Source: klimaaktiv mobil

Figure 9: klimaaktiv mobil financial support programme and number of klimaaktiv mobil projects. Copyright: klimaaktiv mobil

klimaaktiv mobil is committed to partnerships

klimaaktiv mobil partnerships – public-private partnership

Together with thousands of partners, klimaaktiv mobil is also a driving force behind the transition to sustainable mobility. klimaaktiv mobil is based on networking and relies on partnerships, particularly between the public and private sectors. When it comes to implementing climate-friendly mobility, klimaaktiv mobil collaborates with the business sector, the federal states, cities and municipalities. klimaaktiv mobil's long-standing partnerships with the Austrian Federal Economic Chamber (WKO) and the Institute for Economic Promotion (WIFI), the Austrian Association of Cities and Towns and the Austrian Association of Municipalities, the federal states, numerous cities, municipalities and businesses have proven their worth in the year of the coronavirus pandemic.

The evaluation report highlights in particular the successful public-private partnership with automobile importers, two-wheeler importers and the bicycle trade within the scope of the “e-mobility offensive”, which has extended or even scaled up the funding of electric vehicles and charging infrastructures in 2020 and 2021, with the aim of contributing to climate protection and coping with the Covid-19 crisis.

Through klimaaktiv mobil, the BMK is also a sponsoring member of the platform “Cycle Competence Austria”. Businesses, cities, municipalities, associations and schools that manage to reduce CO₂-emissions through their mobility projects are awarded the title klimaaktiv mobil project partner and pioneer of climate-friendly mobility by the BMK.

Figure 10: Committed businesses and municipalities are awarded the title klimaaktiv mobil project partner for their climate-friendly mobility projects. In the picture: Federal Minister for Climate Action Leonore Gewessler, Alexander Klacska, Chairman of the Transport and Logistics Division of the Austrian Federal Economic Chamber, and representatives of the association “24 Stunden Burgenland”, honoured for making the use of public transport more attractive. Copyright: BMK/William Tadros





Figure 11: The city of Bruck an der Leitha is honoured for building cycling paths. In the picture: Mayor Gerhard Weil and Felix Böhm with Federal Minister for Climate Action Leonore Gewessler and President of the Austrian Association of Municipalities Alfred Riedl. Copyright: BMK/William Tadros

European initiatives – EPOMM and THE PEP

Through its klimaaktiv mobil programme, Austria is an active player in the Transport, Health and Environment Pan-European Programme (THE PEP) of UNECE and WHO and the European Platform on Mobility Management (EPOMM). THE PEP is a globally unique UN programme which serves as an intergovernmental policy platform for the member states of the UNECE and WHO/Europe region to cooperate in the three sectors of transport, health and environment to facilitate environmentally-friendly and health-promoting mobility.

5th High-level Ministerial Meeting of the Transport, Health and Environment Pan-European Programme (THE PEP)

Hosted by Austria, the 5th High-level Ministerial Meeting of the Transport, Health and Environment Pan-European Programme (THE PEP) of UNECE and WHO took place in Vienna from 17 to 18 May 2021. Due to the Covid-19 pandemic, the conference was held as an online event.

The Ministerial Meeting, which was held under the motto “Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport”, was opened by Federal President Alexander van der Bellen, Federal Minister for Climate Action and Transport Leonore Gewessler, and Federal Minister of Health Wolfgang Mückstein, as well as Executive Secretary of the UNECE Olga Algareyova and WHO Regional Director Hans Kluge.

More than 850 participants from 41 countries, among them 46 transport, health and environment ministers and state secretaries from UNECE and WHO member states, accepted Austria’s invitation and attended the virtual High-level Ministerial Meeting, the 24 international specialist webinars and the accompanying virtual exhibition – making

it the largest THE PEP Ministerial Meeting in the programme's history. Austria as the host country was represented by the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) and the Federal Ministry of Social Affairs, Health, Care and Consumer Protection, who chaired the conference.

Figure 12: At the meeting chaired by Federal Minister for Climate Action Leonore Gewessler, Federal Minister of Health Wolfgang Mückstein, and Chair of THE PEP Robert Thaler, 46 transport, health and environment ministers and state secretaries from UNECE and WHO member states adopted the Vienna Ministerial Declaration unanimously by acclamation. Copyright: BMK/Cajetan Perwein



With Federal Minister Leonore Gewessler and Federal Wolfgang Mückstein presiding over the meeting, the Vienna Ministerial Declaration “Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport”, which was prepared and negotiated under the chairmanship of Chair of THE PEP Robert Thaler, BMK, was adopted. This has paved the way for climate-friendly and active mobility at pan-European level in the 56 countries involved. In the Vienna Declaration, the European transport, health and environment ministers agreed on the development of a pan-European strategy for climate-friendly mobility and adopted recommendations on how to deal with the effects of the Covid-19 crisis on the transport system by expanding a healthy and climate-friendly transport and mobility system.

Figure 13: A milestone for climate-friendly and healthy mobility in Europe: Federal Minister Leonore Gewessler and Federal Minister Wolfgang Mückstein, together with Austrian Chair of THE PEP Robert Thaler, present the Vienna Ministerial Declaration “Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport” adopted at the 5th High-level Ministerial Meeting of the Transport, Health and Environment Pan-European Programme. Copyright: BMK/Cajetan Perwein



The highlight of the Ministerial Meeting was the adoption of the first ever Pan-European Master Plan for Cycling Promotion, which was prepared under the leadership of Austria and France and with the involvement of 28 countries, UNECE, WHO, the European Cyclists' Federation (ECF) and the cycling industry. The Master Plan includes concrete objectives and recommendations on how to promote cycling all over Europe. Its objective is to double bicycle traffic in the pan-European region by 2030. Moreover, every country is called upon to develop national cycling policies, plans, strategies and programmes, to extend and improve the active mobility infrastructure and to also incorporate cycling into other policy areas such as health policies and urban and spatial planning.

The Cycling Master Plan and the tenfold increase in the budget for cycling promotion are milestones and important contributions made by Austria toward the promotion of cycling; within the scope of klimaaktiv mobil, Austria provides broad investment in climate-friendly and healthy active mobility. To support the implementation of the pan-European Master Plan for Cycling Promotion, the Member States have decided to establish a pan-European "THE PEP Competence Centre for Active Mobility". Guidelines on transport and spatial planning as well as eco-driving complete these resolutions. The existing THE PEP Partnership on Cycling Promotion is being extended to also include the promotion of walking.

As side events, a series of 24 webinars and a virtual exhibition were presented. At the conference, Austria's klimaaktiv programme won widespread international recognition as a role model for national programmes dedicated to promoting climate-friendly mobility even during the Covid-19 pandemic.

THE PEP Youth Dialogue

As part of the THE PEP High-level Ministerial Meeting 2021, a youth dialogue took place. In three virtual youth forums and one webinar, common positions on healthy and environmentally-friendly mobility were developed. The youth forums were accompanied by Austrian transport, health and environmental experts, supported by Austrian and international youth organisations.

One concrete outcome of the youth forums is the "Vienna Youth Position Paper 2021", which was officially presented to the ministers by two youth delegates from the Austrian National Youth Council and Fridays for Future in a ministerial session. The paper contains the results of the youth forums as well as visions of sustainable mobility for children and young people.

Expansion of THE PEP partnerships headed by Austria

Taking the lead in important partnerships in THE PEP, Austria, together with other member states, develops strategies and implementation projects for active and climate-friendly mobility. These include the Partnership on Eco-Driving and the pan-European partnership on child- and youth-friendly mobility newly adopted in the Vienna Declaration.

The Partnership on Cycling Promotion, which has successfully developed the Pan-European Master Plan for Cycling Promotion, is also led by Austria. From now on, the scope of this partnership will include walking and be referred to as the partnership for active mobility.

Figure 14: A historic moment for cycling in Europe under Austrian chairmanship: Federal Minister Leonore Gewessler and Federal Minister Wolfgang Mückstein present the first Pan-European Master Plan for Cycling Promotion adopted in Vienna under the leadership of Austria and France. Copyright: Stephan Rökl



In a first implementation project – the EU project DanubeCyclePlans –, Austria and the countries in the Danube region have launched a cooperation to develop national cycling strategies. The EU project Transdanube.Travel.Stories (ETC-funded) is focused on fostering climate-friendly tourism mobility along the Danube – the Transdanube.Pearls. These activities will be expanded within the scope of the newly adopted THE PEP Partnership on Sustainable Tourism Mobility in the future.

Figure 15: Austria is a pioneer in THE PEP – Transport, Health and Environment Pan-European Programme and EPOMM – the European Platform on Mobility Management



Austria, represented by klimaaktiv mobil, is currently the presiding country of the European Platform on Mobility Management (EPOMM). The European Conference on Mobility Management (ECOMM) scheduled to be held in Cascais, Portugal, in 2020, had to be postponed to November 2021 due to the Covid-19 pandemic.

Evaluation report recommends expansion of klimaaktiv mobil

The evaluation conducted by the renowned Wuppertal Institute clearly emphasises that klimaaktiv mobil is helping to accelerate ecological transformation in the mobility and transport sectors and should definitely be continued in order to reach the ambitious climate targets that have been set. It also highlights klimaaktiv mobil's cooperation with the business sector in joint funding initiatives.

The Government Programme 2020-2024 enshrines a campaign for active, soft mobility and includes the task of further developing klimaaktiv mobil, in particular to promote investments in walking.

The National Energy and Climate Plan (NECP) also includes the expansion of the klimaaktiv mobil programme:

- Investment campaign to promote cycling, including an increase in the klimaaktiv mobil cycling funding.
- Comprehensive expansion of the klimaaktiv mobil advisory and funding programmes for mobility management to support Austrian businesses, cities, municipalities, tourism, schools and youth initiatives in developing and implementing climate-friendly mobility projects.
- Electrification plan for vehicles and infrastructure based on renewable energy

The recommendations made in the Government Programme and the NECP were primarily implemented by the BMK:

- The klimaaktiv mobil funding guidelines were amended by the BMK, in coordination with the BMF, in accordance with the Government Programme and extended until the end of 2031.
- The massive budgetary increase of funds that was already implemented by the BMK in 2020 was continued in 2021 and can therefore become fully effective.

This way, a stable long-term legal and budgetary framework was introduced, which is important for the future success of klimaaktiv mobil.

In addition, klimaaktiv mobil has to be further integrated into the Rural Development Programme for the use of EU funds for climate-friendly mobility according to the CAP strategic plan.

As a contribution to implementing the NECP and the Government Programme, the klimaaktiv mobil programmes should be expanded nationwide and with a long-term perspective to provide even stronger support to Austrian businesses, cities and municipalities, associations and citizens in making the transition towards a climate-neutral future of mobility and to contribute to the Climate Targets 2030, Climate Neutrality 2040 and the Mobility Master Plan. By increasing its portfolio of offerings, in particular the funding and the investments triggered by it, klimaaktiv mobil should be able to create new economic momentum and jobs for climate-protection in the next decade and help overcome the Covid-19 crisis, promote innovations and enterprises and strengthen Austria's cities, municipalities and regions.

klimaaktivmobil.at, bmk.gv.at, epomm.eu, thepep.org



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With the internationally acclaimed klimaaktiv mobil programme and its funding initiative for active mobility, Austria is a pioneer in the EU and in the Transport, Health and Environment Pan-European Programme of UNECE and WHO. The long-term expansion of the klimaaktiv mobil financial support programme will at the same time ensure that businesses, cities, municipalities, educational institutions and citizens in Austria receive sustainable support in implementing active, climate-friendly mobility. — Robert Thaler, Chair of the Transport, Health and Environment Pan-European Programme (THE PEP) and head of the Department of Active Mobility and Mobility Management, BMK.

Contact

Strategic management of klimaaktiv mobil

Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology

Department II/6, Active Mobility and Mobility Management

Robert Thaler, Alexandra Dörfler, Iris Ehrnleitner

alexandra.doerfler@bmk.gv.at, iris.ehrnleitner@bmk.gv.at

bmk.gv.at

Operative management of klimaaktiv mobil

Austrian Energy Agency

Reinhard Jellinek, Christoph Link

+43 1 586 15 24

klimaaktivmobil@energyagency.at

klimaaktivmobil.at

Application centre for klimaaktiv mobil financial support programme

Kommunalkredit Public Consulting GmbH

Service team transportation and mobility

+43 1 31 6 31-716

umwelt@kommunalkredit.at

Umweltfoerderung.at/verkehr

Austrian cycling coordination

Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology

Department II/6, Active Mobility and Mobility Management

Martin Eder

martin.eder@bmk.gv.at

Mobility management for businesses, property developers and fleet operators

HERRY Consult

Markus Schuster, Gilbert Gugg, Claudia Klampfer

+43 1 504 12 58-50

office@mobilitaetsmanagement.at

mobilitaetsmanagement.at

Innovative climate-friendly mobility for regions, cities and municipalities

komobile Gmunden

Helmut Koch, Katharina Zauner-Levine

+43 7612 70 911

mobiltaetsmanagement@komobile.at

klimaaktivmobil.at/gemeinden

Mobility management for tourism and the leisure industry

komobile w7

Dr. Romain Molitor, Ing. Marc Steinscherer, BSc

+43 1 89 00 681

freizeit.mobil@komobile.at

klimaaktivmobil.at/tourismus

Mobility management for children, parents and schools

Klimabündnis Österreich GmbH

Maria Zögernitz

+43 1 581 5881

maria.zoegernitz@klimabuendnis.at

klimaaktivmobil.at/bildung

EcoDriving Austria

Austrian Energy Agency

Thomas Bogner

+43 1 586 15 24

spritsparen@energyagency.at

klimaaktivmobil.at/ecodriving

