

MINISTERIUM
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ÖSTERREICH

klimaaktiv
mob.

brilliant
climate

CYCLING
MASTER PLAN
2015-2025



Federal Ministry
of Transport, Building
and Urban Development

National Cycling Plan 2

Joining forces to evolve cycling

National Cycling Programme

Hungary 2014-2020



Transportministeriet

Denmark - on you

The national bicycle strategy

July 2014

Danube Cycling Plans

Preparatory Meeting

3rd/4th December 2018, Vienna

Agenda – Day 1

13:30 Introduction and framework conditions

- Welcome and tour de table
- Project partnership
- The project concept in the framework of the pan-European Master Plan for Cycling Promotion

14:15 The project within the Danube Transnational Programme

- Information about the third call for projects
- Project intervention logic

15:15 Coffee Break

15:30 Work package T1 Development/update of national cycling plans

- Summary description and objectives of the work package including explanation of how the partners will be involved
- Description of Project Outputs and their contribution to the project specific objectives
- Definition of responsibilities and next steps

17:00 Work package T2 Definition of core cycling network

- Summary description and objectives of the work package including explanation of how the partners will be involved
- Description of Project Outputs and their contribution to the project specific objectives
- Definition of responsibilities and next steps

18:30 end of meeting

Agenda – Day 2

09:00 Wrap up day 1

09:15 Work package T3 Capacity building

- Summary description and objectives of the work package including explanation of how the partners will be involved
- Description of Project Outputs and their contribution to the project specific objectives
- Definition of responsibilities and next steps

10:45 Coffee Break

11:00 Work package T4 Pilot actions in awareness raising

- Summary description and objectives of the work package including explanation of how the partners will be involved
- Description of Project Outputs and their contribution to the project specific objectives
- Definition of responsibilities and next steps

12:30 Wrap up day 2 + Summary of next steps

13:00 Joint lunch

Objectives of the meeting

- \ Get to know each other
- \ Clear description of work packages, activities and expected outputs
- \ Clear distribution of responsibilities between the project partners
- \ Definition of next steps for a successful project application

Draft

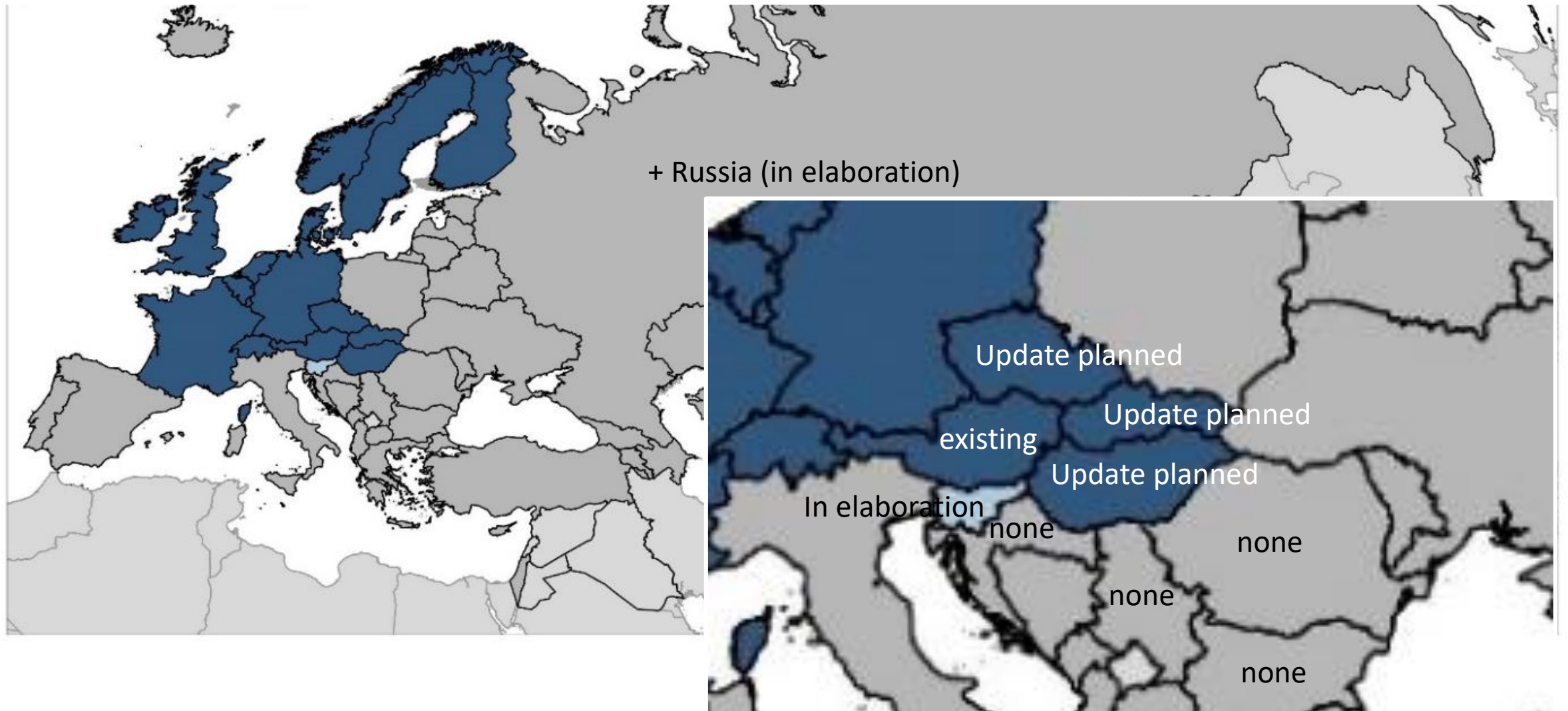
Project partnership

Project partnership

1. **Austrian Ministry of Sustainability and Tourism represented by Environment Agency Austria (LP)**
2. Czech Association of Cities for Cyclists nominated by the ministry Czech Ministry of Transport (PP)
3. Hungarian Ministry of Innovation and Technology (PP)
4. Slovak Ministry of Transport and Construction (PP)
5. Serbian Ministry of Agriculture and Environmental Protection (PP)
6. Slovenian Ministry of Infrastructure (PP)
7. Croatian Ministry of the Sea, Transport and Infrastructure (PP)
8. Bulgarian Ministry of Tourism (PP)
9. Romanian Ministry of Regional Development and Public Administration (to be confirmed)



National Cycling Plans - Status of implementation



Associated Strategic Partners

The responsible ministry (if not participating as a project partner):

\ E.g. Austrian Ministry of Sustainability and Tourism

Other ministries to be involved for a successful project implementation

\ E.g. Austrian Ministry of Transport

National Cycling Advocacy Groups

\ E.g. Serbian Cycling Association

Other relevant stakeholders

- **Primary stakeholders** — organisations or individuals directly affected by a measure, including citizens, businesses, schools etc; have high interest but little direct influence
- **Key stakeholders** — organisations or individuals who are in a position of power and influence due to financial resources, political responsibility or authority, skills and expertise etc.

Project approach

Status quo – What is the challenge?

Different levels are dealing with cycling
=> Actions lack of coordination
Cycling in many cases is not an integral
part of transport policies

Lack of strategic planning to connect
infrastructure between different levels +
existing design standards do not reflect
cyclists' needs

Lack of capacity / competence to
promote cycling among the key
stakeholders

Lack of knowledge about
adequate/beneficial measures to promote
cycling among the primary stakeholders

What do we want to change?

Contribute to the promotion of cycling in the Danube region

1. Our vision is to promote cycling, which will contribute to sustainable livelihoods, a better environment, improved health and safety, greater social inclusion and economic prosperity, and overall improvement in the quality of life of our citizens. To that end, we acknowledge cycling as an equal mode of transport and have developed this pan-European Master Plan for Cycling Promotion.

THE PEP

Transport, Health
and Environment
Pan-European Programme

UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

World Health
Organization
REGIONAL OFFICE FOR Europe

How do we get there? What are our objectives?

Develop and implement national cycling policies supported by a National Cycling Plan

Define national cycle route network for the identification of infrastructure investment priorities

Capacity building measures

Highlight the benefits of cycling

How do we get there?

Develop and implement national cycling policies supported by a National Cycling Plan

Define national cycle route network for the identification of infrastructure investment priorities


Capacity building measures

Highlight the benefits of cycling



10 TOPICS, 30 RECOMMENDATIONS (3RD DRAFT)

1. Developing and implementing national cycling policies supported by
2. Improving regulatory framework for cycling
3. Providing user friendly cycling infrastructure
4. Providing sustainable investments and efficient funding mechanisms
5. Including cycling in the planning processes and facilitating multimodal
6. Promote cycling through incentives and mobility management
7. Improving health and safety
8. Improving cycling statistics for efficient monitoring and benchmarking
9. Developing cycling tourism
10. Making use of new technologies and innovation

United Nations	ECE/AC.21/SC/2018/8-EUPCR1814179/2.1/SC16/8
	Economic and Social Council
	Distr.: General 28 September 2018 Original: English
Economic Commission for Europe	World Health Organization Regional Office for Europe
Draft pan-European master plan for cycling promotion	
Submitted by Austria and France, leaders of Partnership on cycling promotion	
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A. Political mandate	4
B. Recommendations for action	4
C. Cycling promotion requires the cooperation of all stakeholders.....	4
II. Cycling in the pan-European region.....	5
III. Benefits of cycling	7
A. Contribution to sustainable economic development and job creation.....	8
B. Support for sustainable mobility.....	8
C. Reduced emissions and energy savings	10
D. A healthier and safer society.....	11
E. Inclusive, safe, liveable and resilient spaces.....	13
F. Total benefits	13
IV. Recommendations	14
1. Develop and implement a national cycling policy, supported by a national cycling plan	15
2. Improve the regulatory framework for cycling promotion	15
3. Create a user-friendly cycling infrastructure.....	16
4. Provide sustainable investments and efficient funding mechanisms	17
5. Include cycling in the planning processes and facilitating multimodality	18
6. Promote cycling through incentives and mobility management	19
7. Improving health and safety.....	20
8. Improve cycling statistics for use in efficient monitoring and benchmarking	21
9. Promote cycling tourism	22
10. Make use of new technology and innovation.....	23
V. Paving the way to the future.....	24

Work programme – Overview

T1 Development/update of national cycling plans

- Act. 1.1: Involvement of relevant stakeholders
- Act. 1.2: Developing a common vision and main objectives
- Act. 1.3: Analysis of existing situation / need for a NCP
- Act. 1.4: Elaborating the action plan

T2 Development of a core cycling network

- Act. 2.1 Definition of national cycling networks (applying TEC methodology)
- Act. 2.2 Development of national standards for cycling infrastructure
- Act. 2.3 Integration of the network in national and international funding schemes

T3 Capacity building

- Act. 3.1: Setting up mentoring system and implementing capacity building workshops
- Act. 3.2: Setting up and implementing a certified training system for cycling promotion
- Act. 3.3: Organize mutual learning activities

T4 Awareness raising

- Act. 4.1 Implement bike2work campaigns
- Act. 4.2 Implement bike2school campaigns
- Act. 4.3 Implement city changers campaigns

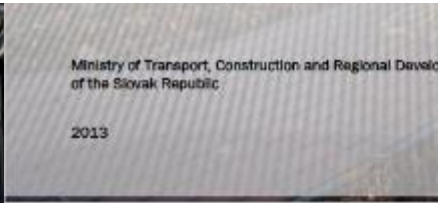


Development/update of national cycling plans

Work package T1

Topic 1 - Developing and implementing national cycling policies supported by a national cycling plan

1. Developing (and/or up-date) and implementing a national cycling plan
2. Creating strong “cycling working groups” and appoint a National Cycling Officer
3. Establishing National Knowledge Centre / “Bike Academy” for training of professionals and skill enhancement



T1 Description and objectives of the work package incl. partner involvement

Objective: Establish working group(s) and elaborate/update national cycling plan

Activities:

- \ Act. 1.1: Involvement of relevant stakeholders CZ
- \ Act. 1.2: Developing a common vision and (adapt) main objectives CZ
- \ Act. 1.3: Analysis of existing situation / need for a NCP or an update of the NCP AT
- \ Act. 1.4: Elaborating/updating the action plan (AT)

WP-Lead: CZ

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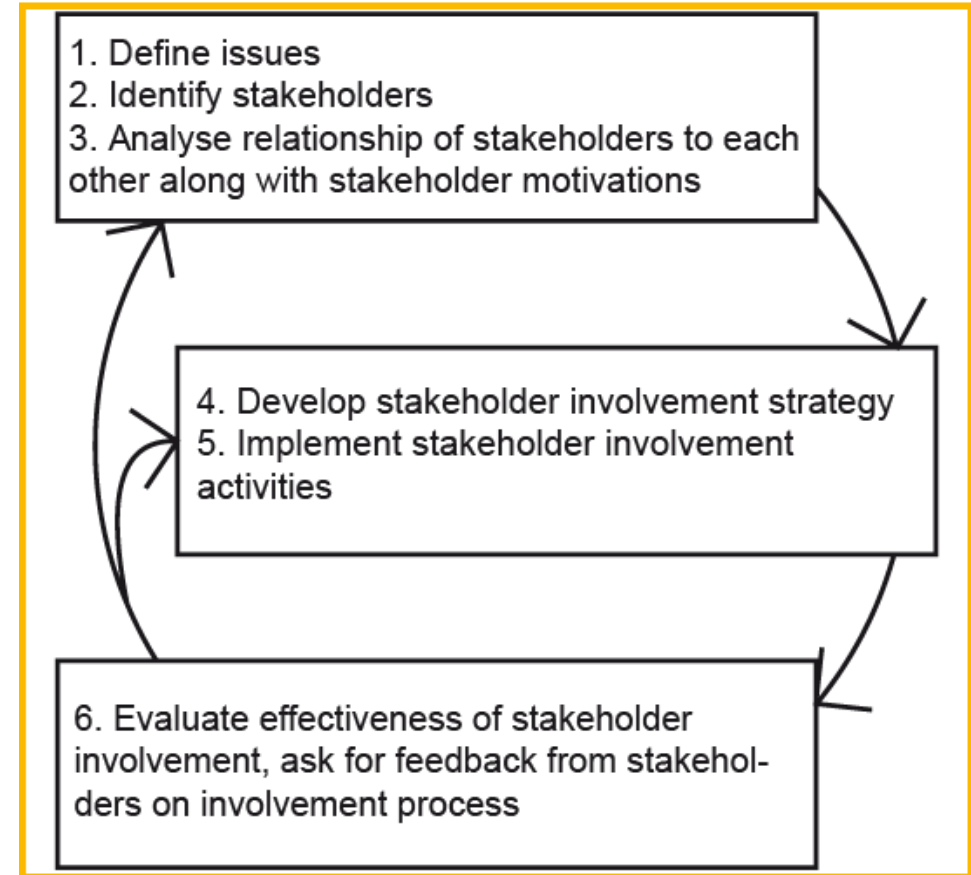
HR



T1 Act. 1.1: Involvement of relevant stakeholders

- \ Provide inputs for guideline on how to set up a national cycling plan
- \ Develop a stakeholder involvement strategy
 - Identify necessary stakeholders
 - Analyse relationship of stakeholders to each other incl. Stakeholder motivations
 - Prepare necessary facts and information reflecting the needs/motivations of different stakeholder groups
 - Define stakeholder involvement activities considering the timing (cycling season, elections, third-party events, etc.)
- \ Set up working groups
- \ Evaluate effectiveness of stakeholder involvement

Action coordinator: **Czechia**



Source: Central Meet Bike Project, Fact Sheet t-02 – Stakeholder Involvement

T1 Act. 1.1: Involvement of relevant stakeholders

According to the Central Meet Bike Project, the most important stakeholders are:

- **Politicians of all parties.** This is supposed to prepare a valuable basis for sustainable consensus on decisions to be made.
- **Cycling experts** to include last findings from research - the so-called state of the art.
- **Citizens** that will finally be the users of implemented infrastructure or that are target groups of campaigns (primarily represented by NGO).
- **Representatives of municipalities and regions** as administrative units, which are in charge of most of the cycling infrastructure.
- **Enterprises** of public interest (health insurance companies...) can be valuable partners as there are often synergies of goals between bicycle promotion and engagement of other sectors.
- **Media** (television, newspaper...) as the most important multiplier of ideas and attitudes.

Source: Central Meet Bike Project, 3.4.3 Recommendations for the national level



Act. 1.1: Involvement of relevant stakeholders

Case study: Bund-Länder-Arbeitskreis in Germany (Working group of federal ministry for transport and ministries of federal states)

The Bund-Länder-Arbeitskreis was developed in the course of the first German National Cycling plan. It aims to coordinate strategies and approaches of national and regional institutions and further stakeholders. It also was an important platform in course of the development of the second National Cycling Plan.

The first National Cycling Plan from Germany defines the main responsibilities of the working groups as follows¹⁵:

- Implementation and evaluation of National Cycling Plan
- Coordination of measures for bicycle promotion (e.g. Quality Management)
- Preparing suggestions for improving legal framework
- Developing solutions for funding problems
- Development of "Förderfibel" (a document gathering information on options for funding and related requirements)
- Exchange of good examples
- Exchange of results from research and identifying new need for research
- Implementation of expert workshops

Set up working groups

Source: Central Meet Bike Project, 3.4.3 Recommendations for the national level



Act. 1.2: Developing a common vision and (adapt) main objectives

1. Our vision is to promote cycling, which will contribute to sustainable livelihoods, a better environment, improved health and safety, greater social inclusion and economic prosperity, and overall improvement in the quality of life of our citizens. To that end, we acknowledge cycling as an equal mode of transport and have developed this pan-European Master Plan for Cycling

THE PE

Objectives reflecting the current situation and (political) priorities on the nation level

3. In order to achieve our vision, we have established the following objectives to be implemented by 2030 in the pan-European region:

- (a) Double cycling in the region and increase it in every country;
- (b) Develop and implement national cycling policies, supported by national cycling plans, in the member States of the United Nations Economic Commission for Europe (ECE) and the World Health Organization Regional Office for Europe (WHO/Europe) region;
- (c) Increase the safety of cyclists in the ECE and WHO member States and halve the number of fatalities and serious injuries of cyclists per kilometre cycled annually;
- (d) Integrate cycling into health policies;
- (e) Integrate cycling into land use, urban and regional planning, including for infrastructure.

T1 Act. 1.2: Developing a common vision and (adapt) main objectives

3. In order to achieve our vision, we have established the following objectives to be implemented by 2030 in the pan-European region:

- (a) Double cycling in the region and increase it in every country;
- (b) Develop and implement national cycling policies, supported by national cycling plans, in the member States of the United Nations Economic Commission for Europe (ECE) and the World Health Organization Regional Office for Europe (WHO/Europe) region;
- (c) Increase the safety of cyclists in the ECE and WHO member States and halve the number of fatalities and serious injuries of cyclists per kilometre cycled annually;
- (d) Integrate cycling into health policies;
- (e) Integrate cycling into land use, urban infrastructure.

Combine vision and objectives with pictures and stories

Example from Jarda



Action coordinator: Czechia



Federal Ministry
Republic of Austria
Sustainability and Tourism

umweltbundesamt^U
PERSPEKTIVEN FÜR UMWELT & GESELLSCHAFT

CON

T1 Act. 1.3: Analysis of existing situation / need for a NCP or an update of the NCP

Combine a State-of-the-Art analysis with a self-assessment tool like BYPAD

1. Infrastructure, use, design, guidelines
2. Financial investment (infrastructure, programs, human capital)
3. Maintenance, evaluation and operations
4. Communication and education (campaigns, communication strategies)
5. Policy and vision (policy platforms, planning documents, vision statements)
6. Decision-making, organizational relations, management, and networks
7. Personal behaviors and habits
8. Legal and regulatory framework
9. Experimentation and learning



Examples: Cycle Walk SoA questionnaire / BYPAD Assessment



T1 Act. 1.3: Analysis of existing situation / need for a NCP or an update of the NCP

Activities:

- \ Develop SoA questionnaire (based on topics of PEMP)
- \ PPs: Analysis of current situation based on a SoA questionnaire
- \ Adapt BYPAD to the requirements of the national level including practices from other countries
- \ PPs: Organize and implement BYPAD Workshop
- \ PPs: Summarize findings on the national level
- \ Elaborate conclusions for the Danube region

Results: not a benchmarking, relevant arguments for the promotion of cycling and the need for a NCP deducted from the SoA Analysis

Action coordinator: Austria

T1 Act. 1.4: Elaborating/updating the action plan

Objective: Define concrete actions for the promotion of cycling in your country

Status Quo

Objectives

Infrastructure		
Policies		
Information		
.....		



Actions

Result: Action plan for the national cycling plan of your country

Action coordinator: (Austria)

T1 Description of project outputs (contribution to project objectives)

- \ Guideline for the development/update of a national cycling plan CZ (inputs provided by action coordinators)
- \ New national cycling plans BG SL
- \ Updated national cycling plans HU CZ SK AT
- \ National Cycling Working Group meetings Every country
- \ National Cycling* Officers/Coordinator SL BG
- \ Policy recommendations for the implementation of national cycling plans in the Danube region (reference to the EUSDR Action Plan) CZ (inputs provided by action coordinators)

AT
HU
SK
BG
CZ
SL
SR
HR

Who is planning to work on what?

*CZ/SK: National Cycling Plan will be part of the overall new mobility strategy and therefore the National Mobility Plan will be the output

T1 Definition of target groups to be addressed

1. National authorities responsible for cycling
2. Regional/local authorities
3. Representatives of national cycling advocacy groups
4. International Organisations (UNECE/WHO, EUSDR, EU)

T1 Development/update of national cycling plans

- Act. 1.1: Involvement of relevant stakeholders
- Act. 1.2: Developing a common vision and main objectives
- Act. 1.3: Analysis of existing situation / need for a NCP
- Act. 1.4: Elaborating the action plan

T2 Development of a core cycling network

- Act. 2.1 Definition of national cycling networks (applying TEC methodology)
- Act. 2.2 Development of national standards for cycling infrastructure
- Act. 2.3 Integration of the network in national and international funding schemes

T3 Capacity building

- Act. 3.1: Setting up mentoring system and implementing capacity building workshops
- Act. 3.2: Setting up and implementing a certified training system for cycling promotion
- Act. 3.3: Organize mutual learning activities

T4 Awareness raising

- Act. 4.1 Implement bike2work campaigns
- Act. 4.2 Implement bike2school campaigns
- Act. 4.3 Implement city changers campaigns



Development of a core cycling network

Work package T2

Pan-European Masterplan for Cycling Promotion

Topic 3 - Providing user friendly cycling
infrastructure

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and Environment
Pan-European Programme

**UNITED
NATIONS** 
ECONOMIC COMMISSION FOR EUROPE

 **World Health
Organization**
REGIONAL OFFICE FOR **Europe**

Topic 3 - Providing user friendly cycling infrastructure

- 
1. Define and develop further a methodology and monitor the implementation of a trans-European cycling network
 2. Coordinate creation and maintenance of trans-European, national, regional and local cycling route networks
 3. Standardisation of cycling infrastructure

Topic 3 - Providing user friendly cycling infrastructure

- \ Cycling infrastructure is constructed, managed, promoted and maintained at different administrative levels.
- \ Strategic planning is needed to connect the different networks levels (e.g., between flagship cross-border infrastructure such as EuroVelo and denser national networks).
- \ In many countries, existing design standards do not reflect cyclists' needs and do not guarantee a coherent, attractive cycling network.
- \ A trans-European cycling network should be created, with a consistent interlinked structure. European cycling routes should be planned with wider connections in mind
- \ National routes should form the backbone of the network, while regional and local routes should form connections for local communities with certain sections serving multiple needs.
- \ The development of a common methodology can serve as a guideline for national, regional and local authorities.

T2 Description and objectives of the work package incl. partner involvement

Objective: Identification of infrastructure investment priorities for the national level

Activities:

- \ Act. 2.1 Definition of national cycling networks (applying TEC methodology) SL
- \ Act. 2.2 Development of national standards for cycling infrastructure ?country who is planning to define standards for itselfes? CZ
- \ Act. 2.3 Integration of the network in national and international funding schemes (HU)

WP-Lead: HU

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Act. 2.1 Definition of national cycling networks (applying TEC methodology)

Findings from the Central Meet Bike project:

- \ National cycling routes should first of all be designed to fit demands of touristic cyclists (riding several days covering distances > 100km)
- \ For everyday cyclists regional connections within agglomerations or between main cities and suburbs are most relevant (not going further than 20-25km)
- \ National cycling network should ideally reflect the requirements of both user groups



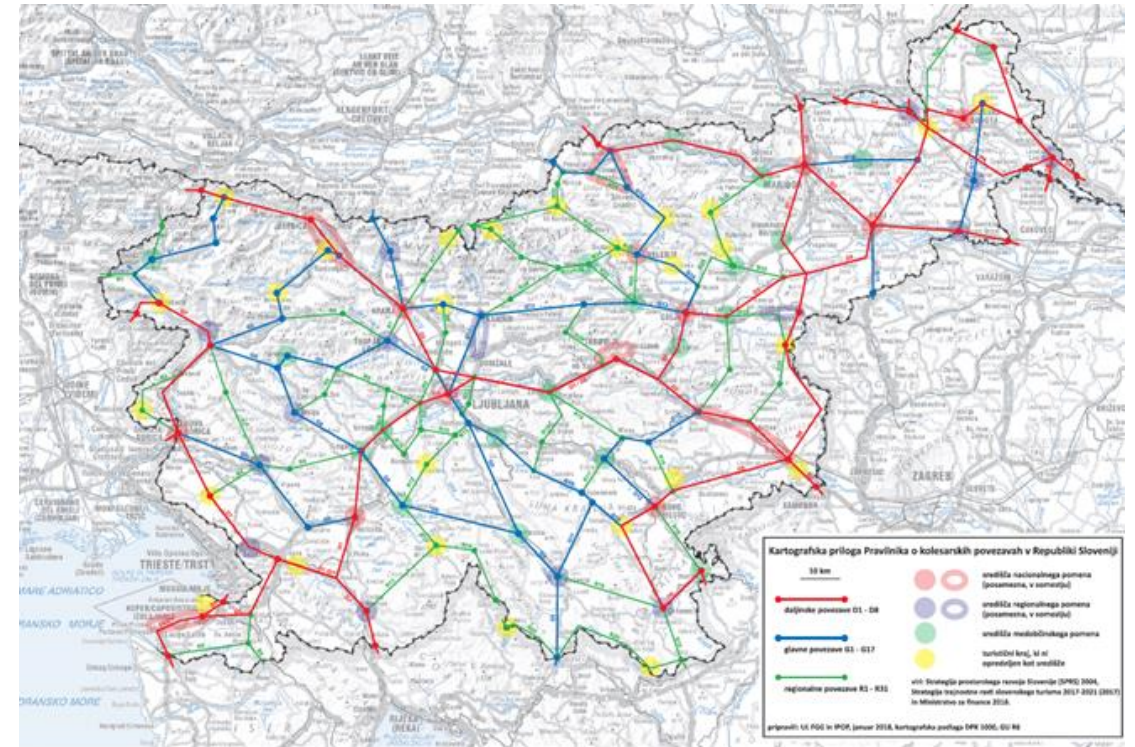
12 D-routes: Network of national cycle routes in Germany

Examples for national cycling networks

Czech national cycling network



Slovenian national cycling network



Red are longdistances (tourism, 3x Eurovelo)

Blue are main

Green regional



Recommendation 3.1: Defining and developing further a methodology and monitoring the implementation of a trans-European cycling network

Identification of a trans-European cycling network following a coordinated approach – with the support of UNECE

- The core network should be based on the official national cycle route and EuroVelo networks, incorporating also urban networks and regional cycle highways.
- Defining the trans-European cycling network will help national and regional governments to identify, design and prioritise backbone cycling corridors.
- Furthermore national, regional and local governments could approach International Financial Institutions (IFIs) and other international donors with more structured and ready-to-be-financed project proposals.

UNECE methodology to define the trans-European Cycling Network

For that UNECE prepared questionnaires for the national level and the capital city level including the following chapters:

- \ **Template 1** requests **information on existing cycling master plans** either for the Capital and/ or for the International routes and summarizes information provided under template 2;
- \ **Template 2** collects **information on existing cycling network**; The template should be used as many times as the number of main routes you would like to be included in the analysis;
- \ **Template 3** collects **information on new / planned cycling routes** either with secured funds or not secured funds; Again, the template should be used as many times as the number of new / planned projects;
- \ **Template 4** collects **information on good policies / practices** already implemented in your Capital / Country concerning cycling infrastructure development that you would like to be reported;

T2 Act. 2.1: Definition of national cycling networks (applying TEC methodology)

Objective: Define national cycling network as a basis for the Transnational Cycling Network and the identification of infrastructure investment priorities for the national level

Activities:

- Define national cycling network incl. major cities* HU SK BG
- Link network with neighboring networks To be checked by all PPs
- Provide necessary information requested by UNECE All PPs
- Consolidation transnational cycling network (HU)

Results: cycling networks for participating countries + TEC

Action coordinator: Slovenia

AT
HU
SK
BG
CZ
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* Major cities are to be defined – updating the UNECE methodology necessary



T2 Act. 2.2 Development of national standards for cycling infrastructure

Objective: define uniform standards of design, signposting and environment (for national cycling network)

- Transnational state of the art analysis on infrastructure standards
- Develop draft national standards adapting the international key principles to national contexts considering implications for other standards, highway codes and other relevant legislation.
- Discuss draft standards with relevant stakeholders
- Action plan for the integration of national standards in existing regulations

Results: action plan for the implementation of national standards for cycling infrastructure

Action coordinator: to be defined (ideally a partner that is planning to update or define standards for himself)

T2 Act. 2.3 Integration of the network in national and international funding schemes

Objective: Providing sustainable investments and efficient funding mechanisms

- \ Elaborate draft investment plans based on national cycling network in a participatory process involving all relevant stakeholders + come up with investment priorities
- \ Update existing methodologies to carry out CBAs for transport infrastructure projects including health benefits and apply it to the investment plan for the national cycling network
- \ Organize funding workshops on national and international level to achieve a broad political majority for investment plans
- \ Update financial support schemes based on the identified investment priorities

Results: clear infrastructure investment priorities for the (inter-)national level reflected in existing financial support schemes

Action coordinator: (Hungary)

T2 Description of project outputs (contribution to project objectives)

- \ National cycling networks defined in ## countries (HU, SK, BG)
- \ Action Plans for national infrastructure standards defined for ### countries (BG)
- \ National investment plans elaborated for all countries including recommendations for the adaption of existing (National) funding schemes applying the investment priorities identified

AT

HU

SK

BG

CZ

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Who is planning to work on what?

T2 Definition of target groups to be addressed

1. National authorities responsible for cycling
2. National ministry of finance
3. Regional and local public authorities
4. International Financing Institutions



Wrap up day 1

T1 Development/update of national cycling plans

Objective: Establish working group(s) and elaborate/update national cycling plan

Activities:

- \ Act. 1.1: Involvement of relevant stakeholders CZ
- \ Act. 1.2: Developing a common vision and (adapt) main objectives CZ
- \ Act. 1.3: Analysis of existing situation / need for a NCP or an update of the NCP AT
- \ Act. 1.4: Elaborating/updating the action plan (AT)

WP-Lead: CZ

AT
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T1 Development/update of national cycling plans

Project outputs

- \ Guideline for the development/update of a national cycling plan CZ (inputs provided by action coordinators)
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- \ Updated national cycling plans HU CZ SK AT
- \ National Cycling Working Group meetings Every country
- \ National Cycling* Officers/Coordinator SL BG
- \ Policy recommendations for the implementation of national cycling plans in the Danube region (reference to the EUSDR Action Plan) CZ (inputs provided by action coordinators)

AT

HU

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Who is planning to work on what?

*CZ/SK: National Cycling Plan will be part of the overall new mobility strategy and therefore the National Mobility Plan will be the output

T2 Development of a core cycling network

Objective: Identification of infrastructure investment priorities for the national level

Activities:

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WP-Lead: HU

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T2 Development of a core cycling network

Project outputs

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Who is planning to work on what?

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T4 Awareness raising

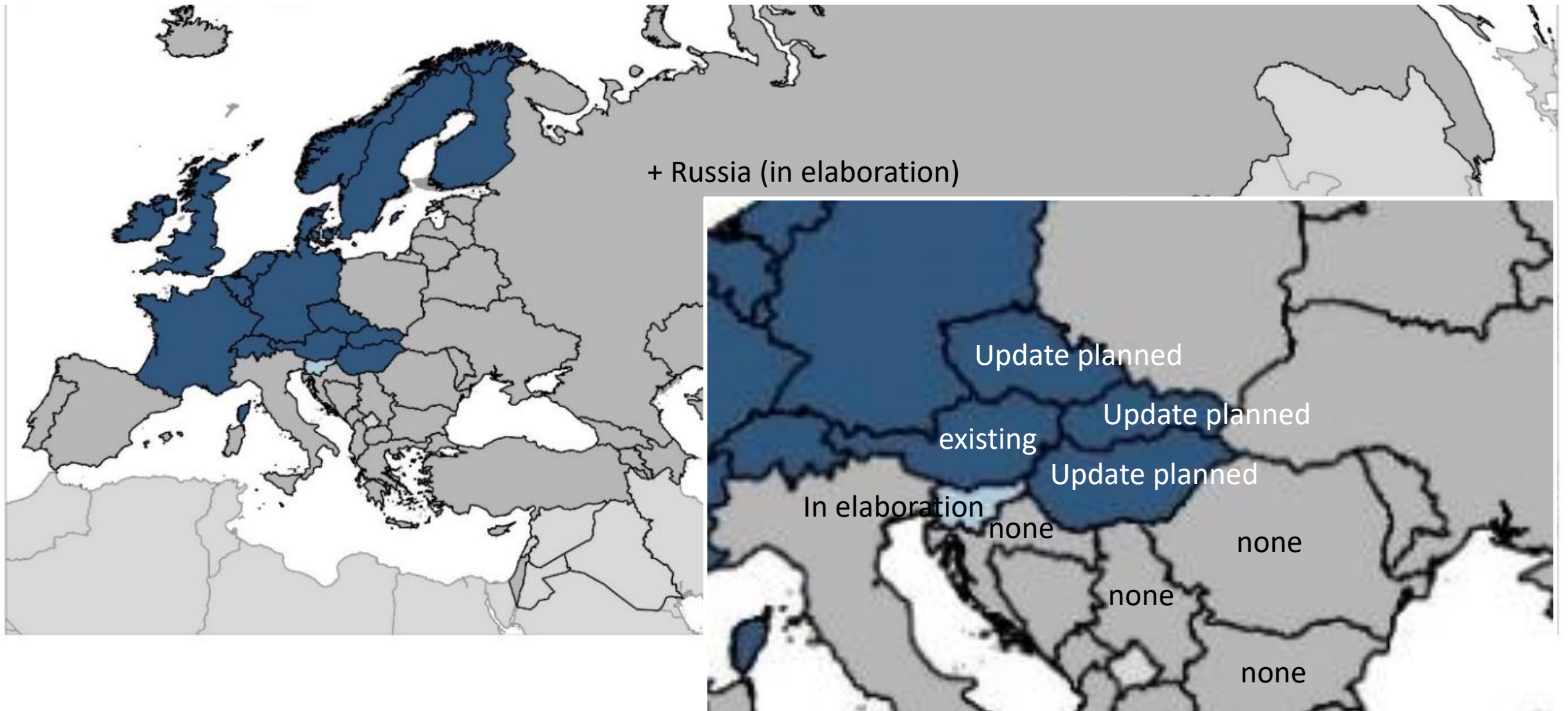
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- Act. 4.3 Implement city changers campaigns

Capacity building

Work package T3

T3 Act. 3.1: Setting up mentoring system and implementing capacity building workshop

Transferring know-how between partners = mentoring system



T3 Act. 3.1: Setting up mentoring system and implementing capacity building workshop

Objective: increase capacity of relevant stakeholders **to implement the project activities** by sharing existing know-how between the partners

Activities:

- Elaborate design for different kinds of capacity building workshops (E.g. based on twinning concept)
- Organize 2 workshops for the elaboration of national cycling plans
 - Out of a pool of 4 national cycling officers, 2 will support the countries not having a national cycling plan in the course of 2 workshops of the national cycling working group (Act. 1.1)
- Organize 1 workshop for the definition of a national cycling network and 1 workshop for setting up cycling promotion campaigns
 - PPs and 1-2 ASPs will participate in a workshop that is organized back-to-back with a partner meeting

Results: increased capacity of relevant stakeholders to successfully implement project activities based on practices from other partner countries

Action coordinator: Bulgaria

T3 Act. 3.2: Setting up and implementing a training system for cycling promotion

Objective: train and connect local, regional and national planners and stakeholders **that need to be trained (policemen, civil engineers, etc.)** within the partner countries

Activities:

- Set up training system taking into account examples from other countries
- Define expert pool to be carry out the trainings in the partner countries
- Each PPs will organize 2 training seminars according to the developed training system
 - How to increase the share of cycling?
 - How to improve road safety for cyclists?
 - How to adopt financial resources efficiently?

Action coordinator: **Slovakia**

Good practice:
German
Bicycle
Academy

T3 Act. 3.3: Organize mutual learning activities

Objective: facilitate know how exchange on the local and regional level

Activities:

- \ Elaborate mutual learning formats to be implemented on the national level (e.g. cycling conferences, field trips, etc.)
- \ Organize cycling conferences on the national level (e.g. back to back with the Velocity in Ljubljana June 2020 (if selected) or in the second half of 2020 during the EU presidency of Slovenia)
- \ Organize field trips to introduce cycling topics to representatives of the national stakeholder groups who were not yet affected that much by cycling (max. 10 people and one visit per country)

Action coordinator: Slovakia

T3 Description of project outputs (contribution to project objectives)

Tools:

- Mentoring & Training system
- Guidelines for mutual learning formats (Capacity building workshops, conferences, study visits)

Documented learning interactions:

- Capacity building workshops
- Trainings
- Mutual learning activities

AT

HU

SK

BG

CZ

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SR

HR

Who is planning to work on what?



T3 Definition of target groups to be addressed

1. Project partners + other representatives from relevant national authorities
2. Other relevant stakeholders like Police
3. Planners and civil engineers from the local/regional level
4. Higher Education and Research / Education/Training centres



T1 Development/update of national cycling plans

- Act. 1.1: Involvement of relevant stakeholders
- Act. 1.2: Developing a common vision and main objectives
- Act. 1.3: Analysis of existing situation / need for a NCP
- Act. 1.4: Elaborating the action plan

T2 Development of a core cycling network

- Act. 2.1 Definition of national cycling networks (applying TEC methodology)
- Act. 2.2 Development of national standards for cycling infrastructure
- Act. 2.3 Integration of the network in national and international funding schemes

T3 Capacity building

- Act. 3.1: Setting up mentoring system and implementing capacity building workshops
- Act. 3.2: Setting up and implementing a certified training system for cycling promotion
- Act. 3.3: Organize mutual learning activities

T4 Awareness raising

- Act. 4.1 Implement bike2work campaigns
- Act. 4.2 Implement bike2school campaigns
- Act. 4.3 Implement city changers campaigns



To be discussed

Awareness raising

Work package T4

Description and objectives of the work package incl. partner involvement

Objective: Increase awareness for various benefits resulting from cycling

Activities:

- \ Act. 4.1 Danube Cycling Ambassadors: Identify ambassadors for cycling / sustainable mobility and collect experiences from other countries underlining the benefits of cycling (sustainable mobility) and connect them with human stories
- \ Act. 4.2 Implement awareness raising campaigns (like bike2work, bike2school, etc.) using the resources elaborated in Act. 4.1 and 4.2
- \ Maybe split up Act 4.2 in two or three categories of campaigns (e.g. bike2work, bike2school, etc.)
- \ Maybe have an activity for the transnational evaluation of the campaigns (otherwise part of Act. 4.2)

Work package leader: Czechia

AT

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T4 Act. 4.1 Danube Cycling Ambassadors

Objective: identify people understanding the benefits of cycling/sustainable mobility and willing to promote it

Activities:

- \ Elaborate guideline to identify and engage with possible ambassadors
- \ Develop a platform (e.g. web-portal) providing the ambassadors a possibility to tell their story in combination with information about the benefits of cycling (“Danube Cycling Ambassadors”?)
- \ Implementation of the concept in ### countries

Results: network of cycling ambassadors, increased awareness for the benefits of cycling in cities

Action coordinator: Czechia

Act. 4.2 Implement awareness raising campaign(s)

Objective: Use the results/outputs elaborated in Act. 4.1 to improve existing bike2work/ bike2school campaigns + implement them in countries where they didn't exist so far

Activities:

- \ Examination and selection of main target groups and market research (for countries not having implemented the campaign yet)
- \ Implementation concepts and guidelines in cooperation with NGOs on the national (cycling associations) and international level (ECF)
- \ Implementation in at least 3 participating countries
- \ Certification and awarding cycling friendly employers / schools
- \ Transnational evaluation of implementation incl. recommendations on how to improve

Results: increased awareness for the benefits of cycling

Action coordinator: ##to be selected##

T4 Description of project outputs (contribution to project objectives)

Tools

- \ Implementation concepts and guidelines
- \ Web-portal(s) for the promotion of cycling

Pilots

- \ Transnational bike2work campaign
- \ Transnational bike2school campaign

To be discussed

AT

HU

SK

BG

CZ

SL

SR

HR

Who is planning to work on what?

T4 Definition of target groups to be addressed

1. Local/regional authorities
2. Enterprises
3. General public

To be discussed



Implementation plan

Implementation plan

		2020												2021												2022												
WP	Activity	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
1. Development/ update of national cycling plans	1.1. Set up working group(s)																																					
	1.2. Developing a common vision and main objectives																																					
	1.3. Analysis of existing situation/need for NCP																																					
	1.4. Elaborating the action plan																																					
2. Developing a core cycling network	2.1. Definition of national cycling networks (applying TEC methodology)																																					
	2.2. Development of national standards for cycling infrastructure																																					
	2.3. Integration of the network in national and international funding schemes																																					
3. Capacity building	3.1. Setting up mentoring system and implementing capacity building workshops																																					
	3.2. Setting up and implementing a training system for cycling promotion																																					
	3.3. Organize mutual learning activities																																					
4. Awareness raising	4.1 Implement awareness raising campaigns (bike2school, bike2work, etc.)																																					
	4.2. Certification and awarding cycling friendly city/ school / employers																																					
	4.3. City changers campaign																																					
Project management	Kick-off meeting (reporting)																																					
	Partner meetings																																					
	Progress report																																					
Communication	Communication plan																																					
	Website																																					
	Press releases																																					
	Project conferences (subcontracting)																																					



Work package Communication

Communication as integral part of project implementation

- Integral part of project implementation → Linked to all WP
- Communication objectives linked to project objectives and results
- Communication activities linked to project activities
- Communication aimed to reach the project goal/s and informing about achievements



Good planning and
enough resources



C Communication activities

\ Communication activities pre-defined by the programme

- Communication management + communication plan
- website + newsletter
- press releases

\ Conferences

- Kick off Conference: e.g. in the course of the Croatian EU presidency 1 half of 2020
- Mid term Conference: e.g. June 2021 along with Velocity (if Ljubljana will be selected) or second half of Slovenian EU presidency
- Final conference

\ Interesting formats for the promotion of cycling directly linked to the project activities – to be discussed

C Communication activities

Interesting formats for the promotion of cycling directly linked to the project activities – to be discussed

T1 Development/update of national cycling plans

- Act. 1.1: Involvement of relevant stakeholders
- Act. 1.2: Developing a common vision and main objectives
- Act. 1.3: Analysis of existing situation / need for a NCP
- Act. 1.4: Elaborating the action plan

Your inputs are most welcome!

T2 Definition of core cycling network

- Act. 2.1 Definition of national cycling networks (applying TEC methodology)
- Act. 2.2 Development of national standards for cycling infrastructure
- Act. 2.3 Integration of the network in national and international funding schemes

T3 Capacity building

- Act. 3.1: Setting up mentoring system and implementing capacity building workshops
- Act. 3.2: Setting up and implementing a certified training system for cycling promotion
- Act. 3.3: Organize mutual learning activities

T4 Awareness raising

- Act. 4.1 Implement bike2work campaigns
- Act. 4.2 Implement bike2school campaigns
- Act. 4.3 Implement city changers campaigns



Work package Project Management

Project management activities

- \ Nominate internal project manager and financial manager
- \ 5 progress reports incl. certification of costs
- \ 7 partner meetings (preparation, participation, in case you are hosts: organisation)
- \ Day-to-day PM (keeping track of costs and responsibilities, coordination with LP and other PPs,)

Budget

Budget planning

- \ Partner budgets 200.000 € maximum
- \ Depending on project activities
- \ Work package leaders and action coordinators => higher budget
- \ LP is taking over transnational project and financial management as well as overall coordination => higher budget
- \ Take into account differences in staff costs between the countries of the Danube region



Total Budget expenditure		0,00	Staff costs	Office & Administration = Overhead costs	Travel and accommodation	External Expertise & services	Equipment	Infrastructure and works	Total
			EUR	EUR	EUR	EUR	EUR	EUR	EUR
code	active months	WP1 Project management							
PM1.1	1-30	Day-to-day project management		0,00					
PM1.2	1-30	Partner Meetings		0,00					
PM1.3	1-30	Reporting		0,00					
			0,00	0,00	0,00	0,00	0,00	0,00	0,00
code	active months	WP2 Communication							
CM1.1	1-30	Communication management incl. Communication plan		0,00					0,00
CM1.2		other communication activities		0,00					0,00
CM1.3		other communication activities		0,00					0,00
CM1.4									0,00
			0,00	0,00	0,00	0,00	0,00	0,00	0,00
code	active months	T1 Development/update of national cycling plans							
T1.1		Involvement of relevant stakeholders		0,00					0,00
T1.2		Developing a common vision and main objectives		0,00					0,00
T1.3		Analysis of existing situation / need for a NCP		0,00					0,00
T1.4		Elaborating the action plan		0,00					0,00
			0,00	0,00	0,00	0,00	0,00	0,00	0,00
code	active months	T2 Definition of core cycling network							
T2.1		Definition of national cycling networks		0,00					0,00
T2.2		Development of national standards for cycling infrastructure		0,00					0,00
T2.3		Integration of the network in national and international funding schemes		0,00					0,00
									0,00
			0,00	0,00	0,00	0,00	0,00	0,00	0,00
code	active months	T3 Capacity building							
T3.1		Setting up mentoring system and implementing capacity building workshops		0,00					0,00
T3.2		Setting up and implementing a certified training system for cycling promotion		0,00					0,00
T3.3		Organize mutual learning activities		0,00					0,00
									0,00
			0,00	0,00	0,00	0,00	0,00	0,00	0,00
code	active months	T4 Awareness raising							
T4.1		Provide framework for awareness raising campaigns		0,00					0,00
T4.2		Implement bike2work campaigns		0,00					0,00
T4.3		Implement bike2school campaigns		0,00					0,00
T4.4		Implement city changers campaigns		0,00					0,00
			0,00	0,00	0,00	0,00	0,00	0,00	0,00

Include costs for first level control!

Wrap up day 2 + Summary of next steps

Next steps

- \ Provide slides and other relevant material to PPs (LP, end of this week)
- \ Provide relevant inputs for the activities / work packages the PPs are responsible for (contin.)
- \ Consolidate partnership (by the end of 2018), Lol to be provided by the partners
- \ Provide first draft of Expression of Interest (LP, January 7th)
- \ Provide budget template (LP, January)

Annex

Project intervention logic

PRIORITY AXIS 3: BETTER CONNECTED AND ENERGY RESPONSIBLE DANUBE REGION

Investment priority 7c: Developing and improving environmentally-friendly (including low-noise) and low-carbon transport systems, including inland waterways and maritime transport, ports, multimodal links and airport infrastructure, in order to promote sustainable regional and local mobility infrastructure

SPECIFIC OBJECTIVE 3.1 Support environmentally-friendly and safe transport systems and balanced accessibility of urban and rural areas

Expected results

- Contribute to the development of a better connected and interoperable environmentally-friendly transport system.
- Better integrated policies and practical solutions to further developing waterways while limiting negative impacts of the transport systems on the Danube ecosystem.
- Improving coordination and transnational integration among transport stakeholders to further develop multimodal hubs, terminals and links.
- Contribute to a safer transport network.
- Contribute to a better organisation of public transport links and other sustainable modes of transport in functional urban and rural areas and contribute to a better connectivity.

Result indicator

Intensity of cooperation of key actors in the Programme area in order to strengthen environmentally friendly, safe and balanced transport systems

Examples of actions

- Development of integrated transport frameworks and joint coordination measures to improve mobility, connectivity and accessibility;
- Development of joint solutions for a better management of environmental friendly transport corridors
- Development of integrated approaches to further develop waterways in terms of infrastructure, maintenance, fleet and port modernisation;
- Harmonisation of technical, safety, legal, organisational and other aspects of transport modes and networks.

Output indicators

Strategies/
Action plans
Tools
Pilot actions



enhancing transport safety/ developing
environmental transport systems/
improving connectivity / improving
transport planning, organization and
coordination

