

VELO CITY CONFERENCE VIENNA 2013

Panel Health benefits and cycling economy, 11 June 2013

# Masterplan for Cycling and THE PEP “HEAT for Cycling” Austrian Experiences

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**THE PEP**

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

**Transport, Health and Environment  
Pan-European Programme**



WHO / Europe



United Nations



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# Austrian Masterplan Cycling

## National Cycling Strategy 2006-2015



- **Major objectives:**
  - Reduce air pollution, greenhouse gases and noise
  - Positive effects for citizens, health and quality of life
  - Stimulating cycling and regional economy
- **Cycling goal of Federal Government: to double Austrian cycling share from 5% to 10% by 2015**
- **Package of 20 measures to promote cycling**
  - National cycling coordination
  - Extension of cycling networks and infrastructure
  - National financial support program (*klima:aktiv mobil*) to co-finance measures and investments for cycling
  - Cycling awareness campaigns
  - Promotion of E-Bikes to motivate non-cyclists
  - Assessments of benefits for economy and health
  - Improve legal framework for cycling (traffic code)

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# National program klima:aktiv mobil: Technical and financial support for cycling



Erfolgreiche Wege für den Radverkehr

Leitfaden Radverkehrsförderung

Ein Praxis-Leitfaden für Kommunen, Schulen,  
Betriebe und Tourismus



Eine Initiative  
des Bundesministeriums für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft (Landsministeramt)  
zur Förderung des Radverkehrs

## National support program for cities and regions, companies, leisure and tourism, schools and youth

### ■ Technical support and consultancy to develop measures for cycling

- Cycling consultancy free of charge
- Guidelines and handbooks of good practice
- THE PEP Tool HEAT for Cycling

### ■ Financial support to implement measures and investments for cycling

- Cycling infrastructure
- Bike-rental, bike-sharing and bike-parking systems
- Electric bikes, pedelecs
- Marketing, information and awareness raising

### ■ National cycling campaign

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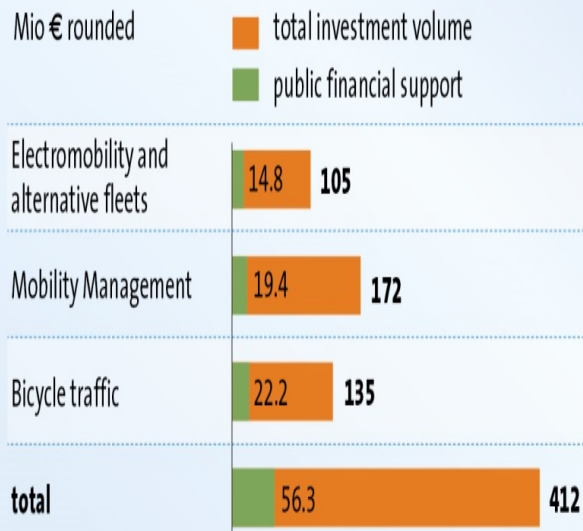
AUSTRIAN ENERGY AGENCY



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# National program klima:aktiv mobil: Achievements for cycling 2007-2012

## klima:aktiv mobil Financial support programme



Source: Austrian Ministry of Agriculture,  
Forestry, Environment, Water Management

APA-AUFTRAGSGRAFIK

- 1.300 projects of regions, cities, companies to improve cycling supported
- 79.000 t CO<sub>2</sub> reduction due to cycling projects
- 22 Mio. Euro national financial support for cycling measures and infrastructure
- 135 Mio. Euro total public investments in cycling induced and 1.500 jobs created
- THE PEP HEAT for cycling applied
- Change from leisure image to urban lifestyle
- Pedelecs/E-Bike boom
- All Austrian Federal States now also have regional cycling plans to increase cycling
- Broad political support for cycling
- Increase of cycling modal share from 5% to 7%

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# Results of Promoting Pedelecs/E-Bikes

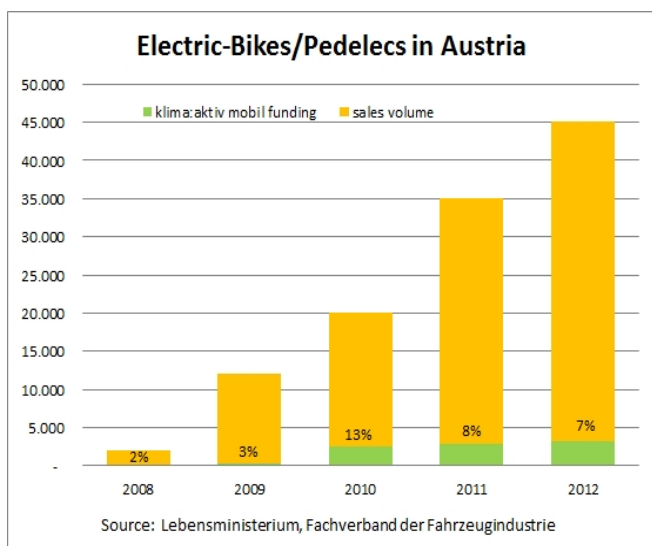
## E-Mobility model region with pedelec fleet test in Vorarlberg shows

### ➤ 35% of pedelec trips were former car users

- average 1.400 km p.a. cycled by pedelec (compared to bicycle 400 km p.a.)
- average 7 km per trip cycled by pedelec (compared to bicycle 4 km per trip)

### ➤ Modal shift from short-distance car trips to pedelecs

### ➤ Higher mileage of cycling cause of pedelecs



### ➤ Pedelec boom in Austria achieved: 2000 e-bikes sold 2008 -> 45000 in 2012

- National Cycling Campaign with First Pedelec Race on Grossglockner Mountain Pass (2400m) in 2009 with minister, media and stakeholders
- Financial support for purchase of pedelecs for businesses, communities and tourism

### ➤ New groups motivated to cycle: elderly people, citizens in mountainous areas, tourists, car-users ...

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# Cycling sector as economic factor



## Joint Study

**“Cycling sector as Economic factor in Austria”**  
Ministry of Environment and Chamber of Commerce:

**First calculation of the economic value added of the cycling sector in Austria**

**> 882,5 Mio. Euro value added**

**> 18.328 green jobs**

## Economic sectors benefitting from cycling:

- Production of bicycles and e-bicycles, components and equipment
- Bicycle and e-bicycles trade and retail business
- Repair, service and bike rental systems
- Cycling tourism, sports and leisure
- Design and construction of bike parking facilities
- Construction of cycling infrastructure

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# Promoting Cycling

## Win Win for environment and local economy

### Joint study on cycling and shopping in Austria

Ministry of Environment and Chamber of Commerce:

- 80% car rides for shopping are shorter than 5 km
- 50% of shopping weight less than 5 kg

Cyclists have higher frequency of shopping (148 days p.a.) than car drivers (123 days p.a.)

### > High potential to go shopping by bicycle

- 2.5 billion Euro retail-trade-relevant purchasing power from cyclists
- 1% more occasional cyclists in Austria will induce 88 million Euro sales increase for local supply
- 1.3 billion euro increase in potential purchasing power for local supply if 15% car rides were shift to bicycle

### > Promotion of cycling strengthens local economy

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# THE PEP Transport Health Environment Pan European Program Health Economic Assessment Tool (HEAT) for Cycling

## Austria is supporting THE PEP and its Partnerships and Tools

- 2004: Transport-related health effects – with a particular focus on children
- 2008: Economic valuation of transport-related health effects
- 2009: HEAT for Cycling
- 2011: HEAT for Walking
- 2012: Partnership on jobs in green and healthy transport
- 2013: Partnership on ecodriving



## ■ THE PEP Tool HEAT for Cycling

- calculation tool for the health benefits of cycling
- benefit value of reduced mortality
- since 2011 online tool

[www.heatwalkingcycling.org](http://www.heatwalkingcycling.org)

[www.radfahren.klimaaktiv.at](http://www.radfahren.klimaaktiv.at)



# THE PEP HEAT Tool for Cycling National Implementation



## ■ Approach

- Austria supported THE PEP HEAT for Cycling to achieve a European harmonized model
- Calculating the health benefits of implementing the Masterplan Cycling in Austria
- Translation and dissemination of HEAT to cities and regions, stakeholders, planners and experts

## ■ Calculation: benefits of implementation of Austrian Masterplan Cycling

(5->10% cycling share by 2015)

- 811 Mio. Euro mean annual benefit
- 824 'saved lives' per year
- 1.253 Euro annual savings per cyclists

## ■ Monetarization of health benefits is a strong argument for cycling

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# THE PEP HEAT Tool for Cycling Regional Application Vorarlberg



- **Regional cycling strategy of the Federal State of Vorarlberg**
  - Status: 15% cycling modal share
  - Goal: 17% cycling modal share
- **HEAT for Cycling used to calculate the regional health economic benefits**
  - Status: 116 Mio. Euro mean annual benefit
  - When the regional goal is achieved, additional 13 Mio. Euro annual benefit

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# New: Application for businesses

## Health benefit calculator for companies



### ■ Approach

- Motivate and support companies to promote cycling
- Benefits for employees for cycling to work
- **Benefits for companies: important to calculate in monetary terms**

### ■ klima:aktiv mobil “Health Benefit Calculator for Businesses”

- cost-reduction through reduced sickness absence (-6% up to -32%)
- online calculator with default values for different sectors
- 100.000 new cycling commuters saves 4 - 22 Mio. Euro sickness costs for businesses

[www.klimaaktivmobil.at/radrechner](http://www.klimaaktivmobil.at/radrechner)

- **Dissemination through Austrian nationwide bike2work Campaign and preventive occupational health care**

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# Lessons Learned and Conclusions Austrian Experience

**Mid-term review of Masterplan Cycling:  
Cycling share increased to 7% in Austria! On track for 2015 goal!**



- **Establishing National Masterplan Cycling is important:**
  - Diving force, coordination and implementation platform for national, regional and city authorities
- **National financial support program (klima:aktiv mobil) for cycling is essential**
  - klima:aktiv mobil program is continued till 2020
  - New focus on comprehensive “all-inclusive” cycling packages including infrastructure, logistics, parking, sharing and awareness raising
- **Applying HEAT for cycling on national, regional and company level is recommended**
  - HEAT provides strong economic and health arguments for cycling

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# Lessons Learned and Conclusions EU and International Policies

## Cycling contributes to European policies & objectives

- Air quality, reduction GHG, increase energy efficiency
- Low carbon economy road map
- White paper on transport
- Action plan urban mobility, sustainable urban mobility plans

## Cycling creates win-win-win-win for environment, health, mobility and economy



- **Pan-European cooperation to promote cycling on urban, regional, national and international level is essential**
  - Partnerships for cycling with EU, THE PEP, EPOMM, ECF
- **Strengthening EU Policy for cycling:**
  - TEN for Cycling
  - EU Application of HEAT for cycling and walking
- **Extend THE PEP HEAT Cycling Partnership:**
  - Further development and involvement of Eastern European countries necessary

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*Thank you for your kind attention!*

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