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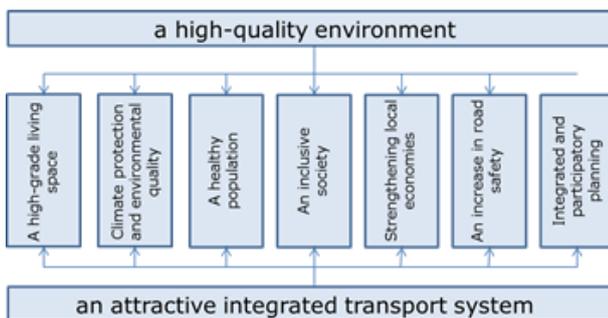
MASTER PLAN FOR WALKING

STRATEGY TO PROMOTE WALKING IN AUSTRIA



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THE AUSTRIAN MASTER PLAN for Walking is a landmark in promoting walking as an environmentally friendly mode of mobility. It was developed by the Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management and the Austrian Federal Ministry for Transport, Innovation and Technology together with the Environment Agency Austria and experts from the federal states, cities, municipalities, environmental organisations, industry and science. klimaaktiv mobil – the National Action Programme for Mobility Management - provides support for environmentally friendly mobility projects and the promotion of walking in Austria's federal states, cities, municipalities, businesses and associations, as well as in schools and youth initiatives.



The aim of promoting walking

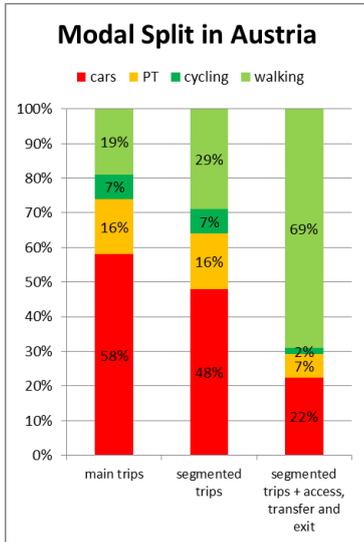
Quelle: Umweltbundesamt

HIGHER PRIORITY FOR WALKING

The aim of the Master Plan for Walking is to raise the status of walking and to pay more attention to the needs of pedestrians in policy-making as well as in the strategies and plans of the federal government, the federal states, and the cities and communities.

AUSTRIA: A PIONEER IN EUROPE

Austria is one of the first EU countries to develop a national strategy for the promotion of walking. The Master Plan for Walking makes important contributions to the implementation of national objectives and international agreements such as the Pan-European Programme for Transport, Environment and Health – Pan European Program THE PEP (WHO, UNECE) and the Children's Environment and Health Action Plan for Europe (CEHAPE).



Comparing the modal split in 2010 according to different survey concepts. ("segmented trips + access, transfer and exit" = including trips made by walking to and from other transport modes)

WALKING IS HEALTHY, EMISSION FREE, SOCIAL AND GOOD FOR THE ECONOMY

As a result of the increase in motorization and urban sprawl the share of walking for daily trips in Austria has declined to 19%. Walking is underestimated: when added, the trips made by walking - including trips before and after using other transport modes – would make up a mode share of app. 69%!

Walking is an important transport mode and has benefits for health, environment, economy and society. Moreover, walking has potential: 20% of all car trips in Austria are less than 2 kilometres. With incentives such as safe pavements and pedestrian-friendly design of streets and squares the share of walking can be increased, so reductions in CO₂ emissions of up to 100,000 tons can be achieved.

FIELDS OF ACTION

- Increased cooperation and coordination for the pooling of forces at regional and local level
- Promotion of mobility management to increase the share of walking via klimaaktiv mobil
- Infrastructure improvement and investment initiative
- Pedestrian-friendly transport, settlement and urban planning
- Pedestrian-friendly transport organisation and improved road safety
- Optimisation of connections to other transport modes
- Information systems and awareness raising
- Research, for innovations and intelligent technologies to support walking
- Education and trainings of students, planners and authorities in pedestrian route planning and in the promotion of walking
- Improve database for walking and monitoring



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Good Practice Examples: pedestrian zone in Vienna and public space design in Velden.

RELATED LINKS
klimaaktivmobil.at
bmlfuw.gv.at
bmvit.gv.at

To these 10 fields of action, 26 specific measures have been assigned. The Master Plan for Walking, aims to give a broad impetus and more consideration to the active promotion of walking in Austria. For its implementation all actors at state, federal state and municipal level are invited to take measures for the promotion of walking.