



MASTER PLAN FOR WALKING

STRATEGY TO PROMOTE WALKING IN AUSTRIA



© BMLFUW/Alexander Haiden

FIRST NATIONAL STRATEGY FOR THE PROMOTION OF WALKING

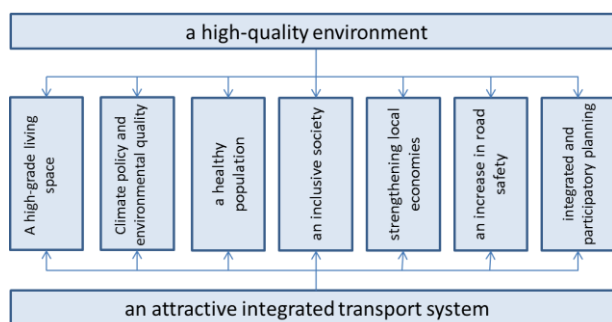
The Master Plan for Walking aims to be a turning point in that it promotes walking as an environmentally friendly type of mobility. It was developed by the Ministry for Environment (BMLFUW) and the Ministry for Transport (bmvit) together with the Environment Agency Austria and experts from the Federal States, cities, municipalities, environmental organisations, industry and science. klimaaktiv mobil – the BMLFUW’s National Action Programme for Mobility Management - provides support for environmentally friendly mobility projects and the promotion of walking in Austria’s municipalities, businesses and associations, as well as in schools and youth initiatives.

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.

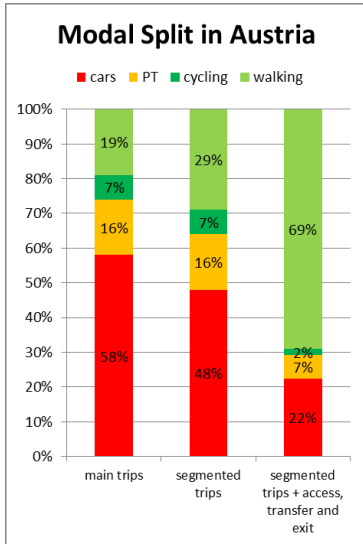
AUSTRIA: A PIONEER IN EUROPE

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 THE PEP (WHO, UNECE) and the Children’s Environment and Health Action Plan for Europe (CEHAPE).



The aim of promoting walking

Quelle: Umweltbundesamt



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



© Umweltbundesamt/Bernhard Gröger



© Amt der Kärntner Landesregierung, Abteilung 9 Straßen und Brücken, Straßenbauamt Klagenfurt

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

FIELDS OF ACTION

- I. Increased cooperation and coordination for the pooling of forces at regional and local level
- II. Promotion of mobility management to increase the amount of walking via klimaaktiv mobil
- III. Infrastructure improvement and investment initiative
- IV. Pedestrian-friendly transport, settlement and urban planning
- V. Pedestrian-friendly transport organisation and improved road safety
- VI. Optimisation of connections to other transport modes
- VII. Information systems and awareness raising
- VIII. Research, for innovations and intelligent technologies to support walking
- IX. Education and training, to firmly establish long-term sustainability in pedestrian route planning and in the promotion of walking
- X. Improve database for walking and monitoring

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