

THE PEP Partnership on Sustainable Tourism Mobility

The last years showed that more and more stakeholders recognize the strong benefits of making sustainable mobility an integral part of the holiday experience and thus supporting sustainable tourism and regional development. Cycling and active mobility in tourism is booming, more railway companies rethink their train business also for tourists incl. night trains, new interactive (technical/digital) solutions make it easier for customers to use different kinds of mobility services. Also, the awareness of customers is changing. More and more people are conscious about climate change and reconsider their travel behaviour. The provision of a smooth, efficient, safe, secure and enjoyable travel experience from a traveller's residence to a destination and within the destination is a pre-condition to benefit from this new trend.



In order to achieve this in the appropriate quality along the entire travel chain, a large number of stakeholders need to be coordinated. A task that individual enterprises or even destinations cannot take on alone. The responsible bodies at national level - e.g. the ministries - need to assume a coordinating role.

This is why the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology and the Austrian Federal Ministry of Agriculture, Regions and Tourism launched the new THE PEP Partnership on Sustainable Tourism Mobility. The partnership was officially announced in the course of the 5th High Level Meeting of THE PEP¹ in Vienna, on May 18th 2021. It aims at bringing together the relevant stakeholders responsible for mobility, climate action and tourism in a European platform in order to further promote the sustainable tourism development of the pan-European region.

¹ THE PEP – Transport-Health-Environment Pan-European Programme

With this initiative the Austrian ministries are building on the experience from completed transnational projects (such as Transdanube, Access2Mountain, Last Mile, Transdanube.Pearls) and the current Transdanube Travel Stories project. In these projects innovative destinations clearly positioned themselves as environmentally friendly travel destinations.

What are the main objectives of the partnership:

- Raise awareness for sustainable multimodal mobility to achieve a sustainable tourism development on national and international level
- Strengthen the cooperation between relevant stakeholders of different levels and sectors committed to provide sustainable mobility to tourists and inhabitants
- Increase the institutional capacity of the relevant organisations to develop, implement and operate sustainable mobility services
- Contribute to the development of climate-friendly, convenient as well as attractive mobility services and offers for travellers and inhabitants

What can interested countries expect from the partnership?

- Providing a platform for European cooperation amongst Member States and their relevant ministries, destinations as well as important tourism and transport actors like tourism operators, transport companies and mobility providers
- Exchange of experience and good practice examples from the countries of the pan-European region incl. trainings, organized study visits and networking workshops
- Development of policy guidelines for green and healthy sustainable mobility in tourism
- Facilitate the development of national strategies and platforms for sustainable mobility in tourism
- Elaboration of tool-kits /manuals for member states on how to implement sustainable tourism mobility solutions
- Developing and implementing joint European Projects following of the examples of Alpsmobility Alpine Pearls and Trandanube Pearls Transdanube travel stories

If you are interested to join forces in sustainable tourism mobility please get in touch with Andreas Friedwagner, who is coordinating the work of the partnership on behalf of the Austrian ministries.

Andreas Friedwagner | a.friedwagner@verracon.at | +43 664 2412924

Organisational background information

What is THE PEP?

Supported by the secretariats of the United Nations Economic Commission for Europe (UNECE) Transport and Environment Divisions in Geneva and the World Health Organization Regional Office for Europe (WHO/Europe), THE PEP is a unique policy platform that seeks to encourage transport policymakers and urban planners to consider the health and environmental impacts of transport and address them through shared policy approaches. By bringing together the Ministries of transport, health and environment, THE PEP acknowledges the importance of linking these different sectors.

It encourages governments, at national, regional and local levels, to pursue an integrated approach to policymaking and to put sustainable mobility at the top of the international agenda.

For more information about THE PEP please check <https://thepep.unece.org/>

What is a “THE PEP Partnership”?

THE PEP Partnerships provide THE PEP with an effective mechanism to support the implementation of the workplan in aspects related to the development of tools and methods as well as to provide technical capacity to support Member States in implementing THE PEP at the national level.

What about THE PEP Partnership on Sustainable Tourism Mobility?

With the Vienna declaration adopted during the 5th High Level Meeting of THE PEP in Vienna, May 18th 2021, the ministers decided to “establish THE PEP Partnership on Sustainable Tourism Mobility, with a view to sharing good practices and developing respective guidelines and tools.”

The partnership aims at bringing together the relevant stakeholders responsible for climate action, mobility and tourism on a European level in order to further promote the sustainable tourism development of the pan-European region. It was jointly initiated by the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology and the Austrian Federal Ministry of Agriculture, Regions and Tourism.

How can I join in THE PEP Partnership on Sustainable Tourism Mobility?

The countries of the pan-European region are invited to nominate one or more representatives to take part in the partnership and its meetings (twice a year). Members could be the relevant ministries themselves as well as innovative destinations, important tourism and transport stakeholders like tourism operators, transport companies and mobility providers.

The members of the partnership are participating in the partnership at their own costs (e.g. costs for travel and accommodation to participate in the meetings). There is no possibility for funding or co-financing available.

What kind of contribution is expected from the members of the partnership?

There is no obligation for a contribution besides the active participation in the meetings and the willingness to exchange information between the partners. Any other contribution to the partnership is very welcome (e.g. hosting a meeting, external experts working on specific issues).

When will the partnership meet?

We are planning to organize the first partnership meeting in September 2021 most probably in Austria, Vienna. The aim will be a first exchange of information on sustainable tourism mobility policies in each country and a common definition of themes to be treated in more detail (agenda setting). More information will be provided as soon as it is available.

Where do I get more information?

For any questions concerning the partnership, please don't hesitate to contact Mr. Andreas Friedwagner. He is coordinating the work of the partnership on behalf of the Austrian ministries.

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