

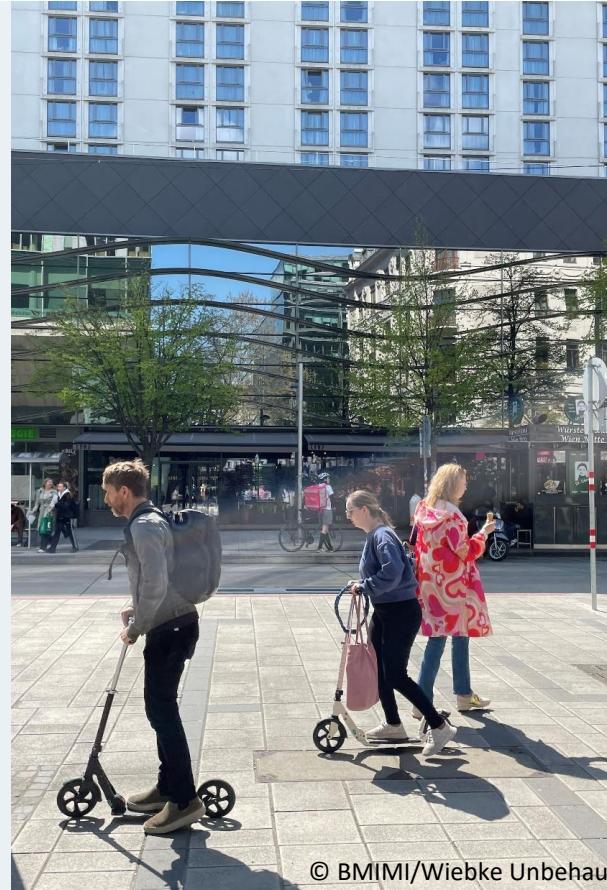
National policies and governance for urban mobility transition

klimaaktiv mobil – Austria's climate protection
initiative for sustainable mobility

Vienna Study Visit, CZ-Delegation

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Federal Ministry of Innovation, Mobility and Infrastructure (BMIMI)
Department II/6 'Active Mobility and Mobility Management'
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Strategic Framework on the National Level

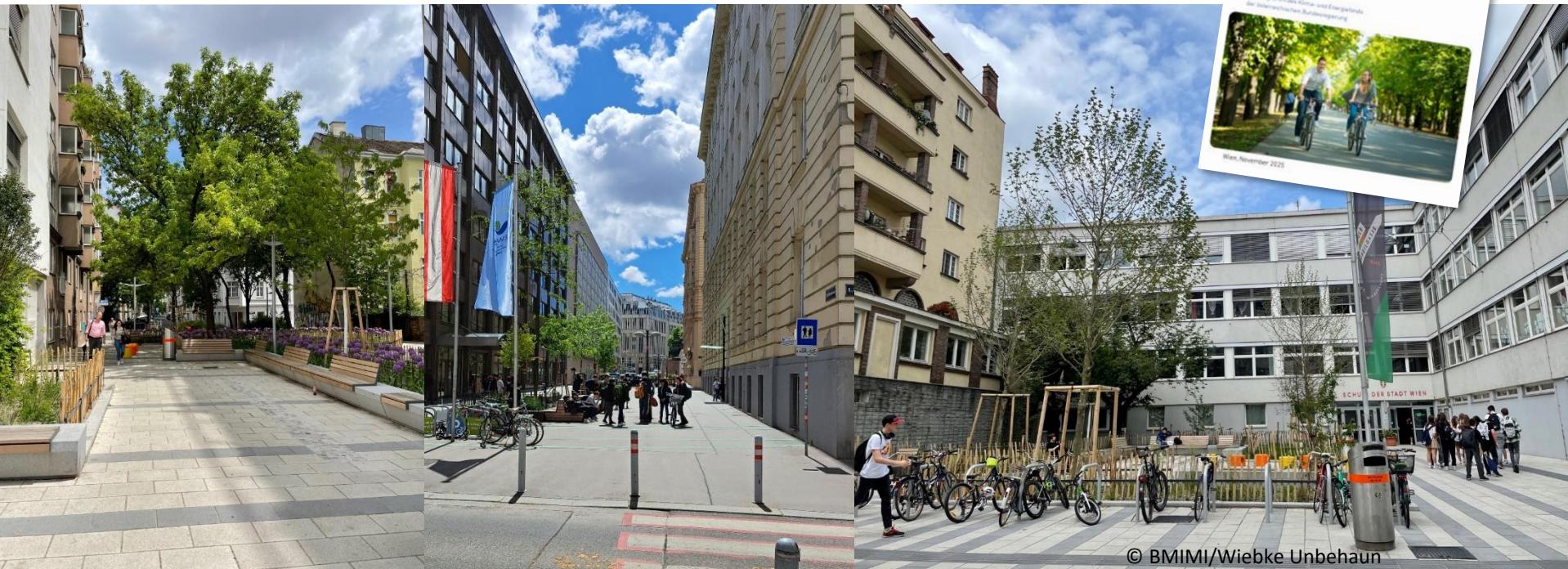


Mobility Master Plan 2030

Sustainable urban transport planning of regions, cities and municipalities create binding and non-binding **framework policies** in order to **avoid transport** or **to shift transport** from car trips to active, public and shared modes of mobility. These policies promote the following **activities** for a more **environmentally responsible, resilient mobility**:

- Creating “cities” with short travel distances (“**15-minute-city**”)
- Reallocating **public space** (“**fair shared cities**” – a policy from Vienna)
- Making **town centres more attractive** and strengthen local economy
- Using future orientated forms of **traffic calming** (such as **superblocks, low traffic neighborhoods**)
- and others...

Initial Funding for Urban Transformation



5 pillars of klimaaktiv mobil



Raising awareness: We inform and inspire

Target group-specific information and campaigns on climate-friendly and active mobility: cycling, walking, public transport, eco-driving



Education and Training: We educate and train

Specialised training and certification such as klimaaktiv mobil cycling instructors, driving schools, youth mobility coaches, fuel-saving trainers



Partnership: We connect and feature you

Strong network of partners from public administration, businesses, research and civil society as well as awards for exemplary projects and partners



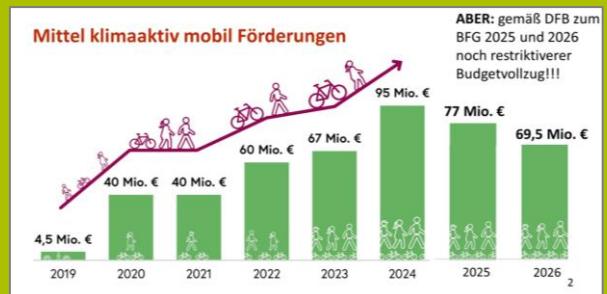
Consulting: We advise free of charge

Free support in developing and implementing measures for climate-friendly and active mobility as well as in submitting for funding



Financial support: We support your climate protection measure

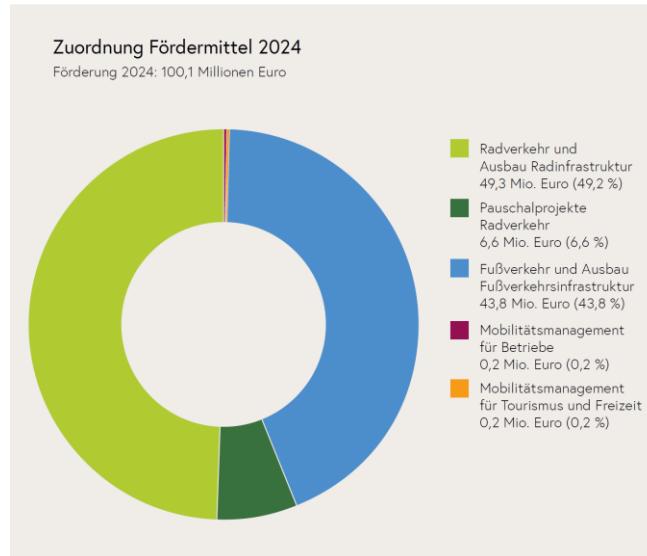
Funding for companies, cities, municipalities and associations for projects promoting cycling, walking and mobility management



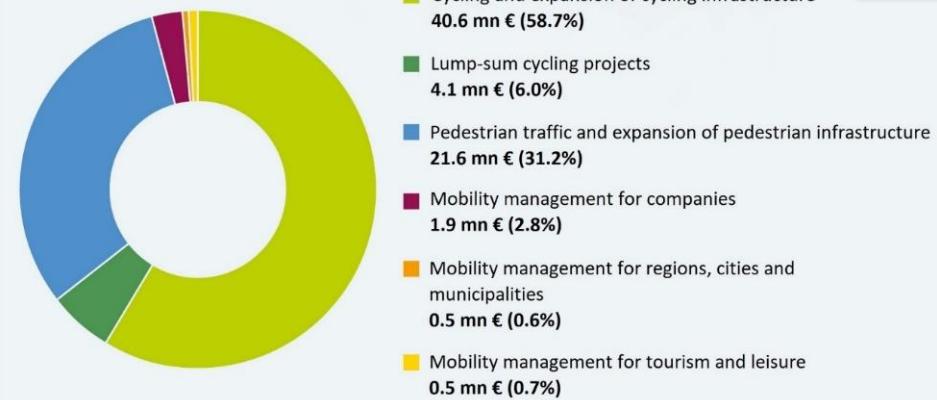
& External Services



Funding to foster Active Mobility



Allocation of funding 2023
Total funding 2023: 69.2 mn €



klimaaktiv mobil – funding infrastructure for active mobility

Example: City of Vienna

2021: Cycling Infrastructure Programme (City Level)

City of Vienna, Municipal Department MA 28 – Straßenverwaltung und Straßenbau

Funding rate	Maximum of funding in Euro	reduction of CO2-emission
25 %	6.55 Mio	435,4 tons/year

2022: Walking Infrastructure –Walking Master Plans (District Level)

City of Vienna, Municipal Department MA 28 – Straßenverwaltung und Straßenbau

Funding rate	Maximum of funding in Euro	reduction of CO2-emission
50 %	2.72 Mio	28,8 tons/year



Overview of Federal funding rates for walking infrastructure

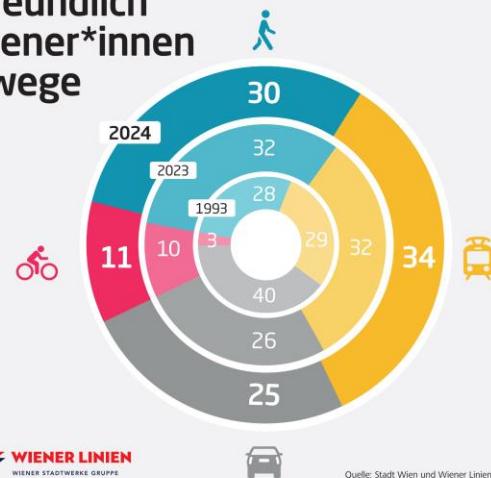


Precondition is the creation of a local master plan for walking or a local strategy for walking	Basic funding rate
At least 3 measures from the area of "structural measures"	20 %
Funding increases by x% for eligible measures if additional measures are taken in the following areas:	Increase of the basic funding rate (max. 30 %)
+ additionally with further 2-4 measures from the field of "structural measures"	+ 15 %
+ additionally with at least 3 measures from the field of "spatial and settlement planning"	+ 10 %
+ additionally with the development of a SUMP (Sustainable Urban Mobility Plan)	+ 10 %
+ additionally for measures in the field of "information and guidance systems and awareness-raising" of at least €1 per inhabitant (in the project area)	+ 5 %
+ additionally with the involvement of other actors, e.g. other public authorities, property developers, transport companies, companies	+ 5 %

Urban Mobility Plan (= SUMP) City of Vienna

So umweltfreundlich
legen die Wiener*innen
ihre Alltagswege
zurück.

Modal Split 2024 (in %)

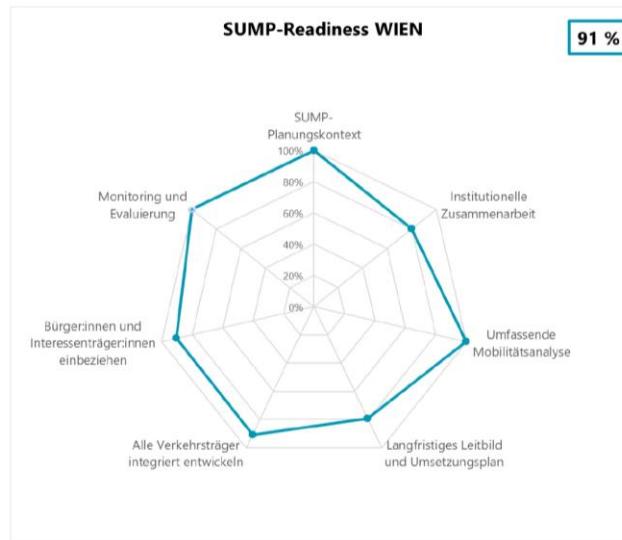


Sources

[1] City of Vienna (2015) Urban Mobility Plan Vienna, [retrieved here](#)
[2] City of Vienna (2025) Modal Split 2024, press release, [retrieved here](#)



Urban Mobility Plan (= SUMP) City of Vienna



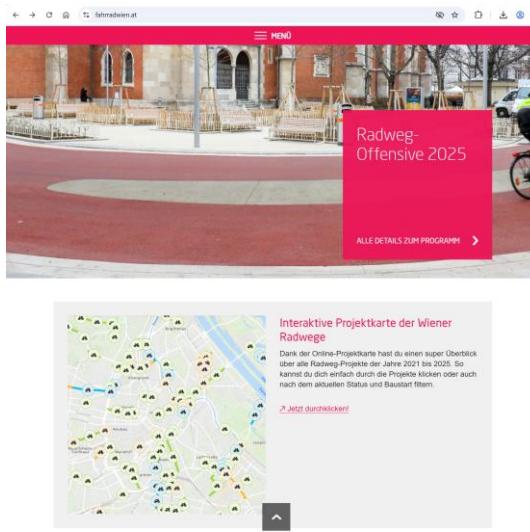
Positive points

- Vienna has a SUMP with the highest target achievement level among the Austrian provincial capitals.
- A joint transport chapter with Vienna, Lower Austria, and Burgenland (also formally adopted).
- The size of the city and the metropolitan region requires specialised concepts (logistics, public space, etc.). These have been published.

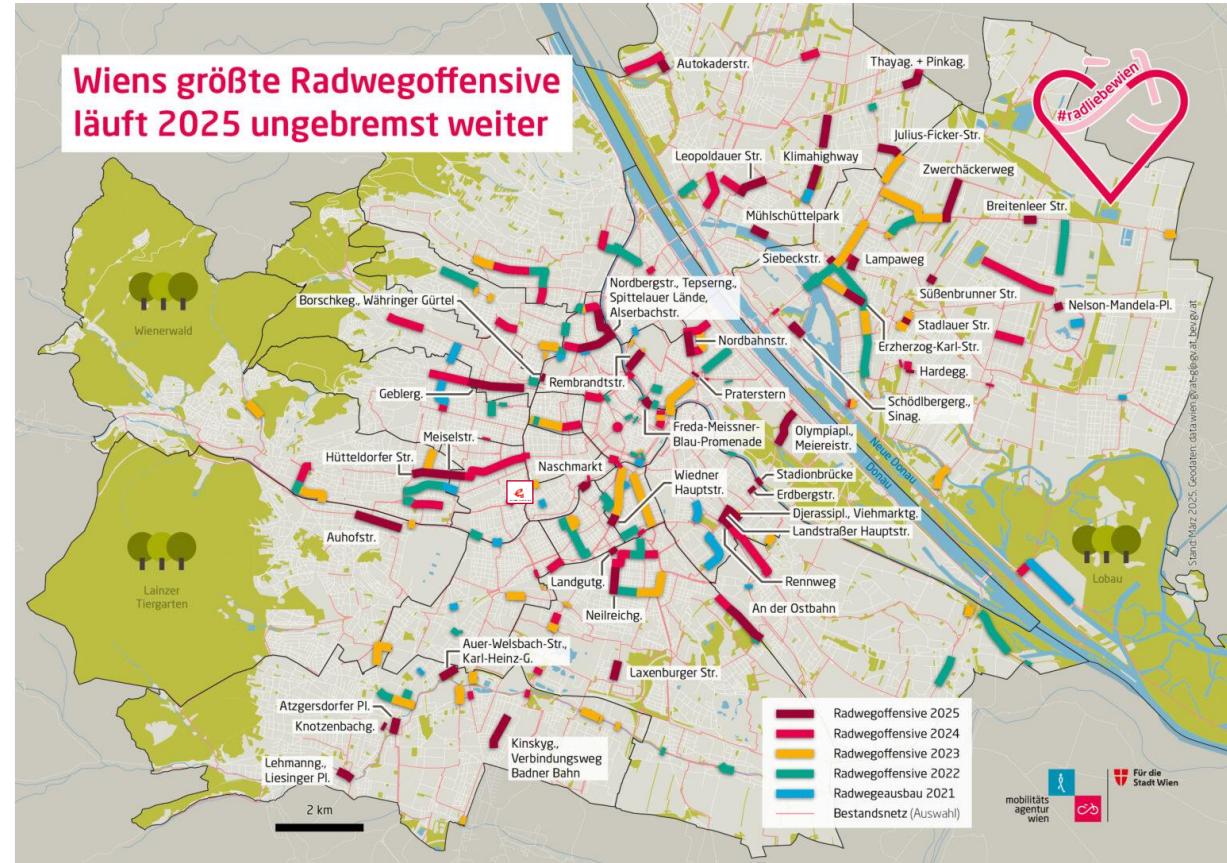
Gaps

- The Urban Mobility Concept dates from 2015; an update—regardless of the format—would be timely.
- Statements on costs and financing are missing.

Cycling Master Plan City of Vienna



Source: Mobility Agency, Vienna
Interactive Map by Mobility Agency, Vienna



Source: Mobility Agency, Vienna – www.fahrradwien.at/radwegoffensive-2025

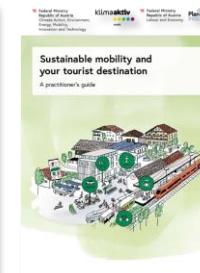
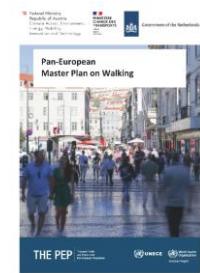
Walking Master Plans (District Level) 15th District of Vienna

- **21/23 Vienna districts** have an approved local master plans for walking
- **Urban planning measures** like walking axes, residential streets, enlarging sidewalks together with greening streets, recreation areas
- **Construction measures** with accompanying awareness raising campaigns



klimaaktiv mobil is more than funding ...

- Awareness raising, initiatives and campaigns
- Education and training
- Norms and legislation
- Strategic documents, studies and guidance
- Cross-sectoral cooperation and multi governance



2. Österreichischer Fußverkehrsgipfel

Aktive
Mobilität
verbindet



9.-11. September 2026,
Kultur Kongress Zentrum
Eisenstadt

17. Österreichischer Radgipfel

9.-11. September 2026,
Kultur Kongress Zentrum
Eisenstadt

Alliances that keep things going

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