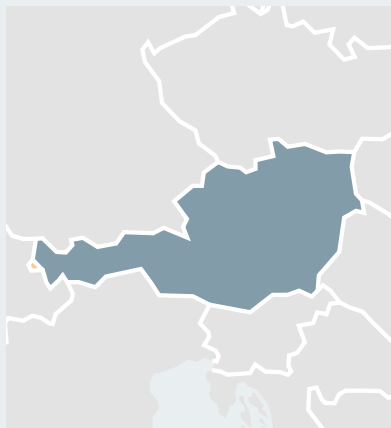




# Active Mobility: Cycling Master Plan 2015–2025



Picture: Bernhard Kern, BMK

## Facts & Figures

### Organisation:

Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology

### Type of Initiative:

Strategic policy

### Target groups:

Federal states, municipalities

### Duration:

2015–2025 (2006–2015: 1st Cycling Master Plan)

### Contact for more information:

Reinhard Jellinek /  
Austrian Energy Agency

[Reinhard.Jellinek@energyagency.at](mailto:Reinhard.Jellinek@energyagency.at)

## Description of the Initiative

With the Cycling Master Plan 2015–2025 (Masterplan Radfahren), the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology continues the successful promotion of cycling as a sustainable means of transport. The aim is to increase the cycling mode share to 13 percent by 2025. For the implementation period 2015–2025, the following priorities have been defined:

- **The klimaaktiv mobil Cycling Campaign**  
The successful nation-wide campaign ensures consulting, promotion, and awareness raising with regard to cycling on all levels and shall initiate an investment offensive in this regard.
- **Cycle-friendly Conditions**  
Bicycle-friendly settlement structures, the development of infrastructure, cycle-friendly legal conditions and a pan-European Master Plan for Cycling Promotion in the context of the UNECE/WHO Transport, Health, Environment Pan-European Programme are all crucial to the advancing of bicycle traffic in Austria are.

- **Information Systems and Awareness Raising**

The promotion of the appreciation of cycling as an everyday means of transport is necessary to change mobility behaviour sustainably. Information campaigns, cycle training and bicycle compatibility assessments, therefore, play an important role.

- **Optimising Connections between Modes**

The combination of cycling with other means of transport, in particular walking and public transport, provides an essential foundation for climate-friendly mobility.

- **Cycling as an Economic Factor**

The growing economic importance of cycling is taken into account by the development and marketing of high-quality products and services from Austria.

- **Cycling to Boost Health**

To maximise the economic benefits of cycling through improved public health, the objective of increasing the share of cycling should be widely communicated and firmly established, as a health promotion measure, in the health sector.



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To these six priorities 24 measures have been assigned.

The Cycling Master Plan is also part of the Integrated National Energy and Climate Plan for Austria and the new government's policy program.

## Implementation of the initiative

Based on the above-mentioned priorities (and corresponding measures), the Master Plan describes and recommends the specific steps that have to be taken by the federal government, the federal states and local authorities, each within their own responsibility.

In 2020, the Ministry for Climate Protection initiated, for the implementation of the Cycling Master Plan, a funding offensive for cycling. This programme supports a broad bundle of measures that create more cycle-friendly conditions throughout Austria. The range of subsidies is aimed at provinces, cities, municipalities, businesses and associations as well as tourist facilities. Eligible for funding are, for example, the construction of cycle paths and bicycle parking facilities, bicycle rental systems, but also accompanying



Picture: Stephan Huger, BMK

information campaigns. A strong focus of the support programme is the expansion of high-speed cycle paths.

## Lessons learned

Despite the successes achieved in recent years in promoting cycling, there is still further potential for development, which is why new measures have been developed and will be implemented together with the actions from the previous implementation period, adapted to the current challenges.

Concerted efforts are needed to promote cycling. Cycling is the responsibility of all levels of government. Best practice projects that support cycling today and tomorrow serve as model for other regions.

## Impact

Documented increases in local cycle mode shares already show that Austria is on the right path in promoting cycling and that the federal government's aim of raising the share of cycle traffic to 13 percent by 2025 is attainable with consistent implementation.

Financial support for approx. 280 cycling projects and for 21,500 electric company bicy-

cles has been granted within the klimaaktiv mobil subsidy scheme.

Furthermore, klimaaktiv mobil includes various measures such as tax breaks for enterprises that provide job bikes, training courses for cycling instructors and bicycle mechanics, knowledge transfer on topics like cargo bikes and practical examples for cycling promotion in cities and municipalities, for schools, developers and tourism businesses.



Picture: Stephan Huger, BMK



Picture: Johannes Brunnbauer