



# NATIONAL WALKING POLICY MASTERCLASS

Walk21

Lisbon, Portugal  
12-13 September 2023

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## Module Overview

Session	Title	Date	Portugal time
1	Introduction to the course and example policies	12th September	9 - 10.30
2	The 8 step process for an effective policy		11 - 12.30
3	Using the global imperatives to set a national vision and objectives		14 - 15.30
4	A guide to the tools and resources that can help create an effective policy		16 - 17.30
	WALK AND DINNER		
5	Inspirational Walking Campaign and Infrastructure Actions	13th September	9 - 10.30
6	Inspirational Land use Planning and Public Transport Integration Actions		11 - 12.30
7	Setting priorities and delivery frameworks for roll out		14 - 15.30
8	Funding options		16 - 17.30
	WALK AND DINNER		

## Ground Rules

### → Format:

Presentation (1 hour)

Questions and Discussion (30 minutes)

### → Engagement for participants

Please go to  
[www.menti.com](http://www.menti.com)

and enter the code:

5254 3507



### → Sessions will be recorded!



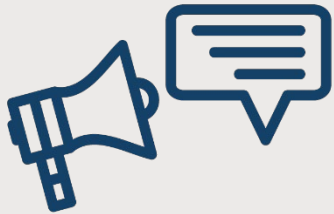
# 5

## Module Five Agenda

- Inspirational campaigns and infrastructure actions
- 7 Case Studies
- Questions and Discussion

# 20 Actions for an Effective Walking Policy

## CAMPAIGNS



## INFRASTRUCTURE



## LAND-USE PLANNING



## PUBLIC TRANSPORT INTEGRATION



## CAPACITY BUILDING







## Campaigns – to support a shift in people’s mobility habits

- Provide Information
- Programme Events
- Target People
- Prescribe Walking



## PROVIDE INFORMATION

Promote walking as reliable, convenient, cost-effective and accessible to all. Create awareness on the integral role of walking for public transport and all forms of shared mobility to urban and transport planners and in research.







## PROGRAMME EVENTS

Coordinate free mass-participation walking events and a regular programme of free led walks.

# 10,000 Steps

## Lessons learned:

- ✓ Initially targeted to older adults with a higher BMI, as a campaign to promote healthy habits.
- ✓ It fostered communication between the residents and the city on street design promoting comfort, accessibility and safety, while walking!
- ✓ 43% of participants communicated more with local authorities.

## Actionable Items:

- ✓ Regional coordination: On the day registration was launched, nine municipalities, two Prague districts and four regions were actively involved.
- ✓ Different badges for different treks, to encourage various levels of walking is motivational.



*10,000 Steps Website*



## TARGET PEOPLE

Target the least active groups to walk more and promote the safe and healthy journey to school and to workplaces.

Target drivers and give priority to people walking.

Facilitate businesses to promote shopping streets, shared-space and pedestrian zones.

# Walk to School Wales

## Lessons learned:

- ✓ Nation commitment divested to an NGO, whole campaign invites schools to pay to collect badges.
- ✓ Pupils record how they get to school to receive WOW badges.

*"The children were pleased if they came to school by walking or using a scooter or bike and encouraged others to do the same. The pupils also liked taking responsibility for recording their progress."*

*Ceri Williams, Year 1 teacher, from LivingStreets.org.uk website.*

## Actionable Items:

- ✓ Project will engage 170 primary schools and 42 secondary schools in its walk-to-school programmes in Wales by September 2025.
- ✓ WOW schools typically see an increase in walking rates by 23 percent with a 30 percent reduction in cars driving to the school gates.



*Walk to School Wales. Source: livingstreets.org.uk*





## PRESCRIBE WALKING

Integrate walking promotion in primary and secondary health care services to support retention levels and reduce the negative effects and costs of congestion, poor air quality, non-communicable diseases and compromised public safety.



# Get Ireland Walking

## Lessons learned:

- ✓ Unify and enable the efforts of all recreational, sporting and health promotion agencies and associations interested in promoting walking
- ✓ Pandemic-responsive momentum!

## Actionable Items:

- ✓ The aim of the organization is to maximize the number of people who walk for health, well-being, and fitness goals.
- ✓ Helped connect local communities to national policies.
- ✓ The program has a small team and a smaller budget of approximately 300,000 Euros annually. It has however partnered with many actors in the active mobility space to actualize its goals.

SPÓRT ÉIREANN  
SPORT IRELAND

GET IRELAND WALKING

KEEP WALKING  
KEEP WELL

Book your walking slot on the Get Ireland Walking App

KEEP WELL

Please ensure to follow the Government's advice regarding taking part in any activities outdoors to protect ourselves. The latest information regarding COVID-19 is available on the Government's website.

hi  
SPÓRT ÉIREANN  
SPORT IRELAND  
Rialtas na hÉireann  
Government of Ireland

Athletics Ireland  
CRICKET IRELAND  
FAI  
Ireland



## Infrastructure – to make walking safe, accessible and easy to do

- Protect People
- Create Networks
- Establish Priority Zones



# A5

## PROTECT PEOPLE

Adopt the star rating approach for all roads and link results to funding so that people walking are protected from injuries and crime and violence, including sexual harassment and gender-based violence.



# Road Safety Campaign in Bishkek, Kyrgyzstan

## Lessons learned:

- ✓ Influence road user behaviour, encourage improvements in driver training and promote sustainable mobility

## Actionable Items:

- ✓ In 2016, 125 children were killed on the road.
- ✓ Pedestrians account for 44% of crashes and 34.5% of deaths.
- ✓ Monitoring at four intersections of Bishkek, Kyrgyzstan, for seatbelt and child car seats.
- ✓ “Good Chair” Campaign, accompanied by a large media campaign.
- ✓ Classes in schools reached 2427 students, 160 parents, 90 headmasters and directors.



Children and teachers that participated in trainings. Source: <https://www.easst.co.uk/country/kyrgyzstan/>

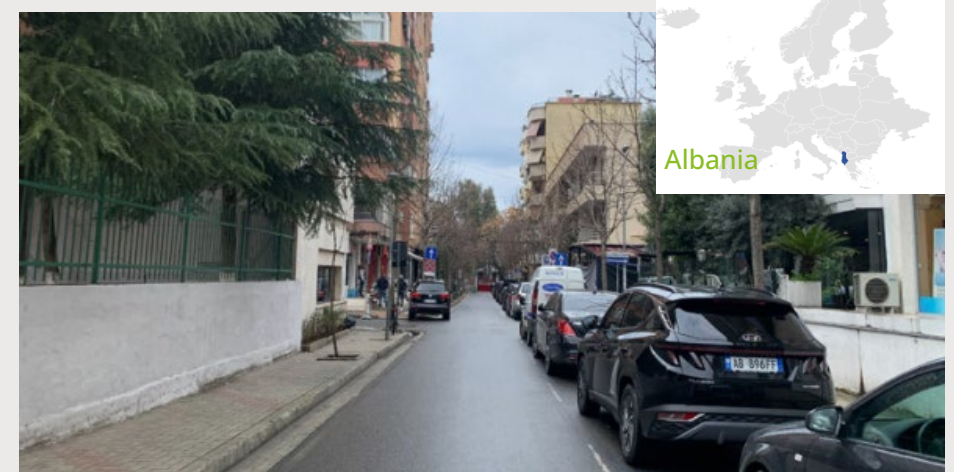
# Streets for Kids in Tirana, Albania

## Lessons learned:

- ✓ Street parties build momentum and invite residents to imagine a different neighborhood.
- ✓ Interim-to-capital-investment: a good approach to political sustainability.

## Actionable Items:

- ✓ The Municipality of Tirana budgeted for 12 permanent school streets in 2023.
- ✓ “School Block” project — renovate all four streets surrounding an entire city block home to two primary schools, a kindergarten, and a nursery.



*Before and after: reclaiming pedestrian space. Source: <https://globaldesigningcities.org/update/gdcis-streets-for-kids-program-helps-create-tirana-albanias-first-school-zone/>*





## Create Networks

Ensure that national co-financing leads to the creation of well-designed networks of safe, accessible, green and quality streets, sidewalks, squares, waterfront areas, gardens and parks, that are walking-friendly at the scale of the pedestrian and is supported by information and signage systems to encourage exploration.

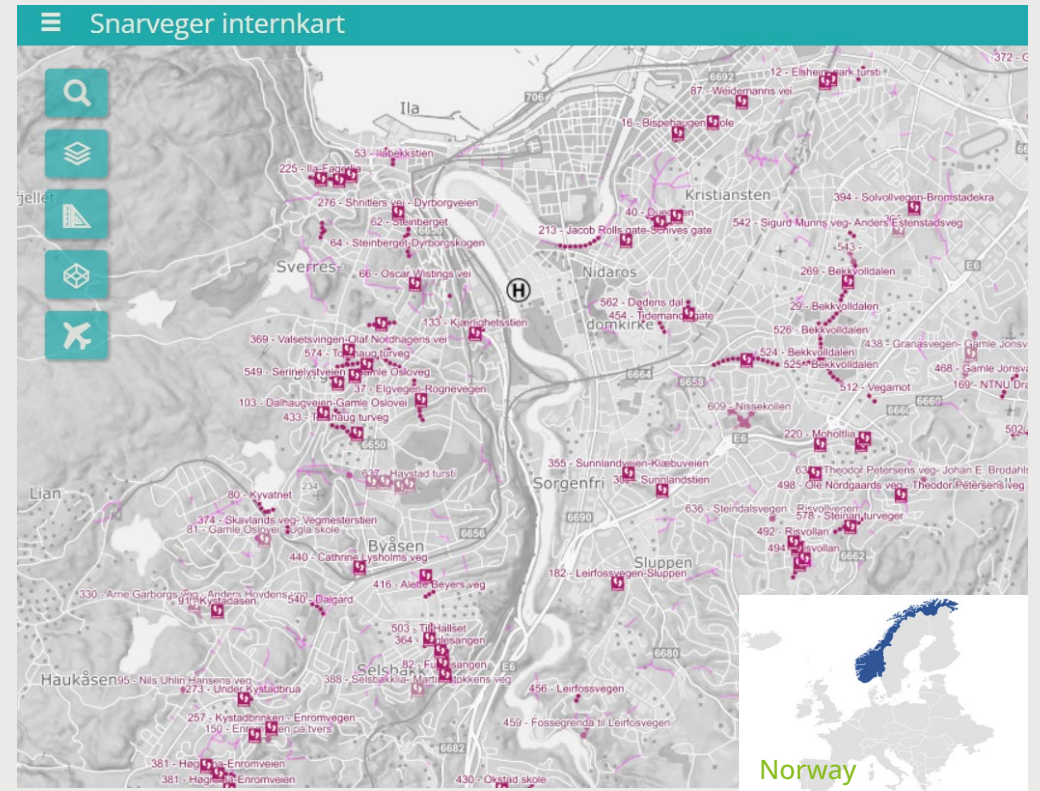
# Shortcut Funding in Trondheim, Norway

## Lessons learned:

- ✓ Short cut funding is a good practice of a national finance programme that supported a local shift towards environmentally friendly mobility.
- ✓ Systematic approach that identified shortcuts for active mobility through GIS analysis, and prioritised areas next to schools.

## Actionable Items:

- ✓ The city made its first investment to walking initiatives in 2014 and allocated €100,000 to fund a network of short cuts for pedestrians and cyclists and upgrade informal footpaths.
- ✓ Trondheim implemented a total of 11 km, or 75 short cuts.
- ✓ The fund for 2021 – 2024 budget has increased to €900,000.
- ✓ Private vehicle traffic has not increased since 2010 and has decreased in the toll areas. The use of private cars for personal travel has diminished from 58 percent to 50 percent.
- ✓ From 2010 to 2029, the city aims to invest NOK 55 billion in roads and facilities for active mobility, and public transport, hoping to reduce GHG Emissions.



Map of Trondheim Shortcuts. Source: <https://geoinnsyn.nois.no/trondheim>

# Trans-Canadian Trail: A Trail connecting most distant cities

## Lessons learned:

- ✓ National project that inspired local networks.
- ✓ Community engagement helped with indigenous reconciliations to negotiate the path.

## Actionable Items:

- ✓ Invite people to tell stories and organize events across the network.
- ✓ Recognize donors.



*The Trans Canadian Trail. Source: <https://tctrail.ca/explore-the-map/>*



# A7

## ESTABLISH PRIORITY ZONES

Enable areas near retail, schools, public transport hubs, local shops, services, green areas, and educational facilities for daily living to be converted to pedestrian access only or, as a minimum, give priority to pedestrians over vehicular access.



## Encounter zone / Begegnungszone Zone

Lessons learned:

- ✓ Use the pace of pedestrians as a measure of success: the slower, the better!
- ✓ To bypass the expenses associated with living streets (surface flattening, adding trees), Switzerland invented another mechanism, thereby giving smaller towns an opportunity to slow traffic down. They reinstated pedestrian zones, where pedestrians had the right of way

Actionable Items:

- ✓ The changes were codified in Swiss law in 2002, and later adopted in other countries, namely Belgium, France, Austria and Luxembourg.
- ✓ The model was replicated in Switzerland, with 600 encounter zones and a website with information and examples.
- ✓ The speed limit in encounter zones is 20 kmph.



*First large-scale encounter zone in Switzerland in the Burgfeld residential area  
Source: <https://begegnungszonen.ch/dokumentation/>*





## **Question and Discussion**

Do you have other case studies to share?

How can you adopt these actions?