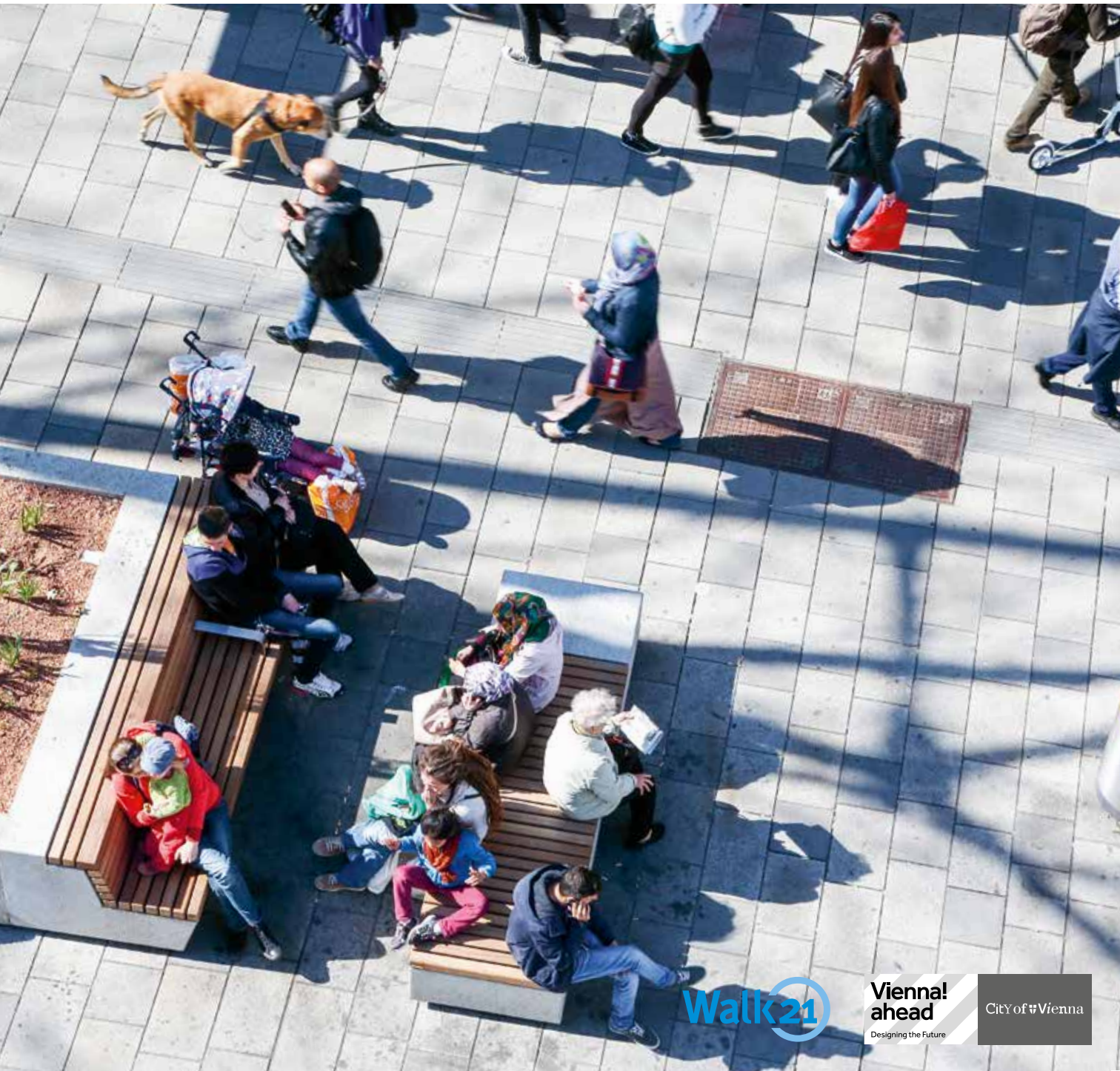


stepping ahead

WALK21 VIENNA 2015 CONFERENCE MAGAZINE

Walk **21**
VIENNA



Walk **21**

Vienna!
ahead
Designing the Future

CityOf#Vienna



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Welcome to Walk21 Vienna



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“WALKING IN
THE CITY CREATES
OPPORTUNITIES
AND ENABLES SOCIAL
COMMUNICATION
AND INTERACTION
WITH OTHERS.”

The annual Walk21 is the world's leading conference on walking and public space. I am very glad that Vienna was chosen as the host city for the 2015 Walk21 conference.

Walking is experiencing a renaissance in cities across the world, and with good reason: cities that offer good conditions for pedestrians generally also have a high quality of life. Lively streets and squares, places to rest, shops, greened public spaces, traffic safety and accessibility make walking more attractive and turn the city into a place where people enjoy living and spending time. One of the reasons for Vienna's growing popularity is its good walkability with short, comfortable distances between home, work, shops, schools and leisure activities. Walking in the city creates opportunities and enables social communication and interaction with others. Attractive spaces encourage people to get active in the public space, meet others and interact with people outside their social group. Walking improves the quality of life and stay in a city and creates 'urbanity' in the best sense of the word.

This conference will contribute to fostering Vienna's image as the world's most liveable city while also giving us the necessary impetus for increasing walking in our city. The exchange between Austrian and international experts will help us turn cities into attractive, pleasant and safe living environments.

Maria Vassilakou
Deputy Mayor City of Vienna

“VIENNA WANTS A HAPPY AND ACTIVE LIFE FOR THE PEOPLE WHO LIVE HERE.”

© Walk21



When the Vienna team stepped forwards and promised us ‘the best Walk21 ever’ we were, of course, delighted but it was not a big surprise. Vienna likes to do things well. Brilliantly, in fact, and perhaps that is why, for so many years, the city has sat firmly in the top five list of independently voted most liveable cities, and often won. It doesn’t take long to discover however that it is not winning on a world stage that motivates either their visionary councillors or dedicated expert staff – it is wanting a happy and active life for the people who live here and visit. This people centred approach, underpinned by an attention to walking, is winning hearts and minds locally and I am sure that over the next few days we will all be won over too. Thank you Vienna, enjoy the conference.

Jim Walker
Chair of Walk21

© City of Vienna / Grünwald



After organising the successful Velo-city Vienna conference in 2013, I am very pleased to have the opportunity to organise Walk21 Vienna this year. While Vienna is still among the ‘climber cycling cities’, we can rightly say that Vienna leads the way in Europe when it comes to walking. It is important to ensure not only that the expert programme of a conference is well organised, but that the side and social events complement it perfectly. Vienna is known worldwide as a city where pedestrians can feel at home – and not only in the strolling zone on Mariahilfer Strasse. I wish you a very interesting conference and a pleasant stay in our city.

Wolfgang Dvorak
Walk21 Vienna Conference Director

© Christine Dörflaz



Vienna is a city of walking! By hosting the international Walk21 conference in 2015, the city takes advantage of the extraordinary opportunity to be inspired by the conference delegates, their knowledge, and their ideas. Walk21 Vienna offers a broad program, designed for interaction and discussion. The winners of the Walking Visionary Awards will enrich the program with projects from all over the world. Join Walk21 workshops and urban labs to explore Vienna’s city life and its secrets! I hope you will enjoy your time in Vienna.

Andrea Wening
Walk 21 Vienna Program Director

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Petra Jens,
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for Pedestrian
Matters, City of
Vienna, Vienna
Mobility Agency

The Year of Walking

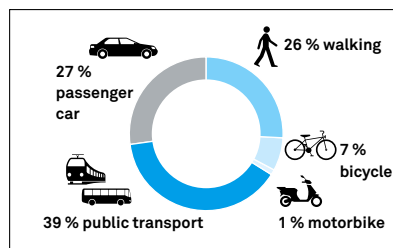


WALKING IS THE HIDDEN KEY TO IMPROVING LIVEABILITY IN URBAN AREAS – THAT'S WHY VIENNA RELEASED A STRATEGY FOR PEDESTRIAN TRAFFIC THAT COMBINES RESEARCH, INFRASTRUCTURE AND COMMUNICATION. READ MORE ABOUT ITS FIRST STEPS AND GET INSPIRED BY THE VIENNESE SPIRIT OF WALKING!

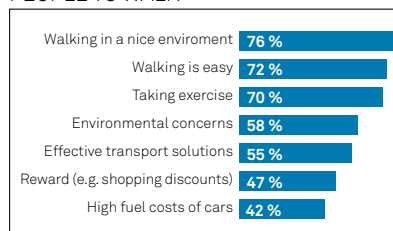
Walking is currently experiencing a renaissance in cities all over the world. No other type of mobility is as socially inclusive. The promotion of walking fosters health and participation in public life for all people, regardless of their social background and physical condition.

Vienna started to develop pedestrian-friendly streets a long time ago, and for a good reason: cities that offer good conditions for pedestrians usually also offer a high quality of living, as has been proven by different city rankings (for example the Mercer study). Despite that, motorised traffic, which accounts for just short of a third of total traffic, claims two thirds of the urban traffic surface. This historically developed imbalance is now being examined with regard to Vienna's growing population. Urban space is a valuable asset - that's why streets are more and more seen as a public space for living, not just as traffic corridors.

MODAL SPLIT IN 2014



ASPECTS THAT MOTIVATE PEOPLE TO WALK



SOLID GROUND FOR PEDESTRIANS

In 2010, Vienna's City Government stated in the coalition agreement that the share of pedestrian traffic would be increased further, beyond the already high level at the time.

Since then, walking policies have been integrated into Vienna's 'Smart City Framework Strategy' and the 'Urban

Development Plan 2025 (STEP): These policies aim to increase ecomobility (public transport, walking and cycling) to 80% of the modal share in Vienna by the year 2025.

Finally, a 'Strategy Paper Pedestrian Traffic' defined main measures in the fields of research, communication and infrastructure. All these policy papers have been adopted by the Vienna City Council and are therefore binding.

A further result of the coalition agreement was the creation of the Mobility Agency for Vienna (Mobilitätsagentur Wien GmbH) in 2011. Its main task is to promote walking and cycling and to improve awareness for active transport. It also serves as interface and mediator between citizens, administration and politics. Particularly relevant target groups include older persons, persons with limited mobility, families and children.

LET'S TALK ABOUT WALKING

There is no change without communication. Vienna declared 2015 the 'Year of Walking', with a wide range of events and services for different groups of people. The aim was to present walking as an urban way of life – modern, smart and healthy. But how to start – which messages and products should be presented?



KOMM, WIR GEHEN DIE STADT ENTDECKEN.



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Im Frühling entwickelt Wien einen ganz besonderen Charme, den man beim Zu-Fuß-Gehen noch intensiver erleben kann. Entdecken Sie die Stadt – mit unseren kostenlosen Services wie der ersten **Wiener Fußwegekarte** und der „**Wien zu Fuß**“ App inklusive Routenplaner, Schrittzähler und einem spannenden Gewinnspiel.

Wien zu Fuß ist die Servicestelle für alle Fußgängerinnen und Fußgänger. Gemeinsam machen wir das Zu-Fuß-Gehen in Wien noch attraktiver und sicherer.

www.wienzufuss.at



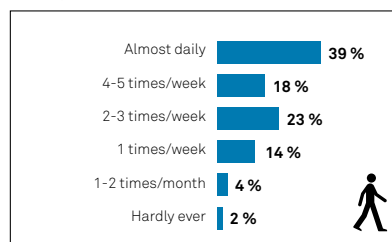


It took two years of research about motivation and obstacles to walking in Vienna. Its main results were published in the 'First Vienna Walking Report'. All products and messages integrated in the 'Year of Walking' campaign are based on these representative studies. More than a third of Vienna's residents make a trip exclusively on foot almost daily. The most motivating aspects are walking in a nice environment and that walking is not complicated. Only 18 percent of the respondents stated that they like to walk but do not do so very often. These people stated significantly more often than others that they would like some kind of reward for walking, for example shopping discounts. It seems obvious that this group harbours the biggest potential for promoting walking in Vienna. Once all these findings had been gathered, the creation of the campaign could start.

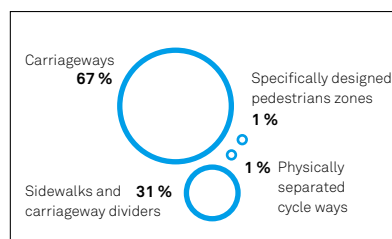
COME ON, LET'S WALK ...

'The Year of Walking' invited people to change routines, to discover new places and to enjoy the city on foot.

FREQUENCY OF TRIPS MADE ON FOOT



PEDESTRIAN INFRASTRUCTURE 2014



The claim 'Come on, let's walk ...' is combined with the following main messages:

COME ON, LET'S WALK AND DISCOVER THE CITY

A young woman strolling along Mariahilfer Strasse invites the viewer to do the same and discover the city (see image to the left). Mariahilfer Strasse is Austria's busiest shopping street, and it was restructured into a mixed-use

pedestrian zone in 2015. The street is now a good example of new urban spaces that welcome walking.

COME ON, LET'S WALK AND EXPERIENCE THE CITY

A young man walks along the Danube canal. He invites the viewer to enjoy the sunset, the scenery and the vibrant nightlife with bars, restaurants and festivals along the riverside in the centre of Vienna.

COME ON, LET'S WALK AND GET SMART

An intellectual-looking man crosses the newly created campus of the Vienna University of Economics, pointing out that walking enhances concentration and brainwork.

COME ON, LET'S WALK AND SAVE TIME

A middle-aged woman drinks a coffee to go on her way to work while crossing Wien Mitte, one of Vienna's most important urban transport nodes. Walking is presented as an equally accessible urban means of transport, like trams, buses, bicycles and cars. Cleverly combined with other modes, it allows people to move quickly and safely through the city.

FIND YOUR WAY

To reach a wide range of people, we created two main products to promote walking in Vienna. The city's first walking map shows green and interesting walking routes through Vienna, pointing out shortcuts, markets, drinking water fountains and shoemakers' shops. The first print run of the walking map was soon gone due to the strong demand, especially by senior citizens, families and tourists, and it had to be reprinted. The walking map also improved awareness for walkability in the different districts and is therefore a medium for discussions on infrastructure.

© City of Vienna, Christian Fürthner



© Vienna Mobility Agency, Stephan Doleschal

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In 2015, 80,000 maps were distributed. The walking map will be updated regularly and remain available for free. The baseline research showed that 18 percent of the respondents want some kind of incentive for walking. With that in mind, the Vienna Walking App was created. The app includes a routing tool for walking and a step counter. Walking routes can be found for fast routes, green routes and routes for sightseeing. The step counter shows personal high scores for oneself and other users. But what is the difference to other step counters? The collected steps can be exchanged for a variety of vouchers. The app offers vouchers for museum tickets, goodies in shoe shops, wheeled shopping bags and much more. Over 40 traders and museums have already become involved, offering vouchers for steps documented by the Vienna Walking App. But there's even more that the Vienna Walking App offers to pedestrians: 1,000 virtual diamonds were hidden all over Vienna. An augmented reality game integrated in the app allows users to collect them and win attractive prizes like trekking weekends or hand-made shoes. By the end of 2015, 10,000 people will have used the Vienna Walking App. Just like the walking map, the app will be updated and is free of charge.

YOU NEVER WALK ALONE

Everyday walking can seem rather boring – there's no speed like with running, no mechanism like with cycling, not even a special outfit like with Nordic walking. Since its establishment, the Mobility Agency has developed a wide range of activities and tools for events to make walking a pleasant experience for children and adults.

THE WALKING CALENDAR

First of all, there's a public online calendar for leisure walking, excursions and guided tours all around the city. The calendar is

a matching tool for people offering and people looking for walking activities.

THE 'WALKING CAFÉ'

The 'Walking Café' is a dialogic walk for both locals and newcomers to the city who are interested in walking infrastructure. It is offered by the Mobility Agency on a regular basis and is becoming increasingly popular. Up to 70 people walk together through a neighbourhood, led by a local expert, visiting newly built streets, interesting cultural initiatives or just the nicest places in the area. Every walk ends at a pop-up café, inviting people to get connected and to enjoy the public space. Sitting in a nice chair in the middle of a street or a parking lane, eating a piece of cake and chatting with neighbours and friends is an unusual but highly enjoyable setting. The 'Walking Café' gives participants an idea of how it could feel to use streets as a living room.

MAKING IT FUN

How to reach people at big events and convey the idea that walking is something special? For the Year of Walking, different tools were created that make walking fun. It is amazing to watch children spontaneously take off their shoes and walk the 'Barefoot Track'. There is no need for an extra invitation. The 'Walking Wheel of Fortune' is combined with a stepper and starts to turn after visitors have made about 100 steps. People are also willing to stand in line for the walking energy station, where they can dance to music while charging their mobile phones via a special platform that transforms kinetic energy into electricity.

STREETLIFE FESTIVAL

In September, as the opening event to the European Mobility Week, the Streetlife Festival celebrates creativity in the public space with music, street art, urban gardening and a huge variety of transport and civic organisations. One of the highlights is the 'Silly Walk Contest', referencing the 'Ministry of Silly Walks' by Monty Python.

For a whole year, awareness about the benefits of walking was increased among citizens, public officers and politicians. The Year of Walking culminated in the 'Urban Village', a three-day event outside Vienna City hall. Shortly before Walk21 Vienna people were invited to draw their favourite walking routes onto an enormous map of Vienna.

STEPPING AHEAD

However, this is not the end of the story. It is just a further step in the ongoing improvements for pedestrians. There will be more monitoring and research on walking and two further routes will be designed and transformed into walking boulevards by 2018.

The first information pillars for pedestrians can already be seen on Mariahilfer Strasse. These pillars provide information for city users about historic sites, shortcuts and various facilities, such as public toilets. They will soon be set up all over Vienna along important walking routes, indicating the risen appreciation for walking in Vienna.

So Vienna is on its way, stepping ahead into a future that is becoming ever more walkable to improve quality of life for all people in Vienna. Witness this transformation yourself: Come and walk along the welcoming streets of Vienna and enjoy the benefits of urban transformation towards a more walkable city.





by Gregor Stratil-Sauer and Manuel Pröll, Department for Urban Development and Planning, City of Vienna



FACTS & FIGURES

Walking in Vienna



VIENNA'S COMPACT CITY STRUCTURE

Throughout its history, Vienna has always been a perfectly walkable city. At the end of the 19th century, which was a period of prosperity of the Habsburg monarchy in Vienna, the growing city was built to be walkable by default. A hundred years ago, two million citizens lived in this city of pedestrians. During this time, public passageways through buildings ('Durchhaus') were included for pedestrians when houses were built. Some city districts are quite hilly, so stairs were built for pedestrians.

The proximity of working and living areas as well as compact structures survived two World Wars and the longing for the car-oriented city. Therefore, for more than 100 years, walking and public transport (formerly trams, today most notably the underground) have been the defining modes of transport in Vienna.

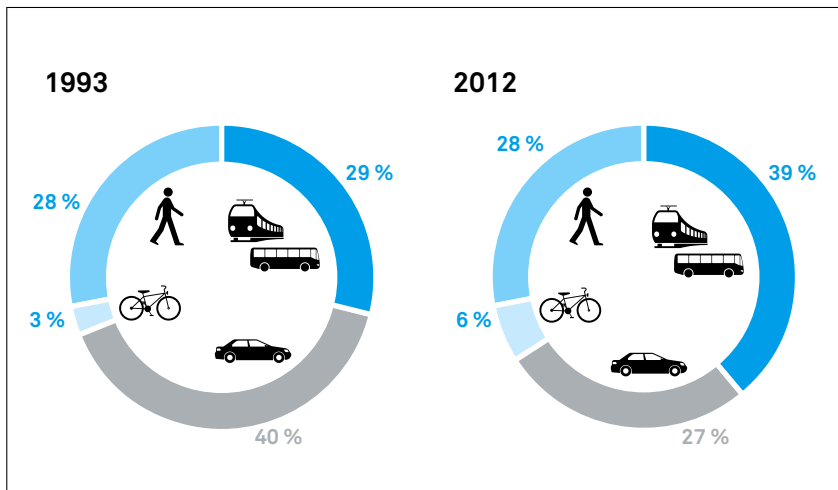
VIENNA IS A WALKING CITY

Although the urban area of Vienna today (414 km²) is much bigger than the city at the end of the 19th century, 28% of the Viennese modal share are walk-only trips. If you add all trip stages – for example the trips to public transport stops – to this

figure, the modal share of walking rises up to 66% of all trip stages.

Women account for a bigger modal share of walking than men (30% compared to 25%), although the gender gap in mobility behavior has been decreasing in the last decades. Teenagers and young adults have the lowest modal share of walking – they have longer ways to school and free public transport tickets, while children and elderly people have the highest (36-39%) – many of their points of interest are close to home and walking to primary school is quite common in Vienna. The group of 30-44 year olds has a lower modal share of walking because of longer trips to work.

36% of all walk-only trips are for shopping and similar errands. The large number of supermarkets has led to a disappearance of small shops in neighborhoods, but nevertheless, more than the half of the purchases for daily needs are done on foot. 42% of the walking trips are for leisure purposes – e.g. meeting friends or visiting events and green spaces. Members of car-free households (2013: 30% in Vienna) walk one third of their trips. If there is one car in the household,



the modal share of walking is 27%, if there are two cars or more, the modal share of walking is reduced to 17%.

77 percent of all Viennese walk nearly every day. The average distance of one walking trip is 800 meters, more than half of all walking trips are less than 500 meters. The average duration for everyday trip purposes is 10 to 13 minutes, for leisure trips it is 28 minutes.

Counting all trips per day, a Viennese resident walks 500 meters on average in 13 minutes (this average also includes those who do not make any trips on foot). If you add all trip stages (e.g. to the public transport stop), every Viennese resident walks on average 31 minutes and 1.4 km per day.

THE CITY STRUCTURE HAS AN ESSENTIAL IMPACT ON THE SHARE OF WALKING

In the central districts inside the 'Gürtel' ring road, 36% to 38% of all trips are done on foot. In the densely populated areas built in the period of promoterism in the latter half of the 19th century (Gründerzeit) outside of the 'Gürtel', the share is lower (29%). In large residential areas built after 1960 and residential areas built before 1960, still more than a quarter of all trips are done on foot (26% and 27%). In new residential areas built after 1960, the share decreases to 23%, and in areas with single-family housing, it is 21%. In conclusion, these figures show that people who live in green areas walk less.

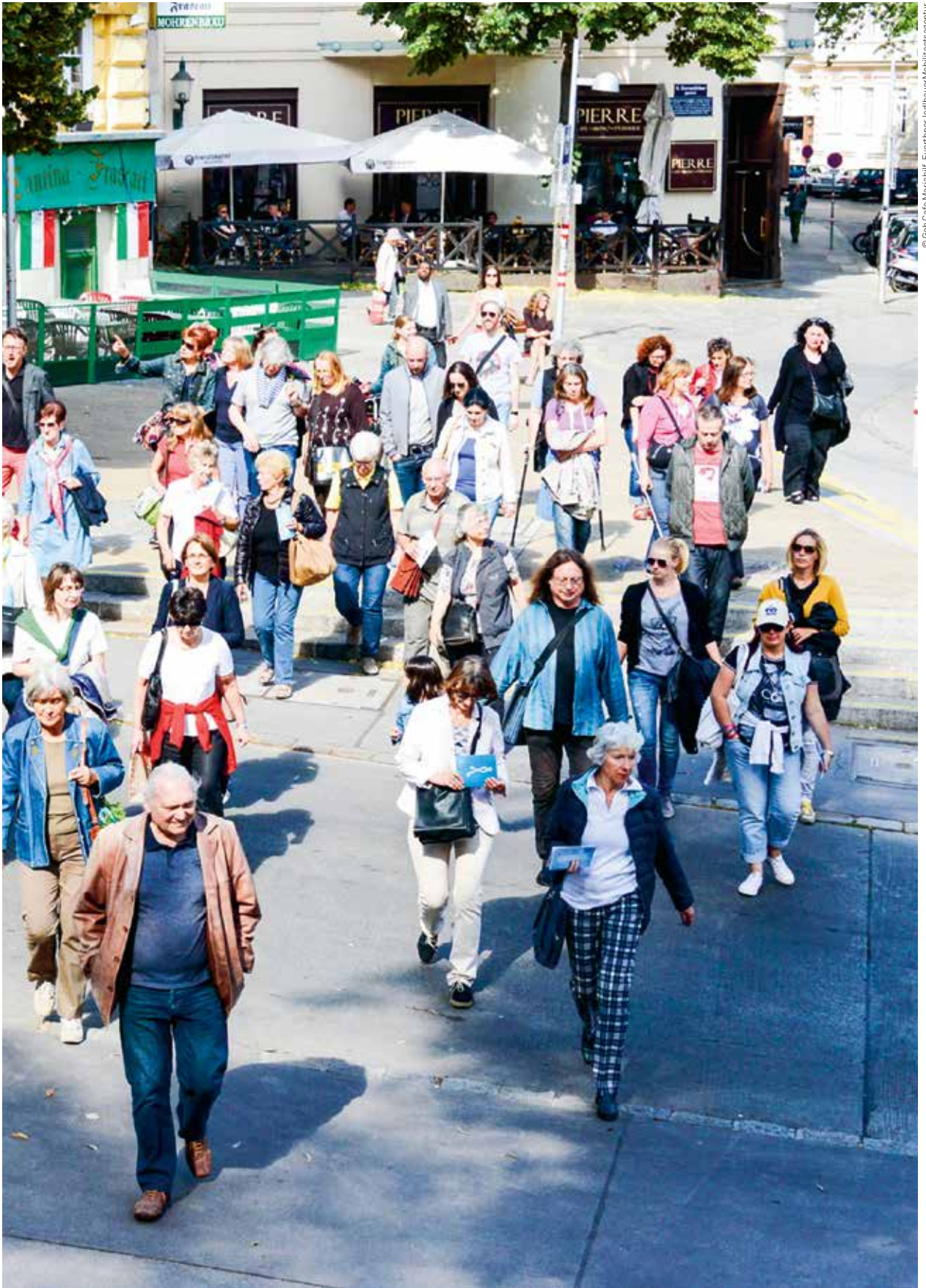
VIENNA HAS IMPROVED ITS WALKING INFRASTRUCTURE

The minimum standard for walking infrastructure was set in the 1990s. From that time on, every new sidewalk in Vienna was made at least 2 meters wide. On intersections, facilities were installed to ease the crossing of the street, e.g. measures to obstruct sidewalk parking and to shorten the crossing.

WALKING TO PRIMARY SCHOOL IS QUITE COMMON IN VIENNA

COUNTING ALL TRIPS PER DAY, A VIENNESE RESIDENT WALKS 500 METERS ON AVERAGE IN 13 MINUTES

In the 1970s, the City of Vienna started to transform car-dominated streets into pedestrian zones. The number and area of pedestrian spaces has been constantly increasing since then – from 13,000 m² in 1974 to 296,000 m² in 2013. The latest transformation took place on 'Mariahilfer Strasse', the biggest shopping street in Vienna. This transformation was a mixed concept of a pedestrian zone and shared space ('Begegnungszone' or 'encounter zone'), which was implemented for the first time in Vienna. More such shared spaces will follow.



Stepping ahead with the Global Walk21 Network



Walk21 is 16 years old this year and we are delighted to be celebrating this fantastic milestone with you and the City of Vienna, host of this year's conference. Vienna is the 'can-do' city. It's high up on people's lists to visit and explore, while many enjoy its liveability every day.

DESPITE ALREADY BEING A WORLD LEADER, THE CITY STRIVES TO DO MORE, TO MAKE LIFE BETTER FOR PEOPLE WALKING AND TO MAKE THE CITY MORE VIBRANT.

Yet few get to go behind the scenes and see what makes it work and why. From the start, we have enjoyed the 'can-do' attitude of the city and conference team, the openness in the city administration as they listen to their community and, most importantly, to other cities too - is this their secret? After 24 October 2015, there shouldn't be many secrets left and hopefully plenty to take home and share.

VIENNA IS THE CAN-DO CITY

Vienna has created something new for Walk21. Not only the reliably rich array of walking projects but some exciting new formats for discussions and input. From the beginning the team has gone beyond our expectations to create something extraordinary. We have never fitted so much into the programme or enjoyed such a full year of walking events in the lead up to the conference.

And we are truly inspired by the advent of the Walking Visionary Awards. They are a unique opportunity for people to participate for the first time in Walk21 and to showcase creative and clever

initiatives, big and small, to support walking. We are grateful especially for the expertise in the Vienna team that has helped Walk21 reach further and more often with its message, through social media and into important global forums.

CORNERSTONES FOR A GLOBAL CONVERSATION

Walk21 continues to evolve to help cities and communities around the world to meet the needs of people on foot. The conference is the cornerstone of our global conversation and goes from strength to strength each year. With more research, evidence and examples of good practice out there internationally than ever, this year is about disseminating that more coherently around the world. At the same time we will be showcasing the vision and imperatives that are feeding the appetite to still do more.

WALKING NEEDS ITS OWN SPOTLIGHT AND AT WALK21 THAT IS WHAT WE WILL CONTINUE TO GIVE IT.

Between conferences, we are busy promoting and representing walking at a variety of other forums, supporting several European projects (FLOW, SWITCH) and working with international cities to prioritise and deliver more walkable neighbourhoods. Increasingly, because of our focus and reputation, we are asked to represent the needs of walkers at international events. Most recently we have supported the Ecomobility Festival in Suwon, South Korea and this year in Sandton, South Africa, the Better Air Quality Conferences in Asia and the UN EST Regional Forums, soon to be in Kathmandu, Nepal, the UCLG World

Congress in Rabat and the International Transport Forum in Leipzig. It is important that we go.

A STRONGER VOICE FOR WALKING

And it is important that we raise a strong voice for walking. That it is understood as the essential foundation of all other transport systems, the lifeblood of public space and the first steps to more active daily living. We take heart from the fantastic group of professionals known as the Walk21 Network but which feels more like family, who are working on their individual and collective projects to make things better for people on foot. With more than 5,000 people in over 45 countries, we have stayed in touch and supported each other to deliver locally while advancing the international agenda. We thank you for that.

WALKING FASTER TOWARDS GOALS AND OBJECTIVES

Going forwards, we are exploring exciting new ways this network can take on a stronger presence in the global community and raise a stronger voice for walking on the world stage. We look forward to inviting you all to join us in this new partnership and to begin working on better data management, political commitment and strategic thinking for walking around the globe. We want to help you all walk a little faster towards your local goals and objectives.

The capacity of communities to invest in walking policies and projects is clearly paying off. Whether people are walking out of choice or necessity, we are seeing investment in walking infrastructure and promotion, from transport and health departments, tourism and city development. We are seeing communities ask for and get involved in making their local

neighbourhoods more walkable and child friendly and we are realising the need to maintain independent mobility for the increasing numbers of senior citizens in our ageing societies. But we are also seeing the erosion of high levels of walking in developing cities, the building of car-dependent communities and the decline of walking by choice and the subsequent health problems that come with inactive lifestyles.

THERE IS STILL PLENTY TO DO!

LOOKING FORWARD

As we delight in the Vienna conference, we are also looking forward to our first conference in the Asian region, in Hong Kong 2016. This is an important occasion for us, as we seek to build links between regions for better learning and knowledge exchange and to give profile to the great work already underway in that part of the world. We invite you all to put the dates in your diary and join us next October for what will be another unique Walk21 experience.

Yours in walking

Bronwen Thornton
and Jim Walker
Walk21



www.walk21vienna.com
www.twitter.com/Walk21Network
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The Walk21 Vienna Ambassadors



The Walk21 Vienna Ambassadors is a group of distinguished people in diverse fields and institutions dealing with several aspects of walking and liveable cities. In the advent of Walk21 Vienna, they have significantly helped to bring the conference discourse and various walking topics to a wider audience. Many thanks from the entire Walk21 Vienna Organisation Team!

ANA DRĂGUȚESCU, Association for Urban Transportation, Romania
ANDY SMITH, Living Streets New Zealand, New Zealand
ARNDT SCHWAB, Fuß e.V. Deutschland, Germany
CARLOS CADENA, UN Maastricht / La Ciudad Verde, Colombia
CARLOS FELIPE PARDO, despacio, Colombia
CHRISTIE DEREK, Ecole Polytechnique Federale de Lausanne, Switzerland
DAMANTORO, Indonesian Transport Society, Indonesia
MARIELA ALFONZO, State of Place / urban imprint, United States
EUGENE QUINN, space and place, Austria
HARALD FREY, TU Wien, Austria
HARIS PIPLAS, ETH Zürich, Switzerland
JÜRGEN GERLACH, Uni Wuppertal, Germany
KEECHOO CHOI, Anjou University, South Korea
KRISTIE DANIEL, Liveable Cities program, HealthBridge Foundation, Canada
LISA QUINN, Feet First, United States
MASSIMO BRICOCOLI, Politecnico di Milano, Italy
PETRA JENS, Vienna Mobility Agency, Austria
RALF RISSER, Factum, Austria
RAUNO ANDREAS FUCHS, Green City e.V., Germany
SARA STACE, Link.Place.Live, Australia
SIMON NG, Civic Exchange, Hong Kong
THOMAS SCHWEIZER, Fußverkehr Schweiz, Switzerland



PLEASE FIND MORE INFORMATION ABOUT
 THE WALK21 VIENNA AMBASSADORS ONLINE:
<http://walk21vienna.com/network/>

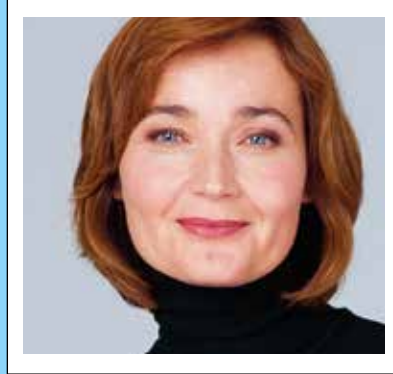
Welcome

Master of Ceremony

© City of Vienna/P.D. Ian Ehm



© City of Vienna, Lukas Beck



© M. Jones

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© Walk 21

MONIKA JONES

Monika Jones is an international journalist and presenter. As the English-speaking news anchor at Germany's global TV broadcaster, Deutsche Welle, she is familiar to a wide audience around the world. Monika is also a leading bilingual presenter of international conferences and business events. Her regular clients include top multinational companies, government ministries, European institutions and NGOs. Her specialist areas are economics, transport and logistics, corporate relations and human resources. Monika is a passionate outdoor person who loves being 'on the move' – either riding her bicycle or enjoying brisk walks through the city. And whenever time permits, Monika and her husband Gareth can be found walking along the beautiful coastlines of Lancashire in Northwest England.

All conference participants will be welcomed by the Mayor of Vienna **MICHAEL HÄUPL**, Deputy Mayor of Vienna **MARIA VASSILAKOU**, Federal Minister of Agriculture, Forestry, Environment and Water Management **ANDRÄ RUPPRECHTER**, **JIM WALKER**, Chair of Walk21 and **BRONWEN THORNTON**, Development Director of Walk21.



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Local walking stories

© Sebastian Philipp



© WildUrbs



© E. Quinn



© H. Knoflacher



PETRA JENS is the Representative for Pedestrian Matters of the City of Vienna, increasing visibility of pedestrians needs and rights and raising awareness of the benefits of walking. **JINE KNAPP**, co-founder of the initiative WildUrbs, aims to upgrade the image of walking and promote awareness for sustainable mobility. **EUGENE QUINN** represents the cultural group 'space and place'. He regularly stages urban interventions to play with the city, build social capital and send out new political messages. **HERMANN KNOFLACHER** is Professor Emeritus of the Vienna University of Technology and known internationally as a committed and critical advocate for active mobility.

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© Marita Fuchs



**BRIAN
MARTIN**

Brian Martin is an MD and affiliated with the Office of Public Health of Canton of Basel-Country and Epidemiology and the Biostatistics and Prevention Institute EBPI at the University of Zurich. Brian Martin's main research interests are population-based interventions for physical activity promotion as well as approaches to prevention and health promotion in health care. Since July 2009, he has been the head of the Physical Activity and Health Unit at the Institute of Social and Preventive Medicine of the University of Zurich, and since November 2014, he has been 'Kantonsarzt' (regional chief medical officer) of the canton of Basel-Country. He has served in several national and international expert groups, including the Expert Committee for WHO Europe's Ministerial Conference on Counteracting Obesity 2006.

© C. Montgomery



**CHARLES
MONTGOMERY**

Charles Montgomery is an author, urbanist and leader of a team investigating wellbeing in cities. His award-winning book, *Happy City*, examines the intersection between urban design and the emerging science of happiness. Charles and his collaborators create experiments and design methods that help participants alter their relationships with their cities – and with each other. He started the 'Home for the Games' initiative and worked with the BMW Guggenheim Lab and the citizens of New York City to map the psychology of public space. In Seattle, new social tests measured the effect that buildings have on altruism. Charles and his team have advised planners and decision-makers on different continents. He lives in Vancouver and Mexico City.

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**ANTHONY
CHEUNG**

Anthony Cheung is Secretary for Transport and Housing of Hong Kong. Before assuming this post in 2012, Professor Cheung was the President of The Hong Kong Institute of Education. As the Secretary for Transport and Housing, he is the Chairman of the Housing Authority, Maritime Industry Council, Port Development Council, Logistics Development Council and Aviation Development Advisory Committee. Anthony Cheung received his bachelor's degree in social sciences in Hong Kong, his master's degree in public sector management in the UK and his PhD in government from the London School of Economics and Political Science. Before joining the Government, Anthony Cheung held a number of public service positions, including Non-official Member of the Executive Council and Chairman of the Consumer Council.



**FRED & SUSIE
BONDI**

Fred Bondi had to leave Austria in 1938 at the age of 15 due to his Jewish heritage. He moved to the United States, where he was an excellent student and graduated as an engineer from Cornell University. He lived in Paris from 1951 until 2008, when he had to make a decision, as getting old in Paris was not so easy. So Fred, together with his loving wife Susie, made a pro and con list of places they would like to live in where they would not need a car. Exotic islands and dense cities were on that list, but they were lacking one thing: a high level of walkability. At 86, after a 70-year absence, Fred decided to return to his home town Vienna. Now Fred and Susie's apartment is directly in the city and all their favourite activities are reachable within a few steps or the close-by subway will take them where they want to go.



**FRITZ
REUSSWIG**

Fritz Reusswig is a climate expert and senior research fellow at the Potsdam Institute for Climate Impact Research in Germany. He studied sociology and philosophy at J.W. Goethe University, Frankfurt am Main, and received his diploma degree and his PhD from there. After working with the Frankfurt-based Institute for Social Ecological Research (ISOE), Fritz Reusswig joined the Potsdam Institute for Climate Impact Research in 1995. He is working on climate mitigation and adaptation issues in the urban context, conflicts of the German 'Energiewende' (energy transition), and the social perception of climate change. Fritz Reusswig advises various cities in climate policy issues, including Potsdam, Berlin, and Chemnitz. He has also worked in the Indian megacity of Hyderabad. Fritz teaches environmental sociology at HU Berlin.



**RAÚL
KRAUTHAUSEN**

Raúl Krauthausen is an internet entrepreneur and founder of Wheelmap.org. As communication manager and design thinker, he has worked for more than 10 years in the internet and media business world. In 2004 he co-founded the action group 'Sozialhelden eV' in Germany, an organisation to raise awareness of social issues. Sozialhelden has received several prizes. In 2007, Raoul initiated the project 'Pfandtästisch Helfen' and was awarded with the StartSocial prize of the German government. Since 2010, he has been involved in the development of the Internet platform Wheelmap.org, a wiki site for wheelchair users and people with disabilities. It is the first online map of public places rated on accessibility and accessible design. Raúl Krauthausen is also an author and works at the radio.



**ROBERT
THALER**

Robert Thaler is the head of Division Mobility, Transport, Noise in the Federal Ministry of Agriculture, Forestry, Environment and Water Management in Austria. He holds a master's in civil engineering/transport planning and transport economics and is lecturer at the Vienna University of Technology. He has had a leading role in several EU and international negotiations and the implementation of strategies, programmes, declarations and guidelines in the field of transport, health and environment. Robert Thaler is the initiator and coordinator of various partnerships and projects at national and international levels. He is a member of the Steering Committee and Bureau of UNECE/WHO Transport Health Environment Pan European Programme THE PEP (Chair 2006 and 2013) and the president of the EU Platform on Mobility Management EPOMM.



**TIMOTHY
PAPANDREOU**

Timothy Papandreu is currently the Director of Strategic Planning at the San Francisco Municipal Transportation Agency, representing his agency in local, state, federal and international policy bodies. Timothy leads cross-functional teams responsible for creating and implementing the SFMTA's six-year strategic work plan to meet the agency's safety, mode shift, quality of life and economic prosperity goals. His teams develop and prioritize integrated policies, funding agreements and street designs for all kinds of transportation. Timothy is the Co-Chair of the Mayor's Vision Zero safety task force to eliminate traffic deaths by 2024. He 'bikes the talk' and has lived car free in LA & SF for over 15 years using a combination of walking, bicycles, public transit, carpooling, taxis and car rentals.

© G. Tiwari



**GEETAM
TIWARI**

Geetam Tiwari is Coordinator of the Transportation Research and Injury Prevention Programme and MoUD Chair Professor for Transport Planning at the Department of Civil Engineering, Indian Institute of Technology, Delhi. She is an architect and urban planner, and studied at the University of Roorkee, the University of Illinois, Chicago, and the Chalmers University of Technology in Sweden. She has received several awards. Her research priorities lie in pedestrian safety, sustainable transport and planning for public transport systems for Indian cities. Geetam Tiwari is eager to contribute towards the understanding of pedestrian safety and pedestrian behaviour in urban areas in India. Her research helps pedestrians to avoid unnecessary risks on Indian streets and aspires to influence safe pedestrian behaviour.

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**MARIA
VASSILAKOU**

Maria Vassilakou has been Vienna's Deputy Mayor and Executive City Councillor for Urban Planning, Traffic & Transport, Climate Protection, Energy and Public Participation since 2010. She is the first Executive City Councillor with a migration background. Having been born in Greece, she moved to Austria as a teenager, growing up to view Vienna as a modern, open and diverse city. Maria Vassilakou considers pedestrian traffic a key part of Vienna's overall urban mobility strategy. The city's transport policy aims to stabilise pedestrian traffic at a high level and improve infrastructure for pedestrians. Deputy Mayor Vassilakou believes that essential steps towards attaining these objectives comprise traffic calming measures, the reclaiming of public space as well as the creation of new pedestrian boulevards.

© Gehl Architects



**ULRIK
NIELSEN**

Ulrik Nielsen is an associate at Gehl Architects in Denmark and a dedicated architect who thrives when creating vibrant urban environments suited for site-specific contexts. He has nine years of international experience at Gehl and aspires to be culturally sensitive and professional in all projects that he engages with. Focused and well-versed in the key-Gehl methodology, Ulrik Nielsen is driven to challenge, develop and create the best suitable conditions for districts and neighbourhoods. As an associate, he is involved in the entire process of a project – from developing the contract to final handover. Throughout that process, Ulrik Nielsen always assumes a collaborative role with his clients.

© City of Ljubljana



**TJAŠA
FICKO**

Tjaša Ficko studied communicology and also holds a master's in management. She was employed as a special consultant in the public relations office at Mercator. In 2004 Tjaša Ficko graduated from Instituto Cervantes and in 2008 she became a certified supervisor at the Slovenian Directors' Association. She worked for Zoran Jankovič's campaign to be elected Mayor of the City of Ljubljana, Slovenia. After his victory in the 2006 local elections, Tjaša Ficko was entrusted with the leadership of the Section for Public Relations in the Mayor's cabinet. As Deputy Mayor of Ljubljana, Tjaša Ficko believes that her city is being revived at last, is developing successfully and that in the coming years, the city will definitively shape and rebrand itself as one of the most successful European and world capitals.

© H. Frey



**HARALD
FREY**

Harald Frey works at the Institute for Transportation in the field of transport planning and traffic engineering at the Vienna University of Technology. He completed a diploma programme of civil engineering and holds a PhD in the field of transport and infrastructure planning. Harald manages the working group 'e-mobility' of the Austrian Transportation Research Society (ÖVG). His scientific output mainly focuses on feasibility studies, traffic concepts, transport modelling and research on the interdependencies between transport systems and city planning. His expertise is shown by more than 200 publications as well as his project management experience in research funding and contract research. He is also a member of several expert committees and supports communities and politicians in transport planning and transport policy.

© Peatónito



PEATÓNITO

Peatónito was born and raised in the chaotic capital city of Mexico. This masked 'luchador' (wrestler) is a pedestrian activist superhero. Peatónito used to be a normal citizen with a normal job until one day he decided to fight for the rights of the walkers. His goal is to build a city for the people and not for the cars. Peatónito's superpowers include pushing back automobiles that invade the pedestrian crosswalks, painting zebra crossings at dangerous intersections, walking across the tops of cars parked on sidewalks, helping vulnerable people to cross the street and reporting pedestrian obstacles to the authorities. He is also an expert on the subject of walkability and acts as a social adviser to governments all around Mexico. Let's bring it on for the Mexican walking champ and ¡Viva la Pedestrian Revolution!

© Oklahoma City


**MICK
CORNETT**

Mick Cornett is the Mayor of Oklahoma City (OKC). He is the first four-term mayor in Oklahoma City history. Mayor Cornett has been honoured by various organisations and publications as the top mayor in the state and nation – and an international panel selected Cornett as the second-best mayor in the world. Newsweek magazine called him one of the ‘five most innovative mayors in the United States.’ He famously put the entire city on a diet to raise awareness on the national issue of obesity. His leadership helped bring the NBA to OKC. During his time in office, Oklahoma City has invested nearly \$2 billion in schools and quality-of-life infrastructure. Mick Cornett frequently speaks on the topics of health and wellness, urban design, placemaking and walkable cities.

© Urbego


**FARAH
MAKKI**

Farah Makki is an architect and PhD candidate in social sciences (EHESP, Paris) with practical experience in France, Lebanon and Italy and has also consulted for different European cities. Farah is currently teaching sociology of architecture at ENSA Malaquais in Paris. Her work and research field develop a contextual and human approach to the built environment. In 2012, she became a member of the International Ambiances Network. In 2013, she co-founded Urbego, an international platform for young urban professionals. As an Urbego board team member, Farah has been involved in the WETEST project for walkability strategies and in Urban Pockets for the revitalization of vacant spaces through community engagement.

© A. Kodrin


**ANDREJA
KODRIN**

Andreja Kodrin has been serving as Economic Advisor and Cabinet Member of Commissioner Bulc at the European Commission since January 2015. After graduation she served as the Head of Investments, Finances and Economics in a multinational engineering company. In 1997, she joined a private equity firm for investment banking and became CFO a year later. In 2002, Andreja moved to the Netherlands and became Group CFO and Board Director of AKTIVA HOLDINGS BV. In 2009, she founded Challenge:Future, a global platform for youth open innovation with 36,000 members from 213 countries. The network comprises 1,800 faculties and business schools and 64 local hubs worldwide and it gained her the SEA of Excellence Award in 2013.

© Civic Exchange


SIMON NG

Simon Ng is the Chief Research Officer of Civic Exchange, an independent public policy think tank based in Hong Kong. He has worked at the Institute for the Environment of the Hong Kong University of Science and Technology. He rejoined Civic Exchange in 2012 as Head of Transport and Sustainability Research. Simon Ng’s major research areas include sustainable transportation, liveable cities, air quality management, energy issues, and local community planning. He is known for his work on ship emissions inventory and control. Simon works closely with the government, the business sector, professionals, and civil society groups for improving walkability in Hong Kong. He also serves as an expert member for the regional environmentally sustainable transport forum of the United Nations Center for Regional Development since 2006.

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**MANFRED
NEUN**

Manfred Neun is President of the European Cyclists' Federation (ECF), President of the World Cycling Alliance (WCA) and initiator of ECF network Scientists for Cycling. He has an academic background in economics and psychology, and has worked in the fields of health behaviour, energy use, sustainable transport and urban development, and was a university lecturer. Neun is a German entrepreneur for several companies, and spent 22 years as the CEO of a family bike business. Using his business background, he has worked to bridge the gap between advocates, industry, politicians and experts. He introduced the Active Mobility approach to the cycling and other international communities and intergovernmental bodies like UN, WHO or OECD.

© H. Allen


**HEATHER
ALLEN**

Heather Allen is an international expert on urban public transport, climate change and sustainable development. Her career spans both the public and private sectors and she is leading the PPMC (Paris Process on Mobility and Climate Change) outreach for the Sustainable Low Carbon Transport Partnership (SLoCaT). Until recently, she headed the sustainable transport team at TRL (one of the UK’s leading centres of excellence in transport research) and she worked for many years at UITP, the international association of public transport. Her wide experience in both the developed and developing world gives her a good perspective on the challenges for sustainable and healthy approaches to transport. She has been a key spokesperson and has set up several strategic partnerships on several levels. She is also chairperson of Transport Training Initiative.



DID YOU KNOW ...?



WALKING HAS BECOME A LIFESTYLE IN LJUBLJANA. FROM 2003 TO 2013, THE MODE SHARE OF WALKING IN THE CITY HAS INCREASED FROM

- 8% to 18%.
- 19% to 35%.
- 15% to 29%.

ACCORDING TO THE WORLD HEALTH ORGANISATION, AT LEAST ... OF THE WORLD'S ADOLESCENT POPULATION IS INSUFFICIENTLY PHYSICALLY ACTIVE.

- 65%
- 80%
- 85%

ON AVERAGE, WE SIT ...

- 7.4 hours a day.
- 9.3 hours a day.
- 11.1 hours a day.

BUENOS AIRES IS AN IDEAL CITY FOR WALKING AS IT HAS MILD WEATHER AND A FLAT LANDSCAPE. ALMOST 70% OF COMMUTER TRIPS INTO THE CITY EVERY DAY ...

- are made by bicycle.
- involve walking.
- happen with motorized traffic.

IN SAN FRANCISCO, 75% OF INJURIES OF ALL MODES, BUT ESPECIALLY TO PEDESTRIANS, HAPPEN ON

- 57% of all city streets.
- 12% of all city streets.
- 65% of all city streets.

VIENNA'S MOST DISCUSSED, MOST HATED AND MOST BELOVED STREET IS ...

- Kärntner Strasse.
- Mariahilfer Strasse.
- Ringstrasse.

WORLDWIDE, OVER ... CHILDREN AND YOUNG ADULTS ARE KILLED ON THE ROAD EVERY DAY.

- 700
- 1,000
- 2,000

IN THE INNER CITY OF SYDNEY, ... % OF PEOPLE WALK TO WORK.

- 27%
- 42%
- 64%

IN 2014, THE MODE SHARE OF WALKING IN VIENNA WAS

- 12%.
- 27%.
- 43%.

ACCORDING TO THE WORLD HEALTH ORGANISATION, ... % OF CHILDREN SUFFERING FROM ROAD TRAFFIC INJURIES ARE PEDESTRIANS RESIDING IN LOW AND MIDDLE-INCOME COUNTRIES.

- 50 to 60%
- 30 to 40%
- 15 to 25%

All information and numbers have been extracted from abstracts submitted for Walk21 Vienna 2015.

The second answer is always right.

Walking Towards a Happy City

© Lee Sarkowski



CHARLES MONTGOMERY, AUTHOR OF 'THE HAPPY CITY', SPEAKS AT WALK21 VIENNA. WE CONSULTED HIM IN THE ADVENT OF THE CONFERENCE TO FIND OUT MORE ABOUT THE IMPORTANCE OF HAPPINESS IN BUILDING FUTURE CITIES. AN INTERVIEW BY FLORIAN LORENZ, WALK21 VIENNA MANAGEMENT TEAM

INTERVIEW WITH CHARLES MONTGOMERY

IN 2013, YOU PUBLISHED YOUR BOOK 'HAPPY CITY – TRANSFORMING OUR LIVES THROUGH DESIGN'. WHAT IS THE MAIN IDEA BEHIND THE BOOK?

Happy City explores two ideas. First: The shape and systems of cities really can boost or break happiness, although they do so in ways that most of us never imagine. In an age when people spend so much time and money on self-help, what we really need is city-help: programs that build health and wellbeing by understanding the relationship between our minds, our bodies and the places we inhabit.

Second: I also found a surprising link between human and environmental well-being. The doomsayers who insist that we need to sacrifice happiness to take on the urgent challenges of our time are wrong. The happier city can be not only easier on the planet, but a more convivial, empowering, healthy and fun place to live. So if we want to save the world, we should be focusing on building happier cities.

‘HAPPY CITY’ BRINGS TOGETHER LEADING VOICES FROM THE FIELD OF URBANISM. WHAT BROUGHT YOU TO WRITE THE BOOK?

The journey began with a bike ride through Bogotá, Colombia, chasing the mayor who had used that unhappy city as a testing ground for his ideas on happiness. Enrique Peñalosa insisted that by transforming the form and systems of his impoverished and violent city, he had made citizens happier. He also argued that most rich cities – especially American cities – are designed in ways that actually destroy happiness.

COULD A CITY REALLY BE REDESIGNED TO BUILD HAPPINESS?

It was a thrilling idea. I spent most of a decade testing the idea against science and evidence from other cities. The quest led me to the doorsteps of neuroscientists, psychologists, behavioural economists and activists, as well as sites of remarkable urban transformation around the world. It also led me to start conducting my own informal urban experiments to understand the link between design and happiness.

YOU DEFINE HAPPINESS NOT MERELY AS RELATED TO GETTING PLEASURE BUT ALSO, AND MORE IMPORTANTLY, AS RELATED TO HOW WE MAY BECOME AN ACTIVE AND INTERACTING MEMBER OF SOCIETY. WHY DOES SUCH ENGAGEMENT WITH THE PEOPLE AROUND US MAKE US HAPPY?

Social connectedness is the most powerful driver of human happiness. People with strong, positive relationships with family and friends are happier, healthier, and more productive. They live an average of 15 years longer than people who are socially isolated. Meanwhile, psychologists have found that positive encounters with total strangers are

good for happiness. They produce an immediate hormonal response. They make us trust our fellow citizens more. That's good for happiness, and good for the economy: cities and societies in which people express high levels of trust in neighbors and strangers are both happier and wealthier. But our cities can either draw us together or push us apart through design.

So we need to ask city builders these questions:

- x [How can we design environments that foster trusting relationships and/or encourage trust-building encounters?](#)
[How can we create environments and systems that enable people to spend more time with family, friends and community?](#)
- x [How can we use design to help people feel more control over their social interactions by enabling them to advance or retreat as they wish?](#)

YOU ARE ALSO PRINCIPAL OF THE CONSULTANCY ‘HAPPY CITY’, WHERE YOU CREATE, TRANSFORMATIVE CONVERSATIONS, EXPERIMENTS AND STORIES ABOUT CITIES, SCIENCE, AND HUMAN WELL-BEING. HOW CAN WE IMAGINE THAT PROCESS?

Well, we're not performing magic tricks! Our work is about helping people translate the evidence on wellbeing into local urban design principles. Sometimes we do that through immersive workshops for planners, politicians and developers. Sometimes we conduct happiness design audits of urban neighbourhoods. And sometimes we create experiments to give people a better understanding of the ways that design influences how they feel, move and treat other people. Recently, for example, we used volunteers posing as lost tourists to test the altruism of pedestrians in various street environments in Seattle. It turns out that people are kinder on street edges with more small shops, services and cafés.

WHAT QUALITIES DOES A PUBLIC SPACE HAVE TO OFFER TO ALLOW PEOPLE TO FEEL HAPPY?

A happy public space is one that is full of people. It is a place that gives people the opportunity to connect with each other if they wish, and the opportunity to retreat.

DO WALKABLE PUBLIC SPACES MAKE PEOPLE HAPPIER?

We all agree that walkability is the goal. That's why we are gathering in October at Walk21 Vienna. The question is: How can we create places that make walking feel wonderful, rather than a chore? It's about more than just making space for pedestrians. We have got to understand the ways that streets, sidewalks, architecture and other systems affect how we feel and move.



© Florian Lorenz, PlanSim





THE WALKING VISIONARIES AWARDS

FOR THE 2015 EDITION OF THE WALK21 CONFERENCE, THE WALK21 VIENNA MANAGEMENT TEAM BROUGHT A NEW INITIATIVE TO THE WALK21 FAMILY, THE WALKING VISIONARIES AWARDS.

A COLLABORATIVE COMPETITION

The award programme highlights new ideas, big and small, for fulfilling the potentials of walking for liveable communities. It invited individuals and organisations from across the globe, from different professional backgrounds and cultural contexts, to submit their ideas in a collaborative competition where sharing and learning is more important than competing against each other. Participants in the Walking Visionaries Awards are united by one thought: that walking is an integral element of a good, just and sustainable city.

The award categories attract submissions from across the spectrum of disciplines dealing with issues that are of importance for walking:

- X ADVOCACY, CAMPAIGNING AND SOCIAL PROJECTS**
- X WALKING 2.0 AND FUTURE MOBILITY**
- X WALKING AND THE ARTS**
- X FASHION AND WALKING GEAR**
- X PLANNING AND DESIGN FOR LIVEABLE PUBLIC SPACES**

MEET THE WALKING VISIONARIES

The awards were launched in February 2015 using the hashtag #WalkVision and received a total of 208 submissions from 47 countries on all continents. A jury vote and an online voting process were held to determine the winners of free conference tickets for Walk21 Vienna. In the online voting, more than 15,000 votes were cast all over the globe. On the following pages, you can see the



projects that have received an Online Voting Prize or a Jury Prize and have been awarded as 'Walking Visionaries'. Most of the awarded projects will be actively presenting their work at Walk21 Vienna.

A WEALTH OF INSPIRATION

The Walking Visionaries Awards have also created a permanent online reference collection showcasing the diverse range of projects dealing with current and future potentials of walking to foster sustainable cities and liveable communities. We strongly recommend that you have a look at all the projects submitted. Thematically, the submissions encompass education initiatives, DIY infrastructure, smart-phone applications, citizen initiatives, media and publishing projects, initiatives for reclaiming public space, participatory planning tools and strategies, governmental policies and plans, artistic projects, innovative ideas for human infrastructure and community building,

and others. All of the submissions are geared towards improving the conditions for walking in cities across the globe.

BECAUSE EVERYBODY WALKS

The range of #WalkVision submitters is very wide, representing the innovative work of, amongst others, individuals, citizen groups, NGOs, researchers, planners, designers, artists, city governments and administrative bodies as well as international institutions. The main idea of the Walking Visionaries Awards is to

PRESENT IDEAS OF DIVERSE STAKEHOLDERS AT EYE LEVEL, SO THAT THEY ARE ABLE TO LEARN FROM AND INSPIRE EACH OTHER.

The submitted projects represent work done for or by, amongst others, many citizen initiatives and NGOs, creative and

committed individuals, the Buenos Aires City Government, the City of Melbourne, the City of North Vancouver, the City of Wellington, EMBARQ India, ITDP Mexico, North Carolina Department of Transportation, the State Government of Western Australia, UN-Habitat, University of Venice, and VCD Verkehrsclub Deutschland e.V., to name just a few.

THANKS FOR SHARING!

On behalf of the entire Walk21 Vienna Organisation Team we want to thank all the participants for sharing their ideas and contributing their work, projects and visions to the Walking Visionaries Awards.

www.walk21vienna.com/visionaries

The Walking Visionaries Awards Team
Wolfgang Gerlich,
Annemarie Sulzberger
& Florian Lorenz

Advocacy Campaigning and Social Projects

IMPRESSIONS OF A LITTLE STREET EXPLORER'S DAY

by Marieta Colucci Ribeiro and other ape study group members

Watching, discovering and exploring while walking down the streets! All together, in a team. Each step a concern, a rustle, an astonished exclamation. A seed covered in fur! Where does it come from? I don't know. Probably from that tree some steps away: look for some more up there! And what else? Leaves and seedbeds.

ONLINE VOTING PRIZE



LITTLE STREET EXPLORERS

APÉ - estudos em mobilidade, São Paulo, Brazil

Endowed with the role of street explorers, children of public schools in São Paulo take part in an urban education project developed by the APÉ Study Group and Tomie Ohtake Arts Institute. By exploring the city, the project seeks to practice urban thinking through walking with kids, and envisages including the experience outside the classroom into the educational background.



That's Praça da República. Where the school is, where a giant tree fell down - why? It's dead - and where the subway comes out. It's below the ground. And we all have already taken the subway.

Over there, that building: does someone know what it's called? Anyone? That's Edifício Italia! And does someone know what Italia means? A country! Veery far away! You must go by plane. Not many of us have flown by plane.

When crossing the street with no traffic light, a mistake. We have to take care, but not wait for the car to "give us permission". A change of vocabulary! But... look! Parrots. Are there parrots in São Paulo? No. But if not here, where then? In the forest!

What about these very tall buildings? And this yellow thing? And this red stripe: what is that for? Watch out for the bicycles, take care! Let's get out of their way. And always behind the big hand! Green green green!

 **READ THE FULL STORY AT**
www.walk21vienna.com



Advocacy Campaigning and Social Projects

ONLINE VOTING PRIZE



CULTURAL VILLAGE AND ACTIVE LIFESTYLE

Manju George, Bangalore, India

Through its Livable City project with the HealthBridge Foundation, the Evangelical Social Action Forum (ESAF) explored spaces that can be made available for children and the public. A public space audit captured the potential of a Children's Cultural Village, which will cater to the needs of almost 2000 families in and around the area. Community engagement, involvement of media and public administrators were the key strategies.

ONLINE VOTING PRIZE



FREE PEDESTRIANS FROM THE DUNGEONS!

Green Mazovia Association, Warsaw, Poland

Warsaw still struggles with the relics of socialist thinking in terms of urban transport infrastructure. In effect, the authorities need to be regularly reminded that having to go up and down stairs to get to the other side of the street isn't the most desirable option. A campaign including a series of happenings was organized in 2011-2015 in places where ground-level pedestrian crossings are necessary.



Advocacy Campaigning
and Social Projects

ONLINE VOTING PRIZE



© Hideaki Shimura

TSUKISHIMA ALLEY WALKING MAP

Hideaki Shimura, Tatsuya Katsura, Kentaro Nagai, Kensuke Morimoto, Hiroki Akanuma, Kana Moriya and Yuta Kawashima; Shibauro Institute of Technology, Tokyo, Japan

The 'Tsukishima Alley Walking Map' introduces Japan's traditional nagaya row houses and roji alleys to people who visit the old Tsukudajima and Tsukishima areas to enjoy walking through a maze of narrow alleys and watching the local ways of life in the town on Tokyo Bay.

JURY PRIZE



© Kamana Manandhar

KTM WALKS

Kamana Manandhar, Kathmandu, Nepal

The 'Ktm walks' campaign is an effort to make people realize the importance and necessity of pedestrian zones for safety, environment and health. This event was initiated to create public space for safe walking and socializing by restricting motorized vehicles in different areas of Kathmandu. It is a joint effort of different organizations and is the first attempt of this kind in Kathmandu.

WHY IS CEBRAS POR LA VIDA SO IMPORTANT FOR BOGOTÁ?

By German Sarmiento

In 2014, exactly 322 pedestrians died in the streets of Bogota; 52 more than in 2013. Both culturally and infrastructure-wise, the city has systematically endangered and mistreated people that walk. For most Bogotans, especially the poorest, walking is a must, not a choice. It is a reality that sadly reveals a lack of regard for human life. Guaranteeing safe streets as well as excellent and beautiful public spaces is a matter of democracy, equality and, above all things, prioritizing human life over cars and machines.

There was a time not long ago (1995-2003) when Bogotans saw great strides and decisive action on behalf of pedestrians and public spaces. The mayors Antanas Mockus and Enrique Peñalosa were responsible for a change of paradigm and vision for city life. During those years, traffic-related deaths fell by almost 50%; hundreds of lives were saved and Bogotans were proud citizens. Enforcement was the key to these results as well as recuperated and new walkable public spaces; a war against cars that historically parked on sidewalks was undertaken. But most impressive and memorable was the use of creative civic education through art to change hearts and minds.



© Cebbras por la Vida

Mimes were used to educate drivers and pedestrians; interactive friendly games to build trust between citizens became part of daily life. Unfortunately, very little of that is left nowadays.

 **READ THE FULL STORY AT**
www.walk21vienna.com

JURY PRIZE



© Cebbras por la Vida

CEBRAS POR LA VIDA

German Sarmiento, Bogotá, Colombia

The 'Cebbras Por La Vida' (Crosswalks for Life) Art Communication Initiative involves communities and the increase of public awareness about the importance of more walkable and liveable cities. This project is a direct and emphatic response to an urban tragedy that results in approximately 300 dead pedestrians per year in Bogotá, or what amounts to almost one fatality every day. Unacceptable!

**BELLA'S
LIBERATION
WALK**

By Louise Phillips



© Louise Phillips

Children are corralled everywhere, often in cars, screened off from public spaces. The Walking Neighbourhood hosted by children seeks to challenge controlled childhoods by offering the opportunity to cultivate children's independent mobilities and for children and adults to negotiate co-existence in public spaces with reciprocity and insight. It is a relational arts project that involves arts workers guiding school-aged children to select and curate a neighbourhood walk that is performed with a live public audience.

JURY PRIZE



© Louise Phillips

**WALKING NEIGHBOURHOOD
BY CHILDREN**

Louise Phillips, Brisbane, Australia

The 'Walking Neighbourhood' hosted by children provokes rethinking of children, childhood and public spaces through children leading unknown adults on walks of local neighbourhoods.

To assist your imaginings of what can be shared on a young person's walk, the following provides a retelling of Bella's walk performed for the Australian Performing Arts Market in Brisbane 2014.

By now Bella had led her audience left into Robertson Street, entering a cleared gravelled parking area at the back of a row of run-down, two-storey residences. Bella led us into a small cramped space under a stairwell that had dirt, sticks, leaves, rubbish – even semi-decayed chicken bones – on the concrete floor. It was an unpleasant space, one that you might be prepared to pass through but are prickled with discomfort when led to stand there in close proximity to unknown others.



READ THE FULL STORY AT
www.walk21vienna.com



Advocacy Campaigning
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JURY PRIZE



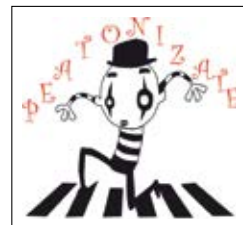
© David Ouma Balikowa

SPACES FOR CHILDREN IN KAMPALA

David Ouma Balikowa,
Kampala, Uganda

Our project studied parks located in Kampala. We found that in many areas of the city, especially the outer regions where the slum and informal settlements are located, children do not have easy walking access to parks and playgrounds. Our current study examines these under-served areas and will use the information to advocate for better, safer play spaces where children can walk.

JURY PRIZE



© Peatonizate con Mimos

PEATONIZATE CON MIMOS

Youth Institute of the Federal
District, Mexico

The main idea of this new project comes from what we as young people want to change and one of those things is primarily the culture on the roads that we all need. Another part of it is the respect of motorists for pedestrians and cyclists to lower the rate of accidents that occur daily in this great metropolis that is Mexico City.



Advocacy Campaigning and Social Projects

JURY PRIZE



© Rasen am Ring

RASEN AM RING – CARFREE RING!
Hanna Schwarz, Vienna, Austria

On World Carfree Day, the event 'Rasen am Ring' transforms the Viennese Ring into a green oasis with green lawn instead of traffic jam, with people walking on the street instead of cars. 'Rasen am Ring' promotes an alternative and progressive utilization of this famous boulevard.

JURY PRIZE



© Nadine Bdiil

ACCESSIBLE?

Nadine Bdiil, Eilat, Israel

'Accessible?' is an app providing correct, in-depth information with pictures about a route's, a trail's, a place's or a venue's accessibility. People with disabilities yearn for the independence to walk, stroll, wheel, travel, have fun and enjoy leisure time – just like anybody else!

MUMBAI STREETS EQUALITY ON SUNDAYS

By Binoy Mascarenhas and Priyanka Vasudevan



© Equal Streets Mumbai

A strikingly common feature of almost every road improvement project in Mumbai is the complete eradication of footpaths. At the cost of already compromised footpath space and under the pretext of increasing road capacity, traffic lanes are being widened. This is, ironically, most prevalent on roads that need footpaths the most, such as neighbourhood streets and commercial roads. As a result of eliminating footpaths, pedestrians are now forced to share road space with the traffic. The perceived increase in the road's traffic capacity is not realised, because pedestrians who would have otherwise walked on the footpath now walk by the side of or in between moving traffic. The road work becomes counter productive as this reduces speed and capacity. Even in places where footpaths have not been eliminated, their condition is in a state of disrepair and they are rendered unusable. Unlevelled footpaths, open manholes, crumbling paver blocks, encroachments, dirt, debris, bottlenecks and missing sections are just some of the many issues common across many footpaths in Mumbai. (...)

Equal Streets is a citizens' movement that seeks to highlight the fundamental imbalance in Mumbai's transport planning priorities. It intends to bring a certain

equality to transportation priorities and road space allocation by especially focussing on the needs of the marginalised pedestrians and non-motorised transport users, while also addressing the concerns of all other road users. This movement is driven by the mantra that everyone has an equal right to the road, irrespective of their mode of transport.

READ THE FULL STORY AT www.walk21vienna.com

JURY PRIZE



© Equal Streets Mumbai

EQUAL STREETS – MUMBAI

Priyanka Vasudevan, Mumbai, India

People in Mumbai are being squeezed out of spaces to walk or cycle by the sheer pressure of cars. Equal Streets Day closes off one side of the road to motorised transport to create space for non-motorised and active modes of transport. The programme's objective is to create awareness, support, and catalyse permanent infrastructure change in the city.

Walking 2.0 and Future Mobility



Walking 2.0
and Future Mobility



© suma-usc

JURY PRIZE



© AZW

HOW FAR CAN WE GO? CITY ADVENTURE

Leonie Spitzer, Vienna, Austria

'How far can we go?' is a city adventure for people in wheelchairs and those interested in exploring the city from the perspective of a person in a wheelchair. The large-scale project distinguishes itself at the highest stage of accessible building regulations. This adventure takes a closer look at accessibility design and city planning.

ONLINE VOTING PRIZE



© suma-usc

WALKABILITY CITY TOOL

suma-usc, Pamplona, Spain

In cities today, the information about walkable routes is incomplete, unconnected or non-existent. A sound management strategy must be based on sound analysis: measurable data that allow us to learn, evaluate, compare and make decisions. Do we know what our streets are like? 'WALKABILITY CITY TOOL', our streets, a step forward.

ONLINE VOTING PRIZE



© Sabine Gallata

WALKSHOPS – TRANSFORMING WORK

Imran Rehman, Vienna, Austria

Founded in London and now based in Vienna, mesh.works is a practice that helps people and organisations build confidence and purpose. An innovative way to achieve this is through Walkshops—connecting people and organisations with the real world around them, getting the world of work out there to see the world they work in. Walkshops provide smart experimentation and exploration.

JURY PRIZE



© Fluid Foundation

BIN BANKING

Fluid Foundation, New Delhi, India

'Bin Banking' is a simple concept conceived to encourage people to litter in garbage bins instead of streets. Instead of thinking laterally towards designing a garbage bin, we focused on how people can benefit from the very act of throwing garbage in the bin.



Walking 2.0
and Future Mobility

JURY PRIZE



© Julio Loureiro

URBAN DELIVERIES ON FOOT!

Julio Loureiro, Rio de Janeiro, Brazil

In the search for solutions that can reduce the impact on traffic, it is possible to decrease the number of vehicles making deliveries, instead using them as warehouses parked in safe areas, where couriers on foot or with delivery carts can access them and from there make their deliveries, returning to make new deliveries.

JURY PRIZE



© Kristof De Hulsters

TRAFFIC SIDEKICK

De Hulsters Kristof, Hove, Belgium

'Traffic Sidekick' is a mobile GPS application that actively warns the user of oncoming dangerous intersections while walking, jogging or cycling.

WE TEST: BIG DATA - SMALL ACTIONS

By Simona Dobrescu,
Urbegeo



© urbegeo

Cities across Europe are facing various mobility problems determined by the way they have developed and adapted over time to economic and demographic pressures. Whilst some cities have an agglomeration character with high urban densities, others have a spread out composition. The two development models pose specific challenges for transport connectivity and accessibility and pedestrian movement in particular.

Whilst dense cities are beneficial for commercial activities and accessibility, they often generate very congested environments that, at peak times, do not allow for free movement or enjoyment of the space and are detrimental to the livability and quality of the city experience.

The streets of sprawled cities can often be car dominated, central areas struggle or are underused, and the vitality of the space, both in an economic and social sense, is decaying.

But, as William H. Whyte rightly said, "So-called 'undesirables' are not the problem. It is the measures taken to combat them that is the problem."

Fortunately, European policy and public/private projects and partnerships across the continent recognise investment in walking as both a tool and a goal in achieving better, more liveable public spaces and streets and addressing some of the inevitable challenges posed by development.

 **READ THE FULL STORY AT**
www.walk21vienna.com

JURY PRIZE



© urbegeo

VENICE SMART CITY: WALKABILITY 3.0

Urbegeo, Antwerp, Belgium

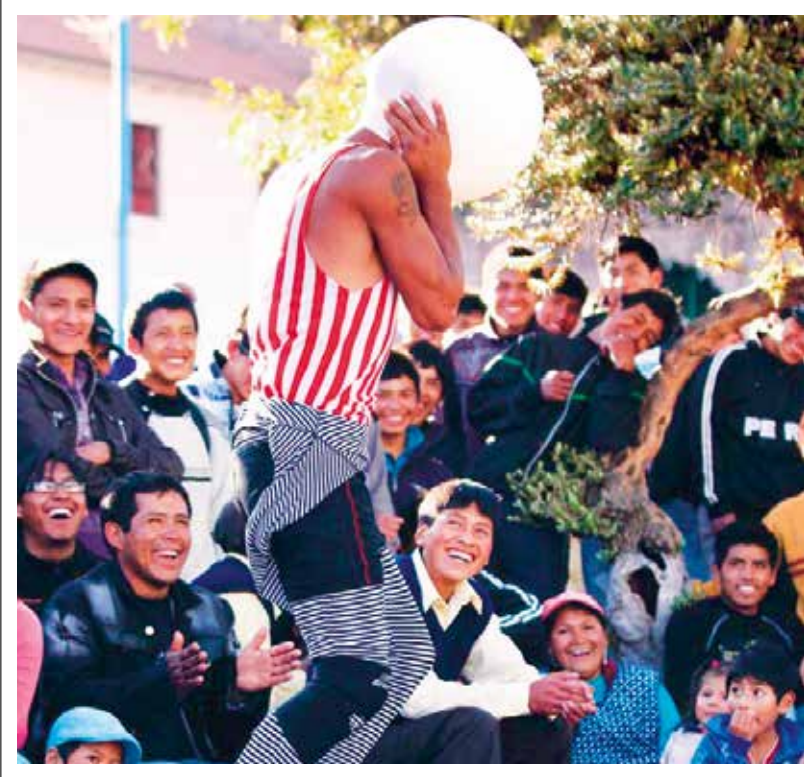
Venice needs to find a better balance of tourist attraction and liveability. The 'Venice Smart City' project, initiated by Urbegeo and IUAV, aims to improve the walkability of the insular city. It proposes physical reorganization of the terminal area and the implementation of a wayfinding system. Strategic workshops and intensive in-situ design prove to be effective tools in city improvement.

Walking and the Arts



Walking and the Arts

© The Busking Project



JURY PRIZE



© The Busking Project

THE BUSK APP

Nick Broad, NYC, United States

An app for street performers, with cashless payments and the ability to distribute music in the street; for audiences to see who's busking near them, right now, and rewarding them for going to see a street show; for academics to study data on the social and economic benefits that busking provides; and then advocacy, getting local authorities to encourage (instead of arrest) buskers worldwide.

ONLINE VOTING PRIZE



© Peter Lorenz

MUZIKLAŽA WORKSHOP

Laurin & Peter Lorenz, Vienna, Austria

We used walking practices like drifting and soundwalking to explore the sonic character of the city of Mostar. The objects found on our walks were upcycled into an interactive soundscape installation in an abandoned public building. This transformed space invites passers-by to leave their ordinary walking routes and engage creatively with their living environment.

ONLINE VOTING PRIZE



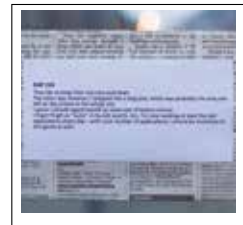
© stepaway magazine

STEPAWAY MAGAZINE

Darren Richard Carlaw, Newcastle upon Tyne, United Kingdom

'StepAway Magazine' is an open access online repository of urban walking narratives. We encourage writers from across the globe to walk the streets of any city and submit their observations in poetry or prose. We select work that evokes the sensory experience of urban walking. Published quarterly, StepAway showcases new and established writers and has been doing so for over four years.

ONLINE VOTING PRIZE



© Daria Akiimenko

HAVE YOU HEARD?

Creative Collective Postmodern Square, Rovaniemi, Finland

Storytelling without a medium: an intervention-based artistic project and documentary created and carried out in summer 2014 in Edinburgh, UK.



Walking and the Arts

ONLINE VOTING PRIZE



© Municipality of Miraflores

THE ROUTE OF MARIO VARGAS LLOSA

Crisia Malaga, Lima, Peru

This project is about walking through a city based on its literature. Several parks and emblematic streets of the district of Miraflores (in Lima, Peru) are included on a walking circuit inspired by the life and work of Peruvian writer Mario Vargas Llosa, Nobel Laureate in Literature 2010.

JURY PRIZE



© Bernhard Stadlbauer

LOGISTIC LANDSCAPES

Melanie Leitner, Linz, Austria

Peripheral environments surrounding our cities are mostly crossed by car. Those places do not exist on our mental maps, they are the opposite of highly frequented city centres. Logistic Landscapes can be characterized as the most faded-out rear side of the staged 'city of spectacle'. The process of walking itself is used as a tool, a filter to change the perception of this special landscape.

DRIFTING AS A MIGRANT WOMAN

By Göze Saner

In October 2010, I started drifting every Sunday morning. I would cycle to some part of town, park my bike and start wandering. Not allowed to consult maps, I would simply follow each whim. Turning this way and that, I would get completely lost until some inner clock would say it's time to get back home and I would somehow retrieve my bicycle and return... home? The drifting was a response to not feeling at home where I lived; deep inside I hoped I would get so lost that eventually I would find a home in the anonymous streets of London.

These drifts and the gifts London gave me in the form of thoughts, senses, images, and stories became part of a solo performance *ev-de-yol-da / at-home-on-the-road*. In October 2011, I sublet my room in the shared house in Stoke Newington and I left London with only the performance in my suitcase. I visited people and places where I had felt at home before: Istanbul, Athens, and Holstebro, where I ended up performing the solo for a group of Kurdish migrant women. We connected so deeply through the piece that I realized my experience was not mine alone, that there were other migrant women who were also trying to make some strange town their home.



© Göze Saner

Would it help them to drift, to get lost in their cities, like I did? This is how *Göçmen Adımlar / Migrant Steps* was born, and this is the story of how I found a home drifting together with other migrant women every Sunday morning.



READ THE FULL STORY AT www.walk21vienna.com

JURY PRIZE



© Göze Saner

GÖÇMEN ADIMLAR / MIGRANT STEPS

Göze Saner, London, United Kingdom

'Migrant Steps' is a theatre project that engages migrant women living in the UK and Europe. Starting from the figure of a travelling tortoise and combining methodologies such as psycho-geography, performance art, physical theatre and autobiographical writing, the project explores the participants' relationship with the cities in which they live.

DOES OPERA NEED TO START WALKING AROUND?

By Anna Bernreitner

The project 'OPER-rund-um' has set itself the target of bringing opera to the people instead of waiting for people to come and pay a visit to the opera house. So far, our different projects have brought classical pieces like Hänsel&Gretel or La Bohème, which were composed hundreds of years ago, to places like the forest, a market garden, a pharmacy or even a public open-air swimming pool.

Sometimes the opera popped up out of nowhere to the surprise of passers-by; sometimes singers were singing and floating by on boats; sometimes the actors took you by the hand to lead you through the forest (and saved you from the evil witch). So of course, I have to say "Yes, let's spread opera all over the



© WIR SIND WIEN FESTIVAL

public space!" Still you could ask me the question: "But why is it necessary?" And I would answer: "Simply because it is much more fun!"

And then I would start a passionate speech about all the experiences I have made so far that confirm my opinion. People who told me that they had never been to an opera house before but after watching one of our public rehearsals at the market place or somewhere else, realised excitedly that they first of all understood the singers and the story and, even more importantly, laughed and were under the spell of the story.

 **READ THE FULL STORY AT**
www.walk21vienna.com



Walking and the Arts

JURY PRIZE



© Oper-rund-um

LA BOHÈME – POP-UP-OPERA

Anna Bernreitner - OPER-rund-um,
Vienna, Austria

The Bohemian friends Rodolfo, Marcello, Colline and Schaunard have a discussion with their landlord at Michaelerplatz. Musetta flirts with Marcello at Franziskanerplatz in front of small cafés. Rodolfo and Mimi split up tearfully in front of Karlskirche and later Mimi dies inside Wien Museum.

JURY PRIZE



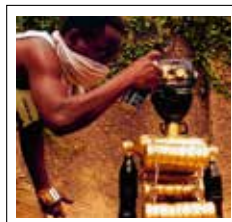
© Geografia Urbana

PAINT UP BUENAVENTURA

Geografia Urbana, Bogota, Colombia

'Paint Up Buenaventura' is an artistic and social project that aims to brighten the urban landscape of Buenaventura, the main port of Colombia. By enhancing the physical environment through painting, we are looking to change the image of the city and create an incentive for pedestrians to explore it.

JURY PRIZE



© DESTREETart

RECYCLED STREET LIGHT TRASH BINS

DESTREETart, Kampala, Uganda

The street light trash can is a project I am realising at my studio where by my target is to walk the streets to collect disposed plastic bottles. The plastic bottles are shaped into different forms, including lamp holders and covers. When installed together, the final product is a permanent trash can into which light bulbs can be inserted. We aim to encourage people to feel safe and happy and walk far.

JURY PRIZE



© Diana Wesser

LEIPZIGER STADTTEILEXPEDITIONEN

Diana Wesser & Antje Rademacker,
Leipzig, Germany

The 'Leipziger Stadtteilexpeditionen' (Leipzig Quarter Expeditions) explore the city from the perspective of its citizens. Each expedition is developed in a collaborative process with one quarter's dwellers. The aim is to offer an opportunity for intimate encounters and to reshape the mental maps of the city, beyond city marketing and media response.



Fashion and Walking Gear

Fashion and Walking Gear

Planning and Design for Liveable Public Spaces

ONLINE VOTING PRIZE



© Place Design Group

JEZZINE BARRACKS

Place Design Group, Mundingburra, Australia

Previously home to 31st Battalion for over 120 years, and local traditional owner clans before that, the 15 ha site has been transformed into parkland. Jezzine Barracks' fills a missing link, enabling a 10.2 km connection between Townsville's CBD, The Strand and the suburbs Rowes Bay and Palleranda. This link improves the city's walkability and provides visitors opportunities to take in the Coral Sea view.

ONLINE VOTING PRIZE



© enlace arquitectura

PUERTO ENCANTADO

Corporacion HBC y Enlace Arquitectura, Higerote, Venezuela

Puerto Encantado is located along the northern coast of Venezuela approximately 120 km from the capital city Caracas. It uses a compact mixed-use urban model that places pedestrians, bikers and universal access at the centre of design decisions.

ONLINE VOTING PRIZE



© David Artuffo

AWARENESS LIGHT CANE

David Andreas Artuffo, Torino, Italy

A cane with a light designed to create an effective awareness of the most vulnerable people on the streets. The 'Awareness Light Cane' is functional, elegant, happy, and socially engaged.

ONLINE VOTING PRIZE



© Kabir + Islam

'DEYALKOTHA' - THE WALL ATTIC

Sahjabin Kabir, Tanzia Islam, Dhaka, Bangladesh

'DeyalKotha' is a design intervention project that promotes interactive education for the disadvantaged communities living next to the Tejgaon Flyover in Dhaka city through an amalgamation of artworks and cultural activities using the unutilized space under the flyover.

ONLINE VOTING PRIZE



© ITDP Mexico

MUZIKLAŽA WORKSHOP

Yazmín Viramontes, Mexico DF, Mexico

'Camina' is a strategy of ITDP Mexico (Institute for Transport and Development Policy). The main objective is to claim the place of the pedestrian as the primary actor in the public space. This initiative has begun with awesome Tactical Urbanism interventions for pedestrian rights in Mexico City. Armed with traffic cones and clear signage we change the geometry of streets at a walkable scale.

PLANNING FOR A CHILD'S SMILE

By Dinh Dang Hai



© Phuong Ha

If you have a chance to visit Vietnam, the first thing you realize is that this is a country for motorbikes and cars. It wasn't always like this. Less than 20 years ago, our people moved about their cities and villages by walking and cycling. But nowadays motorcycles and cars are being used for more than eighty percent of road trips in Vietnamese cities. People use private motorbikes for their daily trips to

work, to supermarkets, to ... everywhere. Motorcycles and cars occupy most of the cities' spaces. Parks have become parking lots and sidewalks have become roads for motorcycles at rush hour.

Going out on the street fills almost all pedestrians, especially children, with fear. They are forced to go to school and everywhere in the city behind their parents' backs on motorcycles and there is no chance for them to learn to smile at their surroundings. If the children understood that they would have to sit on the saddle of a motorcycle their whole life, they would probably ask their parent why they have learned to walk.

The story of Vietnamese children learning to walk and learning to smile made us think about what we, at HealthBridge, could do to change their situation. In 2010, we decided to start in Hoi-an, a small and beautiful city in the middle of Vietnam, with multiple strategies for advocacy.

JURY PRIZE



© Pham Yen Hung

HOIAN PUBLIC SPACES MASTER PLAN

Dinh Dang Hai, Hanoi, Vietnam

'Hoian Public Spaces (PS) Master Plan' is a 5 years strategy 2015-2020 for the preservation and development of public spaces in Hoian city, a UNESCO World Heritage site in Central Vietnam. The plan is intended to ensure PS for Hoian's dwellers within a reasonable distance of 400 m to 800 m, which equals a five to ten-minute walk. The plan's goal is to build a PS network for Hoian Livable City.



READ THE FULL STORY AT
www.walk21vienna.com



Planning and Design for Liveable Public Spaces

JURY PRIZE



© colectivo 1061

ECOLOGICAL CORRIDORS OF MOBILITY

Colectivo 1061, Caracas, Venezuela

Caracas has turned its back to its water landscape. If we bring the covered creeks back to the surface and transform them into a network of linear parks, then pedestrians, bikes and public transportation will have an unquestionable priority over cars. It is an extraordinary opportunity to solve many of the city's problems in terms of walkability, urban continuity and ecological preservation.

JURY PRIZE



© Silvi Jano

POCKET PARK

Silvi Jano, Tirana, Albania

The transformation of left out urban pockets in the city of Tirana into pocket parks through community participation.



Planning and Design for Liveable Public Spaces

JURY PRIZE



© Batista & Kovács

LISTENING AND REPRODUCING

Anamarija Batista, Szilvia Kovács,
Vienna, Austria

Listening and ReProducing 'Äußere Mariahilferstrasse' via Soundwalk and Research: A special focus of this project is on the investigation of the auditory space of 'Äußere Mariahilferstrasse' (Rudolfsheim-Fünfhaus, 15th district of Vienna). The main question that we would like to discuss and answer here is: How do strollers listen and produce, construct their auditory space?

EACH STREET REDEVELOPMENT IS A CHANCE FOR THE CITY

By Pilar Ferreres & José Luis Gisbert



© Gisbert & Ferreres

The Pla del Remei neighborhood in Valencia hasn't been refurbished for almost 30 years. In April 2014, the Valencia City Council announced a redevelopment plan for some of its streets, two of which are where we live and work. Knowing nothing more than the news, we asked for public participation, but the city council answered that no law would force them to involve citizens. As residents we didn't understand this, but as architects we knew this was a chance that we couldn't let pass, so we carried on until we got to see the planned project in September 2014.

We could notice that, far from being abated, the virus was spreading again. So we had to act quickly and designed an Alternative Proposal of Improvement for both streets, Pizarro and Hernán Cortés (PAM_PIHE).



READ THE FULL STORY AT
www.walk21vienna.com

JURY PRIZE



© Verónica Mansilla

MIRA DÓNDE PISAS

Verónica Mansilla, Tucumán,
Argentina

'Mira Dónde Pisas' is a temporary intervention in the public space marking the obstacles on sidewalks to alert pedestrians to tripping hazards. As a tactic to draw attention, every protruding object, level change and uneven surface that could cause trips and falls to pedestrians is painted with a contrasting colour. Making the invisible visible and practicing the ability to see what others overlook.

The lack of public participation could explain why fundamental goals were not addressed in the proposal. In our case, these goals would have been: improvement of pedestrian safety, control of solar radiation through shading trees or a street section that would be able to allow complex uses to overlap. These are narrow streets (only 12 m wide with up to 7-8-storey buildings) where each meter still had to gain its design value.

JURY PRIZE



© Gisbert & Ferreres

PAM_PIHE_VLC

Pilar Ferreres, José Luis Gisbert,
Valencia, Spain

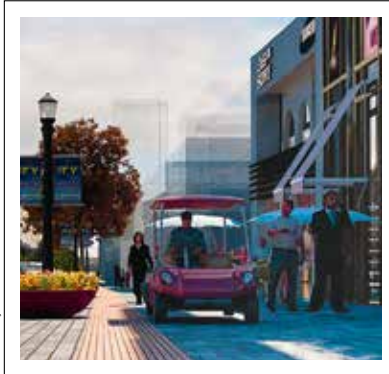
As inhabitants and architects we made a counterproposal to the official redevelopment plans, as they were a lost opportunity to improve urban quality life. The municipality answered with technical objections, so we opened two lines of work; one has been answering technical objections, the second adding local knowledge as more people have become involved. Then, we implemented it as real scale action, turning it into the neighbourhood's inhabitants' own proposal.



Planning and Design for Liveable Public Spaces

ECO PASSAGE – THE PEDESTRIAN-FRIENDLY MODERN CENTRE OF TEHRAN

By Foad Rabbani & Mohammad Ahmadzadeh



© Foad Projects

All developing cities with expanding population and challenging problems like traffic and pollution need to consider and put their citizens at the centre of future developments. The municipality of Tehran with the help of its residing mayor Dr. Mohammad Bagher Ghalibaf has devoted its authority to transforming Tehran into a walking adventure. More peace and security for those who choose public transport

rather than their own personal transportation, which in fact is a challenging task for the designers as well as for the end users, the citizens of Tehran. Tackling this challenge is a social, environmental and to some extent cultural effort.

READ THE FULL STORY AT
www.walk21vienna.com

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© Foad Projects

ECO PASSAGE – TEHRAN'S MODERN CENTRE

Foad Rabbani and Mohammad Ahmadzadeh, Tehran, Iran

In order to make a plan for the abandoned area above the 'Resalat tunnel', the east-west connection of the city is made not only by traffic and vehicular routes, but also by introducing a new pedestrian passage, which will bring a new commercial, cultural and social dimension to this part of Tehran.

JURY PRIZE



© Julia Koepper

URBAN COMMUNICATION

Julia Koepper, Leipzig, Germany

The project 'Urban Communication' is part of a micro-study to test participative intervention as a tool to activate urban public space and to involve local people in the redesign of their neighbourhood.

JURY PRIZE



© Corporación Ciudad Accesible

AN ACCESSIBLE URBAN PLAN

Corporación Ciudad Accesible, Santiago, Chile

Accessibility as a tool in urbanism for connecting urban centres. The strategy: Urban art works on inclusion of persons with disabilities.

JURY PRIZE



© Google Earth/Aesir Lab

PLANNED CITIES CATALOG

By Alberto E de Salvia tierra | AESir Lab, Cambridge, United States

Planned Cities Catalog is a project that aims to index significant planned cities to uncover the subconscious proclivities that arise from either particular designed configurations or subsequent mechanic or organic growth in the hopes to ascertain functional arrangements of a post-oil city where walking is seen as the preferred choice of human mobility – not a hindrance to cities' development.





© City of Vienna, Christian Fürtner



© City of Vienna, Christian Fürtner



© City of Vienna, Christian Fürtner

Cities Have to Take Pedestrians more Seriously

VIENNA IS A CASE STUDY AND PART OF HARVARD UNIVERSITY'S TRANSFORMING URBAN TRANSPORTATION PROJECT. RALPH BUEHLER, ASSOCIATE PROFESSOR IN URBAN AFFAIRS & PLANNING AND A FACULTY FELLOW WITH THE METROPOLITAN INSTITUTE AT VIRGINIA TECH'S ALEXANDRIA CENTER, HAS VISITED THE CITY. AN INTERVIEW BY ANDREA WENINGER, WALK21 VIENNA PROGRAM DIRECTOR.

INTERVIEW WITH
RALPH BUEHLER

WHAT WAS YOUR FIRST IMPRESSION OF VIENNA?

The initial experience was that the city is relatively dense, many streets are narrow, at least compared to the United States. Motorists are generally well behaved. And of course, Vienna has a very good public transport network. Public transport trips typically include walking as an access mode.

WHAT DO YOU THINK ABOUT THE PUBLIC TRANSPORT SYSTEM?

Vienna has a dense network with many stations. This makes it easy to reach most places in the city with easy transfers from one public transport line to the other. Very often I have the tendency to want to have a one seat ride: you get in at the origin and you exit public transport only once. But here in Vienna it is

quite possible to make many easy, well connected switches and changes within the public transport network.

WHAT SURPRISES YOU MOST ABOUT THE CITY?

Most surprising was the feeling of density. There are buildings 5 or 6 storeys high on both sides of the street. That gives you a nice feeling of enclosure as a pedestrian. Many city blocks are short and you can see your destination. Moreover, it is easy and interesting to walk, you can look left and right and look in shop windows which is quite pleasant.

DO YOU THINK MEASURES CAN BE TAKEN TO RAISE THE SHARE OF WALKING?

It is quite normal in most western cities, for the walk share to be flat or even decreasing. I believe it does not have to be that way. Most cities have focused on promoting driving for several decades. Some cities have also tried to promote public transport or bicycling. Walking has been neglected as a mode of transport and a goal for planning. There have been the big projects, like downtown pedestrian zones. But cities have not really thought about pedestrian networks and pedestrian accessibility outside the city centre. I think cities have to take pedestrians more seriously.

CAN IT BE EFFECTIVE TO ADVERTISE WALKING?

It is a very good idea to promote walking, but I don't think you can just tell people to walk. I believe you can make it interesting and attractive, with the support of marketing programs. But in order to implement such programs, you also need the infrastructure, so that the people who walk, actually have a good experience.

THE ATTEMPT TO MAKE WALKING STYLISH ALWAYS HAS TO GO HAND IN HAND WITH INFRASTRUCTURE IMPROVEMENT.

WHY SHOULD PEOPLE WALK MORE?

When you walk, it may sometimes take you a little bit longer to get to certain places, but it is good for you and it is physical activity. Your heart rate rises if you walk longer at a higher pace. So the very selfish idea of doing something good for yourself and walking go together very well.

IS IT POPULAR IN THE USA TO CONNECT WALKING TO PUBLIC HEALTH?

Yes, and I believe the same is true for bicycling. In the US health problems and especially cardiovascular disease and obesity are big problems. About one third of the US population is considered obese. In Europe, I believe, people are getting larger as well, but they have not reached US proportions yet.

© R. Buehler



INCLUDING WALKING INTO YOUR DAILY ROUTINE WILL HELP PROTECT AGAINST DISEASE IN THE FUTURE.

FUTURE GDPs WILL NOT BE GROWING AS THEY USED TO. WHAT WILL BE THE IMPACT ON MOBILITY AND MOBILITY BEHAVIOUR? IS THERE A CONNECTION?

There are different ways to look at that. One is that walking and non-car use as transport modes can contribute to economic development. In US cities there is competition for new creative and talented people, they are called the 'creative class'. Cities are competing to attract their talent. These people are more inclined to walk, to cycle or to use public transport.

Twenty or thirty years ago, young and successful people were driving a car and cities tried to accommodate them

by building highways and nice parking garages. Now it turns out cities need these young and successful people to grow the economy. These people are interested in walking, cycling and public transport.

HOW CAN WALKING CONTRIBUTE TO LOCAL ECONOMIES?

Well, walking, cycling and public transport can contribute to your local economic development. The GDP will still be growing, but it will not be the manufacturing-based GDP, rather it will grow from tech based innovations. If a city does not have a growing GDP, it does not have a growing tax base. Investing in pedestrian and cycling facilities is much cheaper than investing in public transport or in roadway capacity. Also, people who cannot afford a car or a public transport ticket, may still be able to get a cheap used bicycle or they can also walk.

IN TIMES OF ECONOMIC CRISIS, WILL WE HAVE TO CHANGE OUR MOBILITY BEHAVIOUR? IS THERE ANY RELEVANT RESEARCH ON THAT TOPIC?

There is some research on shrinking cities and how cities that are losing population try to adapt. But I have not seen good research on connecting this to mobility.

I THINK IT IS SAFE TO SAY THAT A CITY THAT HAS A TRANSPORT SYSTEM THAT RELIES MORE ON WALKING AND PUBLIC TRANSPORT SHOULD BE MORE RESILIENT AGAINST SHOCKS THAN A CITY THAT IS FULLY CAR DEPENDENT.

The economic crisis more severely affected suburban neighbourhoods in the US that were only accessible by automobile. This coincided with very high gasoline prices. People had bought houses they could not afford. Suddenly, they don't even have enough money to pay for the gasoline to get to these neighbourhoods. Neighbourhoods that were closer to the public transport stops or to the inner city, had it much better. So maybe there might be a link between resilience and the different modes of transport.

WHAT ABOUT THE FUTURE OF URBAN MOBILITY IN 30 YEARS. HOW WILL WE BE TRAVELLING IN CITIES?

It's a difficult question. From the behavioural side, what you are seeing now as a trend I think will continue, which is a diversification of transportation use, of multi-modality. More people will use more different modes of transport. Diversification of usage in modes will continue.

HOW WILL TECHNOLOGY IMPACT OUR FUTURE MOBILITY?

Technology is the big unknown in the future. If you believe some transport

engineers and the car industry, their big dream since the 1930s is just around the corner. We will have automated and connected vehicles. Cars have gotten much more automated already, they can park themselves now, and some cars have technology that can help avoid or reduce accidents. The next dream of the car industry is that the cars can communicate with each other, with traffic signals and you don't have to do the driving any more.

WOULD THIS MEAN MORE OR LESS CARS ON OUR STREETS?

If you believe in automated and connected vehicles, the future of mobility could hold a lot more driving. On the other hand connected and automated vehicles may need less space, because they can travel and park closer together. We can then use that space for other modes of transport or public spaces.

BESIDES TECHNOLOGY, WHAT ELSE WILL CHANGE FUTURE TRANSPORTATION?

I think it is the desire of people for public spaces, for being outside, for interacting with others. The future may thus look more like our past —before mass motorization and adapting cities to cars. People increasingly value and enjoy public spaces and public interaction.

AND THIS WOULD NOT EVEN BE THAT EXPENSIVE!

No, not as much as all the technological changes. But of course, the technological changes are always more intriguing to politicians and seem to be the way

forward as an extension of modernist car-oriented planning that dominates many cities. It is harder to get money for walking and cycling, which does not sound so futuristic or maybe not that cool.

HOW CAN THE CULTURE OF SHARING IMPACT MOBILITY BEHAVIOUR?

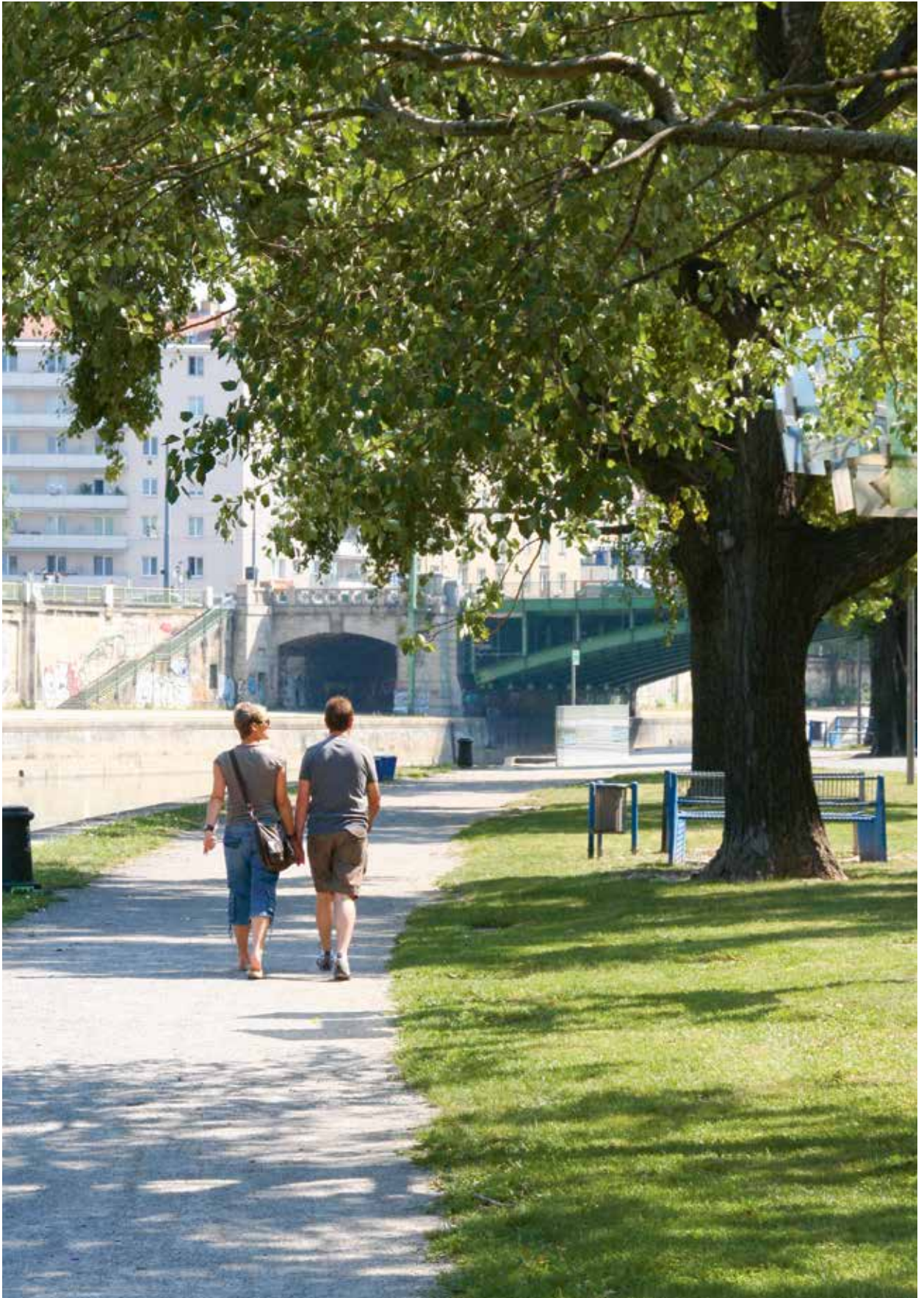
Some car sharing programs are attempts by the car industry, to catch up with young people, who would not drive otherwise. So, just because it is sharing does not mean that it is necessarily less driving.

YOU ARE RESEARCHING ON WHAT CITIES CAN LEARN FROM OTHER CITIES, LIKE VIENNA. WHAT LESSON WILL YOU TAKE HOME?

If you make a mode of transport extremely attractive and convenient, people will use it. That seems to be the case with public transport in Vienna. The other part is parking management that is going on in the inner districts in Vienna. You cannot just use carrots and make one mode more attractive, but you also have to use a stick to push people a little bit out of their cars. And a city must have good alternatives such as walking and cycling infrastructure, as Vienna is providing. I think that could be a lesson from Vienna.

Ralph Buehler, PhD is Associate Professor in Urban Affairs & Planning and a Faculty Fellow with the Metropolitan Institute at Virginia Tech's Alexandria Center. Most of his research has an international comparative perspective, contrasting transport and land-use policies, transport systems, and travel behaviour. Together with colleagues he works on a case study of Vienna as part of Harvard University's Transforming Urban Transportation project.





The Extraordinary Journey of the Fakir who got Trapped in an IKEA Wardrobe: Rethinking 'Transit for Walking' in Mulhouse outskirts

© Lavadinho



THE CITY OF MULHOUSE IN FRANCE WILL PLAY HOST TO A BIG NEWCOMER TO ITS WESTERN COMMERCIAL AREA, JUST BEYOND THE HIGHWAY RING: IKEA OPENED ITS DOORS IN 2015, THE FIRST MAJOR STORE OF THE BRAND IN FRANCE SINCE 2011. AS A CONSEQUENCE OF THE NEED TO SERVE THIS NEW DESTINATION WITH PUBLIC TRANSPORT, RETHINKING THE WHOLE TRANSIT NETWORK IN THIS SECTOR WAS NECESSARY.

WHY NOT JUST CREATE A NEW LINE THAT GOES DIRECTLY TO IKEA IN THE FIRST PLACE? Financial constraints mean the cost of servicing the whole sector must remain constant, so adding a new line entails either cutting into other parts of the network or reframing the whole picture to make the most of the existing lines by making them more accessible and more attractive.

This is how Bfluid Research became involved. The idea was first to deploy innovative field methodologies to evaluate potential walking routes and shed light on the decision-making process that brings people to specific places within the transit network.

ONCE THE MORE ATTRACTIVE ROUTES FOR WALKERS HAVE BEEN ESTABLISHED, THE PROJECT WILL PROPOSE URBAN ACUPUNCTURE INTERVENTIONS.

These interventions will be at a dozen specific spots to activate these routes in the mental maps of Mulhousians and get them started walking. Thus the aim of the project is to create a seamless walking and transit network, and then use the nearness dynamics at play to streamline this complete network into the daily lives of Mulhousians.

THE WESTERN AREA OF MULHOUSE IS DENSELY INHABITED and concentrates a fair share of jobs and large commercial

The title of this text is based on Romain Puertolas' book 'The Extraordinary Journey of the Fakir who got Trapped in an Ikea Wardrobe'.

Sonia Lavadinho, anthropologist, is a researcher at École polytechnique fédérale de Lausanne (EPFL) and founder of Bfluid.com.

venues. However, there are quite a lot of connectivity issues in this area, which is like an archipelago of several enclaves separated from each other by heavy mobility infrastructure. Some enclaves are meant for living, some for working, and some for shopping, but none does it all, and it is quite hard to come and go between them.

But despite these connectivity issues, the field research shows a lot of potential for walking. A greenway for walking and cycling goes through the area, serving the main inhabited district and a brand new office and retail mixed operation called the Trident, which is home to several large specialized electronics brands, 7,000 m² of office space, doctor's offices, restaurants, a 4-star hotel, a kindergarten and a senior residence. This place has become fairly attractive in terms of nearness dynamics but it has also become a larger player in the agglomeration, since it operates as a 'care for the person' hub, with every manner of doctors, physiotherapists, lawyers, hairdressers and restaurants catering to visitors throughout the day. The peak hour at the Trident is at lunch break, when people working in the area converge on this micro-centre, and later in the day when parents drop by to pick up their kids and businesspeople gather for a drink or a meal in the vicinity of the hotel.

THE GREENWAY CURVES AROUND THE TRIDENT and bypasses the highway via a small bridge offering great views of the fields and mountains in the distance. The bridge ends right on the doorstep of

IKEA, and the greenway leads on through the fields towards the countryside beyond the city.

While the main entrance to IKEA can be accessed either from the highway itself or from an unappealing street meant mostly for cars that goes on forever along the industrial district on the eastern border of the highway, the architects included a possibility to enter the site from this very walkable and very attractive back entrance. Thus in reality IKEA, despite its location right by the main highway, is a fairly easy place to reach on foot.

IF ONE IS WILLING TO WALK A BIT, THERE IS A WIDE ARRAY OF PUBLIC TRANSPORT TO CHOOSE FROM.

TRAMWAY LINE T2 SERVICES THE HEAVILY INHABITED DISTRICT, and its terminus is about a fifteen-minute walk from IKEA. Several buses service the Trident, which is only about a five-minute walk from IKEA on the other side of the highway. The real problem here is to make people who would want to visit IKEA on foot or with public transit from these two starting points aware of the existence of this greenway.

THE PROPOSED SOLUTION IS THREE-FOLD: create a pedestrian walkway connecting the Trident and the T2 terminus that reveals the actual nearness of the tramway, introduce art and gamification to animate the bus stops themselves

as a means to introduce a more lively rhythm onto Paul Cézanne street, which leads up to the Trident, and refurbish the northern section of Boulevard des Nations to a tramway standard to attract more pedestrians, even though there will be no tramway line extension as such. This last measure will build a strong pedestrian backbone to facilitate pedestrian access to two bus lines that link the western commercial areas to the city and to Lutterbach, another important suburb located further north.

THE PUSH FOR BETTER WALKING CONDITIONS aims to create more amenities for walkers and better public spaces dotting the urban landscape converging towards transit corridors. Revamped nearness dynamics will result in a more efficient transit service and a more playful experience for users, while ultimately improving the overall connectivity of the whole western part of Mulhouse agglomeration.



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International Standard for Treatment of Walking in Travel Surveys

TOWARDS INTERNATIONALLY STANDARDIZED MONITORING METHODS OF WALKING AND PUBLIC SPACE

OBJECTIVES

The objective of the international data standard is to ensure that walking has a high profile in transport and urban planning throughout the world. The aim is for walking to be recorded with the same degree of accuracy and diligence as other modes, in particular in terms of the number of walking trips and trip stages but also time and distance walked. Based on this information, mode share and other outcomes can be determined and compared internationally.

We live in a world of instantly available data and statistics. The conclusions we draw on a whole array of topics, including walking, are influenced by data that are presented to us by governments, by the media and by our peers. The views and actions of decision-makers and other stakeholders are heavily influenced by what is measured, and what is measured strongly reflects the priorities of decision makers. The international standard will help to ensure that walking is given a

high degree of prominence in national, regional and local surveys, and that data are collected in a way that is consistent and therefore comparable.

Walking presents particular challenges for accurate measurement, much more so than for other transport modes. The international standard takes account of the methodological issues, and sets out a protocol for reliable, valid and yet easy to use travel surveys for national administrations, cities and urban areas.

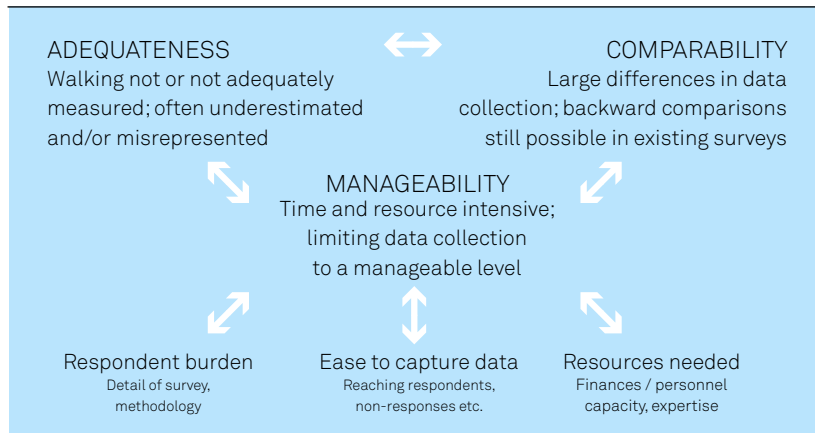
CHALLENGES

A number of issues characterise the current situation and pose challenges for travel surveys. Among them are:

- x Walking is often not or not adequately measured.
- x Data collection methods differ widely between countries and even within countries making comparability difficult.



CHALLENGES IN CREATING AN INTERNATIONAL STANDARD FOR WALKING IN TRAVEL SURVEYS



- x Where surveys are already established, there is a need for any changes in methods to not undermine the backward comparison of data (time series).
- x Finally there is an array of manageability issues because collecting data is time consuming and resource intensive. The big challenge is to keep data collection to a manageable level in terms of resources needed, the burden on respondents, and the challenge to reach them.

- x **Conversion:**
Some data, collected without specific adherence to the international protocol, can be converted to comply better with the Standard Level.
- x **Declaration:**
When the layers are not helpful and conversion is not possible, then declaring and describing the differences will be most helpful.

- x Walking in a city is done by residents but also by people visiting from outside such as commuters and tourists. The Standard applies to residents' travel only.
- x There is an element of walking in every trip so a significant proportion of total walking activity is undertaken as part of multi-modal trips. These stages (trip legs, linked trips) have to be adequately reflected and not hidden within 'main mode' data.
- x Distance-based representation places greater importance on trips to further destinations and therefore under-represents the importance of walking. The Standard requires measures of time as well as distance.

APPROACHES

For the international standard, three approaches have been chosen in order to ease changes of and harmonization between existing travel surveys:

- x **Compliance Layers:**
 - (1) **Standard Level** – fulfilling the basic requirements to adequately determine the amount of walking;
 - (2) **Minimal Level** – not fulfilling the standard requirements but overlapping with some of them;
 - (3) **Elaborated Level** – including desirable additions that bring extra insights about walking.

ISSUES

Harmonizing the collection of data on walking across different urban areas and different countries presents a range of challenges in terms of data sampling, data collection procedures as well as reporting (analysis and presentation). Examples where the Standard provides a lead are:

- x In some countries there is a minimum and/or maximum age for people to be included in travel surveys. The Standard ensures that data is collected from childhood on and comparable over all age groups.

RECOMMENDATIONS

The Standard comprises minimum requirements for data collection and an agreement on the way data should be presented. There can be differences between the two since data collection should reflect as high a standard as possible while the presentation of data also has to allow for comparisons with travel surveys that are not so refined. By sub-categorising the data it is possible to take care of these different levels. The Figure illustrates a number of issues relating to data collection and reporting for the Standard Level. Information about the minimal and elaborated levels are to be found in a separate detailed report.

SOME EXAMPLES OF THE STANDARD LEVEL FOR DATA COLLECTION AND REPORTING

ISSUE REFLECTED	DATA COLLECTION	DATA REPORTING (ANALYSIS & PRESENTATION)
1 Inclusion of non-residents	Trips of resident population	Trips of residents
2 Age limits	From age 5, no upper age limit	Ages 5 to 17 years; ages 18+ years
3 Days of week & periods of year	All days of the week and all seasons	All days of week / all or average season
4 All trips or only those within city	All trips except those made abroad	All trips except international travel
5 Trips or stages	Stages	Stages AND conversion into main mode
6 Trip distance and/or time	Time AND distance	Time AND distance: mean AND median
7 Stage/trip length min./max.	No limits to stage or trip length	Minimum of 50 meters/yards
8 Trip purpose	All trip purposes	All trip purposes

APPLICATION

The criteria of the Standard can be applied to an almost unlimited number of research questions. For walking, four key performance indicators were identified as being particularly relevant:

- x Average number of daily trips per person by mode (or walking only)
- x Average daily travel time per person by mode (or walking only)
- x Average daily distance travelled per person by mode (or walking only)
- x Mode share of walking based on stages, main mode, time and distance

The data for these indicators should be captured, analyzed and presented according to the requirements determined above. For the Standard Level, usually one or two figures per indicator will be presented. For the elaborated level, more details can be given, allowing better comparisons between travel surveys. Examples are provided in the detailed report.

IMPLEMENTATION

By defining a standard the first step is made. The next critical step is to encourage adoption of the standard in different countries and cities worldwide. For this, talks with the responsible administrations are envisioned. 'Early adopters' will lead the way.

PROCESS

The work presented here is based on numerous debates and workshops with transport, health, equity and methodology experts worldwide as well as on reviewing best practices and current data applications in travel surveys and other fields. The authors thank all the contributors and supporters for their highly valuable insights, inspiration and information provided as well as for their dedication and encouragement over so many years.

The travel survey Standard is part of the long-term effort 'to establish international standards for the collection, analysis and dissemination of qualitative and quantitative techniques for measuring walking' as concluded at the Walk21 conference in Melbourne 2006.

FURTHER INFORMATION CAN BE FOUND IN THE DETAILED REPORT AND ON THE WEBSITE
www.measuring-walking.org

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¡VIVA LA REVOLUCIÓN!

I AM PEATÓNITO, I am the wrestler for the pedestrians in Mexico City, fighting for the rights of pedestrians. What I do is communication for the rights of pedestrians and just going outside on the streets to fight against the cars that are speeding or parked on the sidewalk. If a car is parked on the sidewalk I just walk on top of the car, because that's the space of the pedestrians. I also paint pedestrian crosswalks, I paint sidewalks that did not exist before. We are just having fun with pedestrian activism. In Latin America, for the last decades, we have built cities for cars and not for the people, and this is very dangerous. In Latin America, too many pedestrians die every day on the streets and that is a shame and very sad. We will change that with this kind of activism.



WALKSHOPS

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Why Walking is My Favorite Mode



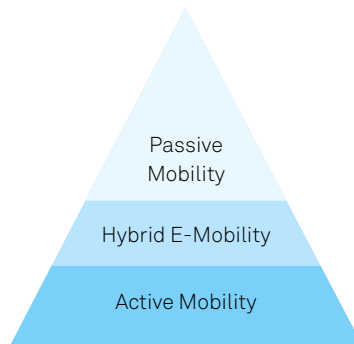
THE CASE FOR AN ACTIVE MOBILITY ALLIANCE

BY MANFRED NEUN, PRESIDENT OF THE EUROPEAN CYCLISTS' FEDERATION

This year the UN SDGs (Sustainable Development Goals) are to be adopted by the Assembly of the United Nations. Basic human needs and human rights must be a central argument for placing active mobility on the global agenda. As president of the European Cyclists' Federation (ECF) and the World Cycling Alliance (WCA), Manfred Neun is a global leader in cycling advocacy. But for several compelling reasons, walking is his favourite transport choice.

There is no better way to organise your thoughts than by going on a walk. And there is a lot of walking to be done. Walking has always been special to me, and continues to play a central role in my daily life.

My awareness for the importance of walking grew even more when my friends Jörg Schindler and Martin Held introduced me to the idea of active and passive mobility, and to the 'Mobility Pyramid':

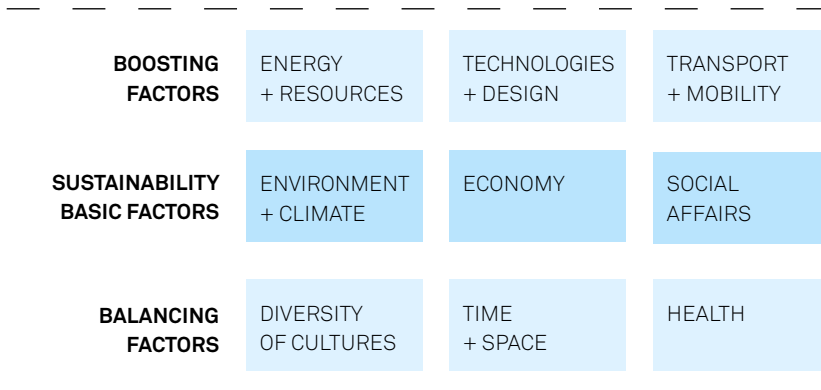


In collaboration with my colleagues and in the Munich 'Network Slowmotion', we developed a new paradigm, which I had the pleasure of introducing to an international audience at the ITF 2011, the International Transport Forum, the OECD's global transport summit. This was the first step in establishing the 'Mobility Pyramid' as an ideal and complementary structure, while also introducing e-cycling as a hybrid between active and passive mobility.

It was exciting for my friends and me to see how experts from all over the world immediately started using these new terms, and how simple and easy it became to explain the advantages of active mobility – particularly walking and cycling.

THE IMPACT OF WALKING

Firstly, based on research evidence and the best knowledge available, the most impressive examples being the Walk21 network and conferences, one must ask what the impact of walking is. For systematic analysis and advocacy, I would like to offer, as a kind of open source, the agenda developed by the global ECF network 'Scientists for Cycling' over the last seven years. The agenda focuses on nine key issues. These nine key issues entail significant advantages for sustainable development, as this grid shows. Indeed, no other means of transport can boast such tremendous benefits in such a wide range of policy areas.



ACTIVE MOBILITY AND THE HUMAN RIGHTS APPROACH

Walking and cycling are the most important means of active mobility. Active mobility does not only refer to getting from point A to point B, but encompasses the different ways to do so and their effects on society as whole. Thus this term is 'people-centred' and stands for sustainability, as well as all of the benefits outlined by the key issues above. The simple conclusion is that active mobility is a basic human and societal need.

But what about the relationship between walking and cycling? Are they complementary or sometimes in a competition? I would support the first option, advocating that they are a perfect match. Walking is a form of human species-specific behaviour, and even a basic need. As we all know, in our sedentary society, insufficient physical activity is the main reason for most diseases of affluence. Walking is the most underestimated solution to this problem. In comparison to walking, cycling is at an early stage of development – only approximately 200 years old. To increase active mobility, we prefer both of them.

ADVANTAGES OF ACTIVE MOBILITY ADVOCACY

The first barrier facing both walkers and cyclists is transport policy. While passive mobility is on the agenda of national

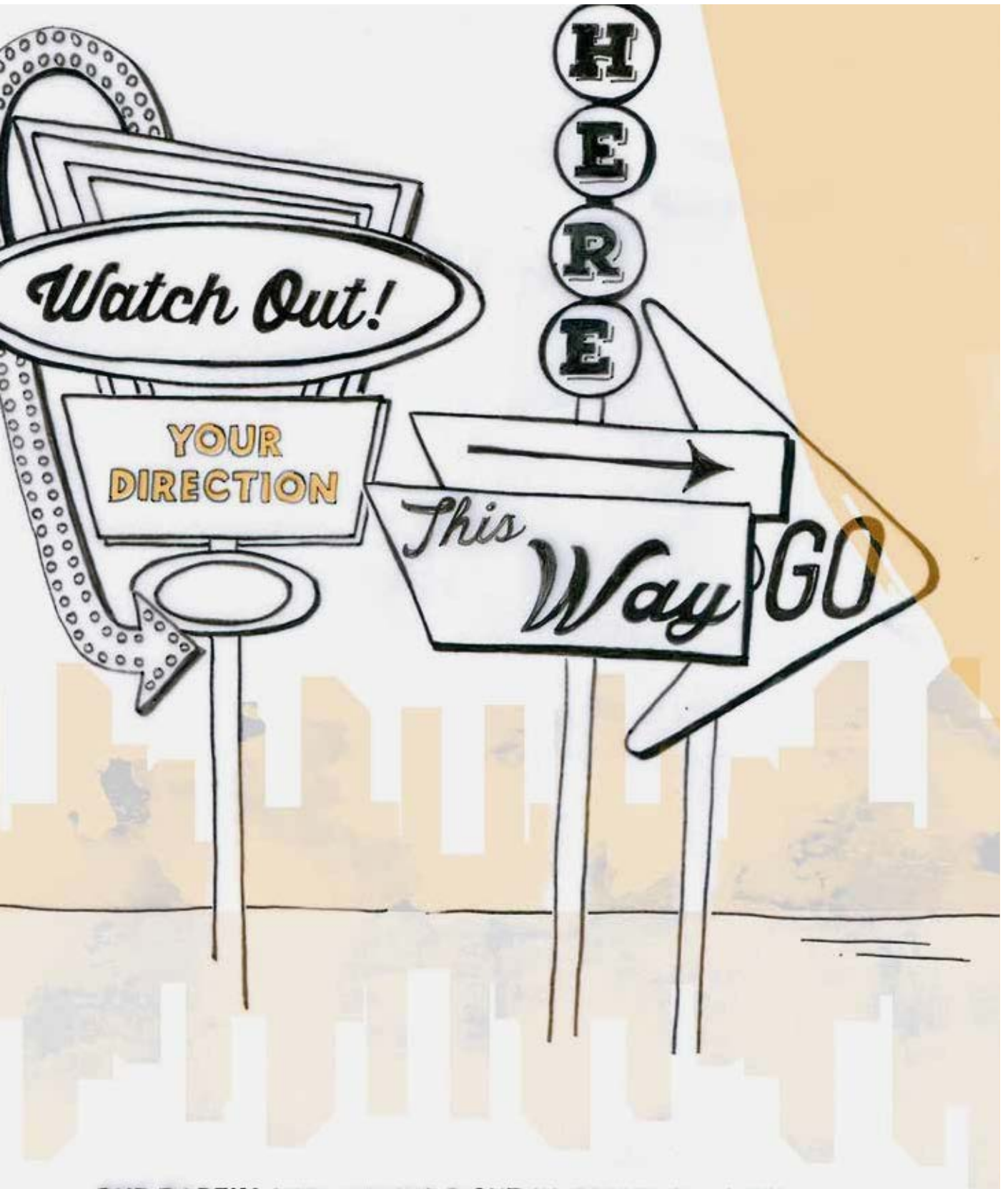
(transport) ministries all over the world, active mobility is not. Furthermore, our energy-consuming economy, along with its unsustainable global effects, has brought about increasing inequality, and with it, social exclusion, economic injustices and environmental disasters. These are not the preconditions for a just and peaceful world.

A GLOBAL APPROACH AND INVITATION

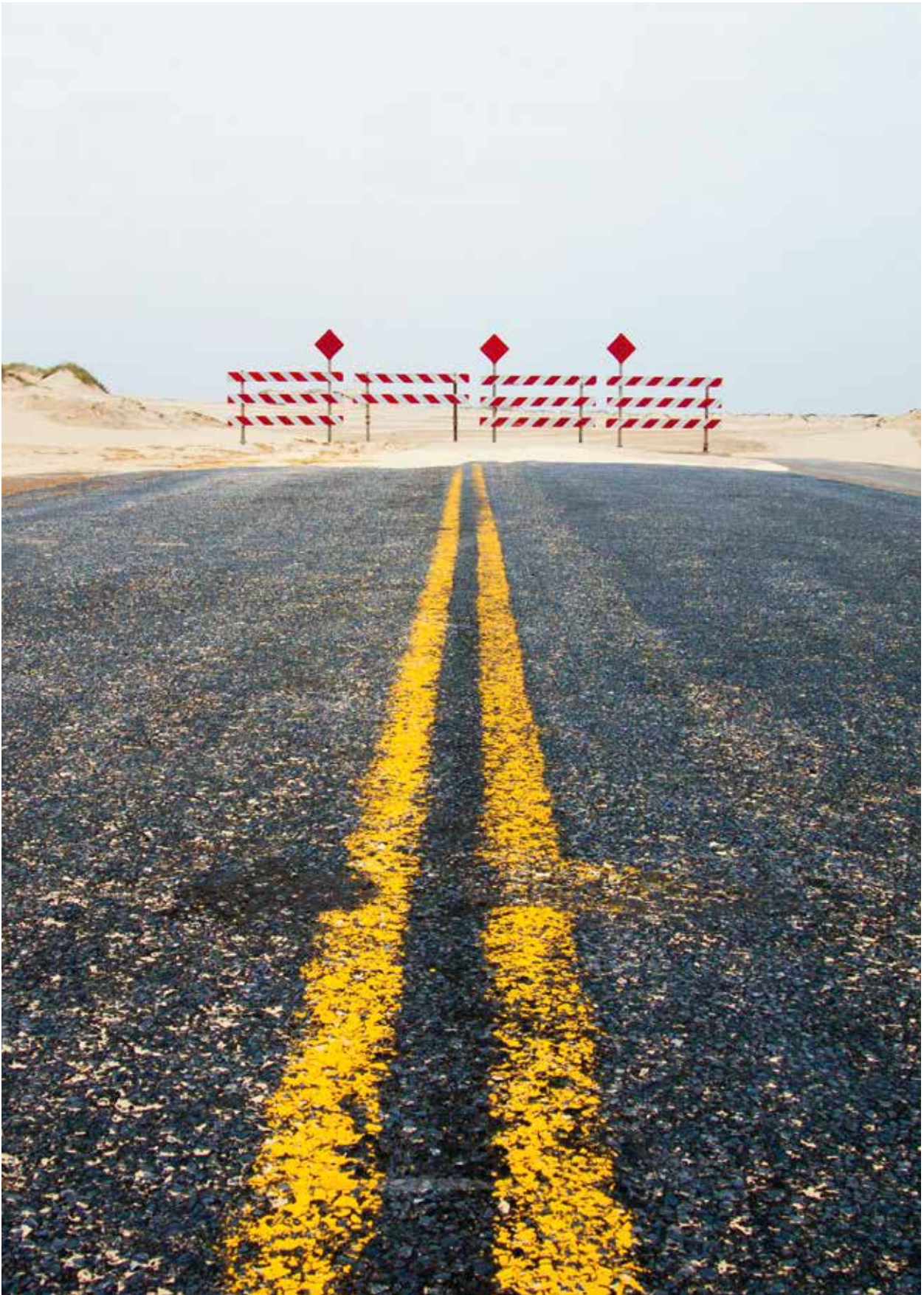
My objective is to promote active mobility as a byword for humanity and human dignity in all fields of policy. In practice, this will allow active mobility to be used as a powerful tool by decision makers, planners and investors. The promotion of human rights needs to be the overarching objective and driving force behind the global development of more solid and sustainable concepts. Therefore, I invite all walking and cycling advocates to collaborate in an active mobility alliance to strengthen our current efforts for a sustainable world.







ONE RARELY SEES WHATS RIGHT IN FRONT OF THEM...



The Fear of Congestion, the Hope of Walkability ... Which one is Winning?

THE FEAR OF TRAFFIC CONGESTION

has driven much city planning since the 1950's when traffic engineering was born and the Four Step transport model was invented to show us just how much road capacity we would need (Stopher and Meyburg, 1975; Newman and Kenworthy, 1989, 1999, 2015). But many cities, especially those in Europe, decided that these prescriptions for the future may be wrong and that instead walkability was needed. Surprisingly the congestion seemed to disappear and the walkable cities began to thrive. The old walking urban fabric of many other cities around the world then began to see that they too could be regenerated (Gehl, 2011).

The battle continues between big roads based on the fear of traffic congestion and the hope of walkability through urban regeneration around sustainable transport modes (Leinberger, 2007). Which one is winning? The latest trends show that walkability is winning, especially in the walking urban fabric and the transit urban fabric that characterise every city built before the 1950's (Newman and Kenworthy, 2015). However walkability still struggles in the automobile urban

fabric built since the 1950's. Options to develop walkable centres based on fast rail linkages deep into the automobile city are regularly being proposed as the hope for such suburbs (Lukez, 2007; Newman and Kenworthy, 2015).

However, the fear of congestion remains a dominant force in the planning psyche of many cities and in some places it is having a revival, perhaps a last desperate bid for the hearts and minds of the urban culture?

In Australia, recent reports have begun to emphasise the growing problem of congestion in all our cities (Infrastructure Australia, 2015; State of Australian Cities, 2015). Such reports suggest it will overwhelm our urban futures making them unliveable, uneconomic and ungovernable as we fight for every piece of road space against the unstoppable force of growing traffic. It is presented as a force that is inevitable and to be greatly feared. The public policy reaction to fear is to jettison economic analysis and throw money at it. No benefit cost ratio (BCR) is needed as we need to act now or it will overwhelm us. Knee jerk reactions

like this are usually regretted in hindsight but at the time we have no choice, it must be done.

THE PUBLIC POLICY
REACTION TO FEAR IS
TO JETTISON ECONOMIC
ANALYSIS AND THROW
MONEY AT IT.

Under such fear big roads are not properly assessed they are just announced. The congestion peril is coming. In Australia the Federal Government election entailed commitments to build around \$40b of high capacity roads, including the East-West Link in Melbourne (now discredited and dropped by the Victorian Government), the Connex West system in Sydney (causing similar pain with communities subject to its impact) and most recently the Perth Freight Link (which looms as the biggest election issue

facing the State Government that never actually wanted it). All these roads have BCR's that make them very questionable. But they must be built or else congestion will ruin us. Similar plans have suddenly appeared in US and UK cities (Newman and Kenworthy, 2015). Long term plans are being drawn out of old cupboards for road projects dreamed up in the 60's. Do we have to accept that congestion trends will overwhelm us?

IS IT REALLY RIGHT TO FEAR CONGESTION?

The congestion trends being used to scare us are not based on actual data but on projections. They come from a model (the Four Step Transport model) that is now discredited. In reality all developed cities, including American and Australian cities peaked in car use per capita early this century. Peak car occurred in all American cities and all Australian cities, regardless of their level of congestion as Canberra, Hobart and Darwin also peaked.

WHY IS THIS HAPPENING? Around the world there is a new dynamic in our



© Peter Newman

cities as the young and wealthy are moving back into cities where they do not need to use a car, where they can walk and cycle. Along transit corridors they are preferring fast trains and fast buses over traffic wherever they can. Rail patronage is booming way beyond predictions as the speed of rail leaves traffic behind. The relative speed of public transport (bus and rail) is gaining on traffic speeds but still loses in the race with cars due to buses getting stuck in traffic. But the relative speed of rail to traffic is now beating cars in all cities in our global sample (Newman Kenworthy, 2015). As a result people are moving back into city areas where they can walk, cycle or take the train to work and other activities.

The transport planning profession has used the Four Step model for decades but it has one major failing: it assumes

that as wealth rises then car ownership and car use will also rise. If we look to the future we can confidently predict that wealth will rise but we cannot predict that this will automatically mean more car use. They are now decoupling in cities everywhere, even the emerging cities of the world (Newman and Kenworthy, 2015).

The young and the wealthy are buying locations where car dependence is minimised and where sustainable transport options are easily available, i.e. they are choosing walkable cities. Freedom and connection is now based on smart phones and social media and these are easier to use where you can walk, cycle or use a bus and train. In such places the linkages between rapidly growing knowledge economy jobs and dense walkability is very clear (Glaeser, 2010; Florida, 2010; 2012).

In the US the cities that are doing best at decoupling GDP from car use are the cities which have invested in rail, like Washington DC and Portland creating walkable centres that are driving the new urban economy. This global trend is also not just a phenomenon of wealthy cities as rail projects are dominating the transport agenda of Chinese cities who are building metros in 82 cities, and Indian cities where 51 cities are building metros now the Prime Minister has declared any city over a million needs quality transit.

FREEWAYS ARE A FAILED TECHNOLOGY

Even if we were faced with a mountain of traffic congestion we should not be building high capacity roads as they are no longer working to deliver the transport outcomes once expected. The Texas Transportation Institute has compared miles of freeway against delay in their annual studies of American cities and have never found any correlation. Freeways are a failed technology if time savings are the measure of success. The latest data on American cities shows

that the top 6 most walkable cities have 38% higher walkability (Leinberger, 2014). This is now the real competitive edge attracting capital for the knowledge economy and to retain the young talent. This is how we should be facing the future:

**WALKABILITY IS THE
NEW HOPE, FEAR OF
CONGESTION IS JUST
A DEAD END.**

This article is based on Peter Newman's new book with Jeff Kenworthy 'The End of Automobile Dependence: How Cities are Moving Beyond Car-Based Planning', Island Press, which is the third in the trilogy on the rise and fall of automobile dependence.



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A Recipe for Healthy and Happy Streets



WALKING IN LONDON WITH LUCY SAUNDERS (TfL)

LUCY, AS A HEALTH SPECIALIST, YOU ARE WORKING AT TRANSPORT FOR LONDON (TfL). WHY IS A TRANSPORT AUTHORITY INTERESTED IN PUBLIC HEALTH?

Transport for London is a strategic transport authority responsible not only for the provision of public transport (buses, metro, trains, trams etc) but also for managing the road network and ensuring that people in London are able to get where they need to go and that the city can keep moving and working. Such a huge system of activity to support a city of 8.6 million people inevitably has implications for public health.

WHAT ARE POSSIBLE HEALTH IMPACTS COMING FROM THE TRANSPORT SYSTEM?

There are obvious health impacts of transport systems such as road traffic injuries and ensuring everyone has fair access to services. In recent years the evidence has grown hugely for the health impacts of air pollution and the central role of active travel in supporting urban populations to stay physically active and maintain a healthy weight. This shows that transport authorities have a significant role in the health of the population.

TRANSPORT PLANNERS AND POLICY MAKERS CAN HAVE A BIGGER ROLE IN IMPROVING HEALTH AND WELLBEING THAN HEALTHCARE PROFESSIONALS.

WHAT IS THE SOCIETAL BENEFIT OF TRANSPORT POLICIES CONSIDERING HEALTHCARE?

If we can get good transport policies in place we can take pressure off our healthcare system by reducing the numbers of people getting sick from a whole range of serious illnesses including cardiovascular disease, type 2 diabetes, depression and asthma. There are many synergies between what is needed for good health and what is needed to support a prosperous economy, sustainable environment and a lively, happy city.

WHAT IS THE MODE SHARE OF ACTIVE TRANSPORTATION IN LONDON AT THE MOMENT?

In 2013/14 only 36% of trips by residents in the whole of Greater London were by private transport. The rest of trips all involve some activity, 24% of trips are walked all the way, 2% of trips are cycled and 37% of trips are by public transport so involve some walking at either end of the trip at least. In inner London 60% of households do not have access to a car, and only about 5% of households have more than 1 car. In London we see that access to cars is associated with lower levels of active travel. Thirty five percent of Londoners who do not have access to a car get 150 minutes of physical activity through walking and cycling each week.

IF LONDONERS SWITCHED TO WALKING AND CYCLING ALL THE SHORT TRIPS THEY CURRENTLY DO BY 'MOTORISED MODES' WE WOULD GAIN OVER £2 BILLION EACH YEAR IN HEALTH BENEFITS.



WHAT ROLE DOES WALKING PLAY IN A TRANSPORT STRATEGY?

Walking is the main mode of travel in London when you consider all the shorter distances walked as part of public transport trips as well as trips that are walked all the way. Walking is the glue that holds a prosperous city together by bringing life out on to the streets. Transport authorities can pay careful attention to their customers' walking experience, they can focus on not just the distances people are being expected to walk but also the sensory experience of walking in terms of noise, greenery, air quality, stress, comfort and enjoyment.

WHAT IMPACT DO PEOPLES' CHOICES ABOUT GETTING AROUND LONDON HAVE UPON THEIR HEALTH?

We estimate that 25% of Londoners get all the physical activity they need for health just through their everyday active travel. Interestingly we also see that Londoners are getting similar amounts of activity from walking regardless of income, ethnicity, gender and employment status so walking is a great equalizer in London. Only older age and car ownership are indicating lower levels of walking.

HOW DOES TfL LEARN, WHAT A GOOD WALKING EXPERIENCE MEANS?

In London we are trying to pay more attention to our customers' views on the look and feel of our streets and respond by improving our street environments to give a better walking experience. In autumn 2014 we conducted an on-street survey with over 2,000 people asking them to rate their street environment against our 10 indicators of a Healthy Street. The results help us to identify what we need to improve to deliver a more appealing walking experience.

HOW DOES THE WHOLE STREET APPROACH CREATE HAPPY AND HEALTHY STREETS?

At TfL we are using the Healthy Streets 'whole-street' approach to make streets better for health. Many streets in London have one or more characteristics which make them good for health and attractive places to walk and cycle. However it often takes multiple positive characteristics to encourage people out on to the street and to choose to walk and cycle. The elements that make a street good for health are generally the same as those needed to make a street good for the local economy, community and envi-

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Interview by Andrea Weninger and Ulla Thamm, Program Directors of Walk21 Vienna

ronment. So working towards delivering healthier streets reinforces our work towards a range of other goals.

THE PALESTRA BUILDING, TfL'S OFFICE BUILDING IN CENTRAL LONDON, ONLY HAS 4 PARKING SPACES, 1 FOR EMERGENCY VEHICLES AND 3 FOR DISABLED PEOPLE, AND 150 SPACES FOR BICYCLE PARKING. IS TfL A PIONEER?

Many office buildings in London were built when car use was much higher than it is today so they may have areas designed for parking which are being used for cycle parking instead due to the growing demand to commute by bicycle. Car parking in office buildings in central London is generally low. For the whole of Greater London, which includes suburban areas, only 25% of London residents drive to work, for central London it will be even lower. New office buildings in central London are expected under our planning policy to only provide car parking for disabled people.

WHAT WALKING TYPE ARE YOU?



YOU ARE THE FOUNDER OF A SUCCESSFUL GLOBAL COMPANY FOR WHICH YOU HAVE SACRIFICED THE LAST TEN YEARS. YOU ARE RUSHING TO YOUR NEXT WORK MEETING, WHERE THE FUTURE OF YOUR COMPANY IS AT STAKE. THE MEETING STARTS IN 5 MINUTES. HOW DO YOU WALK TO YOUR MEETING?

- You walk through the beautiful urban park on your way. This means taking a detour. You will be five minutes late, but who cares? (3)
- Walking? Come on! ... You are sitting in your shiny black SUV, windows closed, not talking to anybody. (1)
- You walk the fastest route to your meeting and are sure to arrive on time. (2)

YOU SEE A DAD WITH A STROLLER, TRYING TO GET ONTO THE SIDEWALK, BUT THE CURB IS TOO HIGH. HE HAS HIS ARMS FULL WITH A GIGANTIC BAG OF DIAPERS. WHAT DO YOU DO?

- You help the man get the stroller onto the sidewalk. When you get back home, you call the responsible city representative, as you know him from work, and demand that the sidewalk is adapted accordingly. (3)
- You help him lift the stroller. You smile as you wish him a nice day. (2)
- Nothing. Why should you care? You are hungry after work and want to go home. (1)

WHEN YOU ARRIVE IN A CITY YOU HAVE NEVER BEEN TO BEFORE, WHAT IS THE FIRST THING YOU DO?

- You buy a public transport pass for your entire stay and walk to the next transport hub. (2)
- You get in a cab, drive to your hotel and watch Formula One on TV. (1)
- You walk from the railway station, where you arrived, to your hotel, while getting a first impression of the new environment. (3)

LET'S ASSUME YOU HAVE TWO ADORABLE DAUGHTERS, ONE IS IN KINDERGARTEN AND THE OTHER ONE IN ELEMENTARY SCHOOL. HOW DO YOU GET THEM THERE IN THE MORNING?

- You drive them to school every day. In the past, you may have run over one or two children on the way, but you don't really care. As long as your kids are safe in the car when you drive, you are happy. (1)
- You are a rich walker. You don't have a car and with the money you have saved, you can afford a nanny. She walks the children wherever they have to go. (2)
- You are also a rich walker as you don't have a car, but you also love your daughters so much, you walk them to kindergarten and school every day. They are already doing quite well with all the traffic on the way! (3)

YOU PARTICIPATED IN WALK21 IN VIENNA. WHAT DID YOU LIKE BEST?

- The buffet (1)
- Plenary speakers Fred and Susie Bondi (3)
- The Gala dinner, the party and the band (2)

WHERE WILL YOU SPEND YOUR NEXT HOLIDAY?

- New York, USA (2)
- Hong Kong (3)
- Wolfsburg, Germany (1)

WHAT IS YOUR FAVOURITE SPOT IN VIENNA?

- The parking garage beneath Schwedenplatz - you love the smell of gasoline (1)
- The pedestrian zone at Mariahilfer Strasse (3)
- The Naschmarkt area (2)

ADD UP ALL THE POINTS NEXT TO THE ANSWERS YOU HAVE CHOSEN AND FIND OUT WHAT WALKING TYPE YOU ARE.

WALKING FOR REVOLUTION

(15-21 points)

You discover every corner of a city by walking. You are physically very fit, extraordinarily attractive and you will live a long and happy life. In your job and your free time, you fight for liveable and walkable cities and public spaces. After seeing Peatónito on stage at Walk21 Vienna, you are thinking of quitting your job, becoming a pedestrian superhero as well and not sleeping until all cities are pedestrian friendly.

WALKING FOR ROMANCE

(8-14 points)

You enjoy strolling around cities and places and you love a change in perspective. Sometimes you cheat on your walking passion by stepping on an airplane or by renting a shared car. After all, you are very curious about the world and want to discover as many different places as possible. You enjoyed the Vienna Walk21 conference so much, you are thinking of moving to the city, hoping one day you will bump into Empress Sisi or Conchita Wurst on the sidewalk.

WALKING FOR FOOD

(1-7 points)

You do not really care about walking. You are either at the Walk21 Vienna conference because your boss just signed you up and you thought you would go and try out the buffet, or because you misunderstood the purpose of the conference. You thought you were going to 'Wok21' conference. You love Asian cuisine and you thought why not try something new. Either way, you are surprised that the Walk21 conference is actually pretty interesting – and the food is good too. Be aware that Walk21 will take place in Hong Kong in 2016, where you will find wicked good cuisine as well.



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