**Walk21 Rotterdam Walk the Talk**

*20th edition of the international pedestrian’s conference Walk21 in Rotterdam*

**From 7 to 10 October inclusive, the largest international pedestrian’s conference will be organised in Rotterdam. Around 180 speakers from all over the world will come to Rotterdam for the 20th edition of Walk21; to talk, brainstorm, naturally hold discussions while walking, and admire the city during the ‘walkshops’. Rotterdam is placing the pedestrian on a pedestal and wants to get more people walking. Success stories will be in the spotlight, but Walk21 Rotterdam will also examine the challenges. Walk21 Rotterdam Walk the Talk. Let’s teach and inspire one another worldwide!**

Walk21 Rotterdam has received 356 high quality contributions from 48 countries, producing an appealing programme consisting of around 180 speakers. All the sessions will be categorised into three themes: Smart, Healthy and For Everyone.

The first speakers are already known: **Ben Rossiter** from Victoria Walks: “Walking goes to the heart of what it is to be human – the ability of all to walk in and share public space marks a community as liveable, or not.” **Cecilia Vaca Jones** from the Bernard van Leer Foundation: “Walking is a key part of giving all children a good start in life.” and **Adriaan Geuze** from West 8: “We developed a technique of relating contemporary culture, urban identity, architecture, public space and engineering within one design, while always taking the context into account.”

In addition to the diverse presentations and workshops there are ‘walkshops’: walks through the city. This will allow the conference participant to experience what Rotterdam is doing to get people to walk more.

**Walking component of Rotterdam’s mobility policy**

Rotterdam is proud to organise this international pedestrian’s conference in its city. The Netherlands is known for its cycling culture but Rotterdam wants to show that walking also features prominently in mobility policy. Rotterdam’s vision is that exercise is good for the vitality of the individual and of the city. If more people walk the city becomes more sustainable, car use can be reduced and there will be more space for greenery, plus the environment will be experienced in a different way. Therefore, in recent years, the area around the Central Station has been greened and given back to people travelling on foot. Walking and experiential space is being created at Coolsingel, the main thoroughfare in the centre. Bringing Walk21 to Rotterdam brings international knowledge to the Netherlands that will also be applied in the city.

**International Foundation**

Walk21 is an international foundation aimed at safeguarding and promoting a pedestrian-friendly environment in cities. This international pedestrian’s conference has previously been organised in Melbourne, Bogotà, Vienna, among other places, and this year the 20th edition is in Rotterdam. Politicians, policy makers, urban planners, administrators and academics from all over the world will come to Maasstad from 7 up to and including 10 October 2019 to share knowledge. Walk21 Rotterdam not only puts Rotterdam on the map, but the Netherlands as a whole as an example in the field of liveable and appealing urban development. This year the national walking conference is being linked to the international pedestrian’s conference Walk21. There is also a Dutch programme line and excursions will be organised to other Dutch cities.

The full programme will be announced early July. Visit the http://www.walk21rotterdam.nl/ website if you’ve already decided to come and purchase an early bird ticket at a discount.

For more information please send a message to walk21@rotterdam.nl, or call Barbara Hoogsteden, +31 6 23956569.