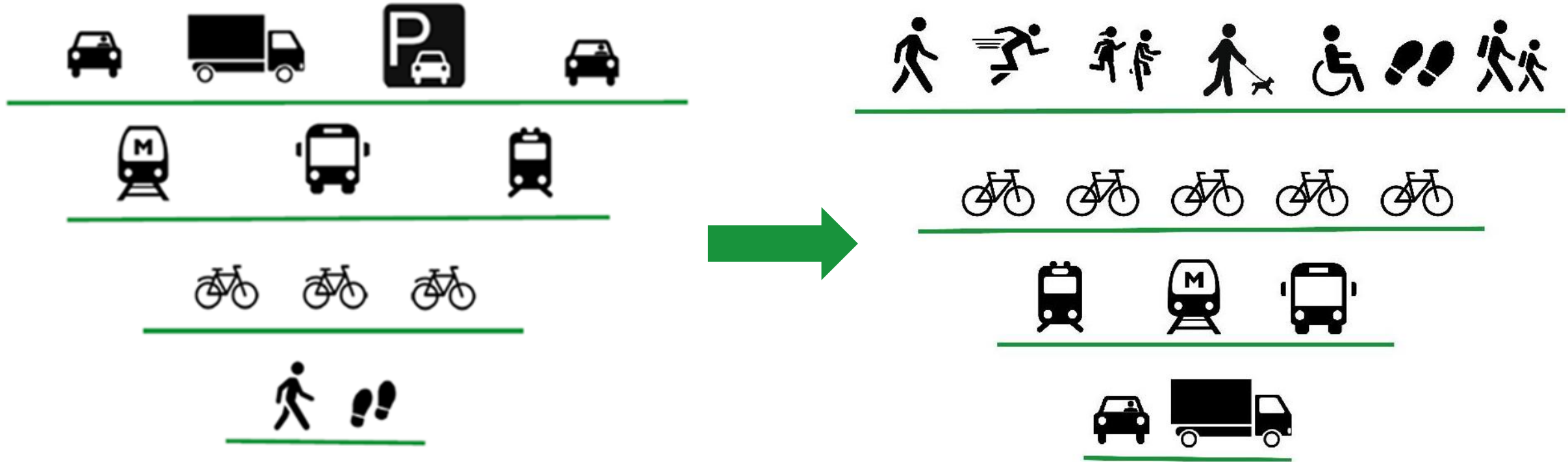




Paradigm shift





Policies to create a healthy & attractive city



WALK21 ROTTERDAM

WALK THE TALK



Walk21

International Charter for Walking

Creating healthy, efficient and sustainable communities where people choose to walk

I, the undersigned recognise the benefits of walking as a key indicator of healthy, efficient, socially inclusive and sustainable communities and acknowledge the universal rights of people to be able to walk safely and to enjoy high quality public spaces anywhere and at anytime. We are committed to reducing the physical, social and institutional barriers that limit walking activity. We will work with others to help create a culture where people choose to walk through our commitment to this charter and its strategic principles:

1. Increased inclusive mobility
2. Well designed and managed spaces and places for people
3. Improved integration of networks
4. Supportive land-use and spatial planning
5. Reduced road danger
6. Less crime and fear of crime
7. More supportive authorities
8. A culture of walking

9th of October 2019, signed by:

Judith Bokhove
Alleviating Mobility, Youth & Language

WALK21 ROTTERDAM
WALK THE TALK

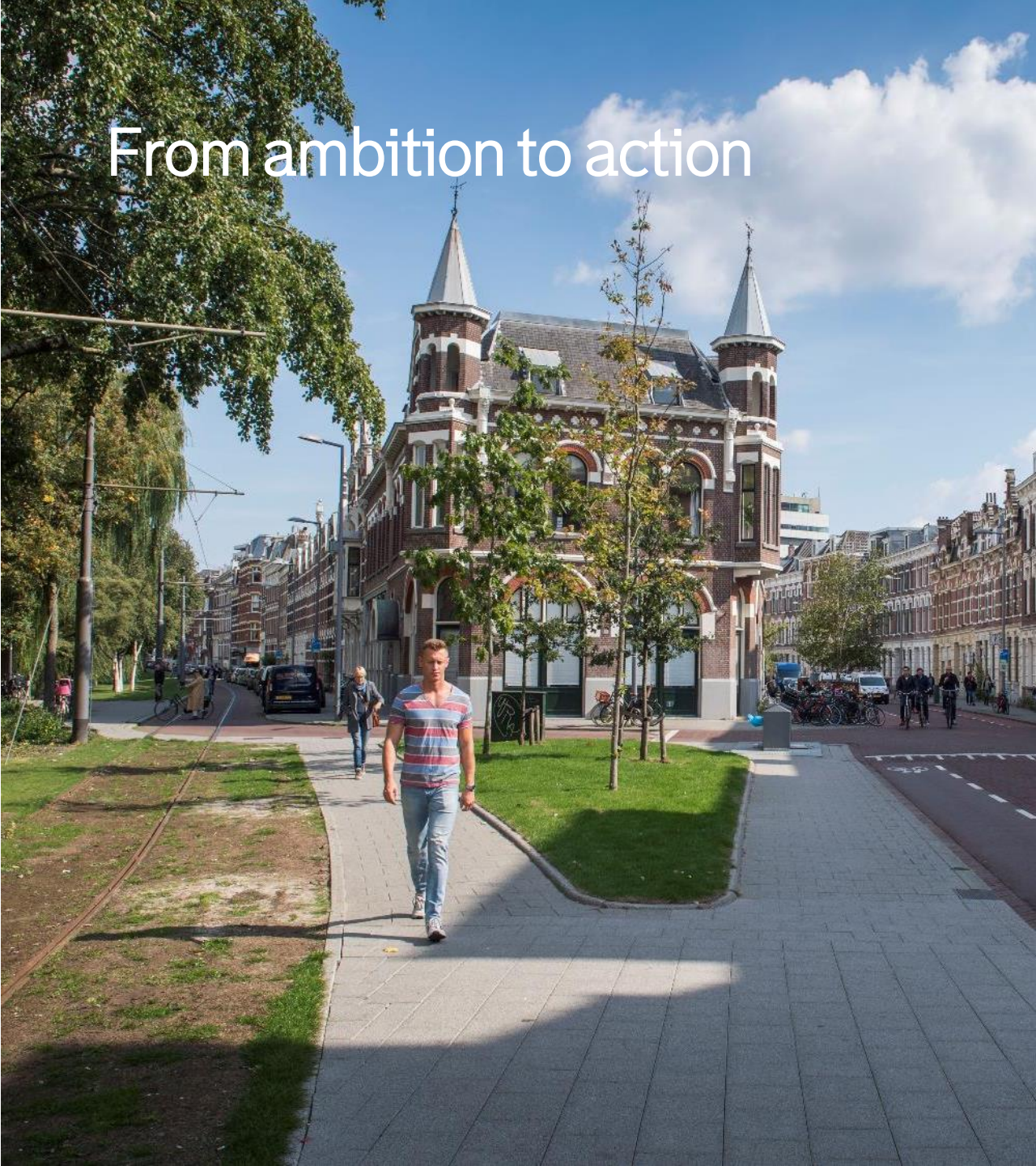
Jim Walker
Founder Walk21 Foundation

Pedestrian on a pedestal



- People see that walking is an easy, accessible way of getting exercise
- People who are already walking start walking more often and/or farther
- People who now make short trips (1 km or less) by car start walking (or cycling) more often.

From ambition to action



Objectives

People see that walking is an easy, accessible way of getting exercise.

People who are already walking start walking more often or farther.

People who now make short trips (1 km or less) by car start walking (or cycling) more often.

Pillars

Healthy & Active

Accessible & Nearby

Track I

Link & Place

Track II

Awareness & Promotion

Track III

Knowledge & Research