

6. internationale Walk21 - Konferenz vom 22-23 Sept. 2005 Everyday Walking Culture

Die 6. internationale Walk21-Konferenz im 21. Jahrhundert fand unter dem Motto „Everyday Walking Culture“ in Zürich statt. Sie thematisierte, wie das Zufussgehen durch technische, politische und strukturelle Massnahmen besser in den Alltag integriert werden kann und wie es sich positiv auf die Lebensqualität in der Stadt auswirkt. Ziel der Konferenz war es, das Ansehen des Langsamverkehrs in der Gesellschaft sowie in politischen und fachlichen Kreisen zu erhöhen. Hier finden Sie die Schlussfolgerungen. (Sprache: Englisch)

Weitere Informationen:

Walk 21 (die Referate sind ab ca. 20. Oktober hier verfügbar): <http://www.walk21.ch>

6. conference internationale Walk21, Zurich, 22-23 sept. 05 Everyday Walking Culture

La sixième conférence internationale Walk21 du 21^{ème} siècle s'est déroulée à Zurich sur le slogan „Everyday Walking Culture“. Elle s'est focalisée sur les mesures techniques, politiques et structurelles qui permettent de mieux intégrer la marche dans le quotidien. Se déplacer à pied a des effets positifs sur la qualité de vie en ville. Le but de la conférence était d'augmenter la sensibilité pour ce mode de déplacement dans la société et dans les milieux politiques et professionnels. Le dossier contient les conclusions finales. (langue : anglais)

Plus d'information :

Walk 21 (les conférences sont disponibles dès le 20.10.05): <http://www.walk21.ch>

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Key Discussion Points

The following points provide a summary of the discussion occurring in the closing sessions of the conference and views consistently expressed during the full programme. These are grouped into categories to provide context and promote clarity.

A. Quality of Life/Quality of Environment

1. It is important for future development that we maintain a broader perspective for walking and consider progression in the overall context of quality of life and space.
2. The amount of walking occurring in communities should be used as a key measure for the quality of life and the environment.
3. When we consider walking in the context of quality of life we must also include cultural development and the arts as part of a broader approach.
4. The development of spaces and programmes with an emphasis on fun and enjoyment is especially important for children but also the general population and should be integral to a broader approach to walking.

B. Facilitation

1. More serious debate is required on the creation of social change and the walking movement needs to better utilize the experience and expertise of social and health marketers.
2. Whilst clearly the overall goal is to create long term cultural change in relation to walking, it is necessary for us to pursue short term projects and gains as well as longer term solutions to ensure that we continue to generate momentum and positive development.
3. The process of fostering cultural change can be overwhelming and it is helpful to consider change within each person's sphere of influence as a way of managing development. 'I do what I can where I am' is a valuable maxim for individuals to follow.
4. Focusing on pertinent and specific issues within a broader context may assist in generating action and momentum. Working with decision makers to target tangible issues with relevance to walking - but not necessarily directly focusing on walking - may be an effective strategy for the cultivation of engagement and support.

5. Walking time is quality time and this should be emphasized as a significant benefit.
6. We need to create a much more positive image of walking and should re-consider the current terminology and approach.

C. Targets

1. Development in the future must also focus on suburban areas as well as city centres. Of course, city centres are agents/showpieces for cultural change, however a significant percentage of the population lives outside city centres where walkability problems may be more pronounced.
2. Consideration of suburban development should take into account the design of new subdivisions as well as retro-fitting existing areas.
3. Distances need to be kept short for walkability. The promotion of Zurich as *The city of short distances* is a strategy worth emulating elsewhere.

D. Relationships

1. It is realistic and beneficial to clearly advocate for a shift towards greater emphasis on planning and support for walking and reduced emphasis on car usage and provision, without presenting an anti-car image.
2. Whilst walking should clearly maintain a distinct image and position, a carefully managed alliance with cycling could be pursued to mutual advantage.
3. Development companies and the corporate sector in general need to be more comprehensively engaged in the walking movement. Walking is a whole of community issue and not just the domain of governments or practitioners in the field.
4. International development agencies, including the World Bank, must be encouraged to include the promotion of walking and walkability within development plans and contracts.
5. We need to engage organizations and practitioners from outside the walking field in the future to build momentum. It is vital that we do not just talk to the converted.

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October 4th 2005