

Walk21-VI *Everyday Walking Culture*, Zurich 22-23 September 2005

A. Quality of Life/Quality of Environment

1. Walking should be considered in the context of quality lives and spaces.
2. The amount of walking occurring in communities can be used as a key measure for the quality of life and the quality of the local environment.
3. Quality of life measures should 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 support and encourage walking.

B. Facilitation

1. The walking movement needs to better utilize the experience and expertise of social and health marketers to bring about social change.
2. Long term cultural change in relation to walking is best pursued via short term projects and gains as well as longer term solutions, to ensure that we continue to generate momentum and positive development.
3. 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. Walking time is quality time and this should be emphasized as a significant benefit.

C. Targets

1. Development in the future must also focus on suburban areas as well as city centres.
2. 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. Whilst walking should clearly maintain a distinct image and position, a carefully managed alliance with cycling could be pursued to mutual advantage.

2. Development companies and the corporate sector in general need to be more comprehensively engaged in the walking movement. Walking is a whole community issue and not just the domain of governments or practitioners

3. 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. International development agencies, including the World Bank, must be encouraged to include the promotion of walking and walkability within development plans and contracts.

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