FIRST NATIONAL STRATEGY FOR THE PROMOTION OF WALKING

THE MASTER PLAN for Walking is a landmark in promoting walking as an environmentally friendly mode of mobility. It was developed by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management, and the Austrian Federal Ministry for Transport, Innovation and Technology together with the Environment Agency Austria and experts from the federal states, cities, municipalities, environmental organisations, industry and science. klimaaktiv mobil – the National Action Programme for Mobility Management - provides support for environmentally friendly mobility projects and the promotion of walking in Austria’s municipalities, businesses and associations, as well as in schools and youth initiatives.

HIGHER PRIORITY FOR WALKING
The aim of the Master Plan for Walking is to raise the status of walking and to pay more attention to the needs of pedestrians in policy-making as well as in the strategies and plans of the federal government, the federal states, and the cities and communities.

AUSTRIA: A PIONEER IN EUROPE
Austria is one of the first EU countries to develop a national strategy for the promotion of walking. The Master Plan for Walking makes important contributions to the implementation of national objectives and international agreements such as the Pan-European Programme for Transport, Environment and Health THE PEP (WHO, UNECE) and the Children’s Environment and Health Action Plan for Europe (CEHAPE).

Titelfoto: Christian Müller – Fotolia.com
WALK21 – THE PEP WORKSHOP
GOOD WALKING IN EUROPE

22 OCTOBER 2015
3:30 pm–5:00 pm

VIENNA CITY HALL
Friedrich-Schmidt-Platz 1 – Room Mozart,
1010 Vienna

PROGRAM

WELCOME
3:30 pm Welcome address by the moderator
Matthias Rinderknecht, Chair of THE PEP,
Federal Office of Transport,
Department on International Affairs, Switzerland

OPENING KEY NOTES
3:35–3:50 pm The positive health effects of walking,
Dr. Nick Cavill, Health Promotion Consultant,
Director of Cavill Associates Ltd.
3:50–4:00 pm THE PEP Health Economic Assessment Tool
for walking and cycling (HEAT),
Dr Francesca Racioppi, World Health Organization

MEMBER STATE SHOWCASES
4:00–4:10 pm Walking for life – 3 years of Norwegian Walking
Strategy, Liv Øvstedal, Senior Engineer Norwegian
Public Roads Administration
4:10–4:20 pm Walking towards safety and health in Serbia,
Bijana Jovanovic Ilic, Ministry of Agriculture and
Environmental Protection, Republic of Serbia
4:20–4:30 pm Showcase on how a walking environment is starting
to change in Moscow, Olga Kislova, Chief
Specialist of the Nature Management and
Environment Protection Department of Moscow
Government
4:30–4:40 pm Austrian Masterplan for Walking
Robert Thaler, Ministry of Agriculture, Forestry, Environment
and Water Management, Austria

DISCUSSION
4:40–4:55 pm Discussion on how to promote walking on national
level and European scale Member States, IGOs and
NGOs are invited to briefly provide their views

CONCLUSIONS AND CLOSING
4:55–5:00 pm Concluding Remarks by THE PEP Chair