

Walk **21**  
VIENNA

# WALK21 VIENNA 2015 STEPPING AHEAD

XVI International Conference  
on Walking and Liveable Communities  
20 – 23 October 2015

Vienna  
ahead  
Designing the Future

City of Vienna

Walk **21**

# Vienna



Vienna, Austria's capital, is an important cultural, economic and political centre in Central Europe. Vienna is rich in cultural traditions and sights, and its historic centre was inscribed as a UNESCO World Heritage Site in 2001. Not least because of its geographic location and dynamic growth, Vienna is an important hub in Europe.

One of the four United Nations Headquarters is located in Vienna, and many other international organisations, such as the International Atomic Energy Agency (IAEA), the Organization for Security and Co-operation in Europe (OSCE) or the Organization of the Petroleum Exporting Countries (OPEC) have chosen Vienna as the location of their headquarters.

Vienna is a fantastic place to live in and to visit, and has been ranked as the city with the highest quality of living worldwide for five years running in the annual Mercer Quality of Living Survey.

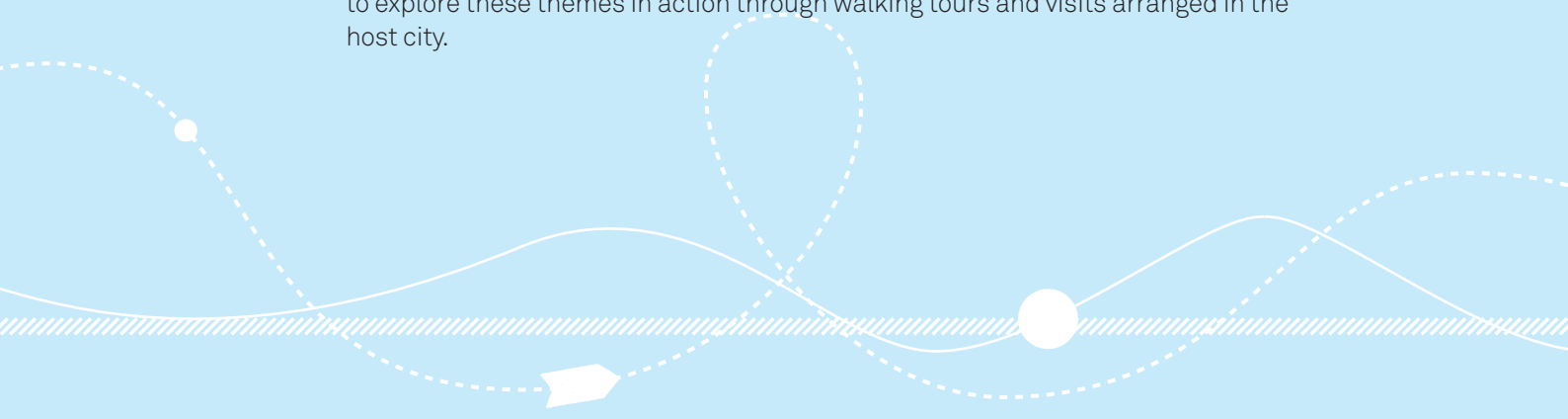
## The Walk21 Conference Series

The Walk21 international network seeks to support and inspire professionals, politicians and the community to evolve the best policies and implement the best initiatives, which create and promote environments where people choose to walk.

The Walk21 conference series provides a global forum to:

- Highlight and promote the importance of walking at political, policy and community levels and build international impetus and commitment for walking
- Disseminate new research, good practice and successful promotion of walking as part of everyday life
- Showcase city success stories and support the host city, local business community and stakeholders to take bigger steps towards a more walkable future
- Illustrate how to prioritise and integrate walking across all relevant policy areas including traffic, spatial planning, health, public space, tourism, recreation, art and community engagement
- Celebrate the global momentum for more walkable, sustainable communities, the daily joys of walking and achievements around the world
- Identify emerging ideas, the need for future research and opportunities for funding

International delegates attending a Walk21 conference have the opportunity to explore these themes in action through walking tours and visits arranged in the host city.





## Walk21 in Vienna

In 2015, Vienna will be the host city for the Walk21 conference. The conference will take place from 20 to 23 October 2015 in Vienna's City Hall and draw about 600 experts.

For Vienna, the Walk21 conference is an important step on the city's road towards realising ambitious transport policy goals such as those defined in Vienna's Urban Development Plan 2025 (STEP) or the Smart City Vienna Framework Strategy. The City of Vienna has declared 2015 the "Year of Walking" to emphasise walking as sustainable transportation. A comprehensive campaign will encourage all people in Vienna to increase the number of trips taken on foot.

## AN EXCEPTIONAL CONFERENCE CITY

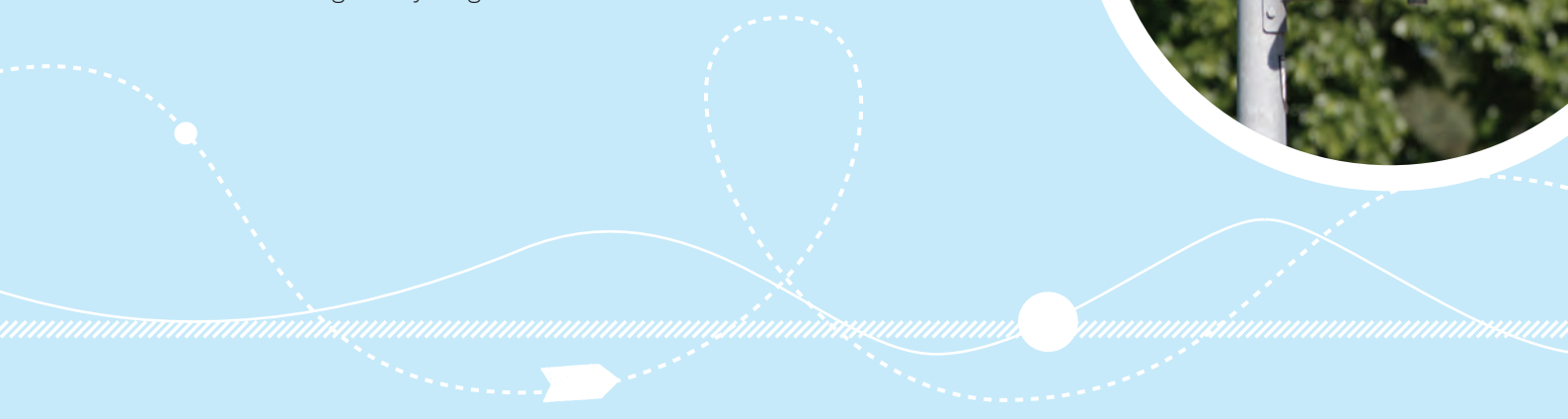
Vienna has declared 2015 the Year of Walking. The city's mobility agency hosts a series of events and campaigns and invites everyone to explore Vienna using the simplest way of getting around.

In past years, Vienna has put numerous measures in place to make walking a more attractive proposition. Examples of this are the transformation of Mariahilfer Strasse into a modern and spacious strolling area, the remodelling of Meidlinger Hauptstrasse and the extension of the 30 km/h speed limit in residential areas. The Vienna Mobility Agency was set up in 2011 to create awareness and publicity for walking and cycling.

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# THE WALK21 VIENNA CONFERENCE PROGRAM

The Walk21 Vienna 2015 conference program features a rich content to facilitate professional expertise and debate as well as informal opportunities for networking and experiencing the diversity of Vienna as a walking city. The program offers a mixture of established and interactive conference formats such as Breakout Sessions, Round Tables, Pecha Kuchas, Workshops, Urban Laboratories and Speed Dating.

The conference will welcome 280 speakers from 40 countries and present a program that features 240 discussions, seminars and workshops, which have been selected from the more than 400 abstracts submitted.

The Walk21 Vienna will begin with a **pre-conference program** on Saturday 17 and Sunday 18 October, hosted by Vienna's Mobility Agency („Vienna on Foot“), which is setting up an „**Urban Village**“ on the forecourt of Vienna City Hall. The „Urban Village“ will feature a temporary market, the Urban Culture Pavilion, the interactive installation „Walking Maze“, a silent disco and surprise events, amongst others.

On Monday, 19 and Tuesday, 20 October, there will be absorbing **pre-conference** workshops on pedestrians' quality needs, school travel and measuring walking.

The conference will conclude with the final weekend program that presents the organic food and delicacy market in Lange Gasse, established as a citizen-driven pilot project for traffic calming on a heavily used street.

**Read more about Walk21 Vienna:**  
[www.walk21vienna.com/conference-program](http://www.walk21vienna.com/conference-program)

Make a move  
towards walking  
in Vienna!



# CONFERENCE THEMES

## Walking towards new public spaces

The quality and walkability of public spaces are prerequisites for a liveable city and define its level of inclusiveness. They play a major role for the future mobility of cities and for following up strategies to become a smart city. Vienna has well-designed and accessible public spaces, attractive walking routes, safe infrastructure and, wherever possible, it is inclusive and barrier free. Nevertheless, the City of Vienna is keen to become even more walkable by ensuring its public spaces are equally accessible, relevant and welcoming to all people, whatever their age, ability or culture. We are interested to hear about good examples around the globe, particularly of public spaces that are being planned in partnership with the people living in them, and how that improves their use, appreciation and the local economy. Mercer Quality of Living Survey.



## Walking towards resilient cities

Walking is the simplest and oldest form of mobility but is only relatively recently experiencing a renaissance in urban development as part of planning for resilience. As it has proven effective in fighting the impacts of climate change, energy scarcity, obesity, air pollution and economic uncertainty, resilient cities are investing in walking as a democratic, cost-effective and inclusive solution. Resilient cities respond to future challenges with efficient long term policies. Walking is one of these sustainable policies and will help make urban areas fit for the next century. We are keen to hear examples of where cities are using walking policies and projects to improve resilience and, in particular, how they are measuring impact.





# CONFERENCE THEMES

## Walking together

Nearly every trip begins and ends with a walk. Walking connects all modes of transport with each other, and especially public transport stops and hubs require a special focus and synergy of information, space and infrastructure. But what is the best way to give people the right information about the walking stage to make it as good as possible? We particularly welcome examples of systems and service-oriented information, multimodal transport projects and cooperation, awareness raising, and effective communication campaigns and tools.

## Walking towards safety and health

Walking benefits personal health and the environment, which reduces the macroeconomic expenses on medical costs. However, this comes at a cost to infrastructure budgets in order to ensure walking is comfortable and safe. We particularly welcome experiences of communities that have developed practical cost / benefit partnerships to create a net benefit for communities. We would like to hear examples of where safety and health has specifically been increased through campaigns, speed reduction strategies, a community reclaiming the streets, etc. Shared spaces, pedestrian zones and the reclamation of public spaces in urban areas are currently gaining more attention. What other strategies can be pursued to keep pedestrians safe and healthy?



# WALKING VISIONARIES AWARDS



The Walking Visionaries Awards highlight new ideas to fulfil the potentials of walking for liveable communities and sustainable cities.

The Awards support individuals and organisations from across the globe, coming from different backgrounds and cultural contexts. Participants in the Walking Visionaries Awards are united by one thought: that walking is an integral element of a good, just and sustainable city.

## AWARDS' CATEGORIES

- Advocacy, Campaigning and Social Projects
- Walking 2.0 and Future Mobility
- Walking and the Arts
- Fashion and Walking Gear
- Planning and Design for Liveable Public Spaces

**More Information: [www.walk21vienna.com/visionaries](http://www.walk21vienna.com/visionaries)**

## Submission phase successfully concluded

A total of 208 submissions from 47 countries on all continents entered the Walking Visionaries Awards. More than 10,000 online votes were counted. They show a diverse range of projects dealing with current and future potentials that walking has to build sustainable cities and liveable communities.



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Walk21 Vienna is organised by the City of Vienna  
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