



WALKING

FOR SUSTAINABLE

A stylized yellow pedestrian icon is positioned on the left side of the slide, within a light green rounded square. The icon is a simple silhouette of a person walking, with a circular head and a rectangular body. It has a slight shadow beneath it.

WALKING

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MoMa.BIZ website: <http://moma.biz>

Image source: www.eltis.org

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BOX 2 - WALKING

Walking is the most natural way to travel for the human-beings. Just like riding a bike, it is healthy and keeps one fit. It is also perfect for relaxation and socialisation and is an ideal form of exercise. However, it is not that suitable for distances greater than 3 km or 40-minute walking.

Walking is also part of other sustainable modes of transport, such as public transport and, therefore, it should be given particular attention as it can influence their attractiveness.

If a BIZ is small and a considerable number of the employees live near-by, it is reasonable to promote walking as the best way to travel. In general, investment in walking facilities is insignificant and usually lower than in cycling facilities. However, in most cases the facilities are the same, and both means of traveling can be combined.

In addition, walking promotes a positive corporate image of environmental and social responsibility.

This Walking Box provides mobility actions to be considered in relation to walking with the aim to inspire and help business and industrial zones as well as individual companies plan and implement walking programmes for their employees and visitors. Each mobility action contains a list of key factors

for success and possible barriers in the implementation of the action. The Box also contains a list of useful resources and tools available online that can provide support in the implementation of walking schemes.

Therefore, if you wish to implement a walking scheme in a BIZ, then:

- Look through the different possible actions;
- Select the most suitable ones for your circumstances;
- Consult the local/regional/national authority as often they offer support for the implementation of walking schemes;
- Implement the actions and promote them.



2.1 - BIZ Accessible on Foot

Action description: An employee or a visitor can reach the BIZ on foot - less than 3 km from home.

What is the distance of the BIZ from the nearest residential area or train/bus station? As a rule of thumb a distance of up to 3km is reasonable for walking for most people. A distance of up to 5km is still possible to walk but only very keen walkers will consider it, whereas longer distances would discourage most potential walkers.

If the BIZ is accessible on foot, then it is a good idea either to promote walking among employees, or attract employees to come to live nearer to the BIZ. Even taking care of the surroundings – gardening, regular cleaning of the streets - will reflect on the perception of employees and they will consequently prefer to walk to work.

Key factors for success:

- Promotion campaign on walking.
- Small distances between the BIZ and major residential areas.
- A study on the percentage of people who live near the BIZ.
- Possible routes published; time schedules of the public transport scheduled and disseminated.

Possible barriers:

- Long distances between BIZ and major residential areas.
- Low interest on behalf of the employees.
- Weather concerns.
- Safety issues.



2.2 - Arrival Facilities for Employees who Walk to Work

Action description: The BIZ provides on-site lockers and showers for employees who walk to work.

Providing facilities such as lockers for storing a change of clothes/shoes and showers will encourage employees to walk to work. They require space, however, it is important to remember that walking for home-work trips will save parking space.

Most often the arrival facilities are the same both for employees that walk or cycle to work.

Key factors for success:

- A significant number of employees is considering to switch to walking.
- Carry out regular maintenance of the facilities.
- Facilities are secure and safe to use.
- Raising awareness and promotional campaign.
- BIZ companies may sign contracts with stores in order to provide services “closer” to its premises and, therefore, employees, i.e. supermarkets.

Possible barriers:

- Investment required.
- The distances within the BIZ are significant.

Good practice:

- At Buckinghamshire County Council (UK) walkers are welcome to use the lockers and showers provided for cyclists.¹



2.3 - Safe infrastructures for Pedestrians

Action description:

The BIZ provides safe infrastructures for pedestrians, road signs, pedestrian routes, etc.


An issue of concern among pedestrians is their safety both within the BIZ area and on the home-work route. Potential “walkers” will be discouraged from walking if the road is lacking pavements, is characterized by continuous traffic and is generally unsafe for walking. In such a case, it is important to consider the following actions:

- Examine the roads connecting the BIZ to the nearest residential areas, train and bus stations and note any dangerous spots and/or existing black spots.
- Establish communication and close collaboration with the local authorities for the creation of a safe infrastructures for pedestrians.

Investing in safer infrastructures for pedestrians will encourage the employees to walk to work and will also improve the accessibility for clients and visitors.

Key factors for success:

- A good understanding of the area within and surrounding the BIZ.
- Communication and collaboration with the local authorities.
- Less accidents and black spots.
- Good transport and accessibility planning.
- Good lighting and signalling.

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- Push-button crossings for pedestrians.
 - Awareness-raising and promotional campaign on sustainable travel.
 - BIZ companies to consult architect or planner for the route system and road signs.
 - BIZ companies may impose a speed limits and road restrictions within the BIZ environs.
 - BIZ companies may put special pavements and lanes for pedestrians and cyclists.

Possible barriers:

- There is not a sufficient modal share for walking.
- Long distances between BIZ and residential areas.
- Poor partnership with local authorities.
- Investment required.
- Employees, visitors and citizens lack walking culture.
- Drivers' behaviour is harsh towards pedestrians.
- Architectural and planning plans in the municipality do not allow infrastructural changes.
- Infrastructure improvements take longer to achieve.

Good practice:

- In Tartu (Estonia) a 3m wide walking/cycling path separated from car traffic was built to connect the BIZ area of the town to the existing pavement network. This path became very popular and helped increase the number of cyclists/pedestrian who work and visit the BIZ area.

USEFUL RESOURCES AND TOOLS

ASTUTE http://www.astute-eu.org/astute_toolkit/toolkit.php

This toolkit comprises many best practice examples which will help you overcome the barriers which public and private sector organisations face in promoting walking and cycling.

COLLECTION OF EVIDENCE OF THE BENEFITS OF WALKING AND CYCLING

<http://www.bristol.gov.uk/page/benefits-cycling-and-walking>

WALKIT.COM <http://walkit.com/walking-to-work/>

A website with interesting information on walking to work.

WALK TO WORK <http://www.tfl.gov.uk/gettingaround/walking/12319.aspx>

A website with useful resources to help people walk or encourage walking at workplace. The information is mainly focused in the reality of London but there are interesting tips that can be adopted in other cases.

WALK2WORK <http://www.livingstreets.org.nz/walk2work/toolkit>

The Walk2Work Toolkit is a resource to help businesses encourage their employees to walk to work, thus reducing absenteeism, improving employee health, and increasing productivity

ELTIS <http://www.eltis.org/>

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. Its site includes a “Case Studies” section which presents successful examples of sustainable mobility, including walking.

UK DEPARTMENT FOR TRANSPORT

<http://webarchive.nationalarchives.gov.uk/20110130183933/http://www.dft.gov.uk/pgr/sustainable/walking/>

A collection of documents for the promotion of walking and influencing travel behaviour through training, education, marketing and promotion.

TOOLBOX <http://www.mobilitymanagement.be/english/measures/meas6.htm>

This is a search facility to help companies develop their own mobility plan, and to help them promote effectively the use of public transport, collective company transport, car-pooling, walking and cycling for home-work journeys.

The tool is available in five languages: English, German, Italian, French and Dutch

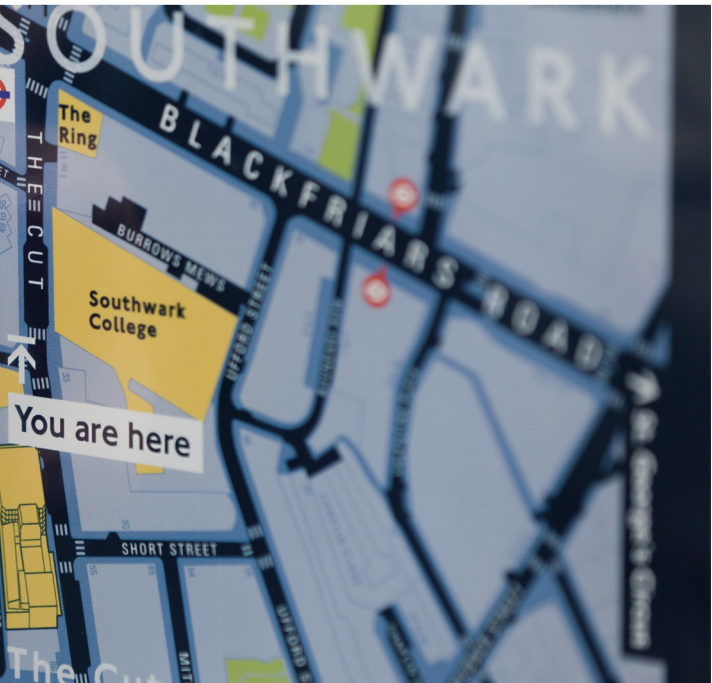
MANAGENERGY <http://www.managenergy.net/>

This is a technical support initiative of the Intelligent Energy - Europe (IEE) programme. Its website includes good practice case studies in the fields of energy efficiency, renewable energy and clean transport, including walking, and have the potential to be replicated.

REFERENCES

¹Department for Transport (UK), 2002. "Making Travel Plans Work: lessons from UK case studies".







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