Outline of a publication on “Promoting Walking and Cycling: a brief for policy makers”

Prepared by the secretariat

A. Purpose

To provide state of art information and evidence on the health, environmental and economic benefits of cycling and walking to support the active engagement of policy-makers from different sectors in the promotion of active mobility and livable cities/smart cities.

B. Readership

Policy makers at the national level in different government sectors (mainly health, environment, infrastructure, spatial planners/urban development agencies, transport);

Policy makers at the sub-national level (regional, city mayors, councilors)

C. Format and length

Succinct, highly legible, yet scientifically robust, publication, with case studies boxes, graphs and photographs. Some 30 – 40 pages, color, fully referenced, and a resource tool (further reading and tools/guidance).

D. Outline

Foreword: WHO RD and UNECE Executive Secretary (bring in THE PEP context)

Executive summary (2 pages)

Introduction: why this publication is needed:

- a growing “urban agenda” at the global and European level (most Europeans living or going to live in cities – challenges and opportunities) relevant messages from New Urban Agenda

- a growing interest in active mobility , including at the policy level:
  - (e.g. THE PEP, WHO Strategy on Physical Activity, other examples from transport and NCDs strategies)
  - EU informal council of Ministers of Transport dedicated to Cycling during the Luxembourg presidency of the EU,
a lot of new exciting knowledge specific to walking and cycling has become available lately, providing new evidence, and addressing some important concerns and questions re: the overall risk/benefit ratio for health, the economic significance, etc.

a complex global agenda, where active mobility can make important contributions to the achievement of the SDGs

since active mobility promotion depends on support and actions by different sectors of government, there is a need to bring this wealth of new knowledge to the attention of policy makers, to support them in the promotion of active mobility

More cost-effective: Linking the above point with co-benefits (including on improving the livability of cities) – that we can achieve more through integrated policies that work to reinforce the benefits of each (case study examples – CO2 and AT, and Educational attainment and AT)

In 2019 the fifth High Level meeting on THE will discuss a Cycling Master-Plan: this publication supports those efforts.

Part one: cycling and walking: why are they good for our health?

Overview of PI as a leading risk factor for health (NCDs epidemic, etc…)

Prevalence of PI and reasons why people are physically inactive (lack of time – Eurobarometer 2014)

Synthesis of the benefits of PA for health (with % risk reduction when available)

Specific knowledge about the centrality of walking and cycling as routine activities, effects of cycling and walking on health

- Meta-analysis of relative risks of cycling and walking
- Cycling and walking and air pollution/BMI/injuries/mental health/educational attainment, inequalities etc….
- Life-course approach so we also mention children as the next generation of active and health or sedentary and ill adults? And, helping people remain healthy as they age etc…

Overall health impact assessment of benefits (from physical activity) and risks (from injuries and air pollution)

Part two: cycling and walking: why are they good for our environment?

Climate mitigation policies/Paris agreement

Air quality policies

Noise

Land uptake

Congestion

Part three: cycling and walking: why are they good for our economies?

Absenteism from work

Better school attainment

Business and local economy development (shoppers, patrons of local shops, tourism economy)

Green jobs

Sustainable Cities

Part four: bringing it all together
• Growing attention to the New Urban Agenda (Smart Sustainable Cities/livable cities)
• Addressing safety concerns for pedestrians and cyclists within a “safe systems approach”
• Shaping the built environment to increase walking and cycling
• Integrating walking and cycling with public transport
• Active mobility in the SDGs, a new, unifying entry point

Part five: making it happening: policy leads

• The importance of the commute to education and work – including the role of public transport

Resources: tools/further reading/ guidance

References