PRO-WALK ORGANIZATIONS: SHARING EXPERIENCES AND EXPLORING NETWORKS

WORKSHOP SUMMARY
WALK21 BOGOTÁ
OCTOBER, 2018

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1. INTRODUCTION

This document summarizes the main outcomes of the workshop entitled "Pro-walk organizations: Sharing experiences and exploring networks" which was part of the Walk21 Conference taking place in Bogota, Colombia from 15 – 19 October 2018. The workshop was held on Tuesday 16 October 2018 from 2.30 – 5.30pm at the Universidad de los Andes, Ed. Hermes, Bloque CH, Salón Innovandes in Bogota.

This activity was organized by a consortium of partners committed to international advocacy for pedestrian mobility: America Walks, Cidade Ativa and Corrida Amiga (through the Como Anda initiative, supported by iCS Instituto Clima e Sociedade), the International Federation of Pedestrians, the UN Environment Share the Road Programme and Walk 21.

1.1. ABOUT US

» America Walks
Is a national organization is leading the way in empowering communities in the US to create safe, accessible, and enjoyable walking conditions for all. We provide a national voice for walking and walkable communities and provide strategy support, training, and technical assistance to statewide, regional, and local organizations.

» Cidade Ativa
Is a registered non for profit organization that aims for the transformation of our cities into healthier environments - through research and projects for the urban landscapes - and by addressing changes in user's behaviour, encouraging people to go out and participate in the transformation of our communities.

» Como Anda
Is an initiative led by Corrida Amiga and Cidade Ativa which focuses on strengthening and articulating organizations in Brazil that work with pedestrian mobility as well as disseminating this agenda nationally. For this initiative Como Anda receives support from Instituto Clima e Sociedade - iCS.

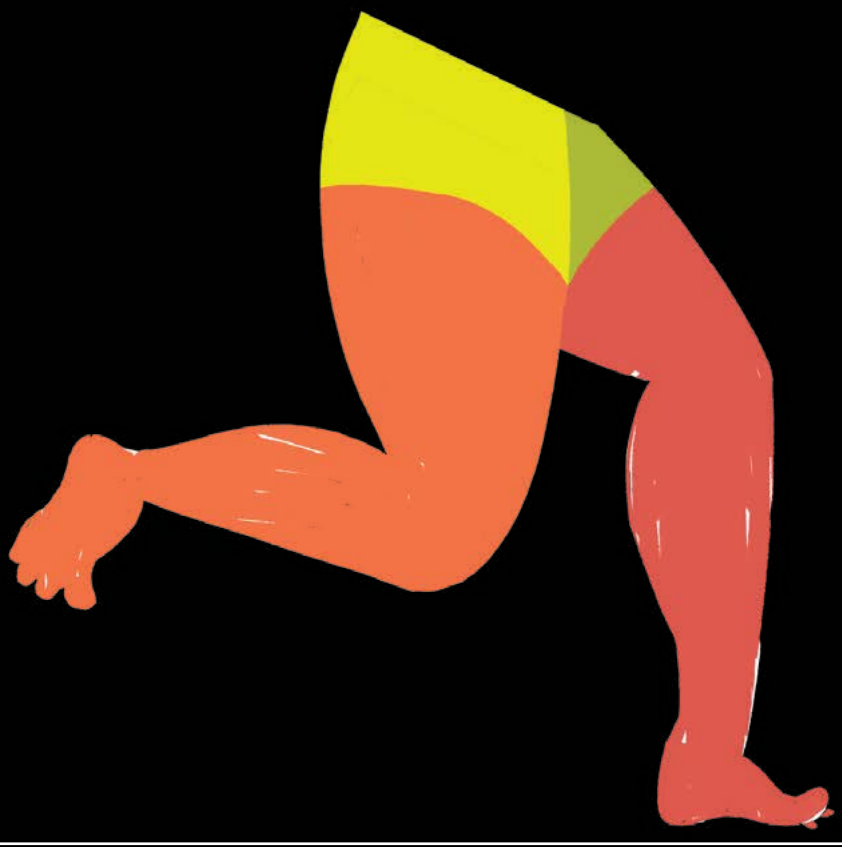
» Corrida Amiga
Is an initiative that brings together people, encouraging them to use their feet as a means of transport, amassing multiple benefits, such as optimizing time, improvements to the health, cost savings and contribution to the environment.

» International Federation of Pedestrians (IFP)
Is a network of non-profit associations and individuals from all over the world, working for pedestrians and liveable public space. IFP was founded as an UN-accredited NGO in 1963 and has been promoting the rights of pedestrians ever since. IFP has currently 43 Voting Members from 30 countries.

» UN Environment Share the Road Programme
Supports governments and other stakeholders in developing countries to move away from prioritizing the car-driving minority, towards investing in infrastructure for the majority: those who walk and cycle.

» Walk21
Is the international charity dedicated to ensuring the right to walk and opportunity to enjoy it is supported and encouraged for everyone across the world.

2. WORKSHOP OBJECTIVES



The main goal of this workshop was to share experiences among organizations and recognize existing networks that work directly or indirectly with pedestrian mobility. Through dynamic and interactive methodologies, we wanted to map a network of organizations who, across the globe, are working to improve the lives of pedestrians. The workshop brought together global, regional, national and city stakeholders and discussed tools and opportunities for collaborating on an international level, guided by the following objectives:

- Promote the exchange of experiences among participants, the organizations and networks that they represent;
- Share stories from existing organizations and networks (local, regional and/or global), learn from one another;
- Highlight challenges and opportunities in advocating for walking mobility locally, regionally and worldwide;
- Discuss opportunities and challenges of articulating pro-walk organizations internationally;
- Share Como Anda, America Walks, IFP, UN Environment, Walk 21 and Liga Peatonal experiences in network mapping, monitoring and measuring success and network articulation.

We hope with this document offers insights about how a international network could benefit local and national organizations working in walking and walkability, and, at the same time, disseminate this global agenda and empower existing efforts.

3. WORKSHOP ACTIVITIES

3.1. WORLD MAP INTRODUCTIONS

All participants introduced themselves with name, organization and country – pinning their business card on a world map.

WORLD MAP INTRODUCTIONS

All participants introduced themselves pinning their business card on a world map.

Image: Como Anda

3.2. LIGHTNING TALKS

Workshop hosts and partners gave five-minute visual presentations sharing their thoughts and experiences on the topic.

- Carly Koinange - UN Environment
- Gabriela Callejas - Como Anda
- Geert van Waeg – International Federation of Pedestrians
- Heidi Simon - America Walks
- Aldo González - Liga Peatonal

LIGHTNING TALKS

Workshop hosts and partners gave five-minute visual presentations.

Image: Como Anda

3.3. WHAT CONNECTS US? (GROUP ACTIVITY)

Participants were organized in four groups. They used post its in two different colors to share their thoughts on two questions:"what would I share" and "what would I want to learn" from organizations from around the world. Notes were placed on a poster and main ideas were shared among groups.

Overall, most groups mentioned that they would benefit from learning new communication techniques and tools as well as understanding how to engage with "outsiders" - people and organizations that work on other issues and that are not yet addressing walking. Moreover, groups say they want to have access to guidance and policy examples on emerging issues.

At the same time, when given the opportunity to say what they would have to share, groups also mentioned communication and case studies are valuable resources that they already have to offer: research and best practices on projects and campaigns are among the ideas shared during this activity.

WHAT CONNECTS US?

Notes were placed on a poster and main ideas were shared among groups.

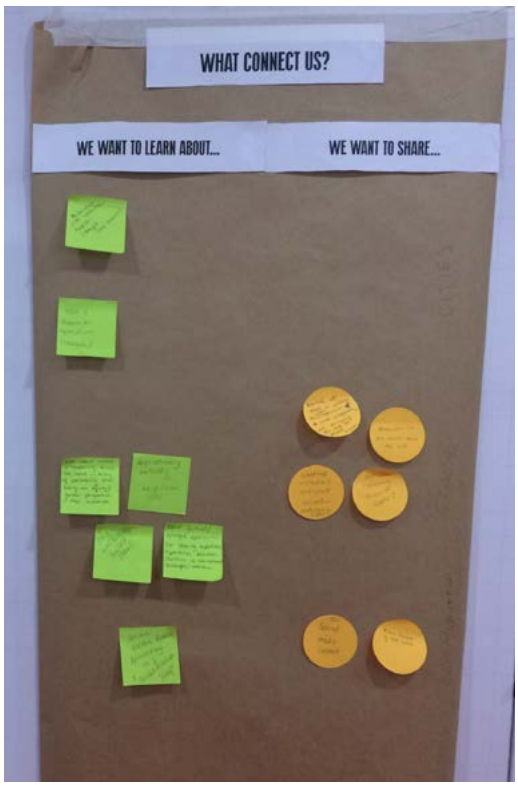
Image: Como Anda

3.3.1 GROUP 1

What We Want to Learn	What We Want to Share
»How to start dialogues »What are the capacity gaps and needs of communities/organizations (help from United Nations) »Existing success stories and case studies »Ways to share expertise / experiences between countries (i.e. international exchanges / internships) »Information and resources around gender equity »Partnership with cultural projects (Brazil; latin america)	»Results from research »Resources that are available »Social media connections and lessons

GROUP 1

Image: Como Anda



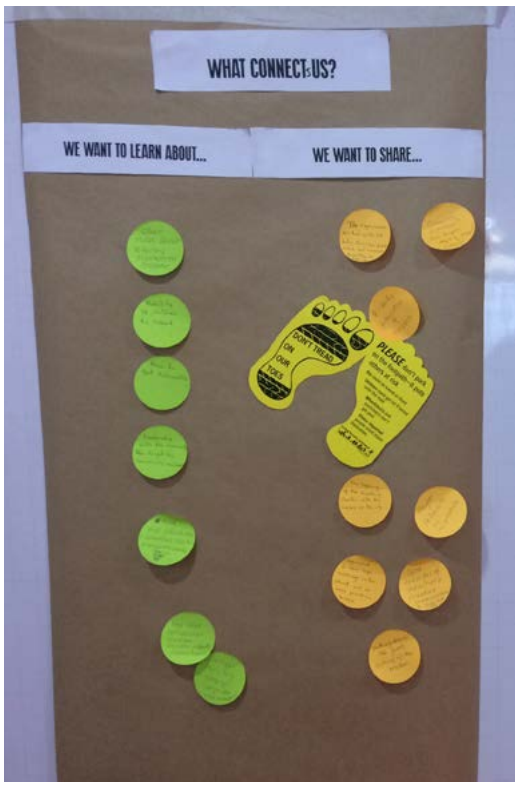
3.3.2 GROUP 2

What We Want to Learn

- Electric scooter guidance, example policies, and information
- Access to schools for children and Safe Routes to Schools policies
- How to engage and involve community members in the process
- Leadership with community
- Transportation hierarchy with an emphasis on pedestrians (the traffic pyramid)
- Global traffic light timing
- How cities and countries measure success progress

What We Want to Share

- Experiences of Latin American Forum
- Los Angeles Department of Transportation (Ladot) community outreach
- Driver education programs and best practices
- Walking Charter
- Examples of creative interventions
- Agreement to have safe crossing in the street and no more pedestrian bridges (Liga Peatonal)



GROUP 2

Image: Como Anda

3.3.3 GROUP 3

What We Want to Learn

- Multimodal prioritization
- Try to be present as representatives for pedestrian issues even at meetings not directly about pedestrian issues
- Gentrification and displacement concerns
- Lower speeds
- Cars need a health warning, like tabaco "cars will kill you and others"
- Pedestrian intelligent crossings
- How the local context of every city and country differentiates the way we use and structure our streets and public spaces
- Pedestrians behaviour researches

What We Want to Share

- Projects that communicate across generations by social networking
- Issue with car ads that highlight speed over safety
- Sidewalks that are safe
- To share that is possible to survive as an advocacy group in Colombia (more than 19 years of experience)

GROUP 3

Image: Como Anda

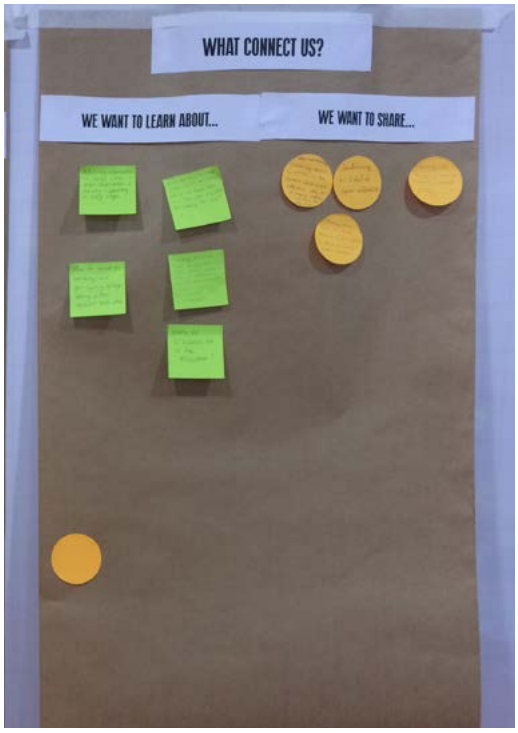
3.3.4 GROUP 4

What We Want to Learn

- Advocacy organization in large cities and their lessons
- How to avoid silos of walking and cycling
- How to engage community members while respecting their time
- Sustainability of organizations and projects
- Where do e-Scooters fit in the ecosystem?

What We Want to Share

- Speed management - lowering speeds in cities is the fastest and most effective way to increase safety and comfort for pedestrians
- Groundsourcing as a tool to improve walkability
- Creating a network and successes from other campaigns (i.e. tobacco)
- Media helping to raise community awareness about pedestrian mobility



GROUP 4

Image: Como Anda

3.4. WORLD CAFE (GROUP ACTIVITY)

Each group had the opportunity to discuss the different topics listed below by sharing their experience in organizations and networks they belong to and/or are aware of. The main goal of this activity was to acknowledge existing groups and networks (despite of geographic incidence) and identify ways they can learn from and assist one another. Using cards that brought up different questions, participants were invited to spend ten minutes discussing each of the topics, as follows:

Topic 1: organizations and networks

Guiding questions:

- » Are you part (or aware of) any networks (formal or informal) dedicated to active/pedestrian mobility or related fields?
- » What are the goals of these networks?
- » Are they formal or informal networks? What is the format (e.g. working group related to a project; group of emails, whatsapp or facebook; a hub; association; a national network; coalition...)?
- » What is the scale of this network, is it local, regional, or global?
- » Who are the members? How to they become part of this group? What makes them legible? How do they participate??
- » What flows in the network? What do members share with each other?

WORLD CAFE

Each group had the opportunity to discuss different topics.

Image: Como Anda

Topic 2: tools

Guiding questions:

- » How is the communication between members?
- » Which tools are used to share ideas within the network and with the outside world?
- » How are resources shared?
- » What kind of tools or strategies are used to grow the network or number of members?
- » Do they use any management tools?
- » How does this network measures its success or goals?

Topic 3: achievements

Guiding questions:

- » Which actions/activities were implemented by these networks as a common effort among members? What have they delivered so far?
- » Are there any actions focusing specifically on pedestrian mobility? Or pedestrian mobility is addressed as a general topic?
- » What is the scale and impact of these actions?
- » Does this network connect/articulate to other global organizations and their goals/programmes?
- » What challenges or obstacles exist to the efforts of your network?

WORLD CAFE

The main goal of this activity was to acknowledge existing groups and networks and identify ways they can learn from and assist one another.

Image: Como Anda

3.5. ACKNOWLEDGING EXISTING NETWORKS

Groups had the chance to present their main findings of the previous exercise and learn from others. Collectively, this activity was able to map a vast and diverse sample of organizations and networks (formal and informal; working directly or indirectly with pedestrian mobility) , from around the world, that contribute to the walkable cities agenda by addressing issues such as safety, accessibility, health, well being, right to the city, among others. Many of those focus on advocacy and communication work while others invest their efforts on project implementation, research, community development and capacity building.

Mailing lists, whatsapp and online meeting tools were said to be useful to connect members of these networks, while social media, webinars and websites are frequently employed to share information. While the use of virtual tools seems to be constantly increasing and, at the same time, challenged by these organizations, in-person forums and workshops were also mentioned as tools to exchange in deeper and more meaningful ways.

At the end of this activity, groups recalled important achievements of the work done so far by these networks. Many mentioned being able to influence local policies and projects and to share information across disciplines. However, this seems to be yet

ACKNOWLEDGING EXISTING NETWORKS

Groups had the chance to present their main findings of the previous exercise and learn from others.

Image: Como Anda

an area of improvement: again, most groups acknowledged that we all need to look outside of pedestrian related issues for partners and allies.

Lastly, despite the increasing awareness on the importance of creating more walkable communities, groups believe we still need to fully understand the meaning of reversing the current traffic pyramid and its consequences on putting pedestrians first when planning and designing infrastructure and prioritizing funding for these projects.

ACKNOWLEDGING EXISTING NETWORKS

Groups recalled important achievements of the work done so far by these networks.

Image: Como Anda

3.5.1. GROUP 1

#1: Organizations and networks

» Organizations and networks mentioned: walk21; sidewalk challenge; international charter walking; share the road; walkable Alberta; walking artists network (WAN); safe routes to school (USA); America Walks; Association of Pedestrian and Bicycle Professionals; SampaPe

» Main goals: info sharing; group problem sharing; increased investment in pedestrian information; community development; capacity building; global advocacy; support female perspective in transport projects

#2: Tools

» Tools and materials: resources and websites; conference calls; meetings; mailing list; online meeting means that everyone can join in, no geographical barriers

» Challenges: "online" communication - discussion can be difficult to achieve at times as not the same as face to face meetings

#3: Achievements

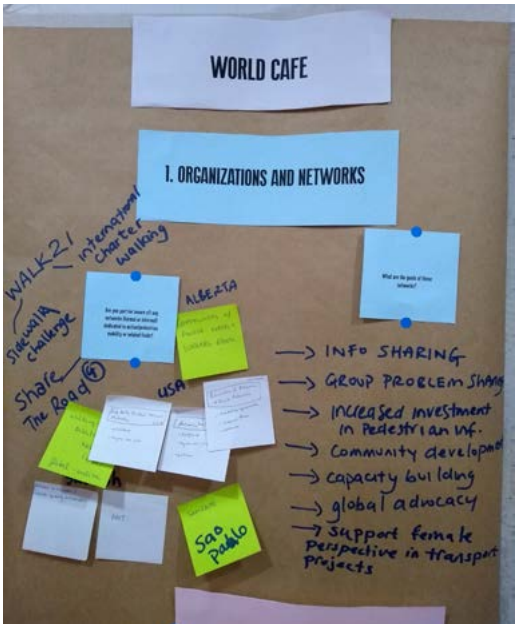
» Resources: funds for investing on sidewalks; increased investment for non-motorized transport

» Information and capacity building: sharing pedestrian information across disciplines; sharing best practices; Paulista aberta (open streets); translation of a manual (shared streets)

» Policies and participation: walkability included in discussions on redevelopment; improvements to sidewalk policies

GROUP 1

Image: Como Anda



3.5.2. GROUP 2

#1: Organizations and networks

» Organizations and networks mentioned: Como Anda (Brazil); Internal ITDP walkability working group (across country offices); Fundacion Colombiana de Peatones; international Federations of Pedestrians; Liga Peatonal; Red Latinoamericana de Ciudades Caminables; La banqueta se Respeta;

» Main goals: strengthen network and organizations; push pedestrian agenda in Brazil; contribute for improvements to pedestrians; transform and improve the cities for all people; recover public spaces

#2: Tools

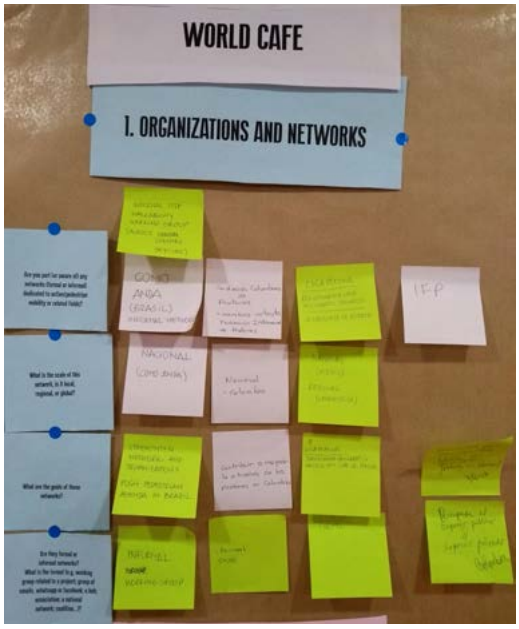
» Tools and materials: emails; website; social media; medium (como anda); newsletter; whatsapp; general assembly; publications; meetings; workshops

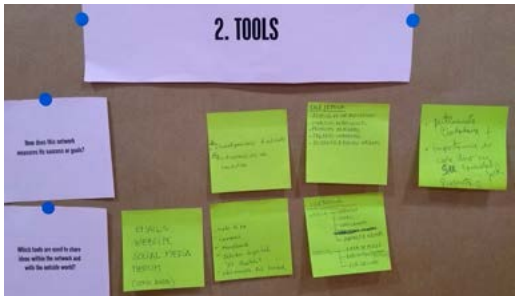
#3: Achievements

» Resources: lack of financial resources; discontinuity of projects (financial resources);

» Policies and participation: national articulation of local organizations into a national network; impact and implement public policies;

» Information and capacity building: capacity building; knowledge exchange; strengthening local organizations





GROUP 2

Image: Como Anda

3.5.3. GROUP 3

#1: Organizations and networks

» Organizations and networks mentioned: Bloomberg initiative for global road safety (BIGRS); FIA Foundation (child health and mobility initiative - CHMI); United Cities for local Government; World Resources Institute; PFC - Partnership for healthy cities; Alianza para las ciudades sostenibles (Bloomberg); National Network for Low Carbon Mobility (Brazil); Complete Streets Network (USA); Safe routes to school (Green Cities - Canada); Greater Toronto Hub - ASST (active transport to school); Health Bridge

#2: Tools

» Tools and materials: conferences; material that articulates the benefits of joining; showcase the benefits of joining; sharing examples of success; technological tools

» Challenges: difficult to get to a point of high trust and openness; give people an action to work towards

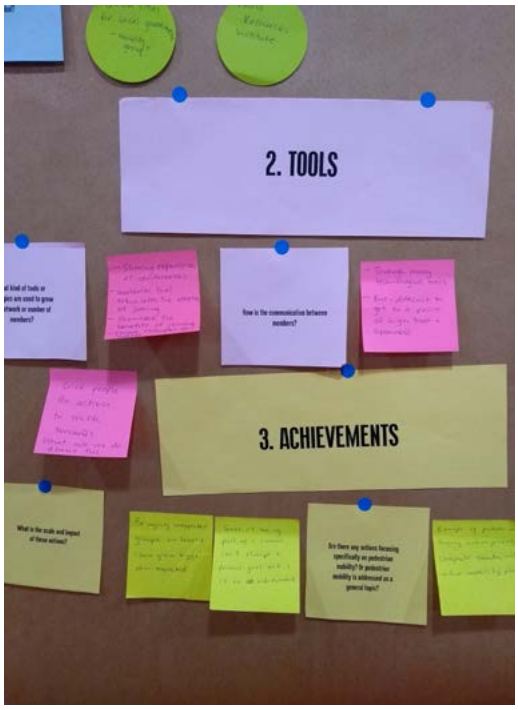
#3: Achievements

» Policies and participation: bringing unexpected groups on board; pedestrian safety school plans; complete streets and active mobility plans.

» Information and capacity building: engineers not thinking of trees; seats, art and community

GROUP 3

Image: Como Anda



3.5.4. GROUP 4

#1: Organizations and networks

» Organizations and networks mentioned: 100 resilient cities; amigos de planeación municipal México; Liga Peatonal (México); Victoria Walks (Australia); Catalunia Camina (Spain); International Federation of Pedestrians; C40 Cities; New Zealand's local government; promotoras culturales (Michoacán, Mexico); Biphilic Cities Network; Living Streets; SampaPe; Walk Auckland; Fundapeaton (Colombia); Walk21; CidadeaPé (Brazil SP); Peruanos de a Pie; ZuFuss (Equador); Vision Zero Network;

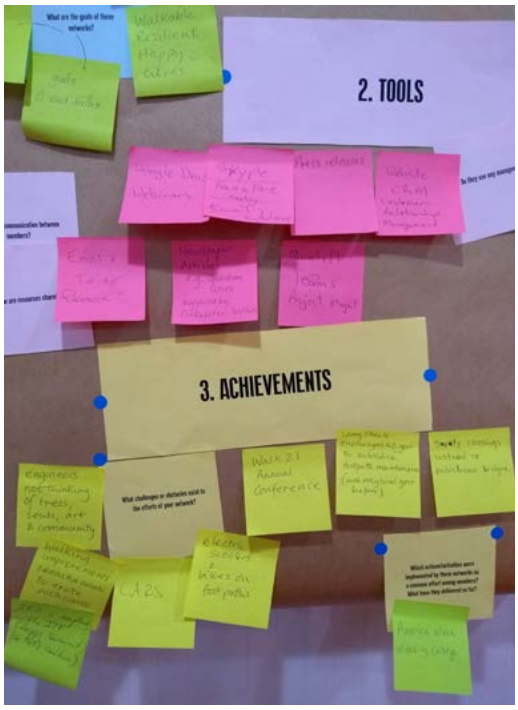
» Main goals: zero road deaths; make a cities walkable, safe, accessible; walkable, resilient and happy cities; right to the city

#2: Tools

» Tools and materials: apps; email; annual paid face to face meeting; walk21 conference; social medias (twitter, facebook, instagram); google docs; webinars; skype; whatsapp; newspaper articles (e.i Guardian Cities - supported by Rockefeller Institute); microsoft teams project management; press releases; website; CRM Customer relationship management;

#3: Achievements

» Policies and participation: walking improvements seem too small to excite politicians; living streets encouraged New Zealand to subsidise footpath maintenance



GROUP 4

Image: Como Anda

3.6. OPPORTUNITIES AND CHALLENGES FOR STRENGTHENING GLOBAL CONNECTIONS

Led by Bronwen Thornton, participants made a final effort to understand how these organizations and networks can benefit from connecting on an international level.

Overall, participants had the feeling that "the voice is being heard": relevant documents, such as the latest manual released by the World Health Organization "ACTIVE: a technical package for increasing physical activity", recognize the importance of prioritizing walkable communities while the active mobility agenda is achieving more visibility on international forums. Participants also acknowledged that in many places we have moved from being in a "don't forget about pedestrians" chapter to a "what can you do for pedestrians" chapter. For this new phase, we need to strengthen communication and information sharing among organizations.

These were common themes throughout the entire workshop. Groups acknowledged the power of having conferences, such as Walk21, to meet and learn from one another. However, it seems that the organizations that were somehow represented in this activity find value in having additional opportunities to share and access information (such as data, research, projects, policies, programs and campaigns). This is an effort that could be pursued by existing global networks (Walk21, IFP and others) or independently and is a potential follow-up action from this workshop.

Are there opportunities to scale up and implement actions globally?

Which tools or processes would be useful to strengthen global connections and networks?

Which topics (of global relevance) urge a coordinated response from organizations and networks around the world?

What is the impact of having a strong global connections for local and regional organizations? And vice-versa?

PEDESTRIAN VOICE IS BEING HEARD

NEED FOR GLOBAL GUIDELINES

CONNECT THROUGH EXISTING GLOBAL INITIATIVES

SHARING CASE STUDIES

OPPORTUNITIES AND CHALLENGES FOR STRENGTHENING GLOBAL CONNECTIONS

Team and attendees from the workshop.

Image: Como Anda

4. PARTICIPANTS

4.1. TEAM

ORGANIZATION	COUNTRY
America Walks	USA
Cidade Ativa / Como Anda	USA / Brazil
Corrida Amiga / Como Anda	Brazil
International Federation of Pedestrians	Belgium / Portugal
UN Environment	Kenya
Walk21	

4.2. ATTENDEES

ORGANIZATION	COUNTRY
Alberta Health Services	Canada
Alveano Morelia	Mexico
America Walks - Washington, DC / Pedestrian Advisory Council	USA
Caminha Rio	Brazil
City of Stockholm	Sweden
DADEP - W21	Colombia
Dep. of Corporal Arts	Brazil
Fundación Colombiana de Peatones	Colombia
Fundapeatón	Colombia
HealthBridge	Canada
Iare Pekhit (Walk)	Georgia
International Federation of Pedestrians	Wold

ORGANIZATION	COUNTRY
Catalunya Camina	Catalunya/Spain
Imobiliario y Empresario	Colombia
ITDP Brasil	Brazil
Libros Agency Kenya	Kenya
Liga Peatonal	Mexico
Living Streets Aotearoa	New Zeland
Living Streets NZ	New Zeland
Perils For Pedestrians TV	USA
Walk 21	Colombia
Walle Toronto	Canada
WRI Brasil	Brazil
WRI Washington DC	USA

DOCUMENT INFORMATION

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