

Building momentum, measuring impact



Development of a national walking strategy in The Netherlands

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Launch national platform in 2019



Dutch national walking strategy

- Momentum

- Dutch ‘polder’ approach

- Stepping stones:
 1. Building a National Platform (2018-2019)
 2. Developing a National Agenda (2020)
 3. Closing a City Deal (2020)

- Work in progress

Momentum

6 challenges:

- Health
- Housing
- Climate
- Heat and flooding
- Liveable cities
- Covid-19

✓ Right time + opportunity = momentum

Dutch 'polder' approach

- Low Countries
- Water: blessing and curse
- Interdependence
- Non-hierarchical society

1 Building a National Platform (2018-2019)



- Forming a 'coalition of the willing'
- Partners: governmental and non-governmental
- Well-understood self-interest
- Three main objectives
- Walk21, Rotterdam, October 2019

2 Developing a Strategic Agenda (2020)

- Vision 2040
 - Ambitions 2030
 - Program 2021-2025
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- ✓ Carried by all partners, including 4 Ministries
 - ✓ Support from the associations of provinces and municipalities
 - ✓ Presentation: 8th October 2020, National Pedestrians Congress

3 Closing a City Deal (2020)

- 28 partners, of which 9 cities
- Commitment on:
 - ✓ The ideal pedestrian city
 - ✓ Working together between sections of government
 - ✓ Stimulating people to walk

Work in progress

- Partner meetings and network meetings
- Development of knowledge
- Pedestrian policy in the making
- Energy and enthusiasm