

## Title

**Walking People Madrid**

## Short description

During 2013 and 2014, Madrid, as well as Nova Gorica, Dresden and Florence, developed the Walking People program, which had the aim of promoting physical activity. In order to achieve this objective, walking routes in each of the participant cities were adapted, along the creation of multiformat guidelines, smartphone applications and the creation of a European network of “Walking cities”.

In the case of Madrid, two main axes (North-south and East-West) were created alongside seven peripheral routes. Peripheral routes were created near health centres and hospitals in order to improve health outcomes for vulnerable groups. A series of activities were planned alongside the creation of the routes to promote the use of these walking circuits, such as the “mobility week”, “decorative arts walk”, the “Madrid Rio walk” and the development of at least one workshop.

## Topic

Moving – Walking

## Characteristics (type, level)

Local implementation of a multi-location initiative

## Country/Countries of implementation

Spain, Germany, Italy and Slovenia

## Aims and Objectives

To promote physical activity and pedestrian mobility in cities

## Target Group

Urban dwellers and visitors

## Status

Implemented on a continuous basis

## Start and Completion dates

2014-Ongoing

## Lifestyle and Behavior Change

Such initiatives can encourage citizens to participate in activities related to active mobility

## Effects on:

<b>Health and Wellbeing</b>	Apart from promoting general use of walking routes it allocates most of them near health centres and hospitals so they can help individuals in more need for physical activity
<b>Vulnerable populations</b>	Routes have been allocated both in central-touristic areas as well as in peripheral neighbourhoods
<b>Environment</b>	It promotes active transport in the urban context

### Initiated and/or implemented by

EU initiative carried out by city councils and local administrations

### Stakeholders and sectors involved

Not specified. It was developed by technical experts and members of the administration

### Financial support

The project was founded by public administrations

### Evidence-base

Several analyses have studied the influence of walking programs and health, as well as the effects of active transport over the environment. In both cases results were positive

### Main activities

In the case of Madrid, two main routes and seven peripheral routes were marked within the city. The implementation of these routes was complemented by different activities such as the program of outdoor exercise for the elderly “Move is care”, “Madrid walk” and the program of controlled exercise through walking routes.

### Evaluation

Not Available for the case of Madrid

### Main results

Not Available for the case of Madrid

### Key success factors and barriers

Unknown

### INHERIT Perspective

This practice combines two necessary and complementary policies in order to promote active mobility. Authorities created environments suitable for walking in the cities, with indications and adequate infrastructures, which increased the capacity of people to walk in the city. To complement this, they targeted citizens' behavior in order to encourage them to take part in active mobility schemes. By combining behavioural and structural interventions, this program was able to be far more effective than if only one approach was used by itself.

### More information

<http://www.madrid.es/portales/munimadrid/es/Inicio/Ayuntamiento/Salud/Promocion-de-la-salud/Rutas-WAP-para-caminar-por-la-ciudad?vnextfmt=default&vnextoid=b68843468f788410VgnVCM2000000c205a0aRCRD&vnextchannel=f75aa3acb6637010VgnVCM100000dc0ca8c0RCRD>

### Contact

No other contact details available