



CITIES FOR PEDESTRIANS! Creative Guidelines

IPoP – Institute for Spatial Policies in partnership with **TAM-TAM Institute** announces an international poster design competition on the topic of pedestrian-friendly cities of the future: **Cities for Pedestrians!** The winning submission will receive an award of 1,000 EUR.

1. Background

Walking is the most natural, healthy, democratic and economical way of traversing **short distances**. It leaves no emissions and other negative influences on the environment, compared to other forms of transportation, it is non-demanding on the space and infrastructure. Despite that, a (too) large portion of short trips nowadays are made by car. A study on the travel habits in the urban region of Ljubljana¹ has shown that in the Municipality of Ljubljana, one-half of all journeys are shorter than 3 km. In the surrounding municipalities, 50.9% of trips by car are shorter than 2 km; 21.5% are even shorter than 1 km. That's a distance we can walk in just 10 minutes!

By changing our travel habits and starting to walk short distances, we'll not only noticeably save energy and lower CO2 emissions, but also have a healthier population of city inhabitants, more connected communities and a richer local economy. We'd gain even greater savings with long-term changes in the settlement patterns – which are most closely connected to travel habits – into sustainable and walkable cities.

2. The problem

In the last few years, **technological visions prevail** in discussion about cities of the future. If we look especially at electric driver-less vehicles, **people are generally only in the longshot or even absent altogether**.

If at this point we look at our own habits, probably many of us would nod in agreement, that indeed in our daily routine we rush to combine our errands and hope that we'll be faster than time. Thus, in a rush, we prefer to choose driving over walking, and in doing so, we reinforce such already firm habits, the comfort zone with the illusion of saving time.

3. Why we are advertising

Because images strongly mark people's opinions, and consequently behaviour, with the competition **Cities for Pedestrians!** and the depiction of pedestrian friendly cities, we wish to remind people that there are numerous reasons to choose walking. Walking as a mode of transport is not just a form of sustainable mobility, because of the accessibility of services, walking should be a logical choice for an individual when running every day errands in cities. With the choice of walking, we aid not only in decreasing the number of cars in the city and CO₂ emissions, but we open the possibility for encounters and socialising with passers-by, for building social ties and communities.

¹ Final report on the study of travel habits of inhabitants of the Municipality of Ljubljana and its surroundings / City of Ljubljana (2014) – in Slovene



4. Whom are we addressing?

The primary target group includes inhabitants of middle-sized cities, who live in apartment neighbourhoods outside the core city centre, holders of a valid driver's license, young parents, who perform the majority of their nearby and short-distance daily errands by car.

The secondary target group includes people who already walk and whom we want to encourage that they act appropriately, for their own good as well as of society and nature.

5. Subject and goal of the competition

In opposition to the technological vision, we are placing the **humane vision of cities of the future, putting humans in the foreground.**

6. Message

The good walkability of cities, as we have termed the friendliness of the city environment towards walking, significantly contributes to the psychophysical health and safety of the inhabitants and the city. At the same time, a walking-friendly organisation of the city also encourages the development of the local economy, such as small shops, service activities and creative industries. The walkability of a city develops and strengthens diverse social ties, and as such enriches the everyday life with cultural and social capital, key sources of developmental power for local communities.

Your work should communicate that walking is good: it is the most natural, healthy, economical and environmental-friendly mode of transport. With walking we build cities to fit humans, where people are in the foreground, such a city is a beautiful city. With walking we also aid in the growth of local economies, the variety of offers and a diverse public space. With walking we are constantly in contact with the surroundings and we become familiar with it. Not only do we better see, hear, smell it, we can also stop at a favourite spot, meet acquaintances and facilitate new interactions. It is also scientifically proven that movement positively influences our mood and towards our general well-being. That is why we should make walking part of our everyday routine and walk to carry out the services that are accessible to pedestrians.

7. Tone of communication

The communication solutions should have an overall optimistic spirit.

8. Terms of the competition

Participation in the competition is free of charge and open to anyone who follows the [Creative Guidelines](#) and respects the [Competition Terms and Conditions](#), which are part of the [COMPETITION DOCUMENTATION](#).



PRESENTATION OF PARTNERS

IPoP – Institute for Spatial Policies works as a non-governmental, research and consultancy organisation. It supports communities towards sustainable urban development and strives to promote walking as a form of sustainable mobility and transportation practice. IPoP encourages walking also through the organisation of active travel to school, through supporting local organisers of Jane's Walks and through the preparation of analyses of the relationships and suggestions for measures to improve walking conditions. IPoP works in the public interest in the field of the environment.

TAM-TAM Institute for Visual Culture continues the activities of the company TAM-TAM, which already for 30 years has been developing the poster medium as a means of communicating in the public space. The institute encourages creativity and excellence in designing poster arts through a number of activities and initiatives of national importance it aims to become a reference point for all individuals, institutions and events who deal with posters.

– The Creative Guidelines are a part of the COMPETITION DOCUMENTATION.

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